



Nature Coast Enterprise Newsletter

April 2009

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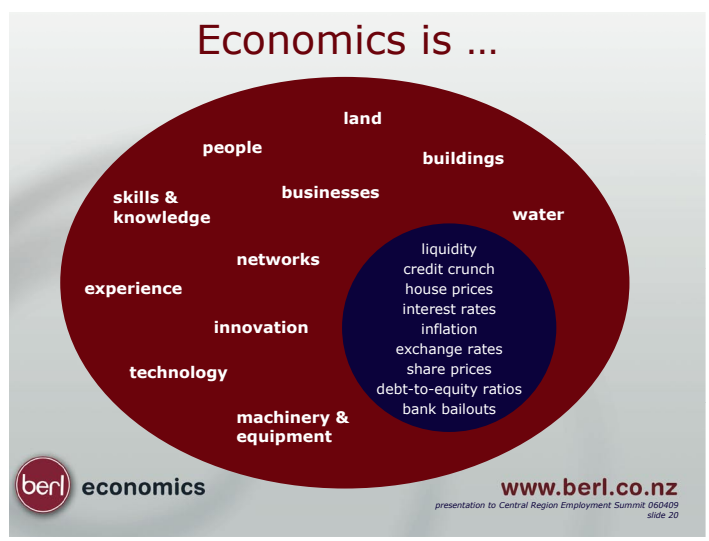
Nature Coast Enterprise your one stop shop for business

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Local Economy in Good Shape

Dr Ganesh Nana, Chief Economist at BERL presented a positive report on the state of the Nature Coast economy for 2008.

Despite his passion for numbers, Dr Nana's approach to economics is firstly and foremost people-based. It is about jobs, their incomes, their opportunities and their futures. He strongly believes robust economic analysis is critical to ensure informed choices and policy decisions are made to allow a positive difference to the life and prospects of New Zealanders. In other words, economics is about:



Significant findings for the Nature Coast region include:

1. Population close to 77,000 with 21,000 full-time equivalent jobs in 7,740 businesses.
2. Employment grew by 3.1% which is significantly above the national average of 0.8%.
3. GDP per capita increased by 4% over the year compared to the national average of 2.2%.
4. Regional GDP increased by 4.7% compared to 3.2% GDP growth nationally.

[Click here](#) to view the full BERL report.

Buying Local Top of Mind

At the recent 2009 Sustainable Home & Garden Show our Marquee aimed to creatively showcase the many and varied food and beverage producers of the region and to encourage local people to buy local.



The public response was fantastic and the large walk-around map of the region with all producers displayed was a real hit.



We were very proud to display and promote such a fabulous range of quality goods produced right on our door step and sincerely thank everyone who provided our organisation with their goods.



At the conclusion of the show all goods were delivered to the Kapiti Food Bank or the Kapiti Women's Refuge.



The 2009 Electra Business Awards



Who are the best businesses on the Nature Coast? Which businesses deserve to be awarded and acknowledged for all their hard work and delivering excellence?

The Electra Business Awards encourage, recognise and celebrate business excellence in the Kapiti Horowhenua region - but we won't know if that's your business if you don't enter!

Businesses that work through the Awards entry process gain a better understanding of the running of their business - and therefore can make improvements, become more innovative and ultimately become more successful.

Step back and look at how you're doing things. We're providing you with an opportunity to work on your business and not just in it and hopefully give you an Award for it!

Entries for the 2009 Electra Business Awards open on 18 May. Businesses interested in entering need to pre-register. For further information [click here](#)

Thank you to following category and excellence award sponsors: Electra, Horowhenua District Council, Kapiti Coast District Council, BeachFM, BNZ, Crombie Lockwood, Kapiti Observer/Horowhenua Mail, Nature Coast Enterprise, Oxford Finance, Whitireia Community Polytechnic. They are supporting us and we encourage you to support them.



2008 Electra Business of the Year winner CBS Ltd

Managing your Tax Payments

If your business is finding it hard to make ends meet, tax may be the last thing on your mind. Please don't bury your head in the sand as late payments can attract interest and penalties. If a tax payment is coming up and you won't be able to pay it, contact us as soon as possible, preferably **before** the due date. In most cases you'll qualify for an instalment arrangement that allows you to repay your taxes over a period of time. An arrangement can save you money and you won't be charged any incremental (monthly) penalties if you keep to the terms of the arrangement.

Do you have tax that's already overdue? Don't worry, we can help you. Under the law, there are a number of options available. Together we can develop a plan that, as far as possible, will take into account your individual circumstances.

Some people are reluctant to contact us if they feel their debt has got out of hand. You don't have to battle away on your own. No matter the size of the debt, we'll do everything we can to help you get back on track. If you have any concerns about overdue tax, please call us on **0800 227 771**. The sooner you contact us, the sooner we can put your mind at rest.

Article submitted by Inland Revenue

The 2009 Draft Long Term Council Community Plan (LTCCP) is open for consultation.



Your feedback on the draft plan is important. This is your chance to tell council what you think would be great for the District and what you are keen on.

Submissions to the Kapiti Coast District Council close on Thursday May 14 2009 and Horowhenua District Council close on Friday 22, May 2009.



Have your say

More than 100,000 people have viewed video 'raves' about New Zealand on YouTube through the Tourism New Zealand's mobile studio and this month it was the Nature Coast's turn.

More than 30 video postcards were sent to the world during the 6 hours the mobile recording studio spent at Paraparaumu Beach this week.

Regional Tourism Manager Chris Barber said

"The idea behind the initiative was for the mobile recording studio to be based at New Zealand's tourism hot spots. For Tourism New Zealand to decide that we are one of the "hot spots" was an achievement in itself, let alone all the messages that were sent all around the world".

If you haven't seen what us coasters "had to say" it's certainly worth a look. [Click here](#)



Kapiti Coast District Mayor Jenny Rowan has Her Say

Boosting Backyard Tourism



Photo courtesy of Hikurangi Foundation

On the weekend of the 18th of April, the Nature Coast was looking its best as more than 100 Wellingtonians spent the day experiencing some of the regions famous attractions, all while leaving the car at home.

The initiative, sponsored by the Hikurangi Foundation, the Kapiti Coast District

Council and managed by Nature Coast Enterprise, gave the participants the opportunity to have a Kapiti Coast Experience - free of charge, so long as they completed a survey at the end, telling us about their experience.

Photo courtesy of Hikurangi Foundation

Nature Coast i-SITE and AA Manager Gaylene Sanderson said "it was a great day. Not only did we have lots of really nice visitors, but they also told us things we didn't know - we learnt so much!"



Once the information from the surveys has been analysed, we will be happy to share the results with you.

Photo courtesy of Hikurangi Foundation



AA Membership

With winter fast approaching, now is a good time to check that your AA Membership is up to date. Help us to support you by doing this at the Levin i-SITE. With great parking and some of the nicest people in the world the Levin i-SITE is a great place to renew your membership and even register the car while you are there.

The Levin i-SITE is open every day and can complete your AA transaction on week days between 9am and 5 pm.



Check out

www.thisweekend.co.nz

to see what's happening on the Kapiti Coast and in Horowhenua



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

Your business could win up to \$1 million in research and development services in a new nationwide competition launched by Industrial Research Ltd (IRL). [Click here](#) for more information.

Are you a food business interested in exporting to Asia?

Contact the Hong Kong Trade Development Council (HKTDC) Australia/New Zealand Office for the opportunity to exhibit in a New Zealand Pavilion at the 2009 HKTDC Hong Kong Food Expo 13 - 17 August. [Click here](#) for more information.

Susie Q centre stage in Shannon - [click here](#) to read more.

Attention Retailers

The Retail Institute is New Zealand's industry training organisation for everyone working in retail and wholesale. [Click here](#) to find out more.

Looking for Business Investment?

Angel HQ is an angel investment club that is run out of Grow Wellington. [Click here](#) to connect with high net worth investors.



Attention Trustees, Directors and Shareholders

Six-week training series on Governance commencing Sat 23rd May, Lindale Whitireia Campus. Email nick@valeointernational.co.nz or Tel +64 4 471 0071.

TechNZ

TechNZ is a business investment programme focused on growing world class New Zealand companies through innovative technology. Contact us to find out more about the application process or [click here](#) to achieve your research & development plans.



Meeting rooms available for hire in our Lindale office.



Contact us today for further details.

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For your Calendar

Enterprise Training

5 May, Getting to Grips with your Financials
Lindale Centre, Paraparaumu
1pm - 4pm

13 May, Resilience for Tough Times
Lindale Centre, Paraparaumu
9.30am - 12.30pm

For more information on these courses [Click Here](#) or email katrina@naturecoast.co.nz



13 May, Kapiti Chamber of Commerce Panel Discussion - Quality Management
Room K15, Whitireia
Polytechnic, Lindale Campus,
5.15pm start

To attend this panel discussion email Robyn@NicheMarket.co.nz



Electra Breakfasts Series: Kapiti
6 May, Fran Wilde
Chair of the Greater Wellington
Regional Council

Levin
20 May, Carl Bates
Founder - Sirdar Group

For more information email maureen@naturecoast.co.nz



Tourism Tuesday:
12 May, Levin i-SITE,
Levin
RSVP to

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



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www.business.govt.nz

