



Beautiful business

Kia ora Vanushi Walters,

After more than 80 consecutive days in lockdown, we know there is an enormous strain on the mental wellbeing of Auckland small business owners.

Our latest [Xero Small Business Insights](#) show sales were down 18.4 percent in Auckland and small businesses were paid four and a half days slower than this time last year.

That's a lot of weight for Auckland small business owners to bear, and many are experiencing poor wellbeing. As a result we feel they need more support now than ever before.

That's why Xero is expanding our [Xero Assistance Programme](#) (XAP) to offer all of Auckland's 200,000-plus small business owners free and confidential professional counselling until the end of the year. This is regardless of whether they are a Xero customer or not.

This service is free and 100 percent confidential. It's run through the world-leading wellbeing provider [Benestar](#), offering access to three telephone, live chat, or online professional counselling sessions.

All Xero customers across Aotearoa, along with their staff and families, are already eligible for free and confidential professional counselling through XAP. This equates to more than one million Kiwis throughout New Zealand.

We understand the importance of taking care of the wellbeing of our small business owners, particularly at this time and this is one step we can take to make a direct and potentially significant difference.

I would be grateful if you could extend this message to your network of Auckland small business owners. If they message xap@xero.com with the name of their business they will be sent instructions on how to access the service.

Ngā mihi nui,

Craig Hudson - Managing Director, New Zealand & Pacific Islands, Xero