



# Nature Coast Enterprise Newsletter

May 2010

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Nature Coast Enterprise your one stop shop for business

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## Business Facebook

Nature Coast Enterprise is about to launch its Facebook page for business. Look out for our next newsletter that will get you connected to our business network that will be propagated with up-to-date business news and links to local market intelligence. 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.

The Tourism Team at Nature Coast Enterprise have already established two fantastic Facebook networking pages to keep you updated in real time on all the great things happening in the Horowhenua and on the Kapiti Coast. Become a fan today with more than 2,000 others, [click here](#).

For some, social media is still very "scary" and no doubt filed in the "too hard basket". Nature Coast Enterprise recently contracted Fraser Carson to present practical workshops to capacity audiences in Levin and Paraparaumu about "How to Harness the Internet and Social Media to Grow your Business". Here is a very brief summary from Fraser's presentation:

### What is social media?

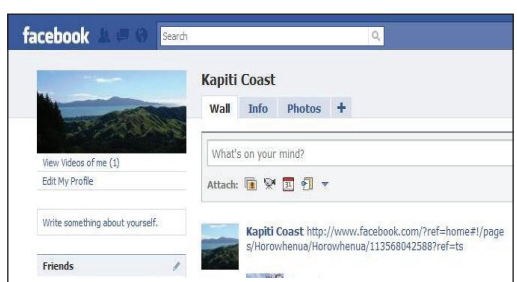
Social media makes it easier to create and distribute content and to discuss the things we care about. It represents a shift in how people find, read and share information, news and content. It fosters human connections through a shift from a monologue mode (one-to-many) to a dialogue mode (many-to-many) which is typically carried out on a one-to-one basis.



Large corporations are succeeding in social media because they can afford the time and resources. Smaller businesses may see this as a barrier to success, however, social media is tailor-made for SMEs if you can understand your niche and can work progressively within the parameters of your resources. And some interesting social media statistics include:

- Facebook has nearly 400 million members
- 13 hours of video are uploaded onto YouTube every minute
- 100 million videos are viewed per day
- The average Facebook user spends 55 minutes per day
- 1,382% per month growth rate on Twitter
- 3 billion tweets per day
- 5 billion minutes spent on Facebook each day
- 1 billion links shared each week

Nature Coast Enterprise, like many organisations is making that leap in to social media as another way to keep in-touch with people, or in Facebook language, "our fans".



## Kia ora tātou

As winter starts to creep in, it brings with it a time to reflect and a time to plan for the future. Most of you would have just completed your end of year financials and be wondering where the last financial year went.

I am very proud of a few new initiatives that are on the horizon. The Business Advisory Board is now in place and working with two businesses in the district. This concept is a first for New Zealand and provides excellent connectivity between those that are extremely experienced in their fields and those that are expanding into new and often uncharted waters.

Our plan, the regions strategy for the Rugby World Cup has been released in a draft form and has been developed in a way as to not focus on the Rugby, but rather look at the fact that potentially we will have an extra 85,000 customers in our region next year.

The Woman in Business Network continues to be a success as does the Electra Business Breakfasts and Tourism Tuesdays. All wonderful ways to grab new, fresh ideas for your business.

And finally planning is underway for the development of a Business Attraction Strategy for the Kapiti Coast and Horowhenua. With the massive spend on regional infrastructure to come, the opportunities that extra and better broadband will bring, Paraparaumu Airport Limited developments and the opportunity for commercial activity that areas like Tararua Road in Levin have uncovered, the time is right to attract new businesses to the Nature Coast.

Hei konā mai  
**Chris Barber**  
Acting Chief Executive



## World Expo 2010 Shanghai

[Click here](#) for the Official Shanghai web site.

The World Expo to be held in Shanghai will be the largest ever and will open on 1 May through to 31 October. The Expo and the New Zealand Pavilion offers New Zealand businesses the opportunity build international relationships in China, and to host their guests in an environment that features a unique showcase of New Zealand culture, innovation and technology.

[Click here](#) to view for more information on what the New Zealand Pavilion can offer New Zealand businesses that travel to Shanghai to attend at the World Expo.

Nature Coast Enterprise has attended various meetings about the Expo and the reoccurring theme is the excellent positioning of the New Zealand Pavilion and the opportunity to use the facility to entertain Chinese business colleagues in the VIP lounge for free. Most commentators suggest that attending the Expo as a way to start business relationships is not ideal but is more an opportunity to use the facilities to showcase New Zealand to existing clients and reaffirm those relationships.

Other points of interests about the Expo include:

1. Tourism and education is the main thrust of the Expo.
2. There will be 200 other countries exhibiting.
3. Expecting 70 million visitors.
4. Open 13 hours each day, seven days a week
5. Investment potential back into New Zealand is huge.

## Doing business in China

If you are considering doing business in China, New Zealand Trade & Enterprise and the China and New Zealand Business Council can offer very good information and support.

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### China and New Zealand Business Council

A bi-national, private, member-supported organisation assisting New Zealand and Chinese companies and professionals in understanding and conducting successful business together, as well as in developing solid business relationships between China and New Zealand. [Click here](#) to view their web site.

### New Zealand Trade & Enterprise

The free trade agreement between New Zealand and China, signed in 2008, liberalises trade in goods and services, improves the business environment and promotes cooperation between the two countries in a broad range of economic areas. [Click here](#) to find out more information about doing business in China.

### New Zealand Central, Shanghai

New Zealand Central (NZC) is a world class business centre for New Zealand companies and provides a physical presence for the New Zealand brand in Shanghai. Located in central Shanghai, NZC offers New Zealand companies an ideal short term location for all business needs and is an exclusive and convenient venue for events and meetings in a high quality New Zealand environment. NZC is an ideal entry point for New Zealand businesses looking to explore the market or create a long term presence. [Click here](#) to find out more about NZC.

## Tech savvy businesses are smart businesses

Working smarter not harder – easy to say, impossible to do? Not if you use technology.

### Working in the cloud

What about if you could access computer software like you have access to electricity? You only pay for what you use. Well, this is cloud computing.

You access IT services such as databases and software when you need them via the internet. You don't need to have copies of the software on your computer; your data is stored remotely so if there is a disaster in the office, no worries and no more software updates to manage.

### E-training

Instead of having to sit down with new employees and take them through all the information they need, what if it was all sitting on the computer?

E-training can take your employee through what they need to know and because you can include audio and video it is able to cater to a wide range of learning styles – making it very effective. The online environment can also be used for product and compliance training.

Advantages for you are:

- Your time is used effectively
- The training can be quickly and easily updated
- You can use multiple language audio tracks – particularly useful if you have a multi-cultural workforce.

Article courtesy of Tina Wilks, Managing Director of Symbiont Ltd a Paraparaumu company who design effective education and training resources that are easy to use and produce results – she can be contacted on [tina@symbiont.co.nz](mailto:tina@symbiont.co.nz)

## The Electra Business Awards 2010

The Electra Business Awards encourage, recognise and celebrate business excellence in the Kapiti Horowhenua region – but we won't know if that's your business if you don't enter!

Entries for the 2010 Electra Business Awards open on **3 May**. Businesses interested in entering need to pre-register first at [www.electra.co.nz/businessawards](http://www.electra.co.nz/businessawards)

Businesses that work through the Awards entry process gain a better understanding of the running of their business – which ultimately makes them more successful. When was the last time you stepped back and reviewed how you run your business?

### FREE Information Evenings

For businesses who are thinking about entering the Electra Business Awards, attending an information evening will give you a greater understanding of the Awards process and what exactly is involved. We'll briefly discuss the entry form and explain how Jeff Smith (our Entry Coordinator) of BOOST Business Coaching, can help you through the process. We'll also have a previous winner of the Electra Business Awards to speak on the benefits of entering.

**Levin** **Wednesday 12 May, 5.30 - 6.30pm**

**Paraparaumu** **Tuesday 25 May, 5.30 - 6.30pm**

Wine and nibbles provided. [Click here](#) to register and attend this FREE event.



## Important! Changes are about to happen to our training programme

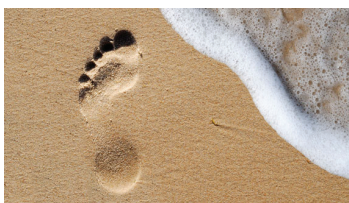
From 1 July Nature Coast Enterprise has been told fully subsidised training through the Enterprise Training Programme (ETP) will come to an end. This decision has not as yet been formerly announced but the decisions to change this programme have come as the result of a review conducted by the Ministry of Economic Development and New Zealand Trade and Enterprise. There are a number of changes set to be introduced and as details of the new scheme become available we will keep you updated.

However **change can be good** and Nature Coast is looking at the best way we can meet the training needs of the business community. We will be able to provide a wide range of subjects to a wider business audience, not only to the management and owners of businesses but to all employers and employees. Yes, there will have to be a charge for this service but there will be top workshops and seminars available in a variety of subjects and available to different types of businesses, private enterprise through to NFP organisations and Charities. Some of these organisations have not previously been able to attend the ETP courses.

In the meantime we encourage you to take advantage of the training programme that is available until 30 June. [Click here](#) to access the Nature Coast Enterprise training calendar.

## Take the first step towards building capability in your business!

If you own or manage a small-to-medium-sized business, completing a business assessment is the start of a journey to improve your capability and build the bottom line. The assessment is available online, anytime, [click here](#).



The business assessment will help you understand your business and allow you to seek the direction you need to improve your capability and achieve success faster. Access to the assessment is free, simple, quick and secure.

After registering and completing the assessment, be sure to add Nature Coast Enterprise as your advisor using the email address [etp@naturecoast.co.nz](mailto:etp@naturecoast.co.nz). We will then meet with you to discuss and document opportunities for your business.

## PassItOn

New web site, [www.passiton.co.nz](http://www.passiton.co.nz) recently launched to encourage New Zealanders all over the world to start passing on information about great New Zealand businesses in the lead up to the Rugby World Cup. Feel free to visit the web site and start passing on great regional stories.

If you are a local business with a compelling, original and globally relevant story, then consider loading your own video (either new or existing content as long as it is appropriate, can be used). [Read more](#).



## Rotary Club of Kapiti 2010 Pride of Workmanship Awards

The Award Scheme aims to provide Kapiti employers and organisations with an opportunity to recognise and acknowledge the efforts and contributions of an employee who consistently achieves an overall high standard of personal and work performance. Nominations close Sun 9 May - [click here](#) for more information.

[www.kapiti-rotary.org.nz](http://www.kapiti-rotary.org.nz)

## Women in business one-day workshop

Hosted by BNZ Partnters and Icehouse in Lower Hutt, 6 May  
Ever wondered why some women are more successful than others? This workshop will help identify what you want from life and business, and then give you practical, no-nonsense strategies to make it all happen. Contact Craig Bardell for more information or to register, [craig\\_bardell@bnz.co.nz](mailto:craig_bardell@bnz.co.nz)



## Attention: Women in Business Networking

Note your diary now for the next networking evening: Tuesday 22 June 2010 at the Lindale Conference Centre.

## Taste our Region

Thank you to participating producers, who made the Taste our Region marquee at the recent Sustainable Home & Garden Show in Paraparaumu such a success.



The marquee reported good sales and much interest from local people as they tasted and purchased quality, locally produced foods. Congratulations to Ron and Ruth Wilkinson of Paraparaumu Beach who won the woven kete full of fabulous local products.

## Attend the biggest event in 2010 for the New Zealand textiles sector

Wellington, Wednesday 26 & Thursday 27 May 2010

- Show and sell at the Textiles Sector Trade Show
- Link with New Zealand's big budget film industry
- Take an adventure through Peter Jackson's Weta Cave
- Network at the Industry Pre-Dinner Drinks Function
- Enjoy the Industry Dinner with special guest speaker
- Participate in a stimulating one day Conference focussing on export opportunities

[Click here](#) for more conference information, or to register, contact [anna@textilesnz.org.nz](mailto:anna@textilesnz.org.nz) or Tel 04 499 6215.

## Kapiti Chamber of Commerce

Note your diary now to attend the next Kapiti Chamber of Commerce business after 5 networking event on Wednesday 26 May 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](http://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

[Click here](#) to read the latest BERL March 2010 forecasts on the economy.

**Captivate Adventures** from Otaki stars in a Bus Stop billboard in Lambton Quay, Wellington during the recent i-SITE Campaign.



**Members of the Employers and Manufacturing Association** central division have voted in favour of a proposed amalgamation with the **Wellington Regional Chamber of Commerce**. [Read more](#).

**Possum fur sellers and the Government** working together and local Kapiti business man, Greg Howard, a possum-skin golf glove manufacturer, is part of the planning process. [Read more](#).

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



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**Look out for Wellington on a Plate**, a culinary festival, running from 14 to 29 August 2010.



For local businesses intending to participate in this festival, you are reminded of the closing date at the end of the month on Friday 30 April 2010. [Click here](#) to read more about Wellington on a Plate.

**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. [Read more](#).

Submit your idea by 25 June by entering online at [www.brightideaschallenge.co.nz/](http://www.brightideaschallenge.co.nz/)

Meeting rooms available for hire in our Lindale office.



Contact us today for further details.  
[receptionist@naturecoast.co.nz](mailto:receptionist@naturecoast.co.nz)  
or Tel + 64 4 298 6611

## 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](mailto:maureen@naturecoast.co.nz)



### Electra Breakfasts Series: Kapiti

5 May, Donn Hunn, Technical Advisory Group Chairman - Water - KCDC

### Levin

19 May, Dale Williams, Mayor Otorohanga District Council

For more information email

[rsvp@naturecoast.co.nz](mailto:rsvp@naturecoast.co.nz)



### Tourism Tuesday:

11 May, Levin i-SITE, SH1 Levin

RSVP to

[gaylene@naturecoast.co.nz](mailto:gaylene@naturecoast.co.nz)

or Tel + 64 4 298 6611

**biz** business information zone

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

