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Nature Coasters remain optimistic

Nature Coast Enterprise recently surveyed 1,572 Kapiti and Horowhenua businesses to assess business confidence and solicit views on the services offered by Nature Coast Enterprise.

Glen O'Brien, CEO of Nature Coast said "results of the survey indicated business optimism about the local and national economy. The results are encouraging as many of our businesses service local or regional markets that are potentially less affected by the recession swirling around them. Many respondents were from established businesses so we thank them for letting us know of their position as their views are helpful to gauge future business activity."

Other key findings of the survey include:

- Nature Coasters continue to be more optimistic about the local economy than they are about national performance. They predict staff numbers will remain stable over the next six months.
- Cashflow is the most significant barrier to the expansion of their business.
- A significant number of businesses were well aware of the key services offered by Nature Coast Enterprise including business breakfasts, business information and support, newsletters, training, visitor information centres and networking opportunities.
- An overwhelming number of businesses were satisfied by the performance of Nature Coast Enterprise including high rankings around being professional, helpful, an essential service provider, easily accessible and community orientated.
- Respondents were 34% from Horowhenua and 66% from Kapiti.
- The top four industry groups to respond to the survey were: accommodation and food services, manufacturing, retail trade and professional, scientific and technical services.
- As expected, 55% of businesses employ fewer than five full-time equivalents while 16% employ 5 to 10 and 11% 10 to 50.
- Interestingly, 21% of businesses had a turnover of \$1 million or more.

For further information or a full copy of the survey results, contact:

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