



Nature Coast Enterprise Newsletter

August 2009

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Nature Coast Enterprise your one stop shop for business

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LAUNCHING the 2009/10

Enterprising Training Programme

Nature Coast Enterprise is delighted to launch its 2009/10 Enterprise Training Programme. This programme is fully funded by New Zealand Trade & Enterprise. The courses are run by qualified and experienced individuals with the emphasis on delivering practical ideas and solutions that you can take back to your business and implement straight away.



Click here to view the first six months of the training calendar on our web site.

2009 Annual Regional Survey

Nature Coast Enterprise recently surveyed 1,572 Kapiti and Horowhenua businesses to assess business confidence and solicit views on the services offered by Nature Coast Enterprise.

The results of the survey indicated business optimism about the local and national economy. The results are encouraging as many of our businesses service local or regional markets that are potentially less affected by the recession swirling around them. Many respondents were from established businesses so we thank them for letting us know of their position as their views are helpful to gauge future business activity. **Click here** to view the survey results.

Attention Women in Business

On 7 July, Nature Coast Enterprise and the Kapiti Coast Chamber of Commerce supported the launch of a Women in Business Network for the region with more than 100 enthusiastic women attending. The purpose of the Network is to provide an opportunity to meet with like-minded women, to tap in to support, knowledge and experience; to provide personal and professional development and an opportunity to profile your business. Note your diary now with the next meeting dates:

Dates: 1 September and 3 November 2009

Time: 5.30 to 7pm

Venue: Lindale Conference Centre

Door Charge: \$12 - Members of Kapiti Coast Chamber of Commerce or Nature Coast Enterprise.
\$15 - All other businesses.



Kia ora tātou ✿

Welcome to our August newsletter and I trust you are weathering the end of winter - spring is around the corner!

We have included information about this year's Electra Business Awards and I really encourage you to enter-entries close 31 August. All the information is on the website-read on...

Our recent business survey also tells us people love to network. We organize two Electra Business breakfast per month in Levin and Paraparaumu. To make sure you get an invite, please contact one of our team today.



Hei koná mai

Glen O'Brien
Chief Executive



Recession-free oasis

The Cook Islands government plans to beat the global recession by suggesting the South Pacific nation is taking no part in it. In May, the Cook Islands government told the world that it is going through a period of growth in the tourism sector, which makes up nearly 70 percent of its GDP. The government reports new operators are opening businesses and employing more people at a time when the rest of the world is talking about business closures and rising unemployment. Tourism Minister Wilkie Rasmussen says "travellers are being given the opportunity to escape the recession by going to a country where it doesn't exist".

Article courtesy of bright magazine (NZTE)



The 2009 Electra Business Awards

You still have time to enter into the Kapiti Horowhenua Electra Business Awards - entries due 31 August 2009.

Why do businesses enter into the awards?

- To step back and review your business and its processes
- To identify strengths and weaknesses
- To receive impartial feedback
- To benchmark your business
- To boost staff morale and pride
- To be recognised for what you do
- To celebrate your hard work and success!!

Go to www.electra.co.nz/businessawards and register today.

Information provided as part of your entry remains confidential to the Assessors and Judges. Financial details can be viewed on site if you do not want to include them in with your entry.

Are you interested in sharing a Creative Work Space?

Following on from the Nature Coast Enterprise Creative Network evenings Janie Walker has realised that an eclectic group of creative professionals could work together by sharing a work space. She is a writer/photographer who loves working from home but can sometimes go a bit crazy doing so. Janie would love to find a place to work where she can work alone but also have a cuppa with likeminded people. Ideally it would be somewhere that has individual private spaces with a communal kitchen, open area/meeting room in the Kapiti area close to a nice tree or piece of water. If this is something that you could be interested in creating with Janie, please contact her, janie.walker@clear.net.nz or Tel 0274 539 099.



Business Profile - Member of the Nature Coast Project

ELIZABETH TAYLOR GRAPHICS

Tim Beere and Elizabeth Taylor (the Kiwi one) have never been afraid to invest in new technology for their Paraparaumu design and print business to ensure they stay leading edge. It's an attitude that's won them clients all over the country and locally

who love the service, especially their simple on-line design and ordering system. When you check out this business look carefully at the tasteful gold logo - Elizabeth Taylor, posters, signs and shit. "Shit as



in everything else, like wide format

banners, ads, cards, design, books," laughs Tim. This is one very entrepreneurial couple who love living and working on the Nature Coast.

www.etgraphics.co.nz

Sign, banner and digital print needs all under one roof. Areas of specialisation are real estate signs, banners, vehicle graphics and digital laser print.



Are you Meeting the Needs of your Customers?

Today customers are seeking superior service to meet their needs. But what are their needs? We often think of their needs as the product or service we sell and or provide. However, customers have other needs as well and it is these needs that determine the success in retaining customers.

So what are these needs?

- To feel welcome
- To receive assistance
- To be listened to and understood
- To be appreciated
- To receive efficient service
- To receive effective service.

To achieve this we must:

1. Focus on the customer - Ask yourself - "If I was the customer what standard of service would I like? And then provide that level of service.
2. Listen.
3. Project a positive attitude.
4. Communicate openly.

Customer service means providing "value" to customers in a way that meets all their needs. *Article courtesy of Andrew Laing, AGL Enterprises, agle@paradise.net.nz Andrew will be running two very reasonably priced workshops about time management and written communication during September at the Lindale premises of Nature Coast Enterprise.*

Time Management Workshop

In today's busy working life we need to be able to manage our time and the pressure that we face in a constructive manner. Participants will feel more confident in their ability to achieve "productivity" goals and be able to balance work and personal life pressures more confidently.

Date: 10 September 2009

Time: 9am - 12.30pm

Venue: Nature Coast Enterprise

Cost: \$160 + GST = \$180

RSVP: Andrew Laing, agle@paradise.net.nz
(pre-course materials will be provided)



Effective Written Communication Workshop

Clarity and simplicity are two key elements in communication in today's world and with the increasing use of email this need has never been of more importance. This course is designed to help participants write effective correspondence in a friendly efficient style.

Date: 10 September 2009

Time: 1.30 - 5.00pm

Venue: Nature Coast Enterprise

Cost: \$160 + GST = \$180

RSVP: Andrew Laing, agle@paradise.net.nz
(pre-course materials will be provided)

Escalator Workshops

Essential Guide to Capital Raising, 9.00am - 1.00pm and Power Pitching, 1.30 - 4.30pm

Date: 13 August 2009

Venue: Vision Manawatu, Palmerston North

Contact: nikki@visionmanawatu.org.nz

Pacific Business Trust impAC Business Programme

Advice and support for business start-ups, free to attend, light supper provided.

Date: 3, 10, 17, 24, 31 August 2009

Time: 6pm

Venue: McGirr Associates, Plunket House, Level 2, 126 Lambton Quay, Wellington

RSVP: Tel 0800 287 7526

Kapiti Chamber of Commerce Panel Discussion

Managing Stress

Date: 5 August 2009

Time: 5.15pm

Venue: Room K15, Whitireia Polytechnic, Lindale

RSVP: robyn@nichemarket.co.nz



Good Business in Hard Times Seminar

Martin Hawes, in conjunction with AMP Prime Financial Solutions will present this seminar.

Date: 11 August 2009

Time: 5.30pm

Venue: Horowhenua Events Centre, Levin

Cost: \$10 (entirely donated towards the building of the Horowhenua Room at Ronald McDonald House, Wellington)

RSVP: adrienne_taylor@amp.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 & Events

Holidays Act 2003 Review

- have your say, [click here](#) to view the press statement inviting your submissions.

New Zealand Export Credit Office and Euler Hermes

have agreed to a top-up cover arrangement to assist New Zealand exporters, [read more](#).

Harcourts Manawatu franchise changes hands, [click here](#) to read more.

Seedy Sundays - a Kapiti community initiative held every third Sunday of the month - a relaxed gathering for those who garden, or want to learn about gardening, growing food and sustainability.

Contact Anna Butterfield, loveplantlife@gmail.com



Rabbit's Vegetable Garden

Lindale Centre, Main Rd North
Paraparaumu

Tel +64 4 298 6611

93 Oxford Street, Levin

Tel +64 6 367 0524

Postal address: PO Box 197, Levin



Personal IRD number applications can be processed by the Levin i-Site, contact levin@naturecoast.co.nz

Sponsorship Opportunities

- Community Facility

Kapiti College are building an indoor seated sports venue. Business sponsorship opportunities are now open to support the interior fit-out of the building. Contact Jennie Scotcher, Tel 04 905 0349 or jenniescotcher@gmail.com

Congratulations to local fashion businesses

Tutina Pasene www.tutinapasene.co.nz and Silverdale Knitware NZ Ltd www.silverdaleknitwear.co.nz

who will be showcasing their designs at the Air New Zealand Fashion Week during the week commencing 21 September 2009 in Auckland.

Meeting rooms available for hire in our Lindale office.



Contact us today for further details.

katrina@naturecoast.co.nz

OR Tel + 64 4 298 6611

For your Calendar

Enterprise Training Programme

6 Aug, Cashflow Management

Location: Levin

Time: 9.30am - 12.30pm

Presenter: Michael Jamison

11 Aug, Leadership & Governance

Location: Lindale

Time: 9.30am - 12.30pm

Presenter: Bev Edlin

20 Aug, Marketing War Room

Location: Lindale

Time: 9.30am - 12.30pm

Presenter: Warwick McCormack

27 Aug, Workplace Relationships

Location: Levin

Time: 9.30am - 12.30pm

Presenter: Andrew Laing

1 Sept, Internet Traffic Strategy

Location: Levin

Time: 9.30am - 12.30pm

Presenter: Hamish Clark

[Click Here](#) or email

katrina@naturecoast.co.nz



Electra Breakfasts Series:

Kapiti

5 August, Frank Keenan

CFO IBM, Australia

Levin

19 August, Chris Ineson

Karo Consultants

For more information email

rsvp@naturecoast.co.nz



Tourism Tuesday:

18 August, Tramway Museum,

QE Park

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

