



Nature Coast Enterprise Newsletter

April 2010

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Nature Coast Enterprise your one stop shop for business

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Business Advisory Board Launched



Nature Coast Enterprise has recently launched a unique business development initiative that will see new advisory boards advising local businesses. Each board will be tailored to each business and offer advice and fresh strategic thinking.

The idea is the brain child of Nature Coast Enterprise along with many hours of volunteer work provided by local experts Dr Bev Edlin (Valeo International) and Chris Ineson (Driving Forces).

This scheme ideally targets those businesses that are going to stand still if they do not step-up to the next level. Many businesses often do not know what to do next in their development and generally need expert advice on how to go about it. Employing an advisory board for a fixed period of time is one simple strategy to help business growth.

How does the new service work?

Interested businesses are encouraged to apply to Nature Coast Enterprise for consideration. Upon acceptance, a fee is payable and a board and chairperson will be chosen to work directly with the business by offering independent advice. It is anticipated that between two and six meetings will be formally run by each board for each business. The advisory board will not serve the function of a governance board and will not have fiduciary responsibilities, nor will they have any operational functions. Businesses and advisors can be assured of complete confidentiality.

Nature Coast Enterprise is confident this new initiative will not only help local business, but in-turn help economic growth of the wider region by retaining businesses and potentially attracting new ones as it is not only lifestyle business that succeeds on the Nature Coast

This initiative is innovative and designed to help Kapiti and Horowhenua businesses to grow and be more successful on the local, national and world stage. The business model is consistent with Nature Coast Enterprise's philosophy of business excellence and business driving business. For more information, [click here](#) or contact Lorraine Hoggard, Business Development Manager, lorraine@naturecoast.co.nz or Tel 04 298 6611.



Chris Ineson, Lorraine Hoggard, Bev Edlin

Kia ora tātou



Welcome to a new month and a new face. After 5 years of leading Nature Coast Enterprise through many successes, Glen O'Brien has moved on and I am very proud to now be leading the organisation forward as we move into winter.

In coming editions I will outline my priorities for the organisation as we move forward, but in the mean time, I would like to assure the Kapiti Coast and Horowhenua business community's that Nature Coast Enterprise is in good hands and the passion, professionalism and commitment of our staff has never been as strong as it is today.

The next few years will certainly be extraordinary for the Nature Coast economy. With the huge amount of infrastructure spending planned, we as a region must ensure that we are prepared to capitalise on these new opportunities. The cooler mornings and longer nights are now upon us and with the change in season comes a good opportunity to take stock and review the openings that are before us to ensure that strategically, we are heading in the right direction. That is of course, without mentioning the branding and tourism opportunity we will have next year as the eyes of the sporting world are on us for the Rugby World Cup.



Hei konā mai
Chris Barber
Acting Chief Executive



Accounting software, how do you decide?



There are numerous accounting software packages on the market today and the capabilities and features vary between each package. When looking at accounting software the following should be considered:

- Do you need a fully featured system or a simple cashbook?
- Do you need to invoice customers?
- Do you need to record invoices from suppliers and integrate to internet banking software?
- Do you have staff and need to keep payroll records?
- Are there particular needs specific to your industry?
- What knowledge does your existing team have and are there any knowledge gaps?
- What information does your accountant require at year end?

Your Chartered Accountant, like Morrison Creed is well positioned to help you choose the accounting or payroll software that is right for you. They can help you implement the software and undertake system reviews to ensure you get the best out of it.

Article courtesy of Christine Vincent who is a member of the Accounting Software and Systems Support team at Morrison Creed, Chartered Accountants – contact christine@morrisoncreed.co.nz

Recruitment Advice for Employers in 2010

Positive Staff recruitment specialists on the Nature Coast advise that the number of vacancies advertised has risen dramatically since the end of 2009. Their recent client survey indicates good business activity and the signs of growth in all sectors except Government in the greater Wellington region, including the Nature Coast. Employer feedback states that workflow has been constant with business finance becoming more easily accessible.



As an employer here are some tips of what to look for in a CV:

- Clear details of name, address, contact numbers and email.
- Key transferable skills the candidate has gained or up-skilled along the way that suits your business needs.
- Clear employment history with name of businesses, job summary and timeframe on each position (chronological list including the last 10-15 years).
- Summaries of competencies and accountabilities performed at each job, with any results documented and verified references.
- Academic achievements since leaving school, not only shows they have the ability to up-skill, but they have discipline.
- Once you start interviewing, ensure the candidate is dressed to impress you (a lot of decision making is still done in the first few seconds of an interview).
- Try to word your questions to the candidate that has conversation starters so the candidate relaxes and you see the best of them.
- Use open questions needing more than a few words and requires the candidate to demonstrate their achievements eg “Give me an example of when...”; “How would you go about doing...”

Article courtesy of Tony Pearce, Positive Staff who can supply pre-screened candidates to save your business time and money – he can be contacted on tony@positivestaff.com



Local Exports to Be Given A Higher Profile

Exporting businesses are to be highlighted in a new category available in this year's Electra Business Awards for Kapiti and Horowhenua. It is estimated there are about a hundred businesses exporting from the Nature Coast.

“NZ Trade and Enterprise’s support of this local export award category recognises both the need to build our foreign exchange earnings as a country and also the opportunity to recognise and salute those companies that through their creativity and energy are out there doing it,” according to the Regional Economic Development Manager for NZTE, Mark Hargreaves.

It is thirteen years since the Electra business awards last featured an export category and it is being re-introduced this year because it is a growing sector in the region. It'll be one of eleven categories that will be open for entry in May, with the awards announced on Friday 1 October.

In the meantime, organiser, Business Kapiti Horowhenua is ensuring that its entry and judging systems continue to be robust by selecting appropriate people to be independent judges and assessors and with a review of the entry process almost complete.

The information website is already available at www.electra.co.nz/businessawards and will be updated regularly.



Speak Up Speak Out Training in Wellington

Mojo – take back your energy

Date: 22 April 2010

This workshop is about holding a mirror up to your life, to the way you work and live. You will take stock of the things that are holding you back and give you the tools to ‘toughen up’ and make it happen and re-claim your voice and energy, your mojo.

For more information or to register – please contact denise@speakupspeakout.co.nz



Electra Business Breakfast – March 2010 Reviews

For those who missed recent breakfast speakers, here are key points from both presentations:

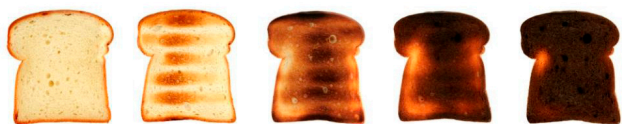


Wednesday 3rd March, Kapiti Phil O'Reilly, CEO Business NZ

- 76,000 members
- Why profitable firms succeed in tough economic times:
 - Introduced new products/services
 - Sold more to existing customers
 - Sold more to new types of customers
 - Invested in training and equipment
 - Opened new branches/outlets
 - Made staff changes
- Competitive advantages for the Nature Coast:
 - Building on the brand, "the Nature Coast"
 - Food production potential
 - Road and rail enhancements
 - Paraparaumu Airport development
- Importance of unlocking business potential:
 - Think big
 - Niche industries
 - Collaborate
 - Stay grounded, "remember where you are from"

Business NZ is committed to New Zealand's success by promoting sustainable growth through free enterprise. It is New Zealand's largest advocacy group for enterprise, and champions effective business policies.

[Click here](#) to view the Business NZ web site.



Wednesday 17th March, Levin

Philip Hansen, Plant Manager, Alliance Group Levin

- 100% farmer owned Co-op with 6,000 plus shareholders
- Employs 5,500 people in New Zealand
- Turnover NZD 1.49 billion
- Exports 95% of products
- 9 plants nationwide (two in North Island, Dannevirke and Levin)
- Lorneville (near Invercargill) is the largest export lamb plant in the world
- Food safety has assumed a very high profile – ISO 9001 accredited
- Constantly evaluating technology, ie use of robotics increasing
- Has a dedicated research and development centre
- Serious investment going in to the Levin plant to bring it to world class standards.

The Alliance Group Ltd is a co-operative, wholly owned and supplied by our farmers. It has become one of the largest exporters of meat products from New Zealand, and is New Zealand's leading producer of lamb-based meat products.

[Click here](#) to view the Alliance Group Ltd web site.



Free Seminars for Companies Office Clients

During April and May the Companies Office will visit main centres throughout New Zealand to host free seminars on their Business Update, including two information sessions for the new Companies Office Services and the new Financial Service Providers Register (FSPR). Seminars will be divided into three sessions allowing clients to attend only the sessions they find relevant to them.

Key topics to be covered:

- 1. Business Update** for www.business.govt.nz, the Companies Office, Personal Property Securities Register, and the Financial Service Providers Register.
- 2. Companies Office** – an introduction to new online tools, widgets, igovt logons, and key functionalities such as the personalised dashboards for the new Companies Office website.
- 3. Financial Service Providers Register (FSPR)** – an introduction to the FSPR and AFA regimes including who will administer them, registration and authorisation requirements, how to register on the FSPR and the process to become an Authorised Financial Adviser (AFA).

Places are strictly limited so book online now to choose which seminar sessions you wish to attend. [Click here](#) to find out more.

Attention: Women in Business Networking
Note your diary now for the next networking evening:
Wednesday 28th April 2010.

Cocktails After 5 – Wellington Chapter New Zealand Pacific Business Council

"Challenges of Exporting to the South Pacific"



- Date:** Thursday 8th April 2010
Venue: Fresco, Training Room, 12th Floor Guardian Trust House 15 Williston Street, Wellington
Time: Registration 5.00pm - Event 5.30 to 7.00pm
Cost: Members \$25 incl GST Non refundable
 Non Members \$ 35 incl GST Non refundable

Guest Speaker: Athol McQuilkan – Director Harrier Exports Limited

Athol is a very experienced Pacific exporter of meat, seafood and produce. He has offered to share his first hand experiences of how to successfully penetrate the South Pacific markets. Harrier Exports are agents and consultants specialising in exports to the Pacific. Established in 1989 it has grown to cater to a large and diverse client base not only in the Pacific but in Africa, Asia, Europe and the Caribbean.

Enquiries and registrations to Carolyne Hughes, Email executiveofficer@nzpbc.co.nz



Grow Wellington Newsletter

To read the latest newsletter from Grow Wellington and to subscribe to keep up-to-date with your regional economic development agency, [Click Here](#)



News Links

[Click here](#) to read the latest newsletter from the **Foundation for Research, Science & Technology**.



[www.issues.co.nz](#) is New Zealand's first website dedicated to the promotion of issues campaigns of any type; social, political, environmental, agricultural, and business, whether they are international, national or local issues. It is not aligned to any political party or interest group. The site provides issue promoters with the ability to define, create and expose an issue in a unique and powerful web environment. [Click here](#) to see how this site could help promote your issue.

Kapiti Chamber of Commerce

Note your diary now to attend the next Kapiti Chamber of Commerce Business



After 5 event, **Wednesday 26 May**

To join the Kapiti Chamber Mailing List for newsletters and event information [click here](#).

WOTZON.com offers a free web site to list your event running in the Wellington region, [click here](#).

[Click here](#) to read the latest BERL Forecasts March 2010 on the economy.

Lindale Centre, Main Rd North
Paraparaumu
Tel +64 4 298 6611

93 Oxford Street, Levin
Tel +64 6 367 0524
Postal address: PO Box 145
Paraparaumu 5032

Promote your business to 13,000 business owners by becoming a vendor at the 2010 Bizzone, Wednesday to Friday 21-23 July 2010, TSB Bank Arena, Wellington. Check out [You Tube](#) to see what others say about the event, email admin@bizzone.com or [click here](#) to view the Bizzone web site.

Business Database

Are you in the Nature Coast Enterprise business database?

What about other friends, family and colleagues that operate their own business – are they in the Nature Coast Enterprise business database?

To get connected, please contact receptionist@naturecoast.co.nz to add your contact details to receive our monthly newsletter, networking invitations, training promotions and other industry specific information and initiatives.

Earth Day (22 April 2010) – A global referendum on climate change. Learn how you can start advocating for change right now, [click here](#).



Meeting rooms available for hire in our Lindale office.



Contact us today for further details.

receptionist@naturecoast.co.nz
or Tel + 64 4 298 6611

For your Calendar Enterprise Training Programme

8th April, **The Essentials of Financial Planning**

Location: Levin

Time: 9.30 - 12.30

Presenter: Shelly Mitchell – Jenkins

14 April, **How to Harness the Internet and Social Media to Grow your Business**

Location: Levin

Time: 9.30 - 12.30

Presenter: Fraser Carson

15 April, **Operational Cost Cutting**

Location: Levin

Time 9.30 - 12.30

Presenter: Steph Smith

20 April, **How to Harness the Internet and Social Media to Grow your Business**

Location: Lindale

Time: 9.30 - 12.30

Presenter: Fraser Carson

[Click Here](#) or email maureen@naturecoast.co.nz



Electra Breakfasts Series: Kapiti

7 April, Barry Maister, Secretary General NZ Olympic Committee

Levin

21 April, Ben Vanderkolk, Chair Te Awahou - Nieuw Stroom

For more information email rsvp@naturecoast.co.nz



Tourism Tuesday:

6 April, Otaki i-SITE, SH1 Otaki

RSVP to

samantha@naturecoast.co.nz

or Tel + 64 4 298 6611

biz is a national business information and referral service for individuals and small and medium businesses, which is offered through a nationwide network of information centres, including Nature Coast Enterprise.

www.business.govt.nz

