

Growing Sustainable Business & Tourism in Kapiti and Horowhenua

Welcome to our July Newsletter

Kia ora everyone.

First up, congratulations to Daphne Luke and Professor Martin Devlin for their very well deserved recognition in this year's Queens Birthday Honours list. Both have made outstanding contributions to the business and wider community. To have these people amongst us is just brilliant.

We're not only counting down to the start of the Rugby World Cup, but also to Air New Zealand flying in and out of Kapiti. We urge you to start thinking about ways you can utilise this service, both in a professional and personal capacity - we want them to stay!

So, only 65 days till kick off. In next month's newsletter we'll bring you up to speed with activity that affects you.

Once again we have an article at the end of this newsletter provided by a local business. This month it is about social media. One of the best ways to get your head around this powerful tool is to see how other businesses use it. For those that missed it, here's a [link](#) to an excellent article from the Dominion Post last week that makes for a good read.

All the best,
Chris Barber
Chief Executive
Nature Coast Enterprise

Kapiti on a Plate

There's no doubt that part of New Zealand's future is in food, and more than just our primary exporting products. Along with others, we're keen to foster Kapiti and Horowhenua's role in this. With events and eateries now confirmed in the upcoming Visa Wellington on a Plate festival, 5-12 August, we're sure set to continue to be part of that national and international conversation.

[READ MORE](#)

Rugby World Cup 2011 update

Eight world cup games are being held between Wellington and Palmerston North during the Rugby World Cup.

[READ MORE](#)

Entries Open for the Electra Business Awards

For businesses who are thinking about entering these awards please contact Jeff Smith at Nature Coast Enterprise, the entry coordinator, who can explain the process and help with your application. To participate in the Awards you need to register first. Once your registration is received, entry information will be sent to you. Entries close 11 July. Go to www.electra.co.nz/businessawards

Get Switched On Ōtaki and Win

Get Switched On Ōtaki and Win (deadline extended to 14 July)
The Ōtaki Community Board has adopted the long term goal of making Greater Ōtaki a net exporter of clean energy. You can help the goal by voting for a project name and sharing your energy bill data so we can estimate energy use in Ōtaki. *This initiative is open to households and businesses.*

Levin Electra Business Breakfast

Speaker: Veronica Pitt & Delphi Winters **HALT** - Horowhenua Abuse Liaison Team

Date: Wednesday 20 July 2011

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

Time: 7.15am

Cost: Nature Coast Enterprise Members \$15, Non-Members \$20

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The winning project name will be announced at the next forum. **‘Living Off- Grid’** Discussion at Ōtaki Energy Forum Clean Tech Centre, 48 Miro Street Ōtaki 16 July from 2pm - 4pm. Presentation by Dawn and Robert Hirschberg about their experiences living off- grid for 13 years. All interested are welcome to attend.

Go in the draw to **WIN** a two day holiday for two in the Little Greenie Eco Lodge by voting for a name and signing up to help us build an energy meter for Ōtaki.

Fill in the form online [here](#).

Your information will only be used to estimate total energy use in Ōtaki and for no other purpose. Data will not be disclosed in a way that allows individuals or businesses to be identified.

Latest Business Update from MED

The [June 2011](#) update is now available from the Ministry of Economic Development.

Wage Subsidies for Employers

Work and Income offer a range of free services to help businesses find full- time, part- time or casual workers. This includes Skills for Growth and Job Ops with Training service where businesses receive support and maybe even financial assistance to help with wages, training and other costs. Go [here](#) and [here](#) for more information.

If you would like to know more about either subsidies, please contact your local Work and Income Work Brokers:

Levin and Foxton

Kevin Salmons 06 949 8723

Donna Metcalfe 06 949 8746

Ōtaki and Kapiti

Terry McAviney 04 903 0932

Michelle Bothamley 04 903 0916

Match funding (50/50) from Regional Business Partners

Regional Business Partners are in place to provide qualifying businesses to help pay 50% for services like training workshops, courses and coaching that builds management capabilities of their owners, operators and key managers. If you have the aspiration and opportunity, they'd like to talk to you about how they can support your business to develop, innovate and grow.

[READ MORE](#)

Nature Coast Business Network on Facebook

We are expanding the Nature Coast Business Network Facebook page. Please take a look and 'Like' us on your first visit to keep track of what we are up to. Please help us spread the word to your colleagues and business contacts. [Click here](#).

Issues Briefing From ECCC

The Employers' Chamber of Commerce Central (ECCC) formerly known as EMA Central, invites businesses to a briefing on a range of topics including economic and budget update; new consumer and technology laws and other business issues; and employment trends and forecasts for 2011.

Tuesday 2 August, Lindale Lodge, Kapiti Coast, 3.00pm - 5.00pm.
www.eccc.org.nz Register with Brent Mitchell ph 04 460 1871 or email brent.mitchell@eccc.org.nz

Sustainable Businesses Tools

Kapiti Coast District Council is subsidising memberships of the Rata Sustainable Certification Programme for 10 local Kapiti Coast businesses. 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.

Campaign Update - Fun Maps Distributed

As part of the campaign delivery to help promote Horowhenua, attractive 2.4 x 1.2m fun maps have now been created and erected in conjunction with Tourism Horowhenua. They can be found at Levin Adventure Park, outside the railway station in Shannon, and by the windmill in Foxton. These maps contain the campaign branding, list of attractions, accommodation, and places to shop and eat. A reminder too that if you need a top- up of the campaign's visitor guides, all i- SITES have copies.

Intellectual Property Office Survey

The Intellectual Property Office is currently reviewing its services, and would like to know how you would rate your last experience with them. [Click here](#) to start the survey (it will take 5-10 minutes, survey open until 8 July),

ACC Survey

The Government wants to improve the delivery of the Accident Compensation Scheme. This means managing treatment, rehabilitation and compensation as efficiently as possible and reducing the number of injuries. The Department of Labour is seeking feedback on the proposals set out in the discussion document Increasing Choice in Workplace Accident Compensation. To read the discussion document and provide feedback (by 15 July) [click here](#) to visit their web site.

Newsletter from business.govt.nz

Read the latest [June 2011](#) Business Insider newsletter here, and sign up for future publications.

Social Media – Making it Work for Your Business

Everyone is doing it. Blogging, tweeting, status updating, video uploading – you name it! Social Media has given people the tools to interact online more than they ever have before. But what does this mean for your business? Isn't Social Media only something for individuals? This article is provided by local business, Webz.

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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.](#)

