

**Press Kit**

# **Business South**



# Who We Are

Business South is a voice for businesses in the Southern Region, championing a strong regional economy and a thriving business sector.

Dedicated to innovation and entrepreneurship, across the Southern Region, Business South provides essential support to businesses and entrepreneurs, helping them reach their full potential and contribute to a sustainable, prosperous local economy.

- **Purpose:** Tūhono. Whakatere. Whakamana | Connect. Navigate. Empower
- **Vision:** Ka ora ai te taiao pakihi, ka ora hoki te hāpori | A thriving business environment that benefits the whole region.
- **Values:** Tautoko. He Auaha. Whakauru. Tauwhiro. Whakawhirinaki. | Supportive. Innovative. Inclusive. Sustainable. Trusted

# How We Help

Business South provides tailored support for small, medium and large businesses, as well as youth navigating their career pathways.

- **Business Support Services:** Including Legal, HR advice, Export documentation, Strategy & Growth planning and the Pathways Hub for workforce development.
- **Training & Learning:** Accredited courses such as, Icehouse training, Prince2, leadership academy & health and safety training.
- **Advocacy:** Direct representation with local and national government, advocating to decisionmakers at all levels ensuring southern interests are heard throughout the policy-making process.

## What Others Say

At Business South, we empower businesses, from hospitality to high-performance sport, with the tools, networks, and support they need to succeed.

*"So Business South, it is a voice to our organisation that as a small business we will be able to go to and it's a reliable source"*

- Andre Shi - Owner, Vault 21

[Watch the full video testimonial](#)

*"Business South really helps support the player with their individual personal development plan. One particular good event is the "Business After 5 (BA5)" that really encourages the player to stretch themselves out and grow personally"*

- Sonya O'Neill - Personal Development Manager, Highlanders

[Watch the full video testimonial](#)

## Press Mentions

**Otago Daily Times – "Business optimism still rising – survey"**

Wednesday, 19 March 2025

This article highlights our Business South Quarterly Business Survey, which provides valuable insights that help us advocate for businesses with decision makers in local and national government.

[Read the full article](#)

**Central App – "Business South team up to boost Southern SMEs"**

Sunday, 8 June 2025

This article spotlights Business South's new partnership with Icehouse, bringing premium growth programmes, training, and mentoring directly to Otago and Southland SMEs, helping local businesses accelerate success.

[Read the full article](#)



# Photo Gallery



[View the full downloadable photo gallery.](#)

## Brand Elements

[View full downloadable logos](#)

### Colour Palette

Usage	Swatch	HEX	CMYK
Primary		#036794	92, 55, 24, 4
Accent		#57b39f	65, 8, 45, 0
Secondary		#3694d1	74, 29, 0, 18

### Fonts

Heading Font: Roboto Slab

Body Font: Roboto



# Contact Information

## Media & Enquiries

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## Connect with Us

Website: <https://business-south.org.nz/>

Instagram: [@businesssouthnz](https://www.instagram.com/businesssouthnz)

LinkedIn: [@businesssouth](https://www.linkedin.com/company/businesssouth)

Facebook: [@business-south](https://www.facebook.com/business-south)