

Growing Sustainable Business & Tourism in Kapiti and Horowhenua

Welcome to our December Newsletter

As we head into another Christmas break, I look back at 2011 and am reminded why there is a sense of exhaustion amongst many. The introduction of Air New Zealand flights to the Kapiti Coast Airport, the result of the Rugby World Cup and recently the achievement of local businesses including Tuatara Brewing, Aura Software and Web Genesis to name just a few. I think we can also be proud about our response as a country to adversity. The Christchurch Earthquake, the tsunami in Japan and the Global Financial Crisis – all devastating, but we continue to stand proud. We hope that in 2012 appropriate resolutions are found for the families of the Pike River coal miners and the effect that the Rena has on the environment is minimal.

I want to take this opportunity to thank the staff, the board and the members as well as everyone else that is connected with Nature Coast Enterprise. The commitment and passion of you as individuals is the key to building a prosperous business community across Kapiti and Horowhenua.

Finally, I encourage you to continue to support business development and marketing across the district by renewing your membership with us. Strong participation in business growth initiatives are what set us apart from other regions across New Zealand. Our Otaki office will be closed from December 23 until 9 January; however the i- SITES in Levin, Otaki and Paraparaumu will be open throughout. The team and I think you for your support this year, and look forward to working with you in 2012.

Merry Christmas!

Chris Barber
Chief Executive
Nature Coast Enterprise

Kapiti Coast Business Parks

A six month marketing campaign is underway to relocate up to a dozen high value employment and/ or clean green businesses to the Kapiti Coast during the next 24 months. The two business parks that are being promoted include [Kapiti Landing](#) and the [Clean Technology Park](#)

Discover the four reasons why a business should be located in a Kapiti Coast Business Park!

1. **Staff** – They probably already live here.
2. **Lower Overheads** – Your business will save up to 25% on fixed overhead.
3. **The world is getting closer** – World class rail, air, road and communications infrastructure.
4. **A warm Kapiti welcome** – A one stop shop business friendly agency to lead you through the relocation process, introduce you to networks and be committed to growing your business.

Contact Jeff Smith for a [free information pack](#) or go online and download your own copy.
Tel 0800 888 318 or email kapitibusinessparks@naturecoast.co.nz

Business Attraction Update

Economic development delivery on the Kapiti Coast and in Horowhenua is delivered through a contract between the district councils and Nature Coast Enterprise. At the heart of the Contract, is council's Long Term Council Community Plans (LTCCP) where the districts desire to have local employment options is highlighted. However the fact that so many of the population are forced to commute from the region to the larger centres of Palmerston North and Wellington shows the need for more businesses locally. Once this need was highlighted and agreed, a way forward through the development of a Business Attraction Strategy was finalised. The strategy was advanced through four phases including research, stakeholder workshops, strategy development and feedback to key stakeholders

Follow us



[FACEBOOK](#)



[TWITTER](#)

workshops, strategy development and feedback to key stakeholders which was then approved by the Nature Coast Enterprise Board and ratified by key stakeholders, Kapiti Coast District Council and the Horowhenua District Council.

[READ MORE](#)

Note your calendar: Fundraising Charity Auction

Hosted by Women in Business in support of the Melanoma Foundation and Sarah Wilson, a local Adventure Coach who describes herself as an "ordinary woman from Waikanae". This auction is open to all businesses so come along for a fun evening and be dazzled by auction items that will make for great Christmas gift ideas. Drinks and nibbles included. Auctioneer: Eddie Winkel, Professionals Real Estate Date: Wednesday 14 December 2011 Time: 5.30pm to 7.30pm Venue: Southward Car Museum Cost: \$20 (much of this will be allocated to fundraising)

[READ MORE](#)

Electra Business Awards 2011

Congratulations to all winners in the 2011 Electra Business Awards. Tuatara Brewing has won the prestigious title of "Electra Business of the Year". Tuatara began as a backyard operation in the Tararua Mountain Range above Waikanae. The company was founded by Carl Vasta, an engineer with the taste buds of a wine critic. Carl made beer that is described as uncompromising, good and full of flavour. Not only is the beer available across New Zealand but the company also exports it. Watch- out for their new premises opening soon in Sheffield Street, Paraparaumu complete with a tasting room.

[READ MORE](#)

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 06 364 5570 or 0800 888 318 or email helene@naturecoast.co.nz

Toastmasters Kapiti

Would you rather be in the coffin than giving the Eulogy?
90% of businesses leaders dread speaking in public. Kapiti Speechcraft is a turbocharged crash course designed to get you speaking confidently, presenting articulately and thinking on your feet in sticky situations. Next intake is February 2012. Course runs for six weekly boot camp sessions with a bonus six months membership to Toastmasters for \$180. Check out our Facebook page "[Kapiti Speechcraft](#)". Contact Jeff on 021 566 535 or email jeff@boostbusiness.co.nz for more details.

"Talks in the Park"

8th March 2012, 1pm to 4pm - hosted by CSS Technologies at the Clean Technology Centre, Otaki. Guest Speakers will discuss amongst other things, New Zealand's '3 Strikes' Internet legislation and how it impacts on businesses, disaster recovery and the importance of being prepared. Refreshments will be provided and there will be an opportunity to network with other attendees. There is no cost to attend however seats will be limited so please email mike@csstechnologies.co.nz to register your interest.

Practical Finance for Owners and Managers

One day classroom simulation using a practical board- game
Tuesday 13 December, New Zealand Institute of Management (NZIM), Wellington
Cost: Members \$600 + GST – Non- Members \$700 + GST

During the day you will capitalise a company, buy assets, manage working capital cycles, price sales up, negotiate lower prices, and decide to invest in new machine or capex, prepare budgets and be exposed to some key financial ratios. Armillary Private Capital delivers this training. [Click here for more information](#)

this training. [Click here](#) to register.

BIZ DEAL

BIZ DEAL is New Zealand's first Business2Business daily deal site with the goal of bringing great offers to businesses (like Grab- One for businesses). It has only just launched so watch it to see what offers are forthcoming. [Sign up](#) here to receive the daily deal.

Go UK and take your business to the world

For the second year running, UK Trade & Investment (UKTI) is running a competition to help Australian and New Zealand companies successfully set up a business in the UK. Around 80 Australian and New Zealand businesses expand their business presence in the UK each year, most of these with the help of UKTI, the British Government's trade and development arm. UKTI offers personalised, professional help with everything businesses need to succeed in the UK including advice on visas, company location, tax issues, employment, banking and much more. Go UK competition provides business- class return flights to the UK as part of a \$25,000 package of business support to help make sure their UK business succeeds. [Click here](#) for more information.

Summer of Tech Summer Seminar Series 2011/2012

Weekly opportunity (Friday lunchtimes) to hear an informed and interesting speaker. This is for ICT companies and IT people who like to network and keep up with what is going on. Also it is an opportunity to meet undergrad students and employers who are involved in Summer of Tech. For more information about the topic and the speaker each week, [click here](#).

Local Otaki company, Greenkeeper Systems

Local Otaki company, Greenkeeper Systems has won the Bright Ideas Challenge run by the economic development agency Grow Wellington. The business is dedicated to cutting the carbon cost of idle computers and has been awarded a \$25,000 capital injection after being selected from almost 1000 other business ideas. [Read more](#).

The Deloitte Fast 50 index

The Deloitte Fast 50 index has been celebrating business growth in New Zealand since 2001 and recent 2011 results show that Kapiti Coast businesses continue to punch above their weight. Local businesses Aura Software, Tuatara Brewing and Web Genius have achieved Fast 50 status with 180% to 261% revenue growth. 6% of the top 50 companies are from the Kapiti Coast. [Read more](#).

Read the latest Business Insider

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

