

Growing Sustainable Business & Tourism in Kapiti and Horowhenua

Welcome to our May Newsletter

Kia ora everyone.

The 2011 Electra Kapiti Horowhenua Business Awards entries open 2 May. We look forward to celebrating local businesses through these awards again.

The soon to be announced renaming of Paraparaumu Airport is an exciting one – we hear more from Sir Noel Robinson.

And with just a few months to go, there are some tools available for businesses to leverage opportunities from the Rugby World Cup.

Also, read how Canvasland Levin helped ‘the show go on’ in Japan.

All the best.

Chris Barber
Chief Executive
Nature Coast Enterprise

Kapiti Coast Airport – new name shortly

It will be announced shortly that Paraparaumu Airport will be renamed Kapiti Coast Airport. The name change will help promote not only the airport but the whole region. “There will be a consistent message used to promote the airport,” says the driver behind the airport development, Sir Noel Robinson. He also would like to see Kapiti businesses to get behind Air New Zealand and be smart about retaining the region’s new visitors.

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2011 Electra Kapiti Horowhenua Business Awards entries open 2 May

It’s time to put yourself forward. Businesses that work through this Awards entry process gain a better understanding of how their business is operating, areas for growth and what needs to be improved. Businesses interested in entering need to pre-register first at www.electra.co.nz/businessawards. The awards will be held on Awards function on Friday 4 November, and you’re invited to attend a free information evening.

[READ MORE](#)

Business readiness for Rugby World Cup 2011

The NZ 2011 Office has a number of resources and tools available to help your business be ready for the RWC. Tools include First Impressions training, the Business Club, and the REAL NZ Showcase Festival.

[READ MORE](#)

Statistics New Zealand’s 2010 Research and Development Survey

Interim results of this survey are now available [here](#).

A full report will be released May 27 and the survey will be run again in 2012, with results available in 2013.

Training

[How to Best Use and Understand your Business's Finances](#)

[Enhance Workplace Relationships to Build a Better Business](#)

[Marketing in 2011-Prospering in tough times](#)

[Show me a Successful Leader and I will show you a Successful Business](#)

Business Breakfast

Levin Electra Business Breakfast

Speaker:

Colleen Sheldon
Horowhenua Representative
Horizons Regional Council
PLEASE NOTE CHANGE OF VENUE

Date: Wed 18 May 2011

Venue: The Noshery @
Western House, 149 Tiro Tiro
Road, Levin

Time: 7.15am

[More info](#)

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Canvasland helps international circus

Thanks to a high performance trapeze cushion from Canvasland Levin, Cirque de Soleil's show Zed in Japan can resume. The cushion is for emergency landings during earthquake aftershocks. [More here](#).

IRD seminars in Levin

If you are starting a business, or have trouble understanding business tax or GST, you could benefit from these free IRD seminars. Bookings essential. More info [go here](#).

Latest Business Update from Ministry of Economic Development

Including business and consumer news, intellectual property news and tourism news. [More here](#).

Latest Market Intelligence

Go to our business page and find out the latest market intelligence for the visitor industry including stats on guest nights and visitor arrivals. [More here](#).

How your Lifestyle could be so much more

Sam Rye from Enspire ponders what that word lifestyle really means, and what opportunities there are for Kapiti and Horowhenua businesses to make the most of their choice of lifestyle.

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