



Business Development Newsletter Issue 8 August 2008

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DesignTex leads the way

Congratulations from Nature Coast Enterprise to Janine Smart who has recently been appointed as the CEO of DesignTex. We put some questions to Janine to find out more about her and the Olympic clothing contract fulfilled by DesignTex.

Who do you most admire in business?
I admire leaders in business who empower their business and staff to achieve their very best. I relate to people with vision, tenacity and ethics.

What are you passionate about?
That's easy - life in general! I endeavour to focus on the positive aspects of everything as life isn't a dress rehearsal.

What led you to apply for the CEO of DesignTex position?
Life is about timing and the timing was perfect. I have extensive experience in the textile industry and this opportunity is allowing me to give some of that knowledge back.

What are your top priorities going forward for DesignTex?
To maximise the brand awareness of the KAPINUA brand as a result of its exposure at the Olympics.
Where do the strengths of DesignTex lie for the future?
In providing customers with "total solution packages" for their apparel and textile needs. This means designing, developing, manufacturing and distributing their unique product.

How many uniforms were designed and manufactured by DesignTex for the New Zealand Olympics team?
10,000 items!!



Janine in front of team flags in China

Who created the beautiful designs for the New Zealand team uniforms?

The fern was designed by a group of traditional artists representing the coalition of Iwi, Ngati Raukawa, Muaupoko and Te Atiawa. It was then gifted unconditionally to the New Zealand Olympic Team to Beijing for the purpose of representing unity and support of our athletes.

What lasting images can you share with us when attending the Beijing Olympics?

Walking through the Olympic Village everyday seeing all the other 11,000 athletes wearing various versions of Nike or Adidas etc but our athletes standing out with KAPINUA!! I will never forget that over whelming sense of pride, belonging and achievement in being a New Zealander.



Track cycling team with Dave Dobbin

Congratulations - local finalist in Sustainable Business Awards

Kapiti Coast specialist bakers, Paraoa Bakehouse (the makers of Purebread) have been named as central region finalists in the third Sustainable Business Network Regional Awards. This is a major achievement for the 12 year old business, which is recognised as a pioneer in both its use of natural products and its sustainable business practices. This is a fine achievement and we wish Robert and his team all the best in the finals.





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New Zealand Companies Office online services

The Companies Office is responsible for the administration of corporate body registers, including the



New Zealand Companies Office

electronic Companies Register. The Companies Register is available to the public 24-7. By using online services it can help you with:

- Searching for a company
- Searching other registers, eg an Incorporated Society
- Reserving a name and forming a company
- Filing an annual return

Importantly, the Companies Office will now only accept annual returns that are filed electronically through their web site. For more information about how to go about this [click here](#) or talk to your Chartered Accountant.

Lunch with the Prime Minister

You are invited to hear the Prime Minister speak on issues relevant to the economy and local businesses.

Date: Thursday 4th September 2008

Time: 12pm

Venue: Paraparaumu Beach Golf Club, Kapiti Rd, Paraparaumu

Cost: \$30 per head (a cash bar will be available)

RSVP: Tuesday 2nd September to Kellie on 04 298 6611 or email kellie@naturecoast.co.nz

Payment in advance would be appreciated. Seats will be limited and members of Nature Coast Enterprise will get preference. (If paying on the day please have correct change.)
Your acceptance/reply is a firm booking; if you do not attend you will be invoiced \$30.

Activate Programme - Grow Wellington

Do you have a business idea that's waiting to take off? Activate is an intensive four month programme that gives you the chance to activate the potential of your bright idea. Limited to eight participants and comprising 16 modules, Activate provides:

- an inspiring and challenging forum to test your ideas,
- the practical foundations for business success, and
- the personal networks and skills to kick start your journey.

For more information or to express your interest in attending the Activate programme, email activate@growwellington.co.nz or [click here](#)

Kapiti Coast Chamber of Commerce

- Panel discussions

Last year, the Kapiti Chamber ran a number of successful panel discussions with members of the Chamber and Nature Coast Enterprise on a variety of different topics. Encouraged by the great interest, panel discussions this year include:

- **17 September** - Critical business data - how to make your data talk to you
- **22 October** - Sustainability - saving the environment and your bottom line
- **26 November** - Being a director - what is governance?

[click here](#) for more information and to register your attendance



Business Vitality





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Online Business Assessment Tool

New Zealand businesses are being encouraged to use a new online tool to help them successfully plan for growth. The NZ Business Assessment can be used, at no charge, by any business to monitor growth and pinpoint areas of weaknesses.

A novel feature includes businesses being able to nominate trusted advisors, accountants, lawyers, mentors and representatives from government agencies and local economic development agencies etc to provide feedback on their current capabilities and growth potential. These advisors can then create an "opportunity plan" to capture various ideas and recommendations for developing the business further.

Click here for more information or contact a Business Development Manager at Nature Coast Enterprise.

Horowhenua Storm Clean Up with Enhanced Taskforce Green

Enhanced Taskforce Green funding to assist with the clean-up of the recent storms affecting the Horowhenua and North Canterbury regions has been approved.

Enhanced Taskforce Green covers the wages of some workers to help with the clean-up operation in areas where there is too much damage for local councils to manage alone. Enhanced Taskforce Green is co-ordinated through the Horowhenua District Council and can be used to help with clearing trees and debris, repairing fencing, and general clean-up.

Whether it is a welfare request or you need practical advice and information about who to contact for help we can refer you directly to any one of the agencies involved in the emergency response. Telephone 0800 779 997.



Kapiti Coast District Council Invitation - Public forum on climate change and energy issues.

Changes in climate and energy availability could affect many aspects of our lives: where we choose to live, how we are affected by natural hazards, the affordability of transport, food, and other essential services, and whether our community has the resources to respond.

The Council welcomes your involvement to talk about how you see the Kapiti Coast evolving to meet these challenges over the next 10-20 years.

Date: Thursday 4th Sept 2008
Time: 7-9.30pm
Venue: Kapiti Primary School, Cnr Kapiti Rd & Rimu Rd, Paraparaumu

Please RSVP to the Council Call Centre Ph 04 296 4700 for catering purposes.



Important community conference - Engage your community

Engage Your Community, is being held on Thursday 4 September at Massey University's Wellington campus, and is brought to you by **Wellington ICT**. This is a key opportunity for community groups who would like to learn more about Internet-based tools which could help them in the course of their community work. **Click here** for more information and to register your attendance.

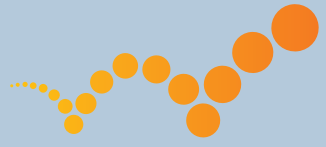




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Grow Wellington Newsletter

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



Grow Wellington
Working for business success

For your Calendar

Enterprise Training:
September 4th Negotiating Skills
Heatherlea Gardens Levin
9.30am -12.30pm

September 18th Developing a
Business Plan
Heatherlea Gardens Levin
9.30am -12.30pm

September 29th Lean Business
Systems
Lindale Centre 9.30am - 4.30pm

For more information visit
www.enterprisecoastnz.com
or email
rochelle@naturecoast.co.nz



Electra Breakfasts:
Kapiti
September 3 Bob Pratt,
President - Kapiti Cycling Club
Levin
September 17 Darren Hughes,
Labour MP for Otaki Electorate

For more information email
maureen@naturecoast.co.nz



Electra Business Awards
Presentation Dinner
9 September 2008
Horowhenua Events Centre
For more information email
denise.bush@xtra.co.nz



ABOUT NATURE COAST ENTERPRISE

Our purpose is to promote the sustainable economic development of the region by providing support, information and assistance to the business community while attracting new resources and investment to Kapiti-Horowhenua.

We undertake regional development projects by facilitating business - council - government liaison, developing industry cluster groups and business networking and training opportunities, hosting business functions and fostering employment and skills development.

Nature Coast Enterprise hosts the monthly ELECTRA business breakfasts in Paraparaumu and Levin and is the contracted regional provider for Biz Info.

Do you need more workers over the summer?

The Nature Coast Enterprise team are investigating the opportunities around marketing the Kapiti and Horowhenua region to the growing Backpacker market - along the lines of: "not only a great place to visit, but a great place to earn some money - NZ's best Working Holiday destination"

In 2005, 232,000 backpackers visited NZ. More than half of these people came from the UK, US and Australia. Their average length of stay in New Zealand was more than 30 days and they spent around \$2, 800 each while here in NZ.

If you are interested in being part of a discussion about this market and how best to work with it, please contact our Regional Tourism Manager - Chris Barber



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.

www.business.govt.nz