



## Business Development Newsletter

Issue 9 September 2008

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Nature Coast Enterprise your one stop shop for business

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# 2008 Electra Business Awards

*The big winner of this year's Electra Business of the year award is Company Branding Shop Limited (CBS). The judges were impressed by the evidence of high levels of customer satisfaction clearly showing that this business knows how to capitalise on opportunities.*

This year the Nature Coast business hall of fame was introduced with two of the regions leading businessmen, Ray McKimm, founder of Big Save Furniture and Bill Crighton of the Crighton ITM Building Centre announced as the inaugural inductees.

### Overall Winners:

- Past Masters: **Horowhenua Learning Centre**
- 2008 Emerging Business of the Year: **Therm.R.Duct**
- 2008 Small Business of the Year: **Kapiti Youth Support**
- 2008 Electra Business of the Year: **CBS Limited**

Nature Coast Enterprise congratulates all winners and was proud to share in their success on the night of the gala dinner.



Ingo & Grit Schleuss from CBS



**Electra**



## 2008 Annual Regional Business Survey

### *A Business Barometer for Kapiti-Horowhenua.*

Nature Coast Enterprise recently surveyed 1,292 Kapiti and Horowhenua businesses. The survey was designed to capture a variety of business information including:

- Business confidence snapshot
- Services offered by Nature Coast Enterprise
- Customer satisfaction
- Business training needs
- Nature Coast Enterprise Membership

The survey received a good number of responses and was positive. A further survey will be completed within 12 months to compare the results and note changes in perception.

Key findings of the survey include:

1. Nature Coasters are more optimistic about the local economy than they are about national performance.
2. The top four services delivered by Nature Coast Enterprise were business breakfasts, newsletters, business development information and support and business training.
3. Two thirds of respondents believed Nature Coast Enterprise was easily accessible, helpful and professional.
4. Access to knowledge, support and networking were seen as key reasons for being a member of Nature Coast Enterprise.

Thank you to everyone who responded to the business survey.

## Notice of Annual General Meeting

To all members of Enterprise Kapiti Horowhenua Incorporated  
Thursday 9th October 2008, at 5.30pm  
Otaki Memorial Hall, Supper Room, Main Street, Otaki



## Business Events

### Go Stats Seminar

This free seminar is jointly hosted by Nature Coast Enterprise and the Kapiti Coast Chamber of Commerce.

This seminar will demonstrate:

- Where to find information on the Statistics New Zealand web site
- How to use their online tools
- How to use their information to meet the marketing and promotional needs of your business.

**Date:** Wednesday 29th October 2008

**Time:** 5 - 7pm

**Venue:** Nature Coast Enterprise, Lindale

### Centrehub Initiative

CentrePort Wellington has been invited to present to transport operators within the region to present their initiative, Centrehub. Centrehub is about turning winning logic into winning logistics' solutions.

There will be an invitation sent to all transport operators in our database. (Details to be advised)

### Creative People and Business Networking on the Nature Coast

Nature Coast Enterprise is interested in bringing together businesses that primarily operate within the creative sector. This is a wonderful opportunity for the creative and talented people on the Nature Coast to meet, network and support each other.

**Date:** Wednesday 12th November 2008

**Time:** 5 - 7pm

**Venue:** Nature Coast Enterprise, Lindale

If you are interested in attending any of these free events please email [rochelle@naturecoast.co.nz](mailto:rochelle@naturecoast.co.nz)

## Celebrating Business Success on the Nature Coast

It's not bread and water, its bread and beer who are winners on the Nature Coast.....

**Paraoa Bakehouse** has scooped the region's sustainability award after being awarded the top honour in the Sustainable Business Network's Central Regional Awards. Known as the home of Purebread, the judges were impressed with the company's commitment to waste minimisation, which has seen weekly waste reduced to the size of a netball. Congratulations to Robert and his team who will now go on to represent the region in the NZI Sustainable Business Network Awards, which are being held in Auckland on Thursday, 9th October 2008.

Micro-brewery, **Tuatara Brewery** was named New Zealand's champion brewery at the BrewNZ Awards announced at the annual Beervana earlier in September. If you have not tried their award winning ales or pilsner you may want to as they were judged the best against more than 200 beers from New Zealand, Australia, the US, Malaysia and Singapore.



Robert & the team from Paraoa Bakehouse

### Need help in the office?

Horowhenua Learning Centre is seeking work experience placements for its business administration and computing course trainees for two days per week from mid-October to mid-November. To find out more email [jill@hlc.ac.nz](mailto:jill@hlc.ac.nz)

### News Links

The importance of business planning should not be neglected by business owners. [Click here](#)

Cheese makers Kapiti have unveiled an art collection by five New Zealand artists inspired by the brand's boutique products.

[Click here](#)

Government legislates to make KiwiSaver fairer. [Click here](#)

2009 Business Expos exhibition sites now open. [Click here](#)



## Training and Networking Opportunities for Business

### Green Drinks in the Capital

The Sustainable Business Network in conjunction with others is delighted to invite you to attend Green Drinks in the Capital. Come along to meet like-minded individuals, catch-up with people you know and make new contacts in a relaxed and informal environment.



**Date:** Wednesday 8th October 2008

**Time:** 5.30 - 7.30pm

**Venue:** Southern Cross Garden Bar and Restaurant, 39 Abel Smith Street, Wellington

RSVP [brenda@sustainable.org.nz](mailto:brenda@sustainable.org.nz) by Thursday 2nd October 2008



### Debt Reduction and Wealth Creation

**The Power of Choice: Debt vs Wealth** presented by Pauline Meredith-King and Martin Sargent. Learn the nine steps to eliminate debt from your lives and build financial abundance, followed by **Coach Yourself to Wealth** presented by Martin Hawes. This presentation looks at goal setting, debt elimination, investment, gearing for wealth and the importance of diversification and asset allocation.

**Date:** Tuesday 14th October 2008

**Time:** 5.30pm

**Venue:** Horowhenua Events Centre

To register for this free seminar email [Maire\\_Bain@amp.co.nz](mailto:Maire_Bain@amp.co.nz)

### The 10-15 Most Powerful Strategies for Boosting your Cashflow and Profit

Boosting cashflow is the singular most effective way to improve the bottom line performance of your business. There will be no warm fuzzies at this seminar, just hard-core strategies for successfully bringing in more cash and getting on top of those pesky bills. Attend this seminar to hear about strategies that include pricing, credit management, purchasing and inventory.

**Date:** Thursday 23rd October 2008

**Time:** 1.30 - 4.30pm

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

Michael Jamison, Accountant, Tax Specialist and Cashflow Management Financial Coach will present this seminar. To attend this free seminar email [rochelle@naturecoast.co.nz](mailto:rochelle@naturecoast.co.nz)

### The NZ Post Wellington Export Awards 2008

Celebrating Wellington  
Exporting Excellence

**Date:** Thursday 9th October 2008

**Time:** 6.30 - 11.00pm

**Venue:** Beehive Banquet Hall,  
Wellington

To attend this gala function,  
email Charles Broad,  
[cbroad@paradise.net.nz](mailto:cbroad@paradise.net.nz)



### Power Pitching

This workshop is an interactive working session where you will learn what investors are looking for in an investor pitch. Most importantly we will help you craft your company "pitch".

**Date:** Friday 24th October 2008

**Time:** 9.30am - 1.30pm

### Commercial Foundations Workshop (Contracts)

This workshop will give you the essential commercial practices and contracts that are key for building a high growth company that will ultimately seek investment.

**Date:** Wednesday 29th October 2008

**Time:** 9.30am - 4pm

**Click here** for more information on both courses being run by Escalator or email [ben@escalator.co.nz](mailto:ben@escalator.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](#)



Hon Helen Clark speaking at the recent Nature Coast Enterprise lunch held at the Paraparaumu Beach Golf Club

## For your Calendar

### Enterprise Training:

October 16th Accounting for Non-accountants  
Lindale Centre, Kapiti  
1pm - 4pm

October 21st Exit & Succession Planning  
Heatherlea Gardens, Levin  
1pm - 4pm

October 28th Effective Business Structures  
Heatherlea Gardens, Levin  
9.30am - 12.30pm

October 30th Sales & Marketing Skills  
Lindale Centre, Kapiti  
9.30am - 12.30pm

For more information visit [www.enterprisecoastnz.com](http://www.enterprisecoastnz.com) or email [rochelle@naturecoast.co.nz](mailto:rochelle@naturecoast.co.nz)



### Electra Breakfasts: Kapiti

October 1 Murray Cleland, Past President, REINZ (Real Estate Institute of New Zealand)

### Levin

October 15th Robin Hapi, Chairman Sealord Fisheries  
For more information email [maureen@naturecoast.co.nz](mailto:maureen@naturecoast.co.nz)



### Tourism Tuesday:

October 14th  
Lindale Centre, Kapiti  
5.30pm - 7pm  
For more information email [gaylene@naturecoast.co.nz](mailto:gaylene@naturecoast.co.nz)



**Nature Coast Enterprise has a serviced office for lease at Lindale (and its awesome) Talk to us today TEL 04 298 6611**

### ABOUT NATURE COAST ENTERPRISE

#### Economic Development:

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.

#### Tourism:

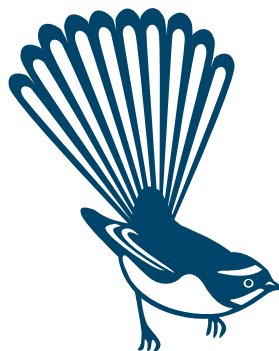
Nature Coast Enterprise also promotes Kapiti-Horowhenua as a tourist destination. Services include product development, advice, information and training for tourism businesses plus the management of the Visitor Information Centres in Levin, Otaki and Paraparaumu.

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

