

Te pōkai i te ahumoni: **Waihanga pakihi**

Navigate your finances: **Create a business**

Mā te huruhuru ka rere te manu.

Adorn the bird with feathers so that it may fly.

Useful guides, tools, tips and resources for creating a business start-up as an artist or arts practitioner.

“Making money is art and working is art and good business is the best art.”
— Andy Warhol

Watch the video interview with artist Jamie McCaskill to hear how one artist thinks about his art as a business.

- [Ko tā te ringatoi tirohanga ki te para i tētahi aramahi toitū | An artist’s perspective on building a sustainable career](#)



Te whakatū pakihi | Starting a business

Information and guidance from the Ministry of Business, Innovation & Employment

View the steps for starting a business.

- [Starting a business | Ministry of Business, Innovation & Employment](#)

Read this overview of the tools and resources available to business start-ups.

- [Our tools and resources | Ministry of Business, Innovation & Employment](#)

Key considerations for owning a business as an artist or arts practitioner

Deciding on the right structure for your business is a good first step in the process.

Becoming a sole trader | MBIE

Many businesses are started by people who are contractors or sole traders. Read this guide to see if the sole trader structure is right for your business.

- [Becoming a sole-trader | Ministry of Business, Innovation & Employment](#)

Watch this Inland Revenue (IR) video about being a sole trader

- [Business Basics | Sole Trader | Inland Revenue](#)

Company structures

Watch this Inland Revenue video to learn more about company structures.

- [Business Basics | Company Structure | Inland Revenue \(YouTube\)](#)

Plan for success: Why do you need a business plan?

Read this guide to business planning.

- [When business planning is right for you | Ministry of Business, Innovation & Employment](#)

Writing a business plan

A business plan reflects your business. They come in a variety of formats. You may need a business plan to apply for funding and grants.

Check out these free templates and tailor them to suit your business needs.

- [How to write a business plan | Ministry of Business, Innovation & Employment](#)

Use SMART goals to create content for your business plan

SMART goals:

- S**pecific – Identify what you want as an outcome. Keep it tight.
- M**easurable – Decide on how you will know when you have achieved this.
- A**ttainable – Identify your steps and any challenges you may face.
- R**elevant – Is this a priority for you right now and if so why?
- T**imebound – Decide on a date that you want this completed to keep yourself on track.

Cash flow and revenue forecasting

Use this cash flow forecasting tool to give your business a financial health check.

- [Cash Flow Forecaster | Ministry of Business, Innovation & Employment](#)

If you are having trouble paying tax, follow this step-by-step Inland Revenue guide to sending a 12-month cash flow forecast to support financial relief.

- [Send a Twelve month cash flow forecast - IR591 | Inland Revenue](#)

KiwiSaver for self-employed people

Read this guide to how KiwiSaver works for people who are self-employed or a sole trader.

- [Self-employed – your guide to KiwiSaver \(PDF 193 KB\)](#)

Funding eligibility to set up your business

View this resource to see if you are eligible for government funding to start your new business.

- [Funding explorer | Ministry of Business, Innovation & Employment](#)

You may be eligible for Work and Income (WINZ) grants:

- [Business Training and Advice Grant](#)
- [Self Employment Start-up Payment](#)

Resilience for small business owners

Watch this video on building resilience for small businesses.

- [Resilience for small businesses | Ministry of Business, Innovation & Employment \(YouTube\)](#)



Te tapa me te whakatūturu i tō kamupene Naming and claiming your company

One Check

Use One Check to find out if a business name is available and not registered to someone else.

[ONECheck | Ministry of Business, Innovation & Employment](#)

Company name registration

Register your company name with the Intellectual Property Office of New Zealand (IPONZ).

[Own your limited liability company, cooperative company, unlimited company idea. \(PDF 262 KB\)](#)

Domain name registration

Register your domain name with IPONZ.

[Own your dot com, dot co, dot org, dot net, dot biz, dot int, dot edu, dot nz idea \(PDF 261 KB\)](#)

Charities Services

Some businesses can be set up as a charity. Explore this site to find out if this is a possibility for you.

[Starting up, Charities Services | Internal Affairs](#)



Te mōhio ki ngā here hei kaituku mahi Know your obligations as an employer

Employing others

One way to increase your business potential is to employ someone.

Use this Employment Agreement Builder to write up an employment contract.

[Employment Agreement Builder | Ministry of Business, Innovation & Employment](#)

Read this information about hiring an employee.

[Hiring an employee | Ministry of Business, Innovation & Employment](#)

Withholding taxes

If you are employing contractors or making scheduled payments, you need to deduct withholding tax. Artists and arts practitioners as well as employers need to understand how this tax affects them.

View this Inland Revenue information.

[Schedular payments | Inland Revenue](#)

Allowances

View Inland Revenue resources about the allowances you may need to provide for employees.

[Allowances | Inland Revenue](#)

Koha

View this Inland Revenue fact sheet on non-profit groups and how they receive or gift koha. This guidance may also apply to mea alofa.

- [☞ Payments and gifts in the Māori community \(PDF 104 KB\)](#)

The Accident Compensation Corporation

All New Zealanders who are working or own a business pay a levy to ACC. There are two guides available with more information:

- ACC Levies
 - [☞ ACC Levies | Ministry of Business, Innovation & Employment](#)
- ACC earners' levy rates
 - [☞ ACC earners' levy rates](#)



Te tāke mō ngā ringa toi, kaiwhakahaere pakihi hoki | Tax as an artist or arts practitioner business owner

Reducing your tax bill

View this Ministry of Business, Innovation & Employment infographic to see how new businesses can reduce their tax bills.

- [☞ Reducing your tax bill \(PDF 744 KB\)](#)

Goods and Services Tax (GST)

Use these resources to find out about GST:

- [☞ GST \(goods and services tax\) | Inland Revenue](#)
- [☞ GST | Ministry of Business, Innovation & Employment](#)
- [☞ GST rates | Ministry of Business, Innovation & Employment](#)
- [☞ Calculating your GST | Inland Revenue](#)
- How much you can earn before you register for GST
 - [☞ Registering for GST | Inland Revenue](#)
- Ask other artists and arts practitioners how they manage their GST payments

Business basics: Expenses and record keeping as a Sole Trader

Watch this video about claiming business expenses.

- [☞ Business Basics | Expenses of a Sole Trader and Record Keeping | Inland Revenue \(YouTube\)](#)



Rapu āwhina | Seek advice

As with all financial decisions, it can be helpful to seek expert advice.

- The Regional Business Partner Network can support you if you are facing challenges or you want to grow your art business.
 - ☑ [Regional Business Partner Network](#)
- Creative Careers support is also available through Creative Career providers in some areas.
 - ☑ [Creative Careers Service | Work and Income New Zealand](#)



He aha kei tua | What's next?

Develop your own next steps and collaborate with others to continue to grow your career. Consider what is on top for you, and who you can go to for support in the following areas:

- **Setting up a business**
- **Business planning**
- **Business tax**