

Growing Sustainable Business & Tourism in Kapiti and Horowhenua

Welcome to our October Newsletter

Last week I had the pleasure of presenting the highlights of our 2010/11 financial year to our AGM in Otaki. Our total expenditure for the year was more than \$1.4m. With District Council grants contributing a little over 50% of our revenue, our ability to provide a significant return on investment to the community was evident. Our business growth team worked with 125 local businesses to develop business growth plans and in addition to our own expenditure, they arranged more than \$45,000 in training and coaching subsidies for local business. We have access to a further \$120,000 for this coming year.

The tourism industry has certainly had its 'peaks and troughs' over the past year or two, but here in our region, our Guest Nights for the year ending 30 June 2011 were up by 3.9% to 205,550, with our i-Sites' greeting more than 40,000 visitors throughout the year.

Looking forward, business growth and attraction are key priorities for us as is building the regions profile. Our partnership with the Employers' Chamber of Commerce Central to deliver training in Paraparaumu and Levin will also bring significant management capability opportunities for local business.

Over recent weeks we have been working closely with Air New Zealand and the AA to launch a significant campaign to invite Aucklanders' to escape the city for the weekend to experience our 46kms of beaches, the character of our towns from Paekakariki to Foxton and our local attractions.

And the Rugby? In the early stages of the Rugby World Cup, together with Vista del Sol, the luxury B&B in Te Horo, we hosted a Business Club event for 52 South African farmers. This function was enjoyed by all and the South Africans' appreciated the opportunity to talk with New Zealanders about day- to- day family life, schooling, leisure and recreation and of course immigration and investment particularly in the farming, manufacturing and medical sectors.

Apparently, there were 1,300 campervans booked to travel on the Interislander from the South Island last week. What better place to stop than the Kapiti Coast and Horowhenua!

Have a good month.

Chris Barber
Chief Executive

New Training Partnership Launched

Nature Coast Enterprise is delighted to announce a new training partnership with The Employers' Chamber of Commerce Central (ECCC). This partnership means that any Horowhenua Kapiti business can get help to succeed in today's competitive business environment through generic courses being delivered in Palmerston North, Wanganui and Wellington. Over time there will be specific courses developed that will also be delivered in Paraparaumu and Levin. ECCC will provide Nature Coast Enterprise members with a 13.5% discount on non- member rates and if a Nature Coast Enterprise member is also a member of ECCC then they will be eligible for the ECCC member rate. Nature Coast Enterprise will be regularly marketing training to those registered in our database who have asked to receive training promotions – keep a look- out for fortnightly ECCC learning and development newsletter for the Kapiti Horowhenua Region starting soon. By investing in any ECCC

Kapiti Electra Business Breakfast

Speaker: Gordon Buick
Therm.R.Duct Limited
Date: Wednesday 5 October
2011
Venue: Southwards Car
Museum, Otaihangā
Time: 7.15am
Cost: Nature Coast Enterprise
Members \$15, Non- Members
\$20

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How would you like to start your business? By investing in a training solution you may qualify to receive Capability Development Vouchers to help pay 50% for services like training workshops, courses and coaching (see separate article below). If you have training ideas or enquiries about Capability Development Vouchers please contact Helene Judge, helene@naturecoast.co.nz

[READ MORE](#)

Capability Development Vouchers

Your business may qualify for Capability Development Vouchers to help pay 50% for services like training workshops, courses and coaching. Vouchers are available through Nature Coast Enterprise and Vision Manawatu. To qualify, your business should:

- Have fewer than 50 full time employees
- Be operating in a commercial environment
- Be registered for GST in New Zealand
- Be privately owned, or a Maori Trust or incorporation under the Te Ture Whenua Maori Act 1993 or similar organisation managing Maori assets under multiple ownership
- Demonstrate a desire to innovate and grow
- Have undergone a capability assessment with a Regional Business Partner.

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Home and Garden Shows

Reminder to register your interest in the Napier and Wellington Home and Garden shows.

Nature Coast Enterprise has purchased two sites each at the Hawkes Bay and Wellington Home and Garden Shows. This is a great opportunity to showcase your business. The dates are Hawkes Bay 4,5,6 November and Wellington 18,19,20 November. If you would like more information or want to be involved please email kellie@naturecoast.co.nz

Note your calendar: Women in Business networking

Inspirational speaker, Sarah Wilson, Adventure Coach and Melanoma survivor.

Date: Wednesday 26 October 2011

Time: 5.30pm to 7pm

Venue: Southward Car Museum

Cost: \$10 Nature Coast Enterprise or Kapiti Coast Chamber of Commerce Members' \$20 All other businesses

Electra Business Awards Function

Tickets are now on sale to celebrate business excellence in the Kapiti Horowhenua region – enjoy a three course plated dinner accompanied with Ohau Gravels wine. All businesses are invited to enjoy a good night out and to share in the region's successes and be inspired by what you can do in your own business.

Date: Friday 4th November

Time: 6.30pm to midnight

Venue: Southward Car Museum

Cost: Early bird \$99 - Late ticket \$115 (after 17 October) - Table of 10 \$950

RSVP: electrabusinessawards@gmail.com

Business Clinics

Do you need practical advice or business connections to help start or develop your business? Nature Coast Enterprise runs regular Business Clinics within the region to assist business owners one-on-one. Contact Helene Judge, Business Development Manager for more information or to make an appointment.

Tel +64 6 364 5570 or 0800 888 318 or email

helene@naturecoast.co.nz

Rutherford Innovation Showcase being staged during Rugby World Cup 2011

The Ministry of Science and Innovation (MSI) is delighted to be one of the partners behind the Rutherford Innovation Showcase being staged during Rugby World Cup 2011. The Showcase celebrates "kiwi innovation" in the spirit of one of our greatest, Lord Rutherford. Two events remain:

1. Technology Jobs Fair, 11-13 October, Auckland
2. School Robotics World Cup, 11-13 October, Auckland

For more information visit:

www.rutherfordinnovationshowcase.co.nz

China training demand on the rise

More than 360 people from 143 businesses have signed up for this highly acclaimed China training. Their feedback includes:
"An excellent session which far exceeded my expectations. It was a very useful insight into the practicalities of doing business in China."
– PWC; "Another illuminating couple of workshops. Should be mandatory for anyone from NZ engaging with China." – Export NZ;
"Enjoyable, helpful, practical, explains and demystifies complex issues of a different culture." – Scott Technologies.

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National Bank Workshop

Smart Marketing – The internet is your friend.

A down to earth, practical workshop for business owners who want a clearer understanding of the opportunities the internet may provide your business.

Date: Wednesday 5th October 2011

Time: 1 to 4pm

Venue: Heatherlea Gardens, 97 Avenue North Road, Levin

Presenter: John Eaden, Specialist Business Manager

RSVP: [click here](#) to register.

Textiles Symposium 2011 – Manufacturing a Future

10 and 11 November 2011 in Wellington.

Speakers will explore successful manufacturing, becoming more competitive, future innovations, future Government procurement opportunities and leading by design.

Speakers include Davey Hughes, Swazi, John Heng with years of manufacturing and exporting experience, Mike May, Jaedon Enterprises, Dave Vukets, Cambridge Clothing Company, David Lilburne, Yakka, Stewart Collie, AgResearch, Peter Heslop, Textiles and Design Laboratory, Ian Cuthbertson from WRONZ talking about wool R&D and commercialisation, and Sandy Heffernan and Deb Cumming from Massey University's Design School.

For more information and to register, go to www.textilesnz.org.nz

Read the latest Business Update

[Read](#) the latest Business Update (September) from the Ministry of Economic Development.

Read the latest Business Insider

[Read](#) the latest Business Insider (September 2011) from Business.govt.nz.

MSI announces cash

MSI announces cash for entrepreneurial fund, Landing Pad, Read

MSI announces cash for entrepreneurs fund, Landing Pad. [Read More.](#)

Check out Butterfly World's Website

Check out Butterfly World's web site, www.butterflyworld.org.nz and join them on [Facebook](#) to keep up- to- date as they develop this exciting attraction.

Congratulations to Lembas Café

Congratulations to Lembas Café who received a bronze placing for their “this little piggy went to Lembas” burger through the Visa Wellington on a Plate competition. There was a cook- off at Moore Wilsons in Wellington.....gold to Cafe Polo and silver to Bar Salute. For gastronomic dining pleasure the wonderful “piggy” burger, complete with crackling, will be available until the end of October from Thursday night till Sunday every week. <http://www.lembas.co.nz/index.html>

Congratulations to Malcolm Russell

Congratulations to Malcolm Russell, CEO of the Horowhenua Learning Centre who was awarded the Outstanding Leadership Award of a Private Training Establishment at the recent Annual Conference Dinner of the New Zealand Association of Private Education Providers. This Association has 350 members and there were 200 in attendance at the dinner where six awards were presented. Malcolm will receive a scholarship to attend a short course at the prestigious LH Martin Institute for Higher Education Leadership and Management in Melbourne.

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