

COMMUNICATIONS GUIDELINES

It is important that you clearly indicate which of your services are registered for the Management Capability Development Fund.

The following are some guidelines around terminology.

Advertising a registered service

When promoting individual registered services. The following text should be used:

“This Workshop / Course / Coaching is registered with the Management Capability Development Fund. Find out more by visiting www.regionalbusinesspartners.co.nz”

Advertising about your organisation

If you are planning to advertise that your organisation delivers services that have been registered with the Management Capability Development Fund the following tag lines can be used,

“[Registered organisation name] offers services that are registered with the Management Capability Development Fund”

If you wish to use other wording, please contact us at info@regionalbusinesspartners.co.nz to seek approval.

Newsletters / Other publications

If you wish to refer to a RBP Funding Scheme in a newsletter or publication, the following approved text may be used:

Management Capability Development Fund

Optional Introduction: Small businesses may qualify for funding to help pay for services such as training workshops, courses and coaching that build the management capabilities of their owners and key managers.

Management Capability Development funding is only available through the Regional Business Partner Network (RBP) Growth Advisors and can be used with service providers registered with the RBP Network.

Funding may be provided to a business where the Growth Advisors have identified a need for management training as part of an action plan to support the business owner to grow and innovate their business. Business owners are then able to select a service from a registered Service Provider.

For more information on the Management Capability Development Fund or to find your local Growth Advisor go to www.regionalbusinesspartners.co.nz

Additional

- As per the Promotion and Advertising terms in the contract, the service provider does not have rights to use the RBP logo or any of the government logos, this includes MBIE, Callaghan Innovation and NZTE.

- Always ensure you manage the expectations of a potential customer in regard to whether they might receive funding. The funding is limited, and the Growth Advisors make decisions based on their own meetings with the business owner.
- Under no circumstances should you use words such as Approved / Accredited / Authorised or Endorsed