

SMES AND THE JUST TRANSITION

One of the truisms in life is that the only constant is change. Anyone in business in Taranaki will be well aware of the growing and ever-changing demands being placed on business in this region.

Fortunately, there is one chartered accounting firm, Velocite, in Taranaki that is acutely aware of the external pressures SMEs are facing and the changing nature of their clients' needs. Grant McQuoid, Director of Velocite, sums it up perfectly: "We're not a traditional accounting firm, we're future focused. Long gone are the days of 'keeping the score' it is about changing the outcome for our clients. The business environment is now incredibly fast paced, and we're focused on helping people navigate this change."

The Taranaki 2050 project and the Just Transition, initiated as a result of the Government's Oil & Gas decision, is just one of the factors businesses are now grappling with. 94% of businesses in Taranaki are SMEs who employ 47% of our workforce and create 55% of new jobs. That's why Velocite are such staunch advocates for these business owners. "It's important that SME's are

not left out of that conversation during the transition period" says Grant.

Grant, one of just three life members of the Taranaki Chamber of Commerce, has been closely involved in the development of the Taranaki 2050 Roadmap. "It is a privilege to be involved in the Taranaki 2050 project, especially to be on the Lead Group and attending the People and Talent pathway workshops."

The Taranaki 2050 Roadmap has been co-designed by the region, for the region. It considers not just how our economy will change, but all aspects of our lives, and provides the opportunity to plan for inclusive growth and a Just Transition to a low emissions economy.

A 2018 OECD issues paper talks about eco-innovation and eco-adoption for the SME sector. "The key constraints for SMEs are the high cost of green innovation, the ability to fund learning and change processes and the trade-off between 'greening' and business performance."

Velocite is at the leadership table to advocate for SMEs and will continue

to ask the question, "How do we (NZ collectively) enable existing business owners to become eco-innovators and eco-adopters?" Answer, so SMEs can continue to create new jobs for Taranaki and New Zealand.

Paul Petrowski, a Director of Velocite, is passionate about the agricultural sector, was involved in the Food & Fibre pathway and is ideally placed to help his rural clients take full advantage of the new wave of opportunities the future holds.

Velocite has a team dedicated to helping SMEs navigate the Just Transition and building business strategies that last beyond a generation.

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Grant and Paul in front of the Taranaki 2050 Roadmap printed in Velocite's reception.