

# ACCELERATE

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OUR NEWSLETTER FOR GROWING BUSINESSES



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We hope you've had a great first half of the year and are raring to go as we head into late winter.

Our August newsletter features our annual business health check. Discover the key areas your business can't afford to overlook, like your website, and the importance of website performance in the world of e-commerce.

You'll also learn how to simplify provisional tax, key tax dates, and courses you don't want to miss.

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## CONTACT OUR TEAM

## Digital snapshot: Have you refreshed your website lately?



Have regular clients dropped off the face of the earth? Struggling to gain new business online? Your website could be the cause of your problems.

The worst thing you can do with your website is to set and forget. Your site should be regularly updated to ensure it features prominently in search engine rankings.

If you fail to refresh your website, your business risks getting lost online, with visibility in search engines like Google likely to decline as algorithms are updated.

Fortunately, there is something you can do about it: **an SEO audit**.

Conducting an SEO (search engine optimisation) audit of your website at least once a year will ensure your online platform has the right keywords in place to attract web users.

An SEO audit looks at your web presence and checks if your website pages feature the right words. If you have a low ranking, you won't be as visible on Google search, meaning customers are more likely to overlook you. Even worse, your rivals could leapfrog you and have a better ranking.

Subscription-based online tools, such as [Semrush](#) and [SEOptimer](#), can help you conduct a DIY audit, but they can be tricky to navigate for novices. Alternatively, you can outsource your audit to specialist agencies, such as Kiwi companies [CreativeQ](#), or [Awaywithwords](#), who take care of the whole process.

### Do you know how well your website's doing?

One great thing about websites is that they track a wealth of valuable business data.

Using Google Analytics, you can find out:

1. Where traffic flows to your site
2. The most popular pages
3. Time spent on each page
4. Traffic at different times of the year.

If you're not the most tech-savvy, seek expert advice for a full overview of your website's performance and how it can be improved. It could be the difference between a new customer or another new client for your competitor.



Keeping a lump of cash aside to pay provisional tax on your Inland Revenue due dates can be challenging for any business, especially if you have cashflow issues and need money on hand. For some companies and sole traders, tax pooling is the perfect solution.

### What's tax pooling?

Being part of a tax pool provides more flexibility on when you pay provisional tax to Inland Revenue, rather than being tied to the IRD's deadlines.

### How it works

IRD-approved intermediaries such as [TMNZ](#) or [Tax Traders](#) transfer money to Inland Revenue on your behalf. Once the pool has made the payment to IRD, it is considered "tax paid".

All you have to do is keep up with your payments to the pool or purchase tax payments with a finance charge. This allows you to better make payments to help your cashflow.

Tax pools provide flexibility, allowing you to overpay when you have a bit more money and giving breathing room when things get tight. Overpayers help other businesses in the pool that need more time to make their payments.

### The pros of tax pooling

1. You'll avoid IRD's penalty charges and use of money interest (UOMI) charges for late payments as the pool will always make time-stamped payments for you.
2. If you haven't paid enough tax to meet your provisional tax liability, tax pools typically charge lower interest rates for purchasing tax payments than those charged by IRD.
3. You can dip into your tax pool payments and use them as an emergency line of credit if you're short on cash, as long as you top up the money later.
4. If you take money out of the pool, you'll be charged a lower rate of interest than those charged by the banks.

In short, tax pools can give you more control over your provisional tax obligations. Talk to us today to see if tax pooling is the right fit for you.

### Got March balance dates?

Remember your first provisional tax instalment is due this month, on August 28. Here's a breakdown of your key dates this year:

**1st instalment:**  
28 August

**2nd instalment:**  
15 January

**3rd instalment:**  
7 May



## Two courses to better your business

Continuous training and improvement can set your business apart from the competition, giving you new tools to take on challenges and attract talent and customers.

### The Icehouse Leadership Development Programme

The Icehouse is one of New Zealand's top providers of business training, and its Auckland-based Leadership Development Programme is aimed at professionals who want to become more effective leaders.

On the Icehouse course, you'll learn and experience:

1. Techniques to improve leadership, communication and management skills.
2. A better understanding of the challenges of an owner-manager.
3. How to think strategically to grow your business.
4. A better fundamental understanding of business functions including marketing, finance, and operations.
5. How to execute a project to solve a tangible change in your business.
6. A strong network of other successful senior leaders, facilitators, and business experts.
7. A unique learning environment which combines practical learning and academic expertise.

Taking part in this course will connect you with a network of like-minded business owners and managers to share ideas. Another important aspect of the course is that it focuses on personal effectiveness and wellbeing.

Drawing on the experience of some of the country's top leaders, it will teach you how to build resilience, develop your emotional intelligence, and take care of your own wellbeing. After all, you're no use to your business if you're burned out.

### Lifesaving lessons: First Aid Compliance in the Workplace



Even if your business is office-based, learning first aid skills can be a lifesaver for someone in your team. If your company operates in a more dangerous field, all the more reason to learn first aid.

Hato Hone St John runs a First Aid Compliance in the Workplace course to help workplace first aiders, including:

- First Aid Level One — a standard first aid course for the workplace that takes one day to complete and includes NZQA unit standards 6401, 6402.
- First Aid Level Two — a 12-hour course that includes NZQA unit standards 6400, 6401, 6402.

Every workplace has different levels of risk. Consult WorkSafe's requirements to understand the level of training you need.

## TAX CALENDAR – AUGUST 2024

| Date      | Category                    | Description   |
|-----------|-----------------------------|---|
| 5 August  | PAYE                        | Large employers returns for July. File employment information within two working days after payday.                                     |
| 20 August | PAYE                        | Small employers returns for July. Large employers returns for August. File employment information within two working days after payday. |
| 20 August | RWT                         | RWT return and payment due for deductions from dividends and deductions of \$500 or more from interest paid during July.                |
| 20 August | NRWT / Approved Issuer Levy | Payment and return due for July.  |
| 28 August | GST                         | Payment and return for July.  |
| 28 August | Provisional tax             | Instalment due.   |

Note: the provisional tax due dates apply to those clients who have a March balance date. Different dates will apply for those clients who have different balance dates.

***Disclaimer:** This publication has been carefully prepared, but it has been written in general terms only. The publication should not be relied upon to provide specific information without also obtaining appropriate professional advice after detailed examination of your particular situation.*