



Nature Coast Enterprise Newsletter

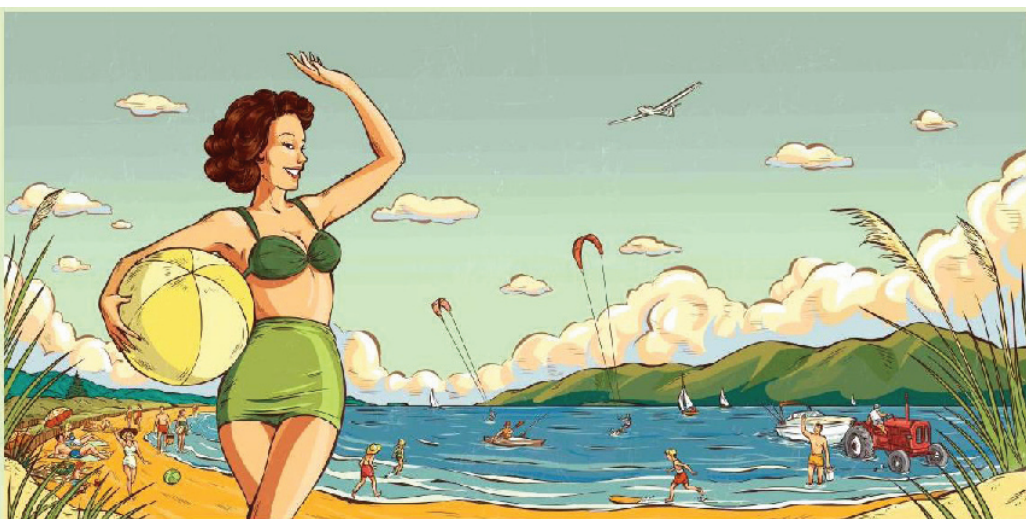
December 2010

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Nature Coast Enterprise your one stop shop for business

Please consider the environment before printing this newsletter

There's no time like right now – collaborative marketing campaign kicks off



Our collaborative marketing campaign with Kapiti and Horowhenua businesses kicks off December 15 with editorial and advertising in the Dominion Post's popular Summertime lift out, closely followed by the local summertime activity guide Catch Kapiti through the Kapiti Observer.

Watch out for changes to our website and Facebook page too. And we're in production for the region's only official visitor guide, Horowhenua Fun Maps, sector advertising in various publications, and the establishment of Facebook themed conversations on fishing, golf,

arts, food etc. Special itineraries are being created which takes advantage of the informative Domestic Tourism is Big research from The Ministry of Tourism. These will feature on the website. And billboards will soon be seen in Coastlands

Next step - corporate sponsors to the campaign – we need this support to achieve the campaign's objectives. Plus, we'll continue to help you be ready for the Rugby World Cup period. Ongoing activity also includes advertising and media opportunities for campaign members (it's not too late to sign up!) and SH1 signage.

Business Clinics go Mobile

Foxton Shannon Levin Otaki Paraparaumu

Nature Coast Enterprise will be running Business Clinics' in Foxton, Shannon, Levin, Otaki, and Paraparaumu on a regular basis. Regardless of size or industry, if you're established or emerging, these clinics offer vital tools for growth, innovation and success.



Good start-up info provided. All enquiries and meetings are held in confidence and are one-on-one. Contact Helene to make an appointment, helene@naturecoast.co.nz

Kia ora tātou



We're full to the brim of 'Campaign' at the moment, and are pleased you will be seeing results straight away (see main story). The collaboration is working nicely.

The business team (including fulltime newbie Jeff Smith - welcome Jeff) are working towards some great business opportunities for you next year. The focus will be on proactive training and business clinics, and encouraging you to realise the immense value that training, up skilling, or mentoring can add to your business.

I'd also like to take this opportunity to thank some people behind the scenes: Our wonderful board members, and our hard working staff. The passion they have for the region and your businesses continues to surprise me.

It's December so Christmas cheer is of course in order. And we hope that when you have friends and family visit this summer, that you make the most of showing off this amazing place we all live in.

But more importantly, we at Nature Coast Enterprise hope you manage to find some time to recharge your batteries over the holiday period – you'll need it for what we've got planned for this region next year!

Nga mihi nui o te wiki
Chris Barber
Chief Executive



Women in Business

This networking opportunity provides opportunities for like-minded women to tap-in to support, knowledge and the experience of other women in a relaxed environment. This year speakers included Wellington Zoo CEO Karen Fifield and Annah Stretton. The committee was delighted to make a sizeable donation to the AXA supported Sweet Louise Charity for women with secondary breast cancer at the October event. Watch out for your 2011 invitations, also on our website.



Photo by Faye Lougher

Business Training Essential for 2011

Nature Coast Enterprise continues to offer business development training that provides valuable tools for business growth and success. Participants in our new-model training rated their experience extremely high and backroom work is underway to launch our training programme for the first six months of 2011.

News of the new **Capability Development Voucher Scheme** through New Zealand Trade & Enterprise (NZTE) is coming soon, which will be administered by the new Regional Partnership Network. Eligible businesses will be able to use their vouchers to receive a partial subsidy for accessing qualifying management capability building services such as training workshops, courses and/or coaching. To qualify, watch this space.

Government Electronic Tenders Service (GETs)

Are you interested in Government tenders? GETS is a free service designed to promote open, fair competition in the New Zealand Government market and meet international trade agreement commitments to provide information about New Zealand Government business opportunities. All New Zealand public sector agencies, including local authorities, are encouraged to publish information on GETS. New Zealand Public Service Departments, New Zealand Defence Force and New Zealand Police are mandated to use GETS for the publication of all opportunities to tender above minimum thresholds and related information.

Go to www.gets.govt.nz for more information.

Rugby World Cup Business Club

Get your business involved through the Rugby World Cup Business Club. This Club will be one opportunity to showcase the best of New Zealand business. **Click here** if you are interested in becoming a business host, want to learn how to engage tournament visitors, need to know how to get your business ready and be connected to regional contacts.

News Links

Congratulations to Paraoa Bakehouse, the proud owners of another beautiful wooden trophy for winning the Organic Enterprise Award through Organics Aotearoa New Zealand. **Click here** for more information.



Get up-to-date with local (reported by District, Horowhenua and Kapiti) and national economic information prepared on a regular basis by Business and Economic Research Ltd (BERL) for the Nature Coast region. **Click here** to read more.

Congratulations to staff from Kapiti Pak n' Save who have been recognised as top students at the Annual Training Awards given by Foodstuffs Wellington.

Read the latest Business Update from the Ministry of Economic Development – **click here**.



Kapiti Chamber of Commerce

To join the Kapiti Chamber mailing list to receive their newsletter and Business After 5 networking invitations go to www.kapitchamber.org.nz or email info@kapitchamber.org.nz

Important Employment Law Changes from 1 April 2011

This affects you. For vital new changes to both the Employment Relations Act and the Holidays Act **click here**.

Click here to read the latest newsletter from your regional economic development agency, **Grow Wellington**.

Kapiti Landing on TradeMe - new retail hub of Paraparaumu's \$500 million airport development. For commercial lease opportunities email tom@talismaninvest.co.nz.

