



Nature Coast Enterprise Newsletter

February 2010

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Nature Coast Enterprise your one stop shop for business

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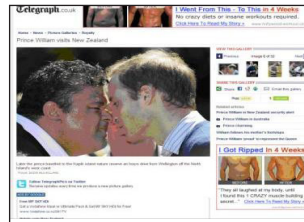
Prince William visits Kapiti Island

The Nature Coast weather was at its best this month as heir to the throne, Prince William visited Kapiti Island. Accompanied by Prime Minister John Key and local Member of Parliament, Nathan Guy, the prince not only took time to understand the philosophy around the management of Kapiti Island, but he also spoke with locals, including a bit of frisbee throwing on Paraparamu Beach.



Regional Tourism Manager Chris Barber said "the media exposure generated through the prince's visit is priceless. With around 250,000 British tourists visiting NZ each year, the timing is perfect."

If you didn't see the coverage, a snapshot from the UK media follows.



Kia ora tātou



Happy New Year!

This is the first newsletter from Nature Coast Enterprise for 2010. We trust you had wonderful break over the Christmas holidays with family and friends and that you are feeling revived and ready to tackle opportunities that come your way in 2010.

Our team is picking that 2010 will be a better year for business than 2009 yet no doubt most of you will exercise some caution. Back in June 09 we completed a business confidence survey and 50% of respondents said the Nature Coast economy would remain stable. We suspect that figure could be a little higher if we were surveying now as there is a more optimism out there as we come out of the recession. 54% of respondents also said their number of employees would remain stable. This figure may be a little down as we head in to 2010 as we are sensing that businesses are starting to respond to increased activity.

We will survey business confidence again in June 2010.

We look forward to working with you all during 2010 and I encourage you to get in-touch with the team if you would like to discuss any matter about your business as they have the knowledge and resources to connect and advise you.

Hei konā mai
Glen O'Brien
Chief Executive



2010 Enterprise Training Programme

Nature Coast Enterprise is pleased to launch the first half of the 2010 Enterprise Training Programme. [Click here](#) to view the calendar.

Fully funded by New Zealand Trade & Enterprise, Nature Coast Enterprise delivers the Enterprise Training Programme to the region. The benefits of attending the programme include:

1. Gaining knowledge in a specific area of business management.
2. Increasing motivation.
3. Reaffirming business strategies and processes.
4. Sharing ideas, knowledge and tips with expert presenters'.
5. Training in small groups to encourage participation.
6. Opportunities to network with like-minded business people.





Tips on How to Get the Best from your Consultant and Client Relationships

1. It is a partnership

– Businesses employ consultants for a reason. Both parties need to rely on each other, where openness and mutual respect are part of that relationship.



2. Know thy purpose

– Consultants cannot second guess client needs so a project outline (or terms of reference) that is clear with specific timeframes and outcomes is essential. Good clients do this.

3. Keep it simple – Discuss the details of your project with the consultant as this can add value in helping you determine the real issue and the outline of the project. Keep the terms of reference simple.

4. Free advice is worth the price – There is no free lunch and good clients understand that consultants are professionals to and are running a business the same as they are. Paying for advice not only puts a value on it but it makes the consultant accountable for the advice given.

5. The meek shall not inherit – Be business like and declare your budget. Experienced consultants respect forthrightness from their clients and it is in their best interest to create a win win situation.

6. You get what you pay for – Businesses employ consultants who understand their business and who produce high quality work. Good clients understand cheap prices, freebies, tagging on additional work without paying for it is not the way to get the best from their consultant.

7. Once bitten, twice shy – Good consultants put in much time and effort in preparing “requests for proposal” (RFP). Good clients know this and when they ask for an RFP it is a genuine request, not merely going through the motions to meet the “requirements” of the business. If you are not sure about who to use then ask for a “request for information” (RFI). Its purpose is to seek information about the consultant’s credentials and acts as a filter to narrow the choice of consultants for the RFP. Integrity of the RFP/RFI process is important.

8. Walking the talk – Good clients are transparent, consistent and act in good faith in their relationship with consultants and open up the tender process by way of an RFP when appropriate. Consultants are familiar with this process and make the call whether or not they wish to proceed.

9. Communications – Agree to a communications plan and seek regular “work in progress” reports from the consultant. This will also help to ensure there are “no surprises” during the project.

10. Consequence planning – Aside from communications, if significant change is recommended then consideration should be given to doing an analysis of

the consequences – the “what ifs” of going down the recommended road.

11. Time is money – Good clients know that considerable time can be saved by having core information, documents, reports and data available for the consultant before and when the project is started. Better still get the consultant to draw up a list of what they need before they start their work.

12. Receiving the report – Normal practice is for the client to receive a draft report for comment which is then finalised by the consultant.

13. Intellectual Property (IP) – Unless it is explicitly stated, as a general rule of thumb the IP knowledge usually belongs to the consultant or at least until the project has been paid in full at which stage the IP may revert to the client.

14. Feedback and acknowledgement – Feedback should be part of the project’s terms of reference. Done constructively it can be of great value to both parties for future project work. Do not forget to acknowledge the contribution of those consulted, many of whom have given their time, often at no cost, to the project.

Article courtesy of Chris Ineson, Driving Forces – he can be contacted on chris.ineson@drivingforces.co.nz



Attention: Kapiti Coast Bakery Owners and Managers

Network evening for the bakery industry

Date: Wednesday 17 February

Time: 3.30 – 5.30pm

Venue: Nature Coast Enterprise, Lindale

RSVP: thomas_thomas@windmillcakes.co.nz



Understand the Emissions Trading Scheme - Live Webinar - Register Now

This live Webinar will be of interest to anybody in business, local government, environmental fields, the economic/financial sector, or those in a position of providing advice to others, to understand this topic and how it affects sectors of our economy and our community.

Date: Tuesday 9 February

Time: 10 - 11am

Venue: Your computer

Cost: \$50 + GST

Presenter: Carolyn Dean, FutureGenz
Register at www.futuregenz.co.nz



Waitangi Day 2010

Waitangi Day 2010 will be jointly hosted by the whanau of Ngati Huia ki Katihiku and the Kapiti Coast District Council at Katihiku Marae. The day will commemorate the signing of the Treaty of Waitangi and reflect the relationships between tangata whenua and the Kapiti community. The powhiri commences at 10am followed by formal speeches from tangata whenua, the Mayor and MP's. At the completions of the formalities, the community will be able to browse the gala activities including: food and clothing stalls, take in the historical displays in the wharenuui, mirimiri, health checks and fun activities for the kids.

Nau Mai Haere Mai!

Date: Saturday 6th February 2010

Time: From 10am

Venue: Katihiku Marae



Taste our Region at the Summer Festival, Otaki Racecourse

The Kapiti Coast Harness Racing Club and Nature Coast Enterprise recently partnered to present Taste our Region at the Summer Festival, Otaki Racecourse on Sunday 24th January 2010. This event was a great day at the races with free kids' entertainment and everyone was invited to sample some of our regions finest food and beverage including:

Ohau Gravels award winning wines

Kapiti Olives award winning olive oil

Te Horo Jams made the old fashioned way

CoralTree Organic juices and and cider vinegar

Tuatara Brewing boutique brewery winner

Genoese Foods tasty pesto and chunky dips

La Casa Romana traditional breads and pizzas

Haighs quality meats and smallgoods

Coffee by Barista Boys

Real fruit ice cream

Producers enjoyed the day even though it rained initially. They reported a good level of sales and profile building. Nature Coast Enterprise is in the process of developing a long term food strategy for the region as a significant industry sector contributing to economic growth.



IRD Business Workshops in Palmerston North

Introduction to Business Seminar

For those starting their own business, that will cover record keeping requirements, income tax, GST and expenses

Dates: 10 February and 10 March 2010

Time: 9.30am – 11.30am

Employers/KiwiSaver Workshop

For employers or payroll officers, that will cover: keeping wage records, manual and electronic PAYE calculations (and other deductions such as KiwiSaver), employer monthly schedules, due dates, and how to file returns online.

Dates: 17 February and 17 March 2010

Time: 9am – 12pm

GST Workshop

An interactive workshop covering GST basics, how to complete a cashbook, filing returns online and registering to use online services. Basic spreadsheet knowledge would be beneficial.

Dates: 24 February and 24 March 2010

Time: 9am – 12pm

Venue for all courses: Level 1, Corner Ashley & Ferguson Streets, Palmerston North. **To register** on any of these courses, email advisory.palmerstonnorth@ird.govt.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



Annual International Superconductivity Industry Summit

A unique opportunity for New Zealand industry, researchers, academics and students to hear first hand from experts leading commercial and technical advancements that are based on superconductivity technology. To register for this open session, visit www.hts.org.nz/isis-18

Date: 9 February 2010

Time: 9am – 5pm

Venue: Te Papa Museum, Telstra Business Centre, Wgtn

Fee: \$50 + GST per person or \$20 + GST per student



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 – [click here](#) to read their current newsletter.



Kapiti Expressway Announcement

Nature Coast Enterprise commends NZTA for providing certainty by announcing ahead of time its strategic road plans for Kapiti and Transmission Gully. The issue of where the road would go was always going to be a hard one. Whether you like the announcement or not it does bring certainty to our community and the ability to plan for economic development opportunities in the future.



We believe the Governments decision will be a huge stimulus for jobs and capital investment within the region along with double tracking to Waikanae, the Paraparaumu Airport, Coastlands upgrades and other significant retailing decisions that are in the pipe line. What is important now is for community consultation to ensure locals can access the expressway, connectivity of the community and smart design to maximise environmental impacts of noise and beautification.



BERL Forecasts December 2009 – [click here](#).



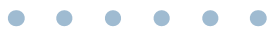
Wellington Creative Market – every Saturday 10am to 4pm, undercover at Frank Kitts Park, [click here](#) for more information.



Lindale Centre, Main Rd North
Paraparaumu
Tel +64 4 298 6611

93 Oxford Street, Levin
Tel +64 6 367 0524
Postal address: PO Box 145
Paraparaumu 5032

Payroll giving – employers are now able to offer a new voluntary scheme called “payroll giving” to employees which allows employees to give as they earn by making donations directly from their pay to approved donee organisations. For every dollar an employee donates they receive a third back as a tax credit in the same pay period. Because payroll giving is voluntary, employers have the choice of whether to offer the scheme to their employees. Donations are made through the employer’s payroll system. Find out more about payroll giving by [clicking here](#).



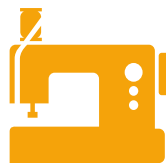
IRD offer online tool for those new to business and/or new to employing staff. Use this handy interactive tool to answer questions such as:

- How do I start a business?
- What records do I need to keep?
- How does tax work?
- Do I need to register for GST?
- What do I do if I employ someone?

Find out more about this online tool for business by [clicking here](#).



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



Meeting rooms available for hire in our Lindale office.



Contact us today for further details.

receptionist@naturecoast.co.nz
or Tel + 64 4 298 6611

For your Calendar Enterprise Training Programme

4 Feb, **Bouncing Back from Recession**
Location: Levin
Time: 9.30am - 12.30pm
Presenter: Warwick McCormack

17 Feb, **Legal Essentials**
Location: Levin
Time: 9.30am - 12.30pm
Presenter: Graham Mowbray

4 Mar, **Retail Sales & Marketing**
Location: Levin
Time: 9.30am - 12.30pm
Presenter: Steph Smith

11, 17, 25 Mar, & 1 Apr **Start Up Workshops**
Location: Lindale
Time: 5.30pm - 8.30pm
Presenter: Chris Elphick
Participants must attend all four workshops.

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

Electra Breakfasts Series:

Kapiti
3 February, Kefeng Chu & Joanna Hickey, New Zealand Trade & Enterprise

Levin
17 February, Presenter TBC
For more information email rsvp@naturecoast.co.nz



Tourism Tuesday:
9 February, Mountain View Motel, Levin
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

