



# Nature Coast Enterprise Newsletter

October 2010

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Nature Coast Enterprise your one stop shop for business

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## Commitments to co-op campaign being sought in October

Interrogate your budget now, as the Nature Coast team will be contacting you soon about 2010/11 membership and participation in the regional marketing campaign for summer through to the Rugby World Cup.



"Nature Coast is blessed with a very special natural environment tucked between the mountains and the sea. Our aim is to communicate to local people and Wellingtonians what a magic place the Nature Coast is and what exactly there is on offer here. We'll make it easy for them to spend both fun times in the region and money with local Kapiti and Horowhenua businesses."

Chief Executive Chris Barber said, "A strong local team is at work on this year's campaign for which we will be seeking industry participation with presentations during the week commencing 18 October."

He said the campaign will showcase the best local retailers and suggest Kapiti and Horowhenua residents 'act local' by doing their Christmas shopping on the coast. It will also communicate easy, fun activities and eating options for locals to use to encourage friends and family to join them in Kapiti and Horowhenua for day trips and weekends away, or as a base for Rugby World Cup 2011 games in Palmerston North and Wellington.

Chris Barber said the local team working on the campaign includes Luvly Advertising owned by Raumati residents Gavin Bradley and Maggie Mouat, both ex Saatchi and Saatchi Wellington, and Otaki-based strategist Fiona Luhrs, a former chief executive of Tourism Industry Association NZ and tourism's quality assurance agency, Qualmark. Paraparaumu writer Janie Walker is also involved for the third year.

For further information or to make sure you get invited to a campaign presentation, please contact Kellie Brown on 04 298 6611 or [kellie@naturecoast.co.nz](mailto:kellie@naturecoast.co.nz)

## Kia ora tātou

Welcome to our October Nature Coast Enterprise newsletter. We have exciting times ahead in the Kapiti-Horowhenua district's with new councils soon to form, a bi-election in the Mana electorate and the launch of our new and exciting marketing campaign to coincide with the 2011 Rugby World Cup.

It is however with sadness that we acknowledge the passing of the foundation Executive Director of Enterprise Horowhenua, the predecessor to Nature Coast Enterprise, Gabrielle Prince, who passed away this week after a 7 year battle with cancer. Our sincere condolences go out to Gabrielle's husband Richard and their family at this difficult time.

Hei konā mai  
**Chris Barber**  
Chief Executive



## Tap your business into a global network of talented Kiwis

Kea (the Kiwi Ex-pat Association) is New Zealand's global network. Their mission is to connect New Zealand with the rest of the world by building a network of global citizens who take an active interest in the future of our country. Kea's ultimate goal is for the home of the world's greatest travelers to become the world's leading nation without borders.

With the second highest proportion of ex-pats in the world, New Zealand has been gifted with a global community of nearly one million ambassadors. Through this community, Kea aims to build a network of individuals and organisations that take an active interest in the future

of New Zealand. One such organisation is Medikidz, who have produced a world first series of comic books that explain medical conditions to children. Through connections made using Kea, Medikidz have formed partnerships with global stakeholders in pediatric medicine and have collaborated with major pharmaceutical corporations including Novartis, AstraZeneca and Ranbaxy. The Kea web site is well worth taking a look to view the members and businesses that are registered – [click here](#) for more.

In April this year, Kea launched another initiative aimed at connecting New Zealand businesses with international markets,

by leveraging global attention generated by the Rugby World Cup 2011.



The **Pass it On** campaign gives New Zealanders the tools and incentives to share the best of New Zealand with the rest of the world through a dedicated website. People are encouraged to pass on compelling video content about innovative New Zealand companies to their friends and families overseas and there is \$200,000 worth of prizes up for grabs for those who do.

Visit [www.passiton.co.nz](http://www.passiton.co.nz) to sign up!



## Enterprise Kapiti Horowhenua Incorporated

The Annual General Meeting for Enterprise Kapiti Horowhenua Incorporated ran on Wednesday 15 September in Otaki. At the meeting there were three nominations for the three Elected Board Member positions – Graham Smellie, Ewen Paynter and Justine Street. These nominees were duly elected to the Board and congratulated by the Members. The Chair also thanked Lloyd Chapman who was not available for re-election, for his long time support of the organisation as a Board member. The Board will elect a Chair at its first meeting post the AGM.



For those Members who do not know Justine, here is some information about her.

*She lives at Foxton Beach where she has resided for the majority of my life. She attended Massey University North where she graduated with a Bachelor of Business Studies and Postgraduate Diploma in Professional Accounting. In 2003 she joined the team at Colbert Cooper Ltd and in 2008 she became an owner. She enjoys providing business advice to small and medium sized businesses to enable them to achieve their business and personal goals.*

## The importance of the “Brains Trust” of your business

Did you know that your single biggest competitive advantage is the skills and expertise of yourself and your employees?

Making time to work on yourself and have well trained employees is vital. After all, this is the sustainability of your business we are talking about. If you continue to run your business with the same level of knowledge (your brains trust) then a less productive outcome may well reflect this.

By investing a few dollars to expand your knowledge and skills that you will have for life creates opportunities. A lot of courses available now are geared for the business owner who is short on time and even a bit cash strapped.

Successful business owners understand that acquiring knowledge and skills never ends if you want to stay ahead of the game.

*Article courtesy of Debbie Taylor, Director, Insight Business Strategies, [www.insightbusiness.co.nz](http://www.insightbusiness.co.nz) to view some of her stories and find out what she has to offer.*

## Business development training programme

Nature Coast Enterprise has a full training programme on offer until December 2010. [Click here](#) to our view our web site for details of all courses.

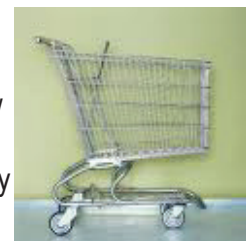
In addition, please take a look at the New Zealand Trade & Enterprise (NZTE) web site as any business who undertakes training between 1 July and 30 September 2010 may be eligible for a 50% subsidy of up to \$250 (including GST). You need to submit an application for reimbursement by 30 October 2010 and you can download the application form from the NZTE web site, [click here](#).

*Nature Coast Enterprise encourages all businesses that qualify, to apply for this reimbursement when attending our training programme between 1 July and 30 September 2010.*

## Attention: Retailers

As a retailer, do you know about the Retail Institute? **Retail Institute<sup>®</sup>**

The Retail Institute is New Zealand’s industry training organisation for everyone working in retail and retail related wholesale and distribution. They work closely with the industry to develop NZQA approved qualifications and training materials for employers and employees ranging from entry level to senior management. Customer Service Award, National Certificate in Retail (Levels 2-4), Leadership Development, Loss Prevention for Frontline Staff, Supervisors and Managers and the Modern Apprenticeship Programme are some examples of training programmes developed by the Retail Institute.



All training is completed “on the job” and is about giving your employees new skills and qualifications for the job, and building a stronger competitive edge. By lifting the skills of your staff this should lead to an improved bottom line and better customer experiences.

[Click here](#) for the Retail Institute web site, or contact Paul Carr, Training Advisor, [paulc@retailinstitute.org.nz](mailto:paulc@retailinstitute.org.nz)



## Kia Ora Mai – Essential service skills



Kia Ora Mai is a training programme designed for service industry employees across New Zealand to review and improve customer experience.

The programme takes approximately four months and is a mix of workplace training and two off-job workshops.

Kia Ora Mai has been developed by the Service Industries Training Alliance and the Tourism Industry Association to establish a baseline standard for customer service in New Zealand. In addition, to achieving a national standard for customer service, programme participants also gain three unit standards on the National Qualifications Framework.

Tourism operators and service based employers should check out this programme, by going to the web site, [www.kiaoramai.co.nz](http://www.kiaoramai.co.nz) or Tel 0800 29 29 29



## TechNZ

TechNZ have recently released two new investment products, including:

1. The Technology Development Grant and the
2. Technology Transfer Voucher



### Technology Development Grant

Registrations for this grant closed on 24 September. However, the final applications are not required until 4 October. For more details please visit the [web pages](#).

### Technology Transfer Voucher

It has been commented that this voucher has potential to be an attractive funding option for SMEs looking to do smaller scale R&D.

The voucher will be introduced in phases from 1 November 2010 – starting with a limited number of accredited research organisations and businesses in the high value manufacturing and services sector. This will allow TechNZ to monitor, and adjust the programme to expand to other sectors.



A business can only redeem vouchers with accredited research organisations. A list of the accredited research organisations will be published in October and the scheme will be open for applications from 1 November 2010.

If you are in the manufacturing and services sector, however big or small your business may be, then you are encouraged to visit the [web pages](#).



## Good news for Kapiti businesses

Kapiti Coast District Council is subsidising memberships of the Rata Sustainable Certification Programme for 10 local Kapiti Coast businesses.

The Rata programme offers an independent, affordable and achievable certification process for any business wanting to incorporate sustainability initiatives.



If you are a Kapiti business and are interested in this subsidised offer, contact Helene Judge, [helene@naturecoast.co.nz](mailto:helene@naturecoast.co.nz) or the Rata team on 04 478 4228 or go to [www.ratacert.co.nz](http://www.ratacert.co.nz)



Nature Coast Enterprise is working closely with the Rata Programme and KCDC on this initiative. Nature Coast Enterprise also has available for any business wanting to start its sustainable business journey, a "Sustainable Business Self-Assessment Tool". It is a practical tool to help you understand sustainability in business, [click here](#) to download your own copy.



## Youth employment opportunities



Did you know there are 171 unemployed young people in Kapiti and 169 in Horowhenua as at 27 August 2010?

Nature Coast Enterprise challenges your business to think about hiring a young person, particularly if you have entry level work that you cannot afford to do in the current environment. You may qualify for a Job Ops subsidy of \$5,000 and by taking on a young person between 16 and 24 years old you are likely to provide an employment opportunity to someone with low or no skills or work experience. For more information, Tel 0800 778 008 or [click here](#).

## Labour Strategy Forum

The latest meeting of the Nature Coast Labour Market forum met last month. The Forum is made up of a number of large employers, District Councils, Chamber of Commerce and Education/Training providers.



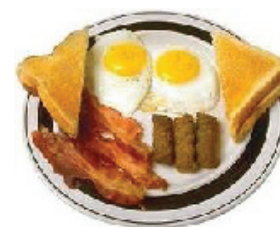
The purpose of the forum is to build a healthy labour market in the Nature Coast region. A healthy labour market is one that has high quality employment in productive and innovative industries and businesses that drives sustainable economic growth. A healthy labour market is also a key economic driver for any region.

Some of the projects that forum partners are working on include the Kapiti Zero Youth Unemployment Project and the Nature Coast Business Attraction strategy.

If you have an interest in a healthy labour market please let Jeff from Nature Coast Enterprise know so that you can be kept up to date – [jeff@naturecoast.co.nz](mailto:jeff@naturecoast.co.nz)

## Electra Business Breakfast – September 2010 Reviews

Tuesday 1st September, Kapiti Nigel Kirkpatrick, CEO, Grow Wellington discussed the impact that the regional economic development agency is having across the region including the Clean Technology Centre in Otaki.



Wednesday 15th September, Levin Murray Geogel, CEO of MidCentral District Health Board (MDHB) spoke about the public health system and MDHB. MDHB is responsible for improving, promoting and protecting the health of local residents and the communities in which they live. The district stretches across the North Island from the west to the east coast and is distinguished by the Tararua and Ruahine ranges.



## Grow Wellington

Click [here](#) to read the latest newsletter from your regional economic development agency.



## News Links

Read the latest Update from TechNZ - [click here](#).

Read the latest news from the Foundation for Research Science & Technology - [click here](#).

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

Read the Quarterly Update for the Region, the Economic Profile for 2009 and the Characteristics of the Nature Coast Labour Force, all produced by BERL - [click here](#) to read more.

MED SME Report 2010 has been released. This report provides a statistical summary of the nature of small and medium-sized enterprises (SMEs) in New Zealand. [Click here](#) to download your own copy.

Porirua City Council appoints Gary Simpson of the Kapiti Coast District Council as their new Chief Executive - [read more](#).

Congratulations to Gail Lewis, the owner of Lembas Café who won the Visa Wellington on a Plate best burger award for their Lembastic creation - [read more](#).



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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



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)



## Attention: Women in Business

Note your diary now for the next networking evening. **Tuesday 26 October 2010**, Lindale Conference Centre, 5.30 to 7pm.



Photo by Janie Walker

Women in Business celebrated its first anniversary in August with an inspiring address by Karen Fifield, the CEO of Wellington Zoo. Her insights in to running the zoo like a business to ensure its economic sustainability were captivating and often very funny.

The Windmill Quality Cakeshop provided an enormous cake to commemorate the event. For more information, contact [helene@naturecoast.co.nz](mailto:helene@naturecoast.co.nz)

## Kapiti Chamber of Commerce

Note your diary now to attend the next Kapiti Chamber of Commerce business after 5 networking event on **Wednesday 13 October** from 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.kapitichamber.org.nz](http://www.kapitichamber.org.nz) or email [info@kapitichamber.org.nz](mailto:info@kapitichamber.org.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 04 298 6611

## For your Calendar:

### Training Programme

#### Stealth Marketing "Under the Radar"

**Date:** Thursday 14th October 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

#### Customer Service for Retailers and Tourism Operators

**Date:** Thursday 21 October 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

#### Reengineering your Operational Systems

**Date:** Tuesday 2 November 2010  
**Time:** 9.30am – 12.30pm  
**Venue:** Nature Coast Enterprise training room, Lindale  
**Presenter:** Richard Brathwaite, Strategia Ltd  
**Cost:** Course only \$250 + GST

[Click here](#) to view our training calendar



### Business networking in Levin

Want to network with other local business people in Levin? Here are two active groups you may like to consider:

Levin Business Association, [click here](#).  
Levin Business Breakfast Club, [click here](#).



### Electra Breakfasts Series

**Kapiti**  
6 October, Chris Laidlaw

**Levin**  
20 October, Alan Lockett/Steve Brooks, Competenz

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



### Tourism Tuesday

12 October, Nature Coast Enterprise, Lindale  
Andrew Leslie, i-Site NZ  
RSVP to [samantha@naturecoast.co.nz](mailto:samantha@naturecoast.co.nz)  
or Tel 04 298 6611

