



Nature Coast Enterprise Newsletter

June 2010

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Nature Coast Enterprise your one stop shop for business

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Zero youth unemployment – A reality in Otorohanga!

The Mayor from NZ's smallest District Council, Otorohanga, was the guest speaker at the Electra Business Breakfast in Levin on 19 May 2010.

Dale Williams and local employers initiated programmes five years ago with the local polytechnic to make sure that practical programmes were being not only delivered locally but were programmes that provided successful graduates' jobs on completion.

Dale Williams said "We were sick of our young people leaving our town looking for employment". The result after five years is a close relationship with the Council, local employers and the Polytechnic to ensure that any young person that wants to stay in Otorohanga and is prepared to do the work will have a guaranteed job.



Since this programme was started there has been zero unemployment for those aged 25 or under, a reduction in crimes such as graffiti & vandalism and strong vibrant businesses with access to a local pool of good skilled people.

Our young people have "self esteem, a reason to stay and an income and we have a great community" says Dale Williams.

Kia ora tātou

The recently announced budget has brought with it changes, and in the most part, fair changes for business. If nothing else, the key message to come out is that things will be different.

Changes to Depreciation and Company Tax will have an impact, as will the introduction on the Emissions Trading Scheme and adjustments to ACC.

With snow now on the Tararua's, winter is here and with that comes a good opportunity to not only become an expert when it comes to these changes, but also to step out of the day-to-day workings of your business and have a look in from the outside.

Are you actually heading in the right direction? Maybe it's worth considering entering this year's Electra Business Awards which will give you the opportunity to do exactly that, make sure you're not running in the wrong direction, especially when you consider that these tax changes may just be the most significant in the last 25 years.

Hei konā mai
Chris Barber
Acting Chief Executive



2010 Budget announcements

Tax has played a large part in the budget announcements, with company tax being reduced to 28% (2011/12 year), GST increasing to 15% coupled with reduced personal taxes, all to take effect 1 October 2010. The Trust and top personal tax rates are now aligned at 33%. Other tax changes include the removal of the 20% depreciation loading and a reduction in the thin capitalisation threshold for new investment to 60%. Key sectors identified include:

1. Aquaculture
2. Food
3. Petroleum & Minerals
4. Water



There is increased funding in to science, research and technology with several new areas and a juggling around of funds. New categories include:

1. International relationships \$12m
2. Science collections and infrastructure \$22m
3. High value manufacturing and services research \$138m



[Click here](#) to review the budget summary prepared by BDO.

[Click here](#) to read the Minister's speech to Parliament.



Local economic update from BERL

This report examines four aspects of the local economy (the Kapiti Coast and Horowhenua Districts') for the quarter ending March 2010. In summary:

1. **Labour market** – Unemployment beneficiaries surged across the Nature Coast and the country over the two years to March 2010, but there are encouraging signs that, at worst, the figures are flattening out. Nevertheless, context is important; in March 2010, beneficiary numbers remained 46 percent lower than in March 2000.
2. **Domestic spending and confidence** – The housing market is picking up strongly, at least as reflected in the number of houses being sold and the time it takes to sell them. House prices remain largely flat. Vehicle registrations are down on a year ago, and are 36 percent lower than 10 years ago. This is possibly a combination of the economic downturn and petrol prices causing people to consider other modes of transport.
3. **Infrastructure investment** – Sharply down in volume terms, both in the residential and non-residential sectors. The value of non-building construction (bridges, roads etc) consented fluctuates sharply on the Nature Coast given the "lumpiness" of these investments, but the trend has been strongly up overall in the last 10 years.
4. **External connections** – Net external migration (from outside New Zealand) was positive in the March 2010 year, compared with a historical net outward migration. Solid population growth in the Nature Coast over the last 10 years suggests that, while it is not the first destination of new migrants, over time the area gains steady numbers of new residents from sources other than natural increase.

The final aspect of the report is recent trends in the **New Zealand economy**. Employment remains down on a year ago, although there has been a sharp reduction in net losses year-on-year. Net inward migration is at its highest for six years, with a net 21,000 more people arriving in New Zealand in the year to March. Short-term visitors (tourists) are also returning, with Australia providing solid inflows. Construction shows signs of improvement, as does manufacturing, but we caution is suggested in the absence of hard numbers that show the downturn is over.

[Click here](#) to read the full report.

Statistics New Zealand Business Toolbox

An online suite of tools that provides quick and easy access to information for businesses, and for free! The Business Toolbox contains two tools:

- **Market Mapper** – businesses can visually pinpoint their target markets using 2006 Census data. Using Market Mapper, you can create a population density map by selecting a number of characteristics such as age, income, household composition and family type.
- **Industry Profiler** – provides details on industry performance over time, staff turnover, and survival of similar-sized businesses. Using Industry Profiler, you can search a particular industry and view information such as survival rates, and new and ceased businesses by region over the last five years.

[Click here](#) to access the Business Toolbox.

Business networking launched on Facebook

Nature Coast Enterprise has launched its Facebook page for business. If you want to be connected, kept up-to-date with business news and links and to be able to talk socially about important business matters then [click here](#).



The key behind our business Facebook page is that it gives local business people an opportunity to discuss issues at a time that suits and that is free.

There are a number of points of discussion already loaded that we hope will attract your attention and your comments. Some examples loaded to the discussion board include:

1. What opportunities do you see with the launch of the Kapiti Coast Airport?
2. How is your business coping as we climb out of a recession?
3. Why is Horowhenua a great place to do business?
4. What are your plans to attract more customers during the Rugby World Cup 2011?

If you are not Facebook user, you will need to sign-up and then connect to the Nature Coast business Facebook page. Do not be shy to load a nice photo of yourself so others know who they are talking too!

Speak Up Speak Out Training

A planning day in Levin - Friday 18 June, 9.30am to 4.00pm
Heatherlea Gardens, \$150 + GST

Your energy, leadership and communication skills are the keys to unlocking a great year. During the day you will explore a number of elements that can help you take charge of your business. You will be able to interact with other business owners from the region and to learn from New Zealand's top Action Coach, Mark Daniels. To register, contact Adele, Tel 04 938 4747 or adele@speakupspeakout.co.nz



2010 Wellington on a Plate

Get your knives and forks out as Wellington's food festival prepares to serve-up good times and great deals throughout the region from 14 to 29 August 2010. A number of local restaurants and food events have been approved to be part of the festival including Drift Café featuring a seafood banquet rodizio style, Soprano Ristorante and their special limoncello experience, Lembas Café and The Office.

On the event menu, Unwined will host Discover Kapiti in a Glass matched with Kapiti Cheese at their cellar; Ruth Pretty will host a special intimate evening at Springfield featuring pizza, pig and profiteroles and the Insiders Guide to Ruth Pretty Catering featuring their new kitchen shop and morning tea in the garden. A truly special event planned is Kapiti Vintage 2010 which will see participants steaming by train from Wellington to enjoy a long slow Mediterranean feast including releases of new wine and olive oil straight from the press at the old Dairy Factory in Otaki.

[Click here](#) to read more about Wellington on a Plate.



Be recognised for all your hard work!

Entries for the 2010 Electra Business Awards are open.

Why should you enter?

- Step back and review what you're doing
- Improve your business
- Gain professional advice
- Benchmark your business
- Enhance staff morale
- Publicly celebrate all your hard work and successes!

It is FREE to enter and all entrants go into the draw to win a gift box of Ohau Gravels wine!

Colbert Cooper Ltd entered the Awards in 2009 *"To raise our profile in the community, measure ourselves against other local businesses and for the opportunity to have our business reviewed by other professionals."* Justine Street, Colbert Cooper Ltd, winner of the Branding & Image Building category and runner up for Business of the Year 2009.

Aura Software Security Ltd definitely benefited from the entry process, *"We actually put down on paper thoughts and ideas that have always been in our head, particularly around the vision and future of the company. It was also an excellent opportunity to document and review our working practises and process."* Andy Prow, Aura Software Security Ltd, winner of the New Thinking category 2009.

Businesses interested in entering need to pre-register first at www.electra.co.nz/businessawards
Entries close on the 19th of July.

Official Awards Consultant



The great thing about entering these awards is that you are getting a deadline, the assistance to enter and experts to provide robust feedback on your organisation. From here you can use this information and data to make other decisions about where to from here. Jeff Smith from BOOST Business has been involved in business awards all over the North Island since 2004 and he is the official Awards Consultant. BOOST Business is available to take you through the awards process and to give you feedback and pointers on your entry before submitting to the assessors. After you have registered your interest in the awards you can contact Jeff by emailing jeff@boostbusiness.co.nz or by phone 04 298 2667 or 021 566 535.

Case Study: Electra Business of the Year 2009

Proud winner of the Business of the Year 2009, Turks Poultry Farm Ltd and organisers of the Kapiti Horowhenua Electra Business Awards have published a case study that highlights the changes in the firm that led it from a category award win in 2006 to the supreme accolade in 2009.

The report was independently compiled and written by Chris Inneson of Driving Forces in cooperation with Turks Poultry. The case study tells of a typical New Zealand family based business problem of handover from father to son, the need for strong governance, implementation of process improvement and development of a growth strategy. The case study can be read in full [here](#)

Attention: Women in Business Networking

Note your diary now for the next networking evening: Tuesday 22 June 2010 at the Lindale Conference Centre, 5.30-7pm.

Are you a Sustainable Business?

We believe that a sustainable business considers the environment and people, alongside its own financial sustainability. In other words, looking after people and the environment can really benefit the bottom-line too. Nature Coast Enterprise has available a 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 interacts with the environment and uses resources and where you are now with waste, energy, water, purchasing, people, leadership and your policies and plans. It then takes you on a walkabout through your business to record the opportunities and provides a template for your own roadmap from a short, medium and long term perspective to become a sustainable business.



Contact Helene Judge for your copy, helene@naturecoast.co.nz or Tel 04 298 6611 or [click here](#) to download from our web site.

Do you want to be recognised for your sustainable business practices?

Then take a look at the new Rata Sustainable Certification Programme that has a unique New Zealand look and feel.



The Rata Certification Programme is focused on areas within a business that all too often receive insufficient attention and yet collectively (with targeted review and inspection, and the introduction of policies and procedures) can make a significant impact on the overall performance and standing of a business operation. By entering the programme, the key benefits include:

- Businesses that have independent certification have a stronger reputation in the market place for their products and services.
- Assures prospective and existing clients that your certified business is not green washing.
- Enhances employee pride.
- Gains credit for doing the right thing, while future proofing your business.
- Recognition of your commitment to ongoing sustainability initiatives across social, environmental and economic aspects within your business.

Contact the Rata team for more information on 04 478 4228 or email enquiry@ratacert.co.nz or check out the website – www.ratacert.co.nz



Kapiti Chamber of Commerce



Note your diary now to attend the next Kapiti Chamber of Commerce business after 5 networking event on **Thursday 29 July** from 5.30 – 7.00pm (Chamber Members free and Non-members \$15). To join the Kapiti Chamber mailing list for newsletters and event information go to www.kapitchamber.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

Two local businesses (one from Kapiti and one from Horowhenua) have applied and been accepted for the new **Business Advisory Board Service** being run by Nature Coast Enterprise. [Click here](#) to read more about the service.

[Click here](#) to read the latest newsletter from the **Foundation for Research, Science & Technology**.

New Zealand 2011 Business Club launched – an online platform to connect overseas business people coming here for the **Rugby World Cup 2011** with their Kiwi counterparts. The Club provides the opportunity to connect with business people to find out something about them before they get here so that tailored hosting opportunities can be developed. [Click here](#) to find out more and to join the Club.

New Wellington food database, a first of its kind in New Zealand as a one stop shop to help restaurants source the range and variety of produce and suppliers in the region including wineries. If you are not listed, [click here](#) to add your business.



Bright Ideas Challenge launched in the Wellington region to transform bright business ideas into commercial reality. There is no cost to enter and all submitters will receive feedback from a panel of experts, the opportunity to win seed funding of up to \$25,000 and valuable connections to be made with some of Wellington's top business experts and investors. Submit your idea by 25 June by entering online [here](#).



New Wellington regional **Live and Work** websites go live, [read more](#).

Kapiti Venus Club has launched with the purpose of providing a business referral community designed exclusively for women serious about growing their business and their networks. Fortnightly meetings are to be held on a Wednesday from 9 to 10am at The Office, Marine Parade, Paraparaumu Beach. Contact Heather Hutchings on 021 069 6143 or go to www.venusclubs.co.nz

Fantastic news, the **Lindale Kids playground and farmyard** are moving to El Rancho to enhance its existing facilities, [click here to read more](#).

Read the latest Business Update from the Ministry of Economic Development, [click here](#).

Attend BIZZONE BUSINESS EXPO and grow your business with support from over 350 of New Zealand's best and network with over 13,000 other business owners (Wellington, 21 -23 July, TSB Bank Arena), [click here](#) to register.

[Click here](#) to connect to **TangataWhenua.com** – Maori news and indigenous views.

Congratulations Tuatara Brewing Company for making the finals in the 2010 Gold Awards.

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

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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

For your Calendar

Enterprise Training Programme

31 May, **Designing and Managing the Customer Experience** (Tourism Sector)

Location: Levin

Time: 9.30am - 12.30pm

Presenter: Craig Wilson

31 May, **Management of Growth and Systems** (Tourism Sector)

Location: Levin

Time: 1.30pm - 4.30pm

Presenter: Craig Wilson

03 June, **Product Marketing and Distribution** (Tourism Sector)

Location: Levin

Time: 9.30am - 12.30pm

Presenter: Craig Wilson

03 June, **Working Collaboratively within the Region** (Tourism Sector)

Location: Levin

Time: 1.30pm - 4.30pm

Presenter: Craig Wilson

(This course is only available to those that have completed the other three tourism courses in 2009 or 2010).

[Click Here](#) or email

maureen@naturecoast.co.nz



Electra Breakfasts Series:

Kapiti

2 June, Andy Prow,
Aura Software

Levin

16 June, Ron Turk,
Turks Poultry Farm

For more information email

rsvp@naturecoast.co.nz

Tourism Tuesday:

25 June, Paraparaumu i-SITE,
Opening of the new centre
(details to be confirmed).

RSVP to

samantha@naturecoast.co.nz

or Tel + 64 4 298 6611

