

## Growing Sustainable Business & Tourism in Kapiti and Horowhenua

Welcome to our June Newsletter

Kia ora everyone. Key points from **The 2011 Budget** are summed up well by Economic Development Agencies of NZ - see article below.

You may have seen our full page feature story in Thursday 26 May's Dominion Post. Read it [here](#). The case for **business attraction** for our region is getting stronger. I'd like to acknowledge Mark Ternent from the Kapiti Coast Chamber of Commerce for his work in this area and with the Dominion Post story.

**Rugby World Cup** will soon be here. We continue to ply you with tools, information and opportunities and hope you take advantage of them.

It's good to see some of our **tourist businesses** making the most of what this region has to offer, including Kapiti Coast Scenic Tours with new tours like an Art, Craft & Eco tour; High Tea at Ruth Pretty; and Golf packages. It was good to see the amount of local and regional coverage Kapiti Island Nature Tours received from their recent photo competition.

We also update you on the Campaign.

All the best.

Chris Barber  
Chief Executive  
Nature Coast Enterprise

### **TVNZ Breakfast Show With Tamati Live @ Waikanae Beach**

Waikanae Beach came alive recently with Tamati from the TVNZ Breakfast programme and TVNZ's Going Digital Team. This gave us great national TV exposure. Nature Coast Enterprise would like to thank everyone involved, particularly Sue from Ma-Mite; all the participating food and beverage producers (Waikanae Butchery, Kapiti Olives, Tuatara Brewery, Sones Sauces, Te Horo Foods, Paraoa Bakehouse (Kapiti Coffee Company, Organic Chocolate Boutique, Soprano Limoncello); Long Beach and Front Room Restaurants and the Kapiti Equestrian Vaulting Club. These businesses all did a good job showcasing Waikanae Beach and the Kapiti Coast District as a place to live and work. Go [here](#) and scroll to view edited clips and photos of this event.

### **Your count down to Rugby World Cup 2011**

Eight world cup games are being held between Wellington and Palmerston North during the Rugby World Cup. Find out the latest on tools and opportunities to take advantage of this period and find out how to create good signage for your business.

[READ MORE](#)

### **Campaign Update**

Billboards are still up on SH1 in Levin and Otaki, and the Horowhenua beach-inspired billboard in Thorndon is giving us great exposure. Our great deal with APN Outdoor means these billboards are up, free of charge, until the space is required by a paid advertiser. Visitor Guides. Replenish your stocks from any i-SITE: Paraparaumu, Otaki or Levin

### **Electra Business Breakfast**

Tuesday 28 June 2011  
Speaker: **Hon Bill English**  
Minister of Finance  
Venue: The Noshery @  
Western House, 149 Tiro Tiro  
Road, Levin  
Time: 7.15am  
Cost: Nature Coast Enterprise  
Members \$15, Non-  
Members \$20  
**PLEASE NOTE CHANGE  
OF DAY AND DATE**

### **Women in Business Network**

The next networking event is  
Wednesday 29 June,  
5.30pm-7pm at Southward  
Car Museum. Cost is \$10  
(members of Nature Coast  
Enterprise or Kapiti Coast  
Chamber of Commerce), \$20  
(all other businesses/  
individuals). All enquiries to  
[helene@naturecoast.co.nz](mailto:helene@naturecoast.co.nz)

### **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](#).

### **Workshop - Managing the Risks From Within**

This free workshop run by  
The National Bank is open to  
all business owners. You will  
be taken through a series of  
scenarios to highlight  
everyday potentially risky  
issues. Workshop includes  
discussion on actions you can  
take now to minimise the  
risks. Wednesday 8 June,  
9.30am to 12.30pm at  
Heatherlea Gardens.  
Presenter is John Eaden,  
Specialist Business Manager.  
RSVP:  
[faith.bolton@nbnz.co.nz](mailto:faith.bolton@nbnz.co.nz) or  
[cushla.lash@nbnz.co.nz](mailto:cushla.lash@nbnz.co.nz)

### **Follow us**



FACEBOOK



TWITTER

Replenish your stocks from any of the following: Paraparaumu, Start of Levin.  
*Facebook* – Our Facebook page continues to grow, with more and more people who ‘Like’ us each day.  
*Newzealand.com* – We’ve had many stories uploaded to this site.  
Tourism NZ are shifting to a new platform so the site is offline until the middle of June.

### **Effects From The Budget 2011**

For Budget key points, read this update from EDANZ (Economic Development Agencies of NZ

[READ MORE](#)

### **McDonald's Levin Wins Gold**

Congrats to McDonald's in Levin for their recent McDonald's Gold Ronald award for their dedication to Ronald McDonald House Charities. They were also honored for their work in the local community. Franchisees Graham and Letita Montford are only the third couple in the history of McDonald's in New Zealand to win this award.

### **Tuatara Beer Also Wins Gold**

Waikanae's Tuatara Brewing won the Emerging Gold award in Wellington's The Gold Awards. Tuatara joins other superb food producers from our region who have won big in recent times. [Read more.](#)

### **New Coach Tour for Kapiti Coast Scenic Tours**

This local company has just launched a new business initiative with coach tours around Kapiti visiting popular sightseeing spots. Tours of Kapiti include Art, Craft & Eco; Cars & Cuisine; Taste & View; Trilogy's Specialty Tours of Kapiti Island; High Tea at Ruth Pretty; Golf packages; Pampering Escape; and Wairarapa Wines & Craft. Phone 04 902 5476 for more information [travel@trilogytravel.co.nz](mailto:travel@trilogytravel.co.nz) or visit [www.nztourism.net.nz](http://www.nztourism.net.nz)

### **Travel blogging - A Dangerous Business**

We recently hosted Amanda Williams from [A Dangerous Business](#) recently. For two days Amanda met locals and visited nature and cultural sites. This informal hosting approach meant Amanda was able to experience the region through the eyes of locals. Thanks to these businesses for agreeing to participate and offer FOC experiences; Kapiti Bird Tours; SK Bakery; Kapiti Island Nature Tours; Soprano Ristorante; Barnacles Seaside Inn; 180 Degrees; Lembas Café; Phillip and Whareroa Farm; Wellington Tramway Museum; and locals Bodhi Vincent, Joe Simmonds, and Grace Simmons. We'll be watching the effect of this kind of tourism hosting with interest.

### **Activate – Calling All Entrepreneurs**

Grow Wellington and CreativeHQ want to encourage new business ideas and development through Activate – a business programme aimed at challenging new business ideas and owners to test, develop, and succeed. All details at [www.growwellington.co.nz/activate](http://www.growwellington.co.nz/activate)

### **Entries Open for the Electra Business Awards**

For businesses who are thinking about entering these awards please contact Jeff Smith, the Entry Coordinator, who can explain the process and help with your application, all free of charge. To participate in the Awards you need to register first. Once your registration is received, entry information will be sent to you. Go to [www.electra.co.nz/businessawards](http://www.electra.co.nz/businessawards)

### **The Latest Business Update**

For the latest business update (May 2011) from the Ministry of Economic Development, [go here.](#)

### **Research & Development Assistance**

Regional Business Partners provide a range of TechNZ services to help your business grow through all stages of R&D, whether you are a small

start- up or a large established exporter. Funding can range from \$1,000 to \$1 million plus. If you have the aspiration, opportunity and ability to grow, contact: Regional Business Partner for Kapiti, contact Jeff Smith of Grow Wellington, [jeff.smith@growwellington.co.nz](mailto:jeff.smith@growwellington.co.nz) Regional Business Partner for Horowhenua, contact Amanda Linsley of Vision Manawatu, [edo@visionmanawatu.co.nz](mailto:edo@visionmanawatu.co.nz)

### Entries open for the Bright Ideas Challenge

The Bright Ideas Challenge encourages idea generation and provides support to transform workable ideas into business reality. A 100 word description of a bright business idea could win \$25,000 of growth capital. All stages are considered– dynamic initial ideas; ideas at research, prototype or pilot stage or even ideas from already operating businesses. To find out more about the Bright Ideas Challenge register at [www.brightideaschallenge.co.nz](http://www.brightideaschallenge.co.nz) or contact Jeff Smith of Grow Wellington, [jeff.smith@growwellington.co.nz](mailto:jeff.smith@growwellington.co.nz)

### Free Bright Ideas Kapiti Workshop “How to pitch your idea in 100 words”.

13th June 2011

5.30pm - 6.30pm

Nature Coast Enterprise Office, Lindale.

To [RSVP](#)

### Business Tidbits From [business.govt.nz](http://business.govt.nz)

Watch this space monthly for business tidbits from Business.govt.nz. This month: *ANZ Flying Start Business Plan competition* - last chance to enter. [More here.](#)

*Preventing Crime in the Workplace* - make your workplace safer for you and your staff and less of a target for criminals. [More here.](#)

*Getting found online* – guides to help you navigate cyberspace. [More here.](#)

### Nature Coast Business Network on Facebook

We are expanding the Nature Coast Business Network Facebook page. Please take a look and hit “like” when you first visit and keep track of what we are up to. Feel free to invite others [Click here.](#)

### June 11 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.](#)

