



**Nature Coast Enterprise Newsletter** October 2009

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Nature Coast Enterprise your one stop shop for business

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## Expressway Update

The Minister of Transport has announced that the Levin to Wellington Airport corridor has been identified as a Road of National Significance. The New Zealand Transport Agency (NZTA) has published two concept options for achieving a four-lane 100kmh limited access expressway through the Kapiti Coast District from McKays Crossing to north of Otaki to reduce congestion, improve safety and support economic growth.



**1 Road transport upgrade through Kapiti**

**As the Government is imposing a road plan and is seeking public submissions, it is essential that businesses have their say to ensure an effective long term decision for the best economic outcome for the region is achieved. The timeframe for submissions has been extended until the end of October.**

Early in September Nature Coast Enterprise issued an online survey to 1,570 businesses which attracted 829 visits and 305 completed surveys.

A brief summary suggests:

1. The results of the survey are not conclusive.
2. There is limited support for the two Government imposed options.
3. There is some support for the Kapiti Coast Chamber of Commerce preferred option.
4. Strong support for the Peka Peka to Otaki segment of the expressway plan.
5. 24% of respondents had more than 50% of their business come from SH1. This question was not applicable to 36% of respondents.
6. There was marginally less interest in investing in ones business if Options 1 or 2 went ahead.
7. Interchanges at Te Moana Road, Kapiti Road or Ihakara Street and a two-lane Western Link Road were strong recommendations to modify Options 1 and 2.
8. An interchange at Te Horo was recommended to modify the Peka Peka to Otaki segment.
9. Majority of respondents were retailers, accommodation and food services providers and professional, scientific and technical services in the Kapiti Coast district.
10. 58% of respondents employed less than five FTEs and 72% of markets were regional or local.

The Nature Coast Enterprise Board is considering its position with the intention of producing a submission to NZTA that will be based on the long term economic impact for the whole region.

## Kia ora tātou

Paraparaumu Airport and the "Expressway" debate have certainly dominated our minds over the past year with the road issue now reaching a critical period in decision making.

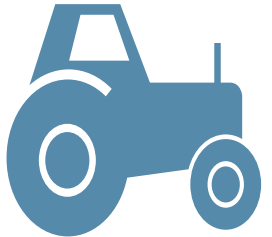
There is no doubt that this has become emotive for a number of people and is clearly a stressful and difficult time. The majority of people realise the region needs vastly improved transport infrastructure for the future of our country and generations to come. It is crucial though to also get a balance for what is best for our local economy. Getting and being sure of all the facts is critical before you make your submission.

We are monitoring the situation carefully before we make our submission. We need to ensure we also take into account the wider and long term economic impacts.

A final green light on the airport is now only a week away and the vision of 3,000-4,000 jobs over time is at least for now some positive news on the horizon.



**Hei konā mai  
Glen O'Brien  
Chief Executive**



## Paraparaumu Airport Update

Paraparaumu Airport looks set to take-off with the recent decision from the Environment Court that declines all appeals. Sir Noel Robinson's vision for the airport is about retaining and enhancing the airport's aviation activity and in doing so, bringing significant business and employment opportunities to the Nature Coast. There are four key objectives including:

1. Creating an outstanding and sustainable aviation asset.
2. Employment of international best practices in building design, environmental and landscape design and economic development.
3. Responding to the needs of businesses, employees and the community.
4. Creating long term strategic advantages for the region.

A strong relationship has been formed with Air New Zealand who has publicly announced the introduction of daily flights to Auckland in the first instance. Integrated to the Airport will be a Business Park to provide for multi-use development. Stage 1 of the Business Park, covering an area of 2 hectares, is planned to commence early in 2010.



This investment in to our local economy has huge long term positive implications for our district and region by attracting new business and encouraging existing business owners to expand with confidence.



### 2009 Electra Business Awards

**Prepare to be shaken, not stirred!**

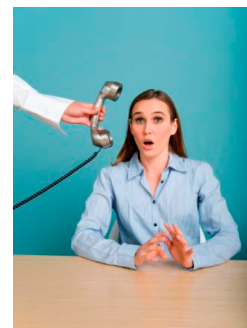
Who are the top businesses in Kapiti-Horowhenua? James Bond will reveal all on Tuesday 10 November! With Bond, M and Ms Money Penny in attendance the Awards evening has a twist this year which we're sure you'll enjoy. So dress to impress and come and find out who the winners are.

Whether you entered or not, come to the Awards and support your region's business excellence - and bring your staff for a great night out! Make sure you register before 23 October to be eligible for the early bird price of \$75.00 incl GST. Being held as a cocktail function this year at the Southward Car Museum, substantial nibbles, wine, beer and non-alcoholic beverages are included in your ticket price. Seats are limited so register today at [www.electra.co.nz/businessawards](http://www.electra.co.nz/businessawards)



## How Much Business are you Losing over the Phone?

Your telephone is the most common entry point into your business for customers, yet is the most overlooked medium for securing an opportunity. Politeness on the phone goes without saying, yet many leads are lost because the call is not handled properly to identify a sale or secure an appointment.



An example is when we recently phoned a top restaurant in Wellington to book dinner for 10 people. We were greeted by a phone message that instructed us to go to their website to make a booking and they would confirm later. Guess what? This \$1,000 sale was lost because their system had been designed to suit their business - not their customers.

Clients often ask us how to handle "price shopper" calls. In most cases the caller simply does not understand the benefits of what you offer, so price becomes the reason for calling. Price can be irrelevant when it comes to quality and service, otherwise we would only buy products and services from cheap suppliers. When a person phones your business, they are either in "buying mode" or are seeking information ..... so are the people answering your phone skilled to handle the opportunity?

The way your phone calls are handled is an integral part of the sales process, yet most businesses do not have standards for answering their phone. Every call must be seen as an opportunity to make an appointment, visit your premises, or complete a sale. A system for managing phone calls gives you a much higher chance of securing a sale.

Article courtesy of Debbie Taylor and Jann Booth, Insight Business Strategies Ltd.  
For more information contact [debbie@insightbusiness.co.nz](mailto:debbie@insightbusiness.co.nz) or [jann@insightbusiness.co.nz](mailto:jann@insightbusiness.co.nz)



## Tips for the Novice Exporter from CentrePort Wellington



If you are new to product exporting, you will find it helpful to explore the following web sites to get you off to a good head start:

- Make contact with a customs broker or freight forwarder to determine shipping options and to help prepare the necessary documents and processes needed for your market.
- For information about tariffs, duties and other import costs for your chosen market you can follow links from [www.customs.govt.nz/exporters/default.htm](http://www.customs.govt.nz/exporters/default.htm)
- Become familiar with the commonly used documents and terms used for exporting products.
- For documentation required in order to export your product from New Zealand go to [www.cusweb.co.nz](http://www.cusweb.co.nz), [www.customs.govt.nz](http://www.customs.govt.nz) and [www.mfat.govt.nz](http://www.mfat.govt.nz)
- If you are exporting foodstuffs or hazardous substances, regulations are particularly stringent and you will need to become familiar with them.
- Get in touch with Export New Zealand for more information, [www.exportnewzealand.org.nz/](http://www.exportnewzealand.org.nz/)

CentrePort Wellington, your regional port, provides multiple shipping links to major export markets, with a range of shipping lines servicing Australia, Asia and the rest of the world on a weekly basis. There are a range of facilities enabling exporters to use the port as a one stop shop, including a modern, fully equipped container terminal, dedicated conventional cargo wharves, state-of-the-art cold store, container repair and storage depot, a specialised container packing and unpacking service and facilities equipped to handle and store specialist cargoes.

Article courtesy of Jon Kelly and Trudi Uttinger, CentrePort Wellington. For more information contact [jon.kelly@centreport.co.nz](mailto:jon.kelly@centreport.co.nz) or [trudi.uttinger@centreport.co.nz](mailto:trudi.uttinger@centreport.co.nz)



## Job Match® – Greater Wellington Region Pilot

Job Match® is a service that will match roles that exist in companies downsizing or thinking about redundancies, with similar skilled part-time positions in companies seeking staff, thereby bridging the gap between downsizing and economic growth.

Job Match® is being piloted from 14 September to 14 December in the Greater Wellington Region with the intention of then being put into production as a national service. Parent and Host companies are being sought as pilot participants and any employees that join the scheme will be assured of ongoing support for at least 12 months on the program after the pilot ends. If you would like to participate on the Pilot program or for more information, email [contact@jobmatch.net.nz](mailto:contact@jobmatch.net.nz)

## Kapiti Chamber of Commerce Panel Discussion Websites



**Date:** 4 November 2009

**Time:** 5.15pm

**Venue:** Room K15, Whitireia Polytechnic, Lindale

**RSVP:** [robyn@nichemarket.co.nz](mailto:robyn@nichemarket.co.nz)

## Attention: Women in Business Networking

**Date:** 3 November 2009

**Time:** 5.30 to 7pm

**Venue:** Lindale Conference Centre

**Door Charge:** \$12 - Members of Kapiti Coast Chamber of Commerce or Nature Coast Enterprise  
\$15 - All other businesses

## Attention: Kapiti Coast Bakery Owners and Managers Network evening for the bakery industry

**Date:** 7 October

**Time:** 4pm

**Venue:** Nature Coast Enterprise, Lindale

Weston Milling is sponsoring the evening and will be sharing new ideas with those that attend. Contact Thomas, Windmill Quality Cake Shop, Tel 027 296 1244 for more information or to register your attendance at the networking evening.

## Register Now and Attend a Gratitude Fest - a retreat for men and women

**Date:** 27-29 November

**Venue:** Riverslea Retreat, 733 Otaki Gorge Road.

**Cost:** Early bird fees apply if paid before 30 October  
Has 2009 been full of change for you? Have you had a busy, busy, busy year? Are you in need of some quiet, reflective time? Then join Veronique for the Gratitude Fest - a powerful way to celebrate and acknowledge 2009 and to make space for what you want in 2010. For more information visit [www.theclearing.co.nz](http://www.theclearing.co.nz), or contact Veronique, Tel 06 364 0695.

## One Year in Business Celebration and Art Exhibition Invitation

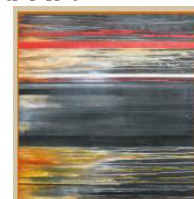
Deidre Ralph Gallery - complimentary wine and nibbles will be served.

**Date:** Saturday 3 October

**Time:** 3pm

**Venue:** Deidre Ralph Gallery, 29 Marine Parade, Paraparaumu Beach

**Exhibitors:** Bee Doughty-Pratt and Bruce Winter



## Graduates Scheme for Manufacturing in the Wellington Region

An innovative graduate scheme has been launched to boost the capability of the Wellington region's manufacturing sector. Contact Geoff Copps, Manufacturing and Primary Sector Manager at Grow Wellington, [geoff.copps@growwellington.co.nz](mailto:geoff.copps@growwellington.co.nz) or [click here](#) for more information.



## 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 & Events

**Bishops Vineyard**, in Ohau, north of the Kapiti Coast is producing multiple award-winning wines from their first vintage. Success at the recent Bragato and New Zealand International Wine Show awards cements the high quality of these wines winning gold, silver and bronze for their Pinot Gris and Sauvignon Blanc. The other accolade was winning the Brother Cyprian Trophy for the Champion Pinot Gris. Dave Munro, Barry Clevely and Hallam Cresswell, Directors of MC2 Group Ltd say the company has met its aim of producing premium quality wines. "We are eventually planning to establish a world-class brand and implement the distribution of the wine domestically and internationally."



**Rugby World Cup (RWC)** 2011 tender site has launched. Designed as a central hub for tender opportunities, businesses all over the country will have the opportunity to view and tender for procurement contracts. If you are interested in becoming a supplier to the RWC 2011 or supporting activity, [click here](#).



**Ben Vanderkolk**, Palmerston North's Crown Prosecutor will chair the group charged with getting the Foxton multipurpose centre which would include the library, Dutch Museum and a Maori art space off the ground. [Click here](#) to read more.

**Broadband initiatives** moving ahead - Levin and Kapiti would be included in the fibre network - [click here](#) to read more.

**Congratulations** to Susi and Vaughan White of **Lavender Creek Farm** who have won a Gold Medal for their Lavender Blend Oil, a Gold Medal for their Super Lavender Oil, a Silver Medal for their Pacific Blue Oil and a Silver Medal and the Memorial Cup for their Grosso Oil. The farm is five hectares and includes 7000 lavender plants - [click here](#) to view more.



**Eco-savvy Real Estate Agents Pilot** is an opportunity to speak green. This project is a pilot of professional development for estate agents on sustainable houses. [Click here](#) to find out more about this project being run by the Hikurangi Foundation.



**New Zealand businesswoman** Katherine Corich, who grew up on the Kapiti Coast is a finalist in the 2009 British Business Awards. [Click here](#) to read more.



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**Meeting rooms available for hire in our Lindale office.**



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

## For your Calendar

### Enterprise Training Programme

13 Oct, **Advertising & Promotional Tactics**

Location: Levin  
Time: 9.30am - 12.30pm  
Presenter: Warwick McCormack

3 Nov, **Tax Update**

Location: Levin  
Time: 9.30am - 12.30pm  
Presenter: Shelly Mitchell Jenkins

10 Nov, **Managing Staff**

Location: Levin  
Time: 9.30am - 12.30pm  
Presenter: Andrew Laing

24 Nov, **Exit & Succession Planning**

Location: Lindale  
Time: 9.30am - 12.30pm  
Presenter: Nikki McGill

[Click Here](#) or email [katrina@naturecoast.co.nz](mailto:katrina@naturecoast.co.nz)



### Electra Breakfasts Series:

**Kapiti**  
7 October, John Barrett  
Kapiti Island Alive

**Levin**  
21 October, Garrick Murfitt  
Chairman Horizons Regional Council

For more information email [rsvp@naturecoast.co.nz](mailto:rsvp@naturecoast.co.nz)



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

