

Press Kit

Business South



Who We Are

Business South is the Southern Business Association, supporting employers and business owners across a multitude of sectors right across the lower South Island.

We believe that every business should have the best chance at being the best it can be, we optimise employers' health and growth potential through a wide range of support services, training and networking opportunities for whatever stage they are at and advocate for businesses with decision-makers in local and central government.

How We Help

Coming from the belief that every business should have the best chance at being the best it can be, we provide businesses with a wide range of support services, training and networking opportunities at whatever stage they are at.

We help accelerate businesses toward the best they can be, we have the scale and reach, the breadth & depth of experience and, most importantly, the right people to get stuff done.

What also makes Business South different is our sense of contribution. We listen, understand and collaborate; proactively supporting businesses in achieving their goals, not simply responding to their needs.

As passionate advocates of business we champion the interests of our Southern members, ensuring their voice is represented to top-level influencers and decision makers locally, regionally and nationally.

Business South is plugged-in, live and connected. Put simply, we're the region's go-to people around ways to accelerate businesses.

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

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