



**Media Release**  
**14 June 2013**

**GetOnline.co.nz celebrates 1st birthday and brings 1.3m+ visits to local business websites**  
*11,000+ Kiwi SMEs benefit from Westpac & MYOB initiative*

In the past year more than 11,000 New Zealand businesses (SMEs) have built their presence online with [GetOnline.co.nz](http://GetOnline.co.nz), an [MYOB](http://MYOB) and Westpac initiative that provides a website builder that makes it easy for every Kiwi business to get online.

Launched in June 2012, GetOnline.co.nz gives local SMEs a free domain name and enables them to build a business website free of charge for one year. In that time participating businesses have received an aggregate of more than 1.3 million visits to their websites.

The industries most likely to take up the GetOnline.co.nz opportunity were business services (27%), retail (25%) and construction and trade (16%). Overall, approximately 2,600 use the e-commerce facility and have 35,000 products available for purchase.

MYOB General Manager Business Division James Scollay says GetOnline.co.nz was designed to assist local SME's get online in response to finding that more than two-thirds of New Zealand SMEs didn't have a business website.

"Three quarters of New Zealanders research their purchase decisions online<sup>1</sup> yet only one third have a business website. This means a significant number of New Zealand business owners are missing out on sales and marketing opportunities. Helping another 11,000 kiwi business get online is a great start and we hope to have even more SME's take advantage of this initiative in the coming year," he says.

New MYOB Business Monitor research found 44% of SME owners and managers with a website said it has led to more customer enquiries and interest. 36% said they had increased their income or revenue thanks to their website.

Westpac GM Business Banking Mark Fitz-Gerald says the response to the GetOnline.co.nz programme in the first 12 months has been fantastic.

"Clearly this is an initiative that is filling a significant need for local businesses (SMEs)," Mr Fitz-Gerald says. "The response reflects the demand for companies to be visible and become more competitive online. It's made a material difference to the number of New Zealand businesses operating online."

Westpac and MYOB supported the programme with advertising and nationwide workshops to assist businesses to get online and maximise the opportunity. Westpac is also providing further support through Bizpac, a bundle of tailored banking solutions for SMEs.

Mr Fitz-Gerald says GetOnline.co.nz is part of Westpac's Grow NZ initiative and another way that the bank is helping local companies develop their business and encouraging smart investment for growth.

"The internet is a boundary breaker and a business website is an essential tool for communicating with your existing customers and attracting new ones."

One business owner to have taken advantage is Sandy Hayer, owner of [Tummy Mummy NZ](http://TummyMummyNZ).

Ms Hayer runs a small business that sells toxin and chemical-free products for pregnant women and their children and says half of her sales are made via her [e-commerce website](#).

She states, "I don't think I would have been able to afford to create a website myself, but GetOnline.co.nz made setting up my website extremely easy and cost effective. It has not only enabled me to reach a significantly larger market but also helps

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<sup>1</sup>Consumer Commerce Barometer NZ, April 2010

me to set targets, as the website provides me with all the information needed to do so. If I didn't have a website I would lose 50% of my sales."

According to MYOB research, businesses that regularly update their website, have an image gallery or link to social media capture more leads than their competitors. In fact, businesses with an online image gallery reported experiencing a 349% increase in leads upon creating one, while those that post news receive 40% more leads than those that don't. Those that link to social media on their website receive 20% more leads. Businesses (SMEs) that do all three - post news, have an image gallery and link to social media on their website - drive five times more e-commerce transactions than their competitors.

- ENDS -

#### **About GetOnline.co.nz**

[GetOnline.co.nz](http://GetOnline.co.nz) is an initiative from Westpac and MYOB. It is designed to help New Zealand businesses get online, offering a quick and [easy website builder](#) – free for the first 12 months.

Powered by the [MYOB Atlas website builder](#), businesses (SMEs) can:

- create a website in under 15 minutes or an e-commerce capable website in under one hour
- claim a personalised domain name with matching email address
- deploy a mobile version of their website, optimised for smartphones
- create an online store
- create a payments page to accept invoice payments online
- access Google tools to help the business be found online
- choose from customised themes
- integrate with Twitter, Facebook, LinkedIn and Google+

Through [GetOnline.co.nz](http://GetOnline.co.nz), MYOB Atlas is free for the first 12 months for any New Zealand business. In the second year businesses have the option of renewing from just \$5 per month. Those claiming a free .co.nz domain name with GetOnline.co.nz will need to renew this at their cost after the first 12 months. A .co.nz domain name usually costs around \$30 per year.

#### **For further information or immediate comment, please contact:**

Elaine Koller  
MYOB NZ Public Affairs Manager  
Tel: 09 9253514 / Mob: +64 29 777 0256  
Email: [elainekoller@myob.com](mailto:elainekoller@myob.com)

Luke Parker  
Westpac Media Team  
Tel: (09) 336-9991 / Mob: 027-479-0858  
Email: [luke\\_parker@westpac.co.nz](mailto:luke_parker@westpac.co.nz)

#### **About MYOB**

Established in 1991, [MYOB](#) is one of New Zealand's largest business management software providers. Its 50+ products and services have been employed by over one million businesses in New Zealand and Australia. MYOB serves businesses of all ages, types and sizes, delivering solutions that simplify accounting, payroll, client management, websites and much more. With a network of more than 20,000 accountants and other professional partners, it provides the support and tools that help make business life easier. Today, MYOB is extending its solutions online and delivering innovation through cloud computing, enabling clients to make smarter connections with business partners and customers. Visit [myob.co.nz/smarterconnections](http://myob.co.nz/smarterconnections).