



SMALL AND MEDIUM-SIZE ENTERPRISE

Impact Report

2023



Our impact reporting methodology

This study analysed the performance of small and medium size Kiwi owner managed businesses we have worked with, which fall into the enterprise size by annual income bracket of \$1M-100M.

Data from over 900 unique businesses was collected primarily between 2017 and 2023, with businesses anonymized to ensure confidentiality.

The results reported fall within a high confidence interval, however missing data points in a series of an organisation's longitudinal reporting have been averaged to fit the model.

Disclaimer:

The Icehouse reports these numbers based on information obtained through an annual survey, financial statements, and other media sources to obtain impact data. Revenue, FTE and export averages are applied and extrapolated over the full network of companies The Icehouse has taken into account outlier organisations that may skew the data.

**Additional statistics have been sourced and referenced from the Stats NZ - AES 2022, Business Financial Data June 2023, NZ Business Demographics Feb 2022 - 2023 reports and International Trade Dashboard.*

An Introduction

The Icehouse was founded in 2001 in partnership with The University of Auckland Business School and exists to support Kiwi small and medium-sized enterprise owner managers and leaders who want to take their businesses on a journey of growth and prosperity.

We believe that the impact we contribute extends beyond the accounting numbers, as these important people are not only vital to the New Zealand business landscape and vibrant, growing economy but also equally to the communities and people they touch.

We're proud to be involved in their transformative process, supporting them with skills, advice, connection and clarity, because no one 'gets them' better than we do.

OUR WHY IN NUMBERS

OUR FOCUS IS ON SUPPORTING THE 'SMALL AND MEDIUM-SIZED'
SEGMENT OF THE NEW ZEALAND BUSINESS LANDSCAPE
WHICH REPRESENTS:

15%

of all enterprises in NZ*

AND THEY CONTRIBUTE...

46%

of total annual income*

THEY ARE THE ENGINE ROOM
OF THE NEW ZEALAND ECONOMY

ALUMNI NETWORK IMPACT

BELOW IS A REPRESENTATION OF THE SCALE TO WHICH
THE ORGANISATIONS WE HAVE WORKED WITH ADD TO
THE NEW ZEALAND BUSINESS LANDSCAPE

OUR ALUMNI BUSINESSES

NZ TOTAL

TOTAL ANNUAL INCOME



\$17.4B

\$494B

ANNUAL INCOME FROM ALL
SMALL AND MEDIUM-SIZED
ENTERPRISES*

TOTAL FULL TIME EMPLOYEES



53,546

2,927,000

TOTAL EMPLOYED
POPULATION ALL
BUSINESS SIZES*

TOTAL ANNUAL EXPORT REVENUE



\$2.03B

\$96.48B

TOTAL EXPORTS FOR YEAR
ENDING JUNE 2023*

BUSINESS PERFORMANCE

HOW THE WORK WE DO WITH ALUMNI BUSINESSES
TRANSLATES TO PRIMARY BUSINESS
PERFORMANCE METRICS

OUR ALUMNI

NZ TOTAL



REVENUE GROWTH

11.03%

AVERAGE ANNUAL COMPOUNDING
GROWTH RATE

6.35%*

3-YEAR AVERAGE



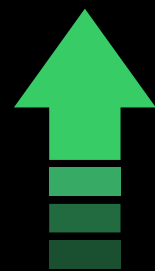
OPERATING PROFIT

15.61%

ANNUAL AVERAGE 2023

6.50%*

ANNUAL AVERAGE 2023



JOB CREATION (STAFF)

9.71%

AVERAGE ANNUAL COMPOUNDING
GROWTH RATE

2.82%*

2023 AVERAGE

BUSINESS IMPACT

OUR ADVISORY SERVICES AND PROGRAMATIC COURSES
AIM TO HAVE A TANGIBLE IMPACT ON THE DIRECT
PERFORMANCE AND STRATEGIC DIRECTION OF THE
BUSINESSES WE WORK WITH:

BELOW IS A SUMMARY OF OUR IMPACT ON
RESPONDANTS OF OUR ANNUAL ALUMNI SURVEY

77%

reported a positive impact on

**FINANCIAL
PERFORMANCE**

87%

said our services provided

**VALUABLE
CHANGE**

87%

said our services provided

**CLARITY &
DIRECTION**

PERSONAL IMPACT

WE GET THAT FOR OWNERS AND STAFF, BUSINESS IS PERSONAL, SO OUR APPROACH HAS ALWAYS BEEN TO NOT ONLY FOCUS ON BUSINESS PERFORMANCE METRICS, BUT ON THE PEOPLE WITHIN THE ORGANISATION AND THOSE THE BUSINESS ALSO IMPACTS MORE WIDELY.

WE USE “THE FOUR CIRCLES” TO ILLUSTRATE THIS APPROACH.



PERSONAL IMPACT

BELOW IS A SUMMARY OF OUR IMPACT ON
RESPONDANTS OF OUR ANNUAL ALUMNI SURVEY

83%

reported a positive impact on

**PERSONAL
WELLBEING**

76%

reported a positive impact on

**STAFF
WELLBEING**

61%

reported a positive impact on

**WORK-LIFE
BALANCE**

57%

reported we helped provide

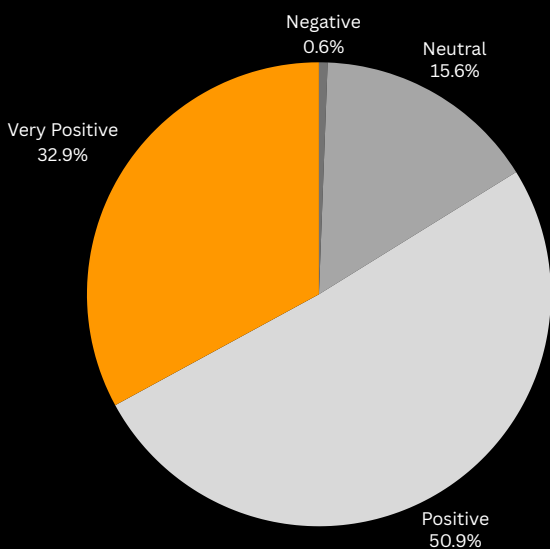
**VALUABLE
CONNECTIONS**

THE Icehouse^o

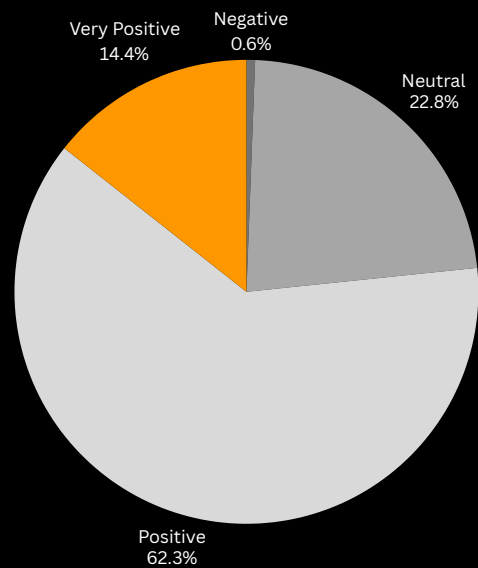
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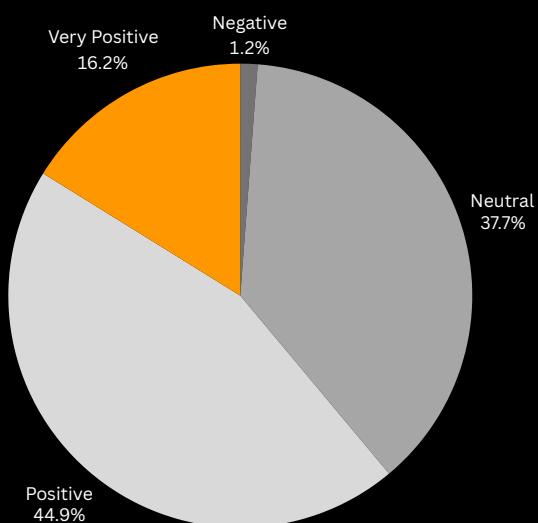
IMPACT ON PERSONAL WELLBEING



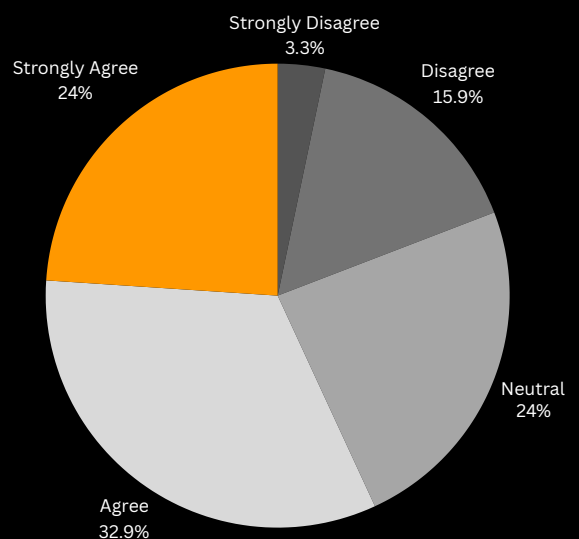
IMPACT ON STAFF WELLBEING



IMPACT ON WORK-LIFE BALANCE



HELPED PROVIDE MEANINGFUL CONNECTIONS

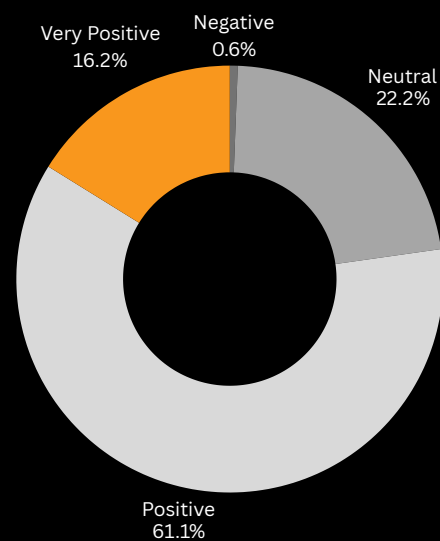


BUSINESS IMPACT

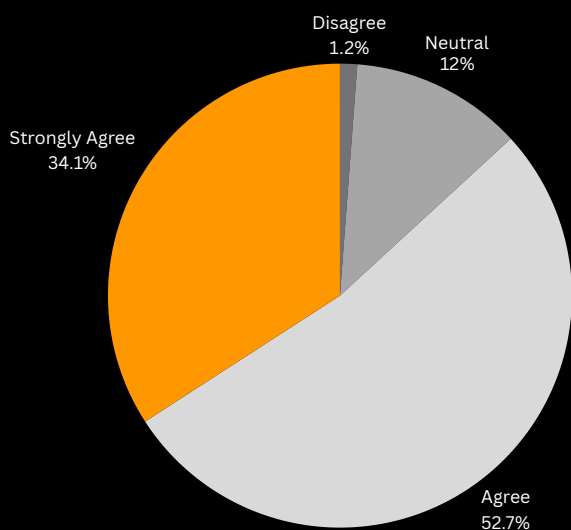
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IMPACT ON FINANCIAL PERFORMANCE



A CATALYST FOR VALUABLE CHANGE



WE PROVIDED CLARITY / DIRECTION

