



Nature Coast Enterprise Newsletter

December 2009

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Nature Coast Enterprise your one stop shop for business

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Levin warmly welcomes the Great Coffey Road Trip



On Monday 23rd November crowds of locals turned out to greet TVNZ Breakfast Show Host Tamati Coffey when he filmed weather reports live from Levin. The McCafe Winnebago was parked outside the Levin Aquatic Centre serving coffee and hot chocolate to locals and despite the 6.30am start, the festival atmosphere took away any idea that Levin is a sleepy town.

Some of Horowhenua's finest food and beverage producers showcased their goods which were served by knaves and wenches promoting the Medieval Market. Producers such as Genoese Foods, RJ's Licorice, Benniks



Poultry, Turks Poultry, Blueberry Art, Shirley's Strawberries, as well as two local wine producers, Celtic Organic Winery and Ohau Gravels all supported the event. This event was a fantastic opportunity to showcase the region and a highlight was to get Tamati flying South over the Horowhenua in a magnificent hot air balloon, and all on National TV.

A huge thank you to the businesses involved but also the community that enthusiastically supported the event at short notice. If you missed the Breakfast Show and would like to watch the event, **click here**.

Locals embrace food and beverage of the region

Coastlands and Nature Coast Enterprise recently partnered to run a one day promotion called Taste our Region. Locals were invited to sample some of our regions finest food and beverage including award winning Ohau Gravels wines from Bishops Vineyard; delicious juices and cider vinegar from CoralTree Organic Products; tasty pesto and chunky dips from Genoese Foods; award winning olive oil from Kapiti Olives; Purebread products from Paraoa Bakehouse and winner of



the 2008 New Zealand Sustainable Business of the Year; a wide selection of beers from the 2008 boutique brewery winner Tuatara Brewing; gorgeous fruity wines from Unwined and brand new jam products made the old fashioned way from Te Horo Jams. Producers involved in this promotion achieved great brand exposure and

Kia ora tātou



This is the final newsletter for 2009. The team from Nature Coast Enterprise takes the opportunity to wish you a wonderful Christmas and fun times over the New Year period. It is important to take time to be with your family and friends over the summer break and to re-energise for 2010.

Our Lindale & Levin offices will close on Thursday 24th December 2009 and reopen on Tuesday 5th January 2010. For all ferry, bus, train and accommodation bookings, contact your local i-Site who will be open right through the holiday period except Christmas Day - you can email them at: paraparaumu@naturecoast.co.nz or otaki@naturecoast.co.nz or levin@naturecoast.co.nz

We look forward to working with you all in the New Year and wherever you travel, we encourage you to drive safely and take care.

Hei konā mai
Glen O'Brien
Chief Executive

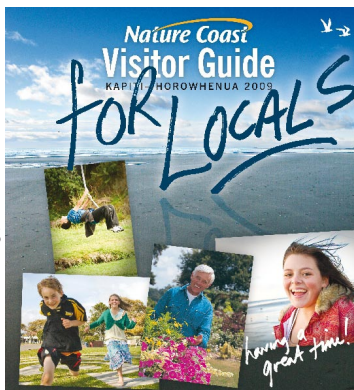


in most cases sold out which speaks volumes of their products. Nature Coast Enterprise is beginning work to develop a long term strategy with food producers of the region as this is a significant industry sector that contributes to economic growth.



Membership Update

Following the successful launch of the 2009/2010 Membership Programme, Nature Coast Enterprise is pleased to announce we have achieved the critical mass required to deliver this years tiered membership structure and domestic marketing campaign. Thank you to all members to-date.



Become a member and expose your business to:

- Stimulating speakers and business networking opportunities at the monthly Paraparaumu and Levin Electra Business Breakfast series.
- Attend other members' only business networking functions throughout the year.
- Membership discount at chargeable networking events.
- Receive a membership certificate to display.
- Vote and have your say on all Constitutional matters.
- Business web site listing.
- Priority consultation with a Business Development Manager; up to five hours free use of the Lindale and Levin meeting rooms and discounted by 50% thereafter; 50% discount on Certificates of Origin and access to branding collateral (Tier 2 membership and above).
- Participation in the domestic branding campaign, priority brochure placement in local Visitor Information Centres' and on the Nature Coast Tourism web site and ability to pay your membership fee over four months (Tier 3 & 4 membership only).



Throughout the history of our organisation, we have strived to provide a good service to the business community. Our new membership structure and range of benefits is an opportunity to provide the best possible value to you and your business.

To find out more [click here](#).



2009 Electra Business Awards

Congratulations to Turk's Poultry Farm Ltd, winner of the 2009 "Electra Business of the Year". Exemplifying best practice across all levels they are deserving winners of the overall award.



Colbert Cooper was a close second as a result of strong integrity, a commitment to the customer and sound business practices and was "Highly Commended" for Electra Business of the Year.

We applaud all category winners' including:

- *Sustainability* - Fantails Accommodation
- *Customer Service* - Elizabeth Taylor Graphics
- *New Thinking* - Aura Software Security Ltd
- *Branding & Image Building* - Colbert Cooper Ltd
- *Staff Development* - NumberWorks'nWords Kapiti
- *Regional Promotion* - Talkinghorses Ltd
- *Hi-Growth* - Natural Bark & Compost Ltd
- *Emerging Business of the Year* - Number Works'n Words Kapiti
- *Small Business of the Year* - Undercover Secrets Lingerie
- *Health & Safety and Operational Capability* - Turk's Poultry Farm Ltd.

A special presentation was made to Lady Vera Southward in honour of Sir Len Southwards' contribution to the business life of the Nature Coast. David Pritchard of the Pritchard Group and Roger Halliwell of RJ's Licorice were also inducted into the Nature Coast Hall of Fame.



The "James Bond" style event was enjoyed by all and we look forward to Friday 1 October 2010 when the next event will be held in Levin as a dinner function. Tony Rush, newly appointed Chair of Business Kapiti Horowhenua Inc (and organisers of the Awards) has confirmed that Kirsten Kilmister of SKOPE projects & events will organise the event again next year and Electra will continue their involvement as Principal Sponsor.



On your marks, get ready, go!

So you have decided that your business would benefit from implementing a training programme for your staff, what next? By choosing the right training options and how you are going to implement the training back on the job you can make your training dollar go further.

Here are four ideas to get you on the right track:

1. **Build in flexibility** - Choose training options, such as e-learning or self-paced resources, so that staff can train when they have time and when it will have a lower impact on productivity.
2. **Cut travel and accommodation costs** - Moving training to e-learning can open up huge possibilities for cost saving.
3. **Offer targeted training** - Invest time into making sure that you understand the specific goals that the training needs to achieve, who needs to attend and how you will measure the impact the training has had.
4. **Maximise impact** - Arrange opportunities for staff to apply newly acquired skills and knowledge in the workplace as soon possible after the training event. Ideally, within a day or so of the training and spread over a 3 to 4 week period. This avoids the "that was great, I'll have to do that" situation when nothing really changes because people become too busy in their day to day work.

Article courtesy of Tina Wilks, Symbiont - she can be contacted on tina@symbiont.co.nz

Attention: Women in Business Networking

The Women in Business Network is looking forward to starting again in 2010. Note your diary now!

Wednesday 10 February
 Wednesday 28 April
 Tuesday 22 June
 Wednesday 25 August
 Tuesday 26 October
 Wednesday 8 December



Situations Vacant – Operations Manager Horowhenua Learning Centre

Reporting directly to the CEO, this is an exciting new opportunity to manage the day-to-day operations of one of Horowhenua's leading education and training organisations. The business is expanding into new fields of endeavour, and requires a motivated and experienced manager to provide professional leadership, and to promote a positive and effective learning environment.

Applicants must have:

- Demonstrated leadership ability
- Knowledge and experience in management
- Ability to build excellent working relationships and networks.

An information pack is available on request, enquiries@hlc.ac.nz or +64 6 368 1095. Applications in writing with CV to the CEO by 14 December 2009, Horowhenua Learning Centre, PO Box 582, Levin 5540.

Need help solving a business problem?

Global Expert is ready to help New Zealand companies solve their technical or market related challenges and get ahead in this tough economic climate. Quickly connect with local New Zealand experts for \$495 + GST or complete an international search for \$1995 + GST.

Global Expert offers fast, confidential introductions to national and international experts to validate new technologies, assess market opportunities, find new suppliers or locate experts to solve technical problems and guide product and process development. Contact Derrick Russell on Tel +64 4 917 7819 or 0800 438 397 or [click here](#).

Grow your business through technology

Grow Wellington and Vision Manawatu are TechNZ regional partners, delivering the TechNZ business investment programme on behalf of the Foundation for Research, Science and Technology. TechNZ is focused on growing world class New Zealand companies through innovative technology - [click here](#) for more information.

Grow Wellington or Vision Manawatu (depending on your location in either Kapiti or Horowhenua) can work with you through the application process, helping you to achieve your R&D growth plans more effectively and to help identify the most appropriate experts to work with.

Contact darren.ross@growwellington.co.nz or richard@visionmanawatu.org.nz

Breakfast Review – MP Steven Joyce, it's all about infrastructure

Hon Steven Joyce gave a presentation to a packed audience at Southwards Museum on Friday 20th November. For those that did not attend, here is a brief summary of what he had to say on:

Broadband

Central Government has committed expenditure in Broadband announced last year of 1.5 billion. Crown Fibre Holdings has been created to invest in regional and local companies who will build the broadband network. "New Zealand needs to compete internationally because we are a small country a long way from our markets so ultra fast broadband is critical to enable us to do this" said Mr Joyce.

Roading

The Minister reiterated economic development being the driver for any infrastructure spending. Mr Joyce spoke about roading of national significance and where the Wellington Airport to Levin road fitted in. He said the options put before the Kapiti community were now being considered by NZTA with a recommendation due back to him before Christmas. NZTA had been instructed to take a long term view and consider future proofing in any recommendation. Mr Joyce acknowledged the impact and effect that these decisions could have on the community.



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

Government will announce their decision regarding the **Kapiti Expressway** on 18 December 2009. You can read the Nature Coast Enterprise submission by [clicking here](#).

Fonterra pays out \$80 million in to the region, [click here](#) to read more.



WOTZON.com offers a free web site to list your event running in the Wellington region, [click here](#).

Tuatara Brewery makes Deloitte Fast 50 list - [click here](#).



BERL Monthly Monitor November 2009 - [click here](#).

Kapiti Fine Foods launches designer ice cream - [click here](#).



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Business Health Check launched - [click here](#).



Book your Bizzone expo site now. Wellington 21 - 23 July 2010 - for more information [click here](#).

Education Wellington is proud to support local educational institutions and their international partners - [click here](#) to visit their new website for everything you need to know about studying in Wellington.



Meeting rooms available for hire in our Lindale office.



Contact us today for further details.

katrina@naturecoast.co.nz
OR Tel + 64 4 298 6611

For your Calendar

Enterprise Training Programme
8 Dec, **Thinking Outside the Square for Your Business**

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

3 Feb, **Trade Show Exhibiting**

Location: Lindale
Time: 9.30am - 12.30pm
Presenter: Steph Smith
If you are considering exhibiting at a trade or public show - then this seminar will help you maximise your sales potential!

Steph Smith has exhibited at trade shows both nationally and internationally and provides practical and economical idea's to promoting your product and turning leads into sales.

The first six months of the 2010 fully funded Enterprise Training Programme have been selected. These will be posted onto the Enterprise website in the New Year.

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

Electra Breakfasts Series: Kapiti

3 February 2010

Levin

17 February 2010

For more information email rsvp@naturecoast.co.nz



Tourism Tuesday:

8 Dec, Kapiti 4 Seasons Tours, Te Horo
RSVP to samantha@naturecoast.co.nz
or Tel + 64 4 298 6611



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