



Nature Coast Enterprise Newsletter

August 2010

To unsubscribe please reply to this email and add "unsubscribe" to the subject line

Nature Coast Enterprise your one stop shop for business

Please consider the environment before printing this newsletter

Fueling Business Growth



The newly launched NCE Business Advisory Board is working with local business owners to achieve optimal results in their business. Taking this very important next step is Natural Bark and Compost Ltd.

Innovative entrepreneurs, Paul and Harry Dykstra, know all about business growth and the challenges that come with it if you don't have the skills to manage it.

Originally poultry farmers, the Dykstra brothers used the continuous supply of chicken manure, bought sawdust waste from the timber industry and mixed and composted it. The product proved a winner," says Harry. Today, their Foxton-based company, supplies high quality compost and a range of garden and landscaping products.

Problems with managing the growth occurred when they contracted to a national distribution company. "Our gate sales and supply to landscapers and garden centres had already grown over three years, then with the extra contract we suddenly had a staff of five and two growing businesses to manage. Paul and I felt isolated, trying to bounce ideas off each other. We needed help," says Harry.

Their links with Nature Coast Enterprise, provided the answer. "We were discussing our struggles with the Business Development Manager when she said what we needed was some hard-nosed business

advice," says Harry. Nature Coast provided the solution, called the Business Advisory Board (BAB), and now the Dykstra brothers are singing the praises of the service provided by the Board.

The brothers put in a formal application, and the Advisory Board's Steering Group wrapped a customised three-person Business Advisory Board around them which met the specific needs of their business. "From the initial meeting with the Board Chair and the first formal meeting we knew we had hit the mother lode for the help we needed. They are very experienced and very professional," says Harry.

Advisory Board member, Dr Bev Edlin was impressed with the Dykstra brothers. "As in many small business cases they absolutely know their products, their suppliers and resources. What they needed was a clear programme to move from a product-based company to a market-based company. How and where to sell and establish their product's point of difference in a competitive market," she says.

"The recession has created a demand for vegetable gardens so composting is a growing business. It's also a changing market because of a different customer base, she adds".

"When you are completely focused on the immediate demands of your business you can sometimes fail to see the forest for the trees. That's where the BAB comes in to provide that perspective and the skills to organise your mission and achieve your vision," she says.

Harry, says the Board members provided advice based on real hands-on business experience. "One of the advisers had successfully managed exactly the problems

Kia ora tātou

Welcome to our August newsletter.

In the midst of winter it is great to read here about a number of Kapiti-Horowhenua businesses that are succeeding at a national level and it is equally exciting to read about some new, smart initiatives.

The Business Advisory Board is one such initiative that, put simply, enables you to tap into the wealth of intellectual grunt we have here on the Nature Coast. And of course, jump onto Face Book and tell us what you think, especially as we all consider the implications of the rise in the Official Cash Rate, GST and Income Tax changes plus the Emissions Trading Scheme.

Hei konā mai
Chris Barber
Chief Executive



we are experiencing. We are encouraged," he adds. The two meetings had covered the company's financial issues and the brothers are looking forward to the next covering the challenges of marketing. "Having experienced professionals looking in from the outside and advising us has provided us with a clearer view of moving the business forward. We fully recommend this service to others wanting to grow their business," says Harry.

The Business Board Advisory Board service is run by Nature Coast Enterprise to assist businesses to achieve optimal performance. For more information or to apply, contact Nature Coast Enterprise or Chris Ineson, chris.ineson@drivingforces.co.nz



New training programme

We listened to what you had to say, we have looked at your training needs assessments and have received some excellent information. We have then we engaged the best presenters to give you (the businesses of the Kapiti Coast and Horowhenua region) the variety of courses that you are asking for.

Our new training programme will cater to different levels of business growth and will run as a trial programme until December 2010. We have chosen to run the course content as highlighted by businesses as being of the most interest. Nature Coast Enterprise will launch its calendar shortly.



Yes, there is now a cost involved (but we have kept it as low as possible) as New Zealand Trade & Enterprise (NZTE), who previously subsidised these courses, has changed their focus for SME's. There is positive news though from NZTE about business training services between 1 July and 30 September 2010. If your business has fewer than 50 employees you may be eligible to have half the cost of a relevant management capability training course or workshop reimbursed by NZTE, up to a maximum of \$250 (including GST).

You need to submit an application for reimbursement of 50% of your training attendance fee by 30 October 2010.

[Click here](#) to download the application form from the NZTE web site.

Nature Coast Enterprise encourages all businesses that qualify, to apply for this reimbursement when attending our training programme between 1 July and 30 September 2010.



Kapiti-Horowhenua strategic attraction project – An update

Many thanks to those people who attended the workshops – your input is appreciated. The project is now working on the strategy and this will be ready in draft form very soon. From there our contractor Mark Ternent will be working with the Nature Coast Enterprise team to develop an initial marketing plan. We expect to be able to provide a feedback session on results to interested people in the week commencing 16 August and all workshop attendees will be invited. If you did not attend a workshop but would like to attend the feedback session – please email mark@murie.co.nz Once again, this is a short project to develop a business attraction strategy and marketing plan that can start to be implemented in the near future to lift economic wellbeing and create employment options in our communities over the long term.



2010 Annual Regional Business Survey of Kapiti Horowhenua

The survey conducted in June indicates a core level of confidence in the local economy within the business community. The survey of 166 respondents shows they are marginally more confident in the stability of the regional economy than the national economy. But they expect the national economy to improve significantly more compared to expectations last year.

This positive mood comes on the back of the recently released two-year analysis of the Kapiti Horowhenua economy by Business and Economic Research Ltd (BERL) which says Nature Coast has weathered the global recession relatively well.

This core level of local confidence, however, comes with a dash of realism with respondents showing they have their feet firmly planted on the ground – 64% said they do not plan any major investments in the next 12 months. The same cautiousness is reflected in their staff employment levels with roughly half saying it's been stable the last six months and expect to remain so for the next six.



Compared to the results of a similar survey last year the confidence level in both the local and national economies shows an increase. In the local economy there was a 6% increase in those believing it had been stable in the previous six months and a 1% increase for the projected next six months.

Their view of the stability of the national economy sees the biggest change. In 2009, 81% believed the economy had declined in the previous six months and 41% expected a decline in the following six. In the June 2010 survey, 43% believed the previous six months to be stable with 36% saying it declined. For the next six months 45% expect stability with 39% expecting improvement and only 13% think it will decline.



The survey data also reflects BERL's observation on the growing strength of the regional business services sector. This survey showed Nature Coast Enterprise scoring high on a range of indexes including awareness, use of its services, and ability to facilitate networking. A high 93% of respondents expressed satisfaction with the performance of Nature Coast.

On perceived barriers to business expansion the four top issues were cash flow (49%), access to capital funding (26%), Central Government policy and regulations (22%), and competition (20%).

Thank you to those that completed the survey.



Youth employment opportunities

Did you know there are 190 unemployed young people in Kapiti and 171 in Horowhenua?

Nature Coast Enterprise challenges your business to think about hiring a young person, particularly if you have entry level work that you cannot afford to do in the current environment. You may qualify for a Job Ops subsidy of \$5,000 and by taking on a young person between 16 and 24 years old you are likely to provide an employment opportunity to someone with low or no skills or work experience. This has to be good for the future vibrancy of our labour force.



Nature Coast Enterprise is taking on a young person to work in its Lindale Office to help add content to its database. For more information about Job Ops, phone 0800 778 008 or [click here](#).

Power Pitching Workshops, Grow Wellington

3 & 4 August 2010 (you can choose to attend morning or afternoon workshops on either day)



Getting your "story" or pitch right, is not only the secret to gaining access to investors but it will also open the gateway to attracting talented staff and profitable customers. Mastering the talent of pitching will help secure investment and ensure growth. The

Escalator Service helps aspiring companies raise capital so if you are looking at raising finance within the next two years then attending is a must.

This workshop is an interactive working session where you will learn what investors are looking for in an investor pitch. Most importantly Escalator will help you craft your company "pitch". This is a high impact intensive session with rave reviews.

Mark Robotham – GM of Escalator will present each workshop. Escalator assesses 300+ businesses each year for investment potential, preselecting and grooming businesses for Angel Investment. Marks talent and passion is shaping businesses for growth, with effective strategy, business communications and governance. RSVP to www.escalator.co.nz



New Paraparaumu i-Site

The new i-Site of Paraparaumu at Coastlands proudly opened its doors on 2 July 2010. Mayor Jenny Rowan cuts the ribbon and explains the importance of the i-Site for the Kapiti Coast. A new business to the Kapiti Coast was at the launch and "captured the essence" of the launch – [click here](#) to view on YouTube.



Electra Business Breakfast – July 2010 Reviews

Wednesday 7th July, Kapiti

David Croy, Economist from ANZ provided a straight-talking account of the national economy. He articulated his own candid views on the opportunities for New Zealand as a small country in a global market. [Click here](#) to view ANZ Market Focus.



Wednesday 21st July, Levin

Kelvin Palfreyman, Contracts Funding Manager Group Technology from Fonterra, New Zealand's largest company, talked about the significance of innovation and technology to continue leading the world in dairy. [Click here](#) to view their web site.



2010 Wellington on a Plate

Local Kapiti restaurants participating in the Dine programme include:

- **Drift Café** featuring a seafood banquet rodizio style
- **Soprano Ristorante** and their special limoncello experience
- **Lembas Café**
- **The Office**

On the local event menu, you can register to attend:

- **Discover Kapiti in a Glass** matched with Kapiti Cheese at the Unwined cellar in Ihakara Street, Paraparaumu
- **Pizza, Pig and Profiteroles** hosted by Ruth Pretty at Springfield in Te Horo and a second event, the **Insiders Guide to Ruth Pretty Catering**
- An event being planned by a local food producers group called **Kapiti Vintage 2010** will see ticket holders steaming by train from Wellington to enjoy a long slow Mediterranean lunch at The Milk Station in Otaki.

Kapiti Vintage 2010

Join us for a lunch you'll never forget!

Step back in time on **Saturday 21**

August and take a vintage steam train from Wellington to Otaki for a long, relaxed, nostalgic, lunch – "**Kapiti Vintage 2010**". The way dining was meant to be. The train will stop at most stations on the way so you have plenty of opportunities to jump on board.



This event will be a showcase of the region's best local produce and the release of new season's Ohau Gravels wine. The five course lunch will be prepared by award winning Kapiti chef, Simon Wislang. Semi formal with just a touch of decadence, indulge in a Mediterranean style spread in an historic building that is being converted from an old dairy factory into a stunning Tuscan style hotel, restaurant and events centre, called **The Milk Station**.

Take time to appreciate what great food and great company is all about – with live classical music to add the perfect ambience. We are very proud to be involved with this event and would love for you to attend. With a limited number of tickets available we are expecting the event to sell out fast so for more details and to register today go to www.kapitivintage2010.co.nz



Grow Wellington Newsletter

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



News Links

Read the latest **Business Update** from the Ministry of Economic Development, [click here](#).

Up-to-date economic commentary produced by BERL for local and national conditions, [click here](#) to read more.



Mitre 10 Mega at Paraparaumu Airport now has received resource and building consent. [Click here](#) to read more.



Creative Coast census results are in with 110 artists from a wide range of disciplines answering the call to participate in New Zealand's first regional creative census. Creative Coast's next move will be to try to interest KCDC, the Kapiti Chamber of Commerce and Ministry for Culture and Heritage in the census findings. Email [Brendon King](mailto:brendon@creativecoast.co.nz) at brendon@creativecoast.co.nz or [Linda Niccol](mailto:linda.niccol@actrix.co.nz) niccol@actrix.co.nz for more information.



Kapiti Arts Trail 10th Anniversary, 6-7 November 2010. [Click here](#) for more information and to register as an exhibitor on The Studio Artists Trail or The Arts & Artisans Fair.

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

Congratulations to local businesses who have achieved awards:

The Oxford Finance 2010 Regional MTA Awards were held at Te Papa on 26 June and local businesses that won awards include:



Supreme Regional Specialist Repairer Award
Gary Anderson and Glenys Anderson, Andersons Outdoor Machinery Ltd from Levin

Supreme Regional Repairer Award
Owen Woodman and Jann Woodman, Woodman Automotive from Waikanae

Other businesses to achieve awards at the same event were HMC Kapiti, Rutherford & Bond Toyota Kapiti, Tom Lancaster Motors of Levin and Spectrum Panel and Paint of Paraparaumu.

Canvasland has won two awards for excellence at the Outdoor Fabric Products Association Conference 2010 and Kodak Express Levin achieved a Bronze for the Kodak Express Store of the Year at the Kodak National Conference held in Samoa.

JL Accounting Services Ltd was a finalist in the 2010 Her Business of the Year Awards and Peter Davis and Jon Ambler of AD Architecture Ltd won awards at the Regional Architectural Designers of New Zealand Awards and will now be competing in the National Awards in October.

Meeting rooms available for hire in our Lindale office.



Contact us today for further details.
receptionist@naturecoast.co.nz
or Tel 04 298 6611

For your Calendar:

Women in Business Networking - time for celebrating as we have been networking for a year!

Note your diary now for the next networking evening that will be one of fun and celebration:

Wednesday 25 August 2010 at the Lindale Conference Centre, 5.30-7pm

Kapiti Chamber of Commerce

Note your diary now to attend the next Kapiti Chamber of Commerce business after 5 networking event on **Wednesday 22 September from 5.30 – 7.00pm** (Chamber Members free and Non-members \$15). To join the Kapiti Chamber mailing list for newsletters and event information go to www.kapitchamber.co.nz

Business networking in Levin

Want to network with other local business people in Levin? Here are two active groups you may like to consider:

Levin Business Association, [click here](#).

Levin Business Breakfast Club, [click here](#).



Electra Breakfasts Series Kapiti

3 August, Hon Tim Grosser, Minister of Trade

Levin

18 August, Dr Jim Edwards, World Veterinary Consultants

For more information email rsvp@naturecoast.co.nz



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

