



**Nature Coast Enterprise Newsletter** November 2009

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Nature Coast Enterprise your one stop shop for business

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## Expressway Submission Reminder

As the Government is imposing a road plan and is seeking public submissions, it is essential that businesses have their say to ensure an effective long term decision for the best economic outcome for the region is achieved. Expressway submissions should

be with New Zealand Transport Agency (NZTA) by 30 October 2009. Nature Coast Enterprise has produced a submission to NZTA that is based on the long term economic impact for the whole region – [click here](#) to view.

## Nature Coast Enterprise Membership Launch

In the 2008/2009 financial year, Nature Coast launched a marketing partnership concept, the **Nature Coast Project**. There were 55 businesses that supported that project and contributed a significant amount to initiatives such as the domestic marketing campaign. The project has been a success with participating businesses indicating their satisfaction.

Running alongside the Nature Coast Project is membership of Nature Coast Enterprise, a requirement resulting from our Constitution. Experience with both memberships has shown that the concept of having the two membership type initiatives operating independently of one another has resulted in a level of confusion from participants as to their entitlements.

Nature Coast Enterprise membership has been static over the years and for some time we have sought to introduce new benefits for members, with the intention of growing our membership base. Throughout the history of the organisation, we have strived to provide a good service to the business community. We now want to lift the bar so we have structured our membership to provide the best possible value to you and your business.

All Nature Coast businesses are invited to the launch of our 2009-2010 Membership package where we will outline many new benefits.

**Date:** Wednesday 4 November

**Time:** 5.30pm

**Venue:** Nature Coast Enterprise, Lindale

**RSVP:** By 2 November to [rsvp@naturecoast.co.nz](mailto:rsvp@naturecoast.co.nz) or Tel 06 367 0524 or 04 298 6611



## Kia ora tātou

We are about to roll-out a new suite of benefits for members of Nature Coast Enterprise. If you haven't already replied we will update you on our new membership package at our Lindale office, 5.30pm Wednesday 4 November. We are excited about some of the new initiatives planned and there are a number of options that will suit your business.

[rsvp@naturecoast.co.nz](mailto:rsvp@naturecoast.co.nz)  
Tel 06 367 0524 or 04 298 661

Celebration of the Nature Coast's business success is not far away. Have you got your ticket? Prepare to be shaken not stirred at the Electra Business Awards 2009 cocktail function. Find out who the regions top businesses are at Southwards Car Museum from 6.30pm on Tuesday 10 November. Register on-line by [clicking here](#).

See you there!

Hei konā mai

**Glen O'Brien**  
Chief Executive



## Wanted:

Nature Coast Enterprise is looking for a Board Secretary/Minute Taker.

There would be the requirement to attend at one Board meeting on the last Thursday of each month.

For more information, contact Glen O'Brien, Chief Executive, [glen@naturecoast.co.nz](mailto:glen@naturecoast.co.nz)



## 2009 Electra Business Awards

Who will be this year's **Electra Business of the Year**?

There have been some fantastic entries and the competition is tough - there will be a number of people biting their nails on the evening of Tuesday 10 November at Southward Car Museum when the Category and Excellence Awards winners are announced at the Electra Business Awards!

The finalists include Allen Paper Ltd, Allied Work Force Ltd, Aura Software Security Ltd, Blue Bach Productions Ltd, Colbert Cooper Ltd, Colour Options Ltd, Display Tactix Ltd, Elizabeth Taylor Graphics, Fantails Accommodation, Kapiti Hire Ltd, Marty's Panel and Paint Ltd, Natural Bark & Compost Ltd, Niche Market Ltd, NumberWorks'nWords Kapiti, STEP Financial Services Ltd, Talkinghorses Ltd, Turk's Poultry Farm Ltd and Undercover Secrets Lingerie.

This is going to be a night you'll live to remember – a cocktail function aptly themed as a James Bond evening.

**Click here** to register.



## Commercial Premises Available for Lease

**Click here** to view the Nature Coast Enterprise web site and commercial premises that are available for sale or lease.

If you would like to take advantage of this service and list a **commercial property** on our web site, contact

Helene Judge  
Business Development Manager  
[helene@naturecoast.co.nz](mailto:helene@naturecoast.co.nz)

## Planning for the Upturn

A high growth workshop organised by Vision Manawatu and Textiles NZ

5 & 6 November 2009 in Palmerston North

Textiles NZ is very pleased to offer a free to members' workshop for CEOs and management in the textiles sector to help prepare your business for the economic upturn.

Sessions will focus on sales and marketing, financial management and business planning.

**To register**, contact Vision Manawatu

Tel 06 350 1830 or

email [courtney@visionmanawatu.org.nz](mailto:courtney@visionmanawatu.org.nz)

## Attention: Women in Business Networking



**Date:** 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

## Retail Selling and Customer Service Workshop

In today's business world we need to ensure that staff give us a leading edge in the market. Two key elements of this are retail selling and customer service skills.

This workshop facilitated by AGL Enterprises is designed to assist staff to develop and enhance these skills.

**Venue:** Nature Coast Enterprise, Lindale, Paraparaumu

**Date:** Wednesday 4 November

**Time:** 9am to 1pm

**Cost:** \$120 + GST

**To register:** Tel Andrew 021 213 7338 or email [agle@paradise.net.nz](mailto:agle@paradise.net.nz)



**Review: Bakers Network Evening**

A great night was had by all on Wednesday 7<sup>th</sup> October 2009. There was a good representation from all sectors of the industry, from the larger bakery to the smaller one and the in-store supermarkets.



*James Cootes, SK Bakery and Thomas Thomas from The Windmill Quality Cake Shop*

There was much talking and information sharing. The group thanks Weston Milling for sponsoring the evening and Nature Coast Enterprise for providing the facility. The general consensus was to continue networking so we are planning to meet again in February 2010 with an employment lawyer being a guest speaker.

For more information about the Bakers Network, contact Thomas Thomas at the Windmill Quality Cake Shop Kapiti, [thomasandmary@clear.net.nz](mailto:thomasandmary@clear.net.nz)

**Kapiti Activate Graduates**



Congratulations to all graduates from Kapiti Activate, a 16 week programme for entrepreneurs. Keep a look out for a second Activate programme to be run by Grow Wellington in Kapiti during 2010.

**Are you a Sustainable Business?**

Nature Coast Enterprise has available a new practical tool that will help you understand sustainability in business.

By using the Self-Assessment Tool you can work through questions about how your business operates economically, socially and how it interacts with the environment.

**Click here to find out more.**



*An invitation from the*  
**Hon Nathan Guy MP**

*Lunch with*

**Hon Bill English, Minister of Finance**

**Topic:** "Recession Recovery"

**Date:** Tuesday 3 November

**Time:** 1 - 2.30pm

**Venue:** Western House,  
149 Tiro Tiro Road, Levin

**Cost:** \$15 per person

**RSVP:** Tel 06 367 9110

or email [national.horowhenua@xtra.co.nz](mailto:national.horowhenua@xtra.co.nz)

**Basic Computer Skills and Literacy Training now available for your Small Business staff – FREE**

The cost to employers as a result of limited literacy skills can be significant; not just through performance but through high turnover of staff and lack of motivation. It is important that employers are aware of the impact that improving skills such as literacy can have on productivity and on the bottom line of their business - and that doing something about it is not as difficult as it may seem.

The Horowhenua Learning Centre has managed to successfully source resources to assist SMEs and their employees in upskilling. This type of training has only been available to larger businesses in the past.

Flexible learning in the workplace means that employees do not necessarily have to take time off from work, and can learn the skills they need and that their employer can use, both quickly and easily.

We're not just talking about people who have difficulty reading and writing, we're talking about people whose skills have faded, who haven't used their spelling and grammar skills in a while and need to brush up. From understanding health and safety notices to reading and writing letters, memos and reports, these are not skills that employers can afford to neglect.

This training is available to SMEs in the Kapiti and Horowhenua districts' in the Retail, Aged Care and Manufacturing industries.

Please call us to see if your business qualifies.

**Malcolm Russell**

Horowhenua Learning Centre

Tel 06 368 1095

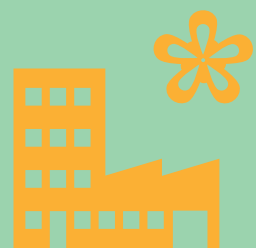
[malcolmrussell@hlc.ac.nz](mailto:malcolmrussell@hlc.ac.nz)

**Jeff Smith**

Nature Coast Enterprise

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[jeff@naturecoast.co.nz](mailto:jeff@naturecoast.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

### Foundation for Research, Science and Technology Newsletter

Read the latest newsletter from FRST, [click here](#).

### Paraparaumu Airport

has been given the final all-clear by the Environment Court and Air New Zealand confirms its plans to start a new service between Paraparaumu and Auckland next October. [Click here](#) to read more.



**Congratulations to Oxford Finance** on becoming one of the highest-rated finance companies in New Zealand with a BBB rating from Standard & Poor's. This is an outstanding achievement in the current economic climate – well done to the whole team. [Click here](#) to read more.

**Levana Textiles launches new knitting school** in association with the Horowhenua Learning Centre, the Apparel and Textile Training Organisation and Work and Income. [Click here](#) to read more.

**New firm, Agriturf purchases P and T Holdings** at Foxton and saves 18 jobs – [read more](#).

**Congratulations**, tourism grant of more than \$75,000 goes to the **Tramway Museum** – [read more](#).

**BERL Monthly Monitor October 2009** – [click here](#).

**New Business Health Check** launched – [click here](#).



**Congratulations to Tutina Pasene and Silverdale Knitwear** for participating in the 2009 Air New Zealand Fashion Week. [Click here](#) to read more about the Miromoda Awards Showcase and [click here](#) for more about the Silverdale Knitwear by Andrea Moore.

**PricewaterhouseCoopers Survey of 620 New Zealanders in business** shows 44% of respondents are planning to grow revenue over the next 12 months through “better customer focus” – [read more](#).

**Wellington Creative** will launch their new market for emerging artists and designers on Saturday 12 December at the indoor Frank Kitts car park. If you are interested in being a stall holder, [click here](#).

**MED has released their briefings on the Government's \$1.5 billion ultra-fast broadband investment initiative** and an “Invitation to Participate” in the partner selection process - [click here](#).

You are invited to participate in **Global Entrepreneurship Week**, 16 - 22 November 2009 – [click here](#) for more information.

Meeting rooms available for hire in our Lindale office.



Contact us today for further details.

[katrina@naturecoast.co.nz](mailto:katrina@naturecoast.co.nz)

or Tel + 64 4 298 6611

## For your Calendar

### Enterprise Training Programme

3 Nov, **Tax Update**

Location: Levin  
Time: 9.30am - 12.30pm  
Presenter:  
Shelly Mitchell Jenkins

10 Nov, **Managing Staff**

Location: Levin  
Time: 9.30am - 12.30pm  
Presenter: Andrew Laing

24 Nov, **Exit & Succession Planning**

Location: Lindale  
Time: 9.30am - 12.30pm  
Presenter: Nikki McGill

8 Dec, **Thinking Outside the Square for Your Business**

Location: Lindale  
Time: 9.30am - 12.30pm  
Presenter: Chris Elphick

[Click Here](#) or email [katrina@naturecoast.co.nz](mailto:katrina@naturecoast.co.nz)



## Electra Breakfasts Series:

### November Regional Breakfast

Friday 20 November  
Southwards Car Museum  
Hon Steven Joyce,  
Minister of Transport

For more information email [rsvp@naturecoast.co.nz](mailto:rsvp@naturecoast.co.nz)



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Paraparaumu  
Tel +64 4 298 6611

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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](http://www.business.govt.nz)

