



# Nature Coast Enterprise Newsletter

November 2010

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Nature Coast Enterprise your one stop shop for business

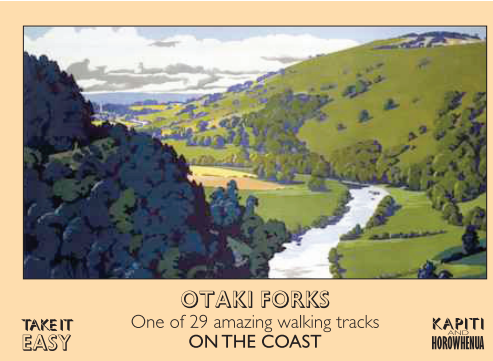
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## An offer so "Luvly" you're signing up fast

You've heard about it, now it's time to take action. Many local businesses have already signed up and invested in Nature Coast's new innovative marketing campaign, confirming that the region is ready to be fired up for summer and the Rugby World Cup.

To help more of you take advantage of this offer, we've extended the deadline until Friday 5 November, 5pm.

- In a nut shell, your investment in this campaign will:
- Give you direct access to the Wellington market for the summer period and beyond;
  - Ensure locals know about you and your products in time for Christmas;
  - Take advantage of Rugby World Cup 2011 audiences;



**OTAKI FORKS**  
One of 29 amazing walking tracks ON THE COAST  
KAPITI HOROWHENUA

- Give you unprecedented buying power in the Dominion Post, local newspapers, and other media;
- Inclusion in our online campaign, including an exciting social media campaign;
- Involvement in creative and effective marketing strategies for the region.

To see a copy of the complete offer, or to sign up email [maureen@naturecoast.co.nz](mailto:maureen@naturecoast.co.nz) or phone Maureen on 06 367 0524 or Kellie on 04 298 6611 or, attend a campaign presentation Thursday 4 November, 5.30pm, Paraparaumu i-SITE, Coastlands. Take it easy with friends and family, buy local, get off the highway and head to the beach – the key messages of the marketing campaign, designed to help locals express why the region is so great to live, work, and play, and shout this out to family and friends who visit.

With support from locals and the local business community the campaign will help create a thriving summer for the region and beyond, plus a take advantage of Rugby World Cup opportunities.

Key drivers behind the campaign are Luvly creative's Gavin Bradley and Maggie Mouat (ex Saatchi & Saatchi) and Kristina Finch; plus tourism expert Fiona Luhrs. Local writer Janie Walker is also involved.



## RAUMATI BEACH



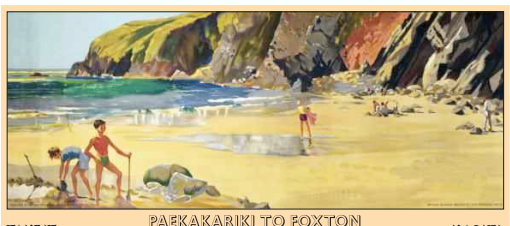
## Kia ora tātou

Welcome to our November Nature Coast newsletter. We're busy preparing for the new marketing campaign - it's great to see how so many of you really understand what a special opportunity this is for your business and the region. This new campaign brings even more activity for the region.

Also our business team is working hard to deliver some excellent business training courses and other opportunities for next year. There's also some opportunities left for this year - by investing in just a couple of hours, or something longer term, training and advisory services can undoubtedly effect your bottom line and help you achieve your business goals.

It's going to be a great summer, and with your investment, it'll be a thriving one for the local economy.

Hei konā mai  
**Chris Barber**  
Chief Executive



**PAEKAKARIKI TO FOXTON**  
Over 46 sunny kilometers of UNSPOILED BEACHES  
KAPITI HOROWHENUA



## Business Training: Improve Your Bottom Line in Two or Three Valuable Hours

Do what you've always done, and you'll get what you've always got. Investing in just two hours of training this year could really make a difference to your bottom line. Nature Coast Enterprise are offering three more courses this year, each providing valuable tools for your business success;

- Customer Service to Die For (10 November)
- Updating your Business Plan (12 November)
- Leadership for Success (2 December)

Reduce costs; improve quality and production; be more effective; learn real customer service; be the leader your business needs – book your place now. Places limited. For more information or to register [Click here](#).

## Congratulations to all winners at the 2010 Electra Business Awards

Otaki IT security consulting company has been named **Electra Business of the Year** for Horowhenua and Kapiti.

**Aura Software Security** is now one of New Zealand's leading IT security companies with customers in Wellington, Auckland, Christchurch, Sydney and London. Aura Software Security also took out three of this year's business awards categories: Customer Service, New Thinking and Hi Growth. [Check out](#) their web site to see their commitment to business success.



Highly Commended for Electra Business of the Year was **Levin New World Supermarket**. It won two categories: Operational Capability and Sustainability. This is a family owned and operated local business employing more than 170 team members.

### Other category winners were:

Marketing & Image Building and Emerging Business:

**Monteith's Brewery Bar Kapiti Junction** (Paraparaumu)

– This bar, restaurant and function room aims at providing good times, great food and exceptional beer.

Staff Development and Health & Safety: **Prenail Systems**

(Levin) – Servicing the lower half of the North Island, this firm specialises in the manufacture of frames, trusses and associated timber products.

Regional Branding & Promotion: **Te Horo Foods** (Kapiti)

– Specialises in exceptional fruit jams and marmalade using only 100% Pure New Zealand fruit and nothing more than natural sugar.

Small Business: **Allen Paper** (Paraparaumu) – From humble beginnings in a Raumati South garage to a new purpose built paper processing facility, this business has become a leading paper packaging supplier for the hospitality and industrial sectors nationwide.

Not For Profit: **Ohau Playcentre** (Horowhenua) – At this facility children and families learn and grow together as competent and confident individuals.

## Taste our Region

Coastlands (supported by Nature Coast Enterprise) hosted a successful food and beverage promotion on Saturday 23 October from 11am to 3pm. Taste our Region was about showcasing Kapiti and Horowhenua food and beverage manufacturing to local people. It was set in a market atmosphere with live music and locals were able to taste and purchase wonderful products from:

1. Ohau Gravels Vineyard
2. Genoese Foods
3. La Casa Romana
4. Kapiti Olives
5. Te Horo Foods
6. Soprano Limoncello
7. Blueberry Art
8. Bourbon NZ
9. Organic Chocolate Boutique
10. Celtic Organic Winery



## Business Attraction Strategy Update

The Business Attraction Strategy has been renamed the "Business Growth Strategy" as to successfully attract businesses, the region must genuinely become a good area in which to do business. By making the region more attractive to new businesses, it will also benefit start-up growth and retention of existing businesses, hence the name change and a more co-hesive approach to business growth. A five year plan has been developed (2011-2015) that includes six strategic objectives, in summary:

1. Welcoming – community and business leadership is committed to the program and a population that is generally welcoming good businesses.
2. Easy choice – easy for businesses to find out what they need, make the choice and then to move/start their business here.
3. Attractive – both Kapiti and Horowhenua Districts are attractive to businesses.
4. Environment for success – an environment is created that is conducive to business success.
5. Marketing plan – there is a targeted and cost-effective marketing plan in-place to attract businesses.
6. Specific opportunities – developing initiatives around hubs, clusters, industry types and market opportunities.

Nature Coast Enterprise is to lead the business growth strategy and is currently preparing a plan to implement the six strategic objectives. We will keep you informed as we go and encourage your participation when invited.



## Grow Wellington

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



## News Links

### Attention: Women in Business

Note your diary now to attend the last networking evening of 2010 on Wednesday 8 December, 5.30 to 7pm at the Lindale Conference Centre.

### Kapiti Chamber of Commerce

Note your diary now to attend the next Kapiti Chamber Business After 5



networking event on Wednesday 24 November, 5.30 to 7pm (Chamber Members free and Non-members \$15). To join the Kapiti Chamber mailing list for newsletters and event information go to [www.kapitchamber.org.nz](http://www.kapitchamber.org.nz) or email [info@kapitchamber.org.nz](mailto:info@kapitchamber.org.nz)

**Congratulations to Kapiti Olives** who has scooped the top award of Best in Class at the New Zealand 2010 Extra Virgin Olive Oil Awards held in Auckland for its commercial medium blend extra virgin olive oil featuring a smooth glassy texture and mildly peppery aftertaste. **Click here** to read more.

**Congratulations to Landlink of Waikanae** who won the top award – Gold for Excellence – at the New Zealand Institute of Surveyors Awards in Auckland for their rural subdivision among the vines at Bishops Vineyard in Ohau. **Click here** to read more.

**Congratulations to Tony Gan** of Kapiti who has been appointed as the Secretary of the China and New Zealand Business Council at their 2010 Annual General Meeting held in Wellington on 22 September 2010.

**Congratulations to Te Horo Foods** who won the Food and Grocery Council Grocer's Choice Award at the New Zealand Food Awards – **click here** to read more.

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

**Kapiti Landing on TradeMe** - new retail hub of Paraparaumu's \$500 million airport development. **Click here** for commercial lease opportunities.

### Attention: Real Estate professionals

– The Home Sustainability Training Programme has been developed by The Hikurangi Foundation and others to help create eco-savvy estate agents who understand how eco-improvements can add value to homes and increase property 'saleability'. **Click here** to read more.

**The Kapiti Aquatic Centre** has a new website, [www.kapitiaquatic.co.nz](http://www.kapitiaquatic.co.nz) to:

1. Keep people informed
2. Provide an easy communication tool for people to find out what is happening and to enter competitions
3. Give people the opportunity to communicate with the Trust and to ask questions, and get answers
4. Use the web site as a channel to raise funds and be an easy way to donate online and download the appropriate forms.



**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.

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

Meeting rooms available for hire in our Lindale office.



Contact us today for further details.  
[receptionist@naturecoast.co.nz](mailto:receptionist@naturecoast.co.nz)

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)

## For your Calendar:

### Training Programme

#### Customer Service to die for!

Date: Wednesday 10 November 2010

Time: 9.30 – 11.30am

Venue: Nature Coast Enterprise training room, Lindale

Presenter: Chris Elphick

Cost: Course only \$140 + GST OR Course and Follow-up with presenter \$199 + GST

#### Updating your Business Plan

Date: Friday 12 November 2010

Time: 9.30 – 11.30am

Venue: Nature Coast Enterprise training room, Lindale

Presenter: Debbie Taylor, Insight Business Strategies Ltd

Cost: Course only \$140 + GST OR Course and Follow-up with presenter \$199 + GST

#### Leadership for Success

Date: Thursday 2 December 2010

Time: 9.30am – 12.30pm

Venue: Nature Coast Enterprise training room, Lindale

Presenter: Chris Ineson, Driving Forces

Cost: Course only \$250 + GST

**Click here** to view our training calendar



### Electra Breakfasts Series

#### Kapiti

3 November, John Anderson, Founder of Contiki Tours

#### Levin

17 November, Ian Cooper, Regional Manager Taranaki/Manawatu Rabobank

To attend, email [rsvp@naturecoast.co.nz](mailto:rsvp@naturecoast.co.nz)



PAEKAKARIKI TO FOXTON

Over 46 sunny kilometers of

UNSPOILED BEACHES

TAKE IT EASY

KAPITI HOROWHENUA

