

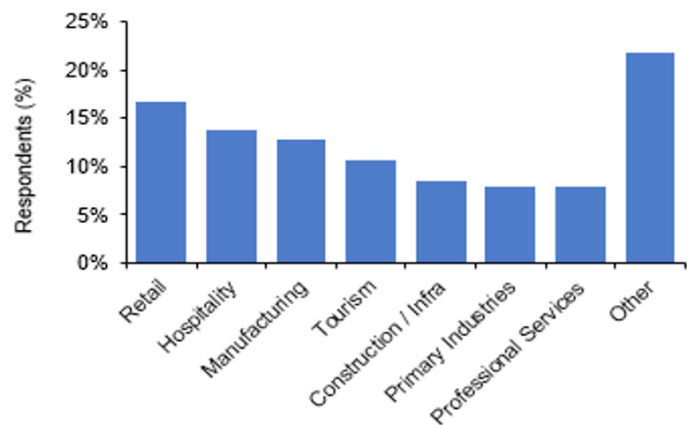
Waikato Business Support was initially funded by Hamilton City Council and led by Te Waka, the region's economic development agency. Waipa, Otorohanga, Waitomo and Thames District Councils were directly engaged in the delivery while Hauraki, South Waikato, Matamata Piako and Waikato Districts independently delivered services and shared results to the bigger picture.

The Waikato Business Support service and our dedicated Regional Business Partner Team have supported in excess of 800 Waikato businesses during Alert Level 3. Following discussions with Waikato businesses over the period from 28 April to 13 May, the following snapshot of the regional business response to Alert Level 3 has been created.

These insights are indicative only; respondents total 245 Waikato businesses with direct calls to businesses being facilitated by the Waikato Business Support service, district council teams or district development boards. The results are aggregated at a Waikato regional level with any significant variation by district presented.

1. Businesses appeared to have adapted well to Alert Level 3 requirements around business operations as they opened their doors (predominantly digitally) following hibernation during Alert Level 4. Business sentiment has appeared relatively positive.
2. The Waikato Business Support service noticed an increase in business engagement during Alert Level 3 compared to Alert Level 4. The proactive connect to businesses enabled opportunities to better support businesses and guide them to relevant support agencies or local professional service providers.
3. The wage subsidy, rent relief and bank assistance are avenues businesses have explored to relieve cashflow pressure and/or expenditure incurred without the corresponding 'normal' levels of income.
4. Businesses have also accessed and plan to continue to access professional support services, particularly accountancy support around cashflow forecasting and are increasingly interested in digital enablement and online sales support.
5. While more business activity has been possible under Alert Level 3 than Alert Level 4, the true impact of the Alert levels restrictions remain unknown for many businesses. Further, the path to recovery remains uncharted and the need for a strong business support network is essential.

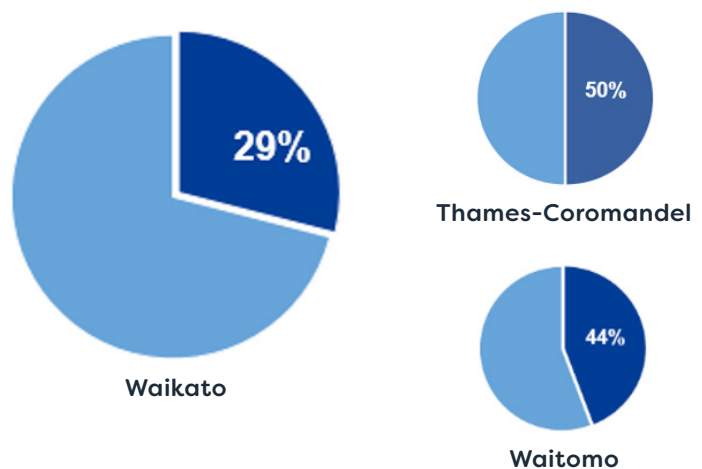
Graph 1: RESPONDENTS



**Representative over a range of sectors however this varied over districts.**

For example, Thames-Coromandel and Waitomo were more highly weighted towards hospitality, retail and tourism whereas Hamilton City was primarily manufacturing.

Graph 2: OPERATIONS



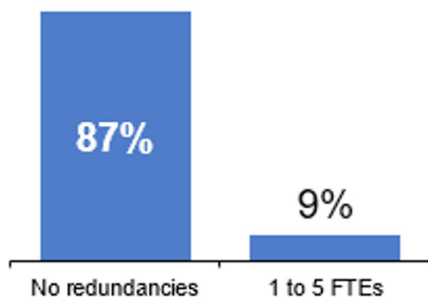
**Businesses closed with no operations >**

Businesses expect a slow return to normal business with levels either remaining slightly below or well below previous normal levels.

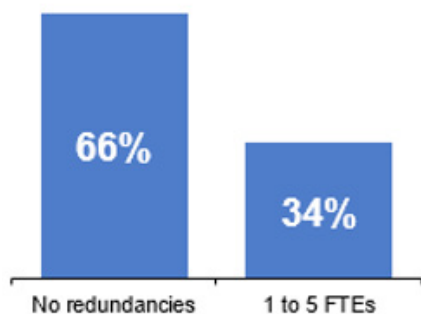
**59%**

### Graph set 3: STAFFING

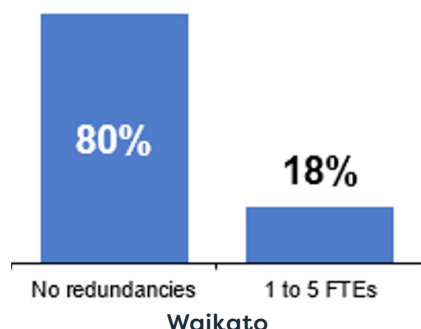
#### REDUNDANCIES TO DATE



#### EXPECTED FUTURE REDUNDANCIES

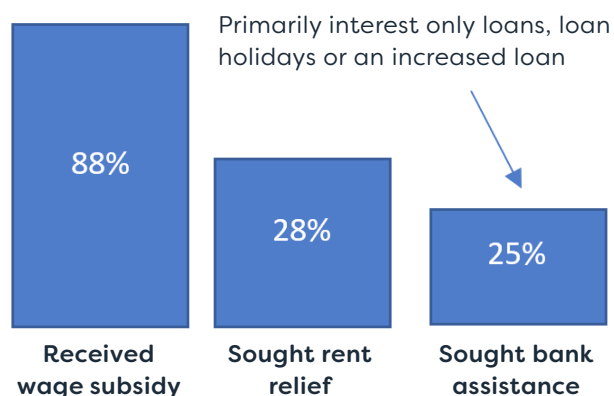


Thames-Coromandel



Waikato

### Graph 4: FUNDING ASSISTANCE



## LOOKING AHEAD

- Build and maintain an interconnected network for the region to offer continued support for business recovery. This involves collaboration between Te Waka, local and central government agencies and local business leaders.
- Te Waka to continuously monitor business sentiment and business needs to enable resources and support to be best allocated.
- Te Waka will continue to explore new techniques and methods to connect with and support business as we progress back down the levels.
- Te Waka will continue to advocate to Central Government for support and funding assistance that cuts through to local business.
- Consideration may need to be given to further support Thames-Coromandel as results indicate higher expected levels of redundancies and a longer shutdown period for many businesses than experienced in other districts.

### PROFESSIONAL SUPPORT

- Accountancy support featured strongly as professional services accessed to date.
- Looking ahead, accountancy support is still needed. In addition, business continuity planning, business strategy, marketing and website / online sales support.
- Preferred delivery mode of advice is through a regular professional service provider or online resources.