

Growing Sustainable Business & Tourism in Kapiti and Horowhenua

Welcome to our Newsletter!

Kia ora tatou and welcome to our new- look newsletter, giving you the region's tourism and business events, news, training, and business support. Join us on [Facebook](#) and tell us what you think and what information you'd like to see in future newsletters.

Firstly, I'd like to acknowledge again the passing of a well- loved staff and community member, Kenneth (Ken) Thomas Jones, who died unexpectedly on Monday 7 March after a short illness. [More here.](#)

Also, we are all still acutely aware of recent events in Christchurch, and our hearts go out to everyone affected, including those from our region who have family and friends in the south.

Back home, our region is brimming: we've featured in national media lately with the Waikanae rail upgrade and Paraparaumu Airport announcing their first flights (and possible additional destinations including Napier and tourist Mecca Queenstown); Rugby World Cup year has well and truly arrived – we've got the latest stats for visitor potential, and watch out for our marketing campaign billboards on SH1.

Lastly, it's not too late to extend summer with the last of the [Catch Kapiti](#) programme, from fly- fishing to twilight bowls. Invite your out of town friends to enjoy the best of what this great region has to offer.

All the best.

Chris Barber
Chief Executive
Nature Coast Enterprise

Airport & RWC Visitor Stats

Air Nelson's flights out of Auckland (and potentially other destinations such as Napier and Queenstown) are timed for October, just two days after the Rugby World Cup (RWC) final – a point that's been missed by most media. So not only is the airport a fresh transport window in a potential catchment of 100,000 customers in the Porirua to Levin area, but we'll be taking advantage of RWC visitors as well. It's interesting that most visitors have not yet booked their accommodation – a huge opportunity for our region.

[READ MORE](#)

News of the Month

Nature Coast Membership Campaign – billboards, visitor guides, and online marketing.

65,000 visitor guides will be distributed around New Zealand this week, spreading the campaign brand and messages. Plus we have secured billboards with APN Outdoor along SH1 for 2011, including the Rugby World Cup period. Billboards are also up in Coastlands and our online marketing campaign will be amped up shortly. For a list of current members, [click here.](#)

Want to export to the world? New business team member here to help

The latest addition to the Nature Coast Enterprise's business team, Jeff Smith, is accelerating the growth of local innovation and products to the world stage. His new role of Business Growth Advisor creates a whole new level of activity within the existing business team and is a collaboration between Grow Wellington (the Greater Wellington Regional Council's Regional Economic Development Agency) and is

Electra Business Breakfast

Kapiti

Date: Wednesday 6
April 2011
Speaker: Greg Forsythe
NZ 2011 Marketing Manager
Venue: Southwards
Restaurant, Otaihanga
Time: 7.15am
Cost: Nature Coast Enterprise
Members \$15, Non-
Members \$20
RSVP:
maureen@naturecoast.co.nz

Training

Communicating for Business Success

24 March, 9am to 12pm
Bookings are essential - [click here](#) for more information on dates and how to book.

Social Media

29 March, 9am to 12.30pm
Bookings are essential - [click here](#) for more information on dates and how to book.

Developing Marketing Plans that Work

31 March, 9.30am to
12.30pm Bookings are
essential - [click here](#) for more
information on dates and how
to book.

Follow us



[FACEBOOK](#)



[TWITTER](#)

Regional Council Regional Economic Development Agency), and is one of five similar roles across the Wellington region. Contact jeff.smith@growwellington.co.nz and see how he can help your business.

Training could cost you 50% less with our new Business Training Subsidies

Nature Coast Enterprise has been approved as a Management Capability Provider to deliver training services to New Zealand business owners and managers. This is good news for local Kapiti and Horowhenua businesses as this means a likely subsidy of 50% to attend any of our training courses. Check the [Business Training Calendar](#) for 2011 opportunities. Plus [talk to us](#) about in- house training options.

ACC introducing experience rating

From 1 April 2011 ACC is introducing experience rating based on the claims history of individual businesses. Experience rating will reward safer workplaces. [Read more](#) about these important changes for business.

Employment law changes come in to effect

The Department of Labour has a new guide available on law changes within the Employment Relations and Holidays Acts' that are effective from 1 April. [Read more.](#)

Levin's new boutique cinema doing well

[Focal Point Cinema](#) in Levin, sister to their Fielding cinema, opened at the end of last year. With three cinemas, a café, and a diverse range of movies, co- owner Matt Bells says they're doing well. He says the local community have been supportive of their new venture.

Kapiti business reaches Deloitte's top 50 status

Otaki based Aura Software Security Ltd was one of 50 New Zealand businesses to recognised in the annual Asia Pacific Deloitte Technology Fast 500 index of the region's fastest growing tech businesses. [Read more.](#)

Improve productivity with Leanstep, a free online tool

An ideal, risk- free and cost- free way to start the thinking on the "lean" path. [Click here](#) to view the Leanstep web site.

Youth Quest making an impact



Paul Fong and Jeremy Neeve of Youth Quest addressed the Electra Kapiti Breakfast on Wednesday 2 March with a hard hitting personal story from Paul followed by opportunities on how local businesses could help Youth Quest. Youth Quest is a 10 week programme designed to deal practically and effectively with at- risk youth and recidivist offenders while including their parents and/ or caregivers.

[READ MORE](#)

Your chance to export to US and/ or Hawaii

Pacifasia Foundation registrations are open for the Hawaii Cultural and Trade Mission. This mission is scheduled for 22-29 July 2011. Categories include businesses already trading with Hawaii, currently exporting to the US mainland but not Hawaii, those who do not export to either but want to, and those wishing to import Hawaiian products or services. For more details contact Robyn Bartram, Tel 04 478 9004 or 0274 908 644, hampton48@xtra.co.nz

Employers' Chamber of Commerce Central (ECCC) issues briefing

Formally known as EMA Central Inc, ECCC invites local businesses to their Member Issues Briefings. Topics include 1 April tax changes, employment trends and forecasts, ACC Government proposals, and

recent employment court decisions. Wednesday 23 March, 3.30pm, Hotel Coachman, Palmerston North and Tuesday 29 March, 3.30pm, Travelodge Hotel, Wellington. For more information contact Brent Mitchell, Tel 04 460 1871 or brent.mitchell@eccc.org.nz

Subsidy for sustainable business certification 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, make contact with Helene Judge, helene@naturecoast.co.nz or the Rata team on 04 478 4228 or go to www.ratacert.co.nz

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.

Entries open 2 May for The 2011 Electra Business Awards

Aura Software Security Ltd, an Otaki IT security consulting company was named 2010 Electra Business of the Year for Horowhenua and Kapiti (and was recently one of 50 New Zealand businesses to be recognised in the annual Asia Pacific Deloitte Technology Fast 500 index of the region's fastest growing tech businesses). Aura Software Security is now one of New Zealand's leading IT security companies with customers in Wellington, Auckland, Christchurch, Sydney and London. Its world-class experts are popular as presenters on advances in IT security around the world, including Asia, USA and Europe. [Click here](#) to read their business case study compiled by Chris Ineson of Drivingforces for Business Kapiti Horowhenua Incorporated.

The essence of negotiation for small and medium businesses

Maurice Stilwell, Chief Executive, Negotiation Specialists Ltd, a Kapiti based team of independent negotiating professionals contributes to the discussion around business negotiation.

[READ MORE](#)

Funding to Convert New Zealand Print Books into Ebooks

Applications for funding to convert Great NZ Books from print into ebooks are now being taken. Creative New Zealand and Copyright Licensing Ltd are jointly investing \$100,000 in this project.

Information required to complete your application is available from Copyright Licensing Ltd - [click here](#), New Zealand Society of Authors - [click here](#) and the Publishers Association of New Zealand - [click here](#). Applications close on Friday 18 March 2011 and should be emailed to info@copyright.co.nz and all enquiries should be directed to Paula Browning, CEO, CLL Tel 09 486 6250 or pbrowning@copyright.co.nz

