



Nature Coast Enterprise Newsletter

September 2009

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Nature Coast Enterprise your one stop shop for business

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Attention Exporters: India – the new land of Kiwi opportunity

It is true that the pessimism sweeping the world on the back of the global recession is a frightening prospect for us; however this situation is almost the perfect time to look at the world with different eyes.

If we shift our gaze to India, we will be pleasantly surprised. She is growing at 6% plus, boasts the second largest population of English speakers in the world, has a democracy like ours and a system of law and order inherited from Britain, again like us.

New Zealand can not afford to miss the India bus. This is because, as her middle class of 200 odd million become wealthier, they are consuming higher value goods and services that we are well placed to provide. Her businesses are going global and looking for productivity solutions - again an area where we should be able to offer world class solutions.

As we embark on this India journey, it is important to recognise that India is not a single market but a market made up of many regional and city markets eg each major city for instance; Mumbai, Delhi, Bangalore are by themselves markets of 10 million plus consumers and 100,000 plus businesses.



For businesses, looking at growth and sustainability, they need to look at India seriously. In doing so, note that India is too large a place to just turn up and expect to strike deals and tradeshows are not quite the same as at home or western markets.

We suggest, you start your India journey by obtaining some authoritative market information, specific to your business and develop a strategy.

Article courtesy of Prashanta Mukherjee and Paul Swain, Directors, India Horizonz Ltd. For more information, contact: prashanta.mukherjee@indiahorizonz.com or paul.swain@indiahorizonz.com or www.indiahorizonz.com



Kia ora tātou



Have your say - concept options released by the NZ Transport Agency (NZTA)

By now you will have received information from NZTA on the options for a four-lane expressway through the Kapiti Coast District. The Levin to Wellington Airport corridor has been identified as a Road of National Significance which is heartening from a long term perspective, yet in the short-term, consultation on the options close on Friday 2 October. As a business community we must act now.

Nature Coast Enterprise in association with the Kapiti Coast Chamber of Commerce is galvanising local community business leaders to ensure we have "one voice for business". It is essential that Government hears from us so the right long term decision is made for the economic development of our region.

As a result of meetings we are having we may contact you with a few questions through an online survey. This is so we can hear first hand what the key issues are for you as a local business. We can then act by submitting a feedback form to NZTA as a representative organisation. We also encourage you as individual business owners' to submit a feedback form too.

This is a high priority so please ensure you look closely at what the concept options are and more importantly, what changes could be made to benefit future generations in our region.

Click here to read more and to view the concept maps.

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



Trained staff brings huge benefits to your business

The current economic climate has made businesses look hard at their costs. Unfortunately the training budget is often seen as a 'soft target' because, in the short term, problems caused by cuts may not be apparent. But in these times of *survival of the fittest* investing in quality and effective training programmes is one of the keys to a healthy and fit business.

From conversations with business owners we've found that there are common themes that are preventing businesses from continuing with the current way that they train staff, including:

- People can't attend because the dates aren't convenient
- They haven't got enough people to make the course financially viable
- Their workplace can't let everyone attend because they would lose too much production time
- Can't afford the travel costs to send staff to workshops
- Sometimes people don't seem to use what they have learnt!



To make intelligent decisions about training you need to consider the overall return on your investment rather than just the cost of doing the training. When you implement an effective training programme you will grow the skills of employees, increase job satisfaction and stabilise your workforce.

For your business the benefits will show up as increased productivity and better staff morale - both of which lead to improved results for your business.

Article courtesy of Tina Wilks, Managing Director, Symbiont Ltd. For more information, contact tina@symbiont.co.nz or Nature Coast Enterprise about training opportunities available.

2009 Electra Business Awards

The finalists for the 2009 Electra Business Awards will be announced this month!

Businesses that entered the competition will be advised by email who the finalists are and the list of finalists will be promoted on the Electra website, in the Kapiti Observer, Horowhenua Mail and on 106.3 Beach FM during the month of September. Congratulations to those businesses that have made it to the finals!

To all businesses reading this, whether you entered the competition or not, we would love to see you looking sophisticated and glamorous at the Business Awards cocktail function.

Prepare to be shaken not stirred!

Hosted by James Bond, this is a night that you'll live to remember! Being held at M16 Headquarters (Southward Car Museum) on Tuesday 10 November, register to attend at www.electra.co.nz/businessawards



Attention: Nature Coast Enterprise Members
Enterprise Kapiti Horowhenua Incorporated will hold its 2009 AGM on Thursday 15 October 2009, at the Otaki Memorial Hall in the Supper Room at 5.30pm. Separate notice will be emailed to all members during September.

A First for Whitireia Kapiti NZ Diploma in Business Friday/Saturday Block Courses



Where: Kapiti Campus

Subject: Accounting Principles (400)

When: 28/29 Aug; 11/12 Sept; 25/26 Sept

Subject: Leadership (630)

When: 4/5 Sept; 18/19 Sept; 2/3 Oct

Price: First paper \$299 (includes textbook)

Contact: Les.Armstrong@whitireia.ac.nz

Calling all "business" advisors and consultants

Do you want to share your knowledge and experience with other businesses? Nature Coast Enterprise is always on the look-out for local business people who would like to contribute to the local business community. If this sounds like you, please contact helene@naturecoast.co.nz or lorraine@naturecoast.co.nz

Kapiti Chamber of Commerce Panel Discussion Accounting for Small Businesses

Date: 16 September 2009

Time: 5.15pm

Venue: Room K15, Whitireia Polytechnic, Lindale

RSVP: robyn@nichemarket.co.nz



Attention: Women in Business Networking

Dates: 1 September and 3 November 2009

Time: 5.30 to 7pm

Venue: Lindale Conference Centre

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



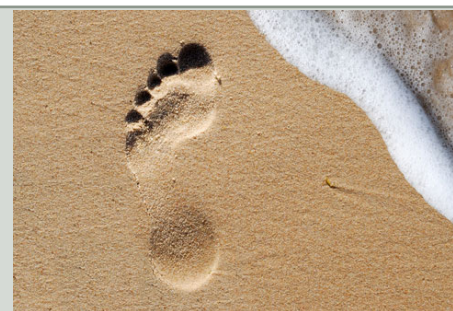
Tourism reports offer hope for local economies and climate

Friday August 21 saw the local release of a new tourism report (The Kapiti Coast Day Out Technical Report) by the Hikurangi Foundation.

This report shows that lowering tourism's carbon emissions and growing the region's domestic tourism can happily go hand in hand. The message is clear: If New Zealand is to honour its obligations to lower the harmful effects of climate change, it has to come up with ways to decrease tourism's part in those harmful effects. According to another recently released report by The Hikurangi Foundation, The Carbon Footprint of Domestic Tourism), tourism is responsible for 6% of total carbon emissions in New Zealand (excluding international aviation). Domestic tourists make up three quarters of tourism's carbon footprint in New Zealand and international tourists only 25%. Transport emissions dominate the industry's carbon footprint - about 96%. Transport is the fastest growing sector in terms of emissions in New Zealand.

In response to this, the Hikurangi Foundation together with Kapiti Coast tourism and climate change stake holders (Nature Coast Enterprise,

KCDC, Kiwi Rail, and local tourist operators), created the **Kapiti Coast Day Out** - an ideal world, for one day, where visitors to Kapiti were given low carbon transport choices like train travel and shuttle travel between tourist destinations. They could choose to leave their cars at home, and they did.



Nature Coast's Regional Tourism Manager, Chris Barber, says this lowering carbon pilot showed that by stakeholders working together they could grow domestic tourism for the region as well as having a positive effect on climate change. "Since the pilot we're continuing to work together to create more permanent opportunities for visitors to our area to find ways to make different choices about their own carbon footprint," says Mr Barber. "We're the first in the country to do something like this. The rest of New Zealand could be looking to us to see what happens in this area."



To read the report, [click here](#).

Update from Wellington on a Plate - Wellington's newest culinary festival



With a tasty line-up of over 30 events, the inaugural Wellington on a Plate festival runs from 17 to 30 August. Initiated by Grow Wellington, the main event is Dine Wellington, a fortnight where 43 restaurants offer lunchtime set menus including two courses, a cup of coffee or tea, and a glass of Wairarapa wine for \$25 or \$35. **Congratulations to Drift Café at Waikanae Beach** who is taking part in Dine Wellington - [click here](#) to visit their web site.

At the launch of Wellington on a Plate, Ruth Pretty served up regionally inspired nibbles that showcase the Nature Coast as the food basket of the region. There were also local beers from **Tuatara Brewery**, Hardie Boys Ginger Beer and a range of 17 different Pinot Noir's and Sauvignon Blanc's from the Wairarapa served. A copy of the menu for those of us that did not attend.....

- Skewered Parkvale Button Mushrooms with Toasted Bordeaux Sourdough Bread and **Genoese Pesto**
- **Waikanae Crab Cakes** with **Ruth Pretty Lemon Saffron Chutney**
- Spikes of Island Bay Butchery Black Pudding with Harrington's Bacon and Buttered Apple Sauce
- Zany Zeus Fetta with Olive Herb Salad in Toasted Bread Cases
- **Bennick's Egg** and Premier Ham Club Sandwiches
- **Kapiti Kikorangi** on Gingerbread with Rutherford and Meyer Quince Paste

Summer of Code is an internship programme that connects innovative technology companies with smart ICT students. It provides companies with an opportunity to engage students in a summer project. The region's top technology undergraduates are up-skilled and matched with company needs which means you can select from the best of the student talent pool! Throughout the programme, seminars and networking events are held which provide an opportunity to connect with the wider IT community. Companies may be able to apply for TechNZ funding to help with the student intern's wages. If you want to kick-start some innovation into your company, Summer of Code could be a great way to make it happen! [Click here](#) to find out more.

- "Beehive" Honey Cone filled with **Kapiti Whipped Goat's Cheese** and **Te Horo Candied Walnut**
- Whittaker's 70% and **Kapiti Olive Oil**
Chocolate Mousse in Orange Cakes

Local producers are shown in **bold**.

[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

New web site for Kapinua

- local clothing manufacturer of corporate clothing and sports wear including the New Zealand 2008 Olympics Games Team that competed in Beijing. [Click here](#) to view their web site.

New Fund: Primary Growth Partnership (PGP)

PGP aims to boost productivity across the primary sector and includes significant funding for investment programmes by industry and government. [Click here](#) for more information.

Attention: Accommodation Providers

Do you own or manage accessible accommodation? Do you welcome travellers with disabilities?

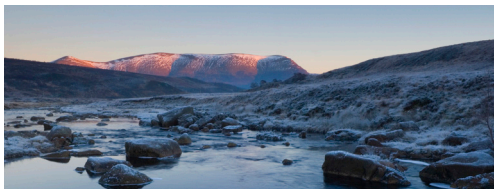


Enjoy focused exposure within the tourism and disability sector by registering your accommodation with Accomobility. Listings are free until October 2009. [Click here](#) for more details.

Wellington Creative Artisan Market opening soon - [click here](#) to find out more.

The Horowhenua Library Trust

is calling for donations or raffle ticket purchase for a car. The new multipurpose Community Centre planned for Levin will deliver a raft of services and facilities in a welcoming, friendly and safe environment. It will be multifunctional and at its centre will be the library. Contact Bev Edlin for more information, cedlin@xtra.co.nz



Kapiti Hearing Assn Inc are seeking applications for users and donors of the Soundfield System Project in to Kapiti schools for deaf and hearing impaired students. For more information, contact Heather Dawson, dawsonjh@paradise.net.nz or text 021 106 7463.



Foundation for Research, Science and Technology - FRSTNews July 2009 - [click here](#) to read more.

Meeting rooms available for hire in our Lindale office.



Contact us today for further details.

katrina@naturecoast.co.nz

OR Tel + 64 4 298 6611

For your Calendar

Enterprise Training Programme

8 Sept, **Converting Online Enquiries to Sales**

Location: Lindale

Time: 9.30am - 12.30pm

Presenter: Hamish Clark

15 Sept, **Ad Word Online Marketing**

Location: Lindale

Time: 9.30am - 12.30pm

Presenter: Hamish Clark

22 Sept, **Costing & Pricing**

Location: Levin

Time: 9.30am - 12.30pm

Presenter: Steph Smith

1 Oct, **Save \$\$ and Transform your Business for a Sustainable Future**

Location: Lindale

Time: 9.30am - 12.30pm

Presenter: Carolyn Dean

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



Electra Breakfasts Series:

Kapiti

2 September, Hon Gerry Brownlee
Minister of Economic Development

Levin

16 September, Dave Green
Wing Commander RNZAF

For more information email rsvp@naturecoast.co.nz



Tourism Tuesday:

15 September, Levin i-SITE,

RSVP to

samantha@naturecoast.co.nz

or Tel + 64 4 298 6611

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Paraparaumu

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www.business.govt.nz

