

Towards a Prosperous Economy

ENC has been working in partnership with WDC to develop a strategic framework for Local Economic Development Strategy (LED). The finalised Strategy will guide the Council, Enterprise North Canterbury and key stakeholders' activities that promote local economic development.

View the [summary and full strategy document](#) that is now out for consultation. We encourage you to either submit your views (online or by posting in a feedback form found at the back of the summary) or come along to a [forum](#).

LED Forum

Wednesday 14 December 2011

5:30 to 7:30pm, Rangiora

Rosburn Receptions, Spark Lane

Light supper and drinks provided RSVP by 12noon Tuesday for catering purposes

heike.lulay@wmk.govt.nz

This forum will provide an opportunity for the Working Group (who assisted in developing the strategy and representing members of the business community, local employers, developers, business associations and elected members) to discuss the draft Strategy with other interested parties and seek feedback.

The private sector makes many of the key decisions affecting Waimakariri's economy. However, Council's regulatory, service provision, investment and influencing functions means they have a crucial role to play in the District's economic future.

[Read the Summary document or the draft Strategy online](#) and make a submission by 21 January 2012.



Round Up From The Top

Since our July newsletter the team at ENC have had a very interesting and busy time working with our businesses and towns:

Events:

- 13th September - a workshop with Our Town Rangiora and Council 'Rev up Rangiora'
- 22nd September - a [climate change seminar](#) with Caroline Saunders, Jim Salinger and Rod Oram as part of their roadtrip around New Zealand.
- 7th December – our very successful end of year [Business Networking Function](#) with 94 business people attending

Marketing Campaigns:

[SHOP Kaiapoi Coupon Book](#) – runs for one year and gives 99 reasons to shop with 59 businesses

[SHOP Kaiapoi Competition](#) with over 47 businesses taking part

[Kaiapoi Auto Industry \(KAI\)](#) with 20 automotive businesses promoting a one stop shop

[MainPower My Housing Expo](#) featuring 50 exhibitors and 20 seminars over 2 days

Enterprise North Canterbury

has teamed up with New Zealand Trade and Enterprise (NZTE) and TechNZ to increase our support for business growth and innovation in North Canterbury. The Regional Partner Network will allow ENC to provide your business with better access to information about the services and funding available. ENC is dedicated to working with you to provide a range of advice and support services, as well as access to funding to help your business grow. Read more about this on Page 3.

Finally, on behalf of ENC Board and staff, I wish you all a Merry Christmas and a prosperous New Year.

Heather Warwick

General Manager
Enterprise North Canterbury



Broadband

The Government has made decisions about its Ultra Fast Broadband programme which will bring fibre (capable of 100Mbps) to all locations in 33 named town and city centres across New Zealand, including Rangiora, Kaiapoi and Woodend in North Canterbury. They have also made decisions on their Rural Broadband Initiative which will over a six year period bring fibre (100Mbps) to all rural schools and fixed wireless broadband (5Mbps) to most of North Canterbury.

ENC is working with the contract service providers to ensure the roll-out of both programmes is as early as is possible, and is exploring ways in which higher speeds can be secured in the rural business environment.



Promoting Kaiapoi

ENC secured funding through MED to promote Kaiapoi. Businesses were asked to give their ideas and opinions on marketing initiatives. In the past six months Pete and Cat have worked with 141 businesses to be part of four projects.

Kaiapoi Auto Industries (KAI)

ENC's close work with the Kaiapoi automotive sector led to the formation of the KAI cluster. This is a group of 20 automotive and engineering businesses in Kaiapoi who have developed a "one stop shop" marketing campaign. With the help of ENC they have also produced;

- A poster to display in the business showing their commitment to working together
- A directory of services and skills to keep under the counter and help with referrals.
- A map showing all of their locations and contact details

(value \$10,000)

SHOP Kaiapoi Coupon Book

59 businesses signed up giving shoppers 99 reasons to shop in

Kaiapoi! There have been 8000 coupon booklets distributed around Kaiapoi and the surrounding areas to promote shopping locally to residents. The feedback so far has been positive and this is an initiative, which will last till mid 2012!

(value \$25,000)

Mainpower "My Housing Options - Kaiapoi" Expo

Waimakariri District Council with support from ENC held the MainPower My Housing Options Expo at the Kaiapoi High School on 10 and 11 December. It provided people with an opportunity to learn more about residential options in Kaiapoi and Waimakariri. There were 50 organisations who exhibited including local property developers and housing companies, banks and insurance companies. WDC, CERA

and EQC were also available to help people with any queries. Plus 20 seminars were held throughout the two days.

(value \$80,000)

SHOP Kaiapoi Campaign

Last year the SHOP Kaiapoi campaign was highly successful in encouraging Kaiapoi residents to SHOP locally and Canterbury residents to SHOP Kaiapoi that Kaiapoi businesses voted overwhelmingly to run it again. This year 47 businesses took part in promoting everything Kaiapoi and gave away over \$2,500 worth of prizes to 26 lucky shoppers. The winner received a \$2,000 SHOP Kaiapoi voucher to be spent at participating businesses in Kaiapoi.

(value \$10,000)

Pete Vink - Business Recovery Coordinator

Pete joined ENC on secondment from Ministry of Social Development to specifically work with affected businesses in Kaiapoi. Pete commenced in January 2011, based in Kaiapoi, has worked with over 100 businesses.

Pete's role is to support individual and groups of Kaiapoi businesses and

connect them to the appropriate help available by:

- Referrals to Business Mentors New Zealand
- Issuing funding vouchers for business training or coaching
- Signposting eligible businesses for grants or loans from the Canterbury Business Recovery Trust Fund

- Initiating marketing clusters – recently the Kaiapoi Auto Industries
- Promoting Kaiapoi

[Contact Pete Vink to discuss any of the above available options](#)

Pete Vink, 029 200 6243,
pete@entereisenc.co.nz

Catherine Hannah Business Support Manager



Cat is available to help businesses develop, innovate and grow. If a business has the aspiration, opportunity and ability, she wants

to talk to them about support available .

ENC is part of the Regional Business Partners Network - a nationwide network of organisations who can help businesses access information, funding, training and development services. This network was set up by New Zealand Trade and Enterprise (NZTE) and Ministry of Science and Innovation (MSI) to support business growth and innovation.

Businesses can access this network through ENC.

- Arrange an appointment.
- Complete an assessment (allow 1 hour). Separate assessments are required for all managerial staff.
- Agree on an Action Plan with follow up dates at 3, 6 and 12 months.
- If the need for coaching or training is identified Cat will issue a Capability Voucher for 50% towards the identified training or coaching may be provided (*subject to NZTE eligibility*).

[Contact Cat Hannah for more information or to arrange an appointment](#)

Cat Hannah, 03 310 6860,
Catherine@enteprienc.co.nz

Business Support Continued

Research & Development

The Ministry of Science and Innovation (MSI), established 1 February 2011, is part of a broader Government focus to boost the science and innovation sector's contribution to economic growth.

1. MSI Technology Transfer Vouchers

The Voucher programme is targeted at businesses with limited R&D capability that lack the specific in-house capability to carry out a piece of research, and have well-defined problems or ideas that will benefit from the R&D expertise and services in a research organisation. For 2011/2012, \$5 million of funding is available for Vouchers, ranging from \$30,000 to \$1 million (GST exclusive). The Voucher will also be awarded to businesses to access R&D services in the agri-technology area, alongside other areas with the High Value Manufacturing and Services sector.

From 1 July, 14 accredited R&D partners are available to businesses to redeem their voucher with any of the fourteen publicly funded research organisations which have been accredited to provide R&D services and expertise to businesses awarded a voucher. (visit www.msi.govt.nz)

2. MSI Global Expert Search Service

MSI's Global Expert service connects New Zealand businesses with

experts who can help progress smart business ideas and solve technical or market related challenges.

MSI are connected to some of the world's brightest minds, through international business and corporate networks, globally recognised universities, government and scientific institutes. If there's an expert out there that can help, Global Expert will find them.

They match your business need with the best experts to:

- evaluate new ideas, technologies and market opportunities
- guide and accelerate product / process development
- solve technical challenges.
- find new suppliers – in New Zealand and internationally

How Global Expert connects you

Their specialists work with you, in confidence, to identify solutions that match your business needs. They will carry out a search and deliver a report with a screened list of suitable experts within 15 working days.

There are no application forms to complete. Your business may also be eligible to apply for funding towards the cost of engaging the expert/s.

[Contact Cat Hannah to find out if your business could benefit with MSI support](#)



To find out more about becoming one of our business partners please [contact Cat Hannah](#) or [visit the website](#) for more information.



Local News

This is a new project for Canterbury and we are looking for some North Canterbury food manufacturing businesses to be involved. [Contact Cat Hannah](#) if you are keen to be involved.

The food sector is one of the most significant sectors in the New Zealand economy. It's at the centre of production, employment and export earnings, and advances our international reputation for innovation and quality. In recognition of the importance of the sector, the government has established The New Zealand Food Innovation Network a network of open-access food development facilities across the country to allow firms to develop, test and prove new products. The Network has centres in Auckland, Waikato, Palmerston North and Canterbury. By providing open-access facilities to enable product testing, the New Zealand Food Innovation Network initiative aims to reduce barriers to new product development, and support

the industry to respond more easily to consumer demands and international market opportunities. This initiative was developed by the Ministry of Economic Development and regional government agencies following recommendations from the Food and Beverage Taskforce in 2005. The overall vision for NZFIN is to increase export dollars earned in New Zealand from food and in particular value added food products by allowing access to these state of the art facilities for new product development and innovation as well as business development support to grow New Zealand food exports.

South Island Centre

The vision for the SI centre is to assist South Island and New Zealand food processing business to grow through

developing new products and new markets. This will be achieved by being a gateway to access the national network for local food producers, as well as using our local networks and resources available in the greater South Island region. By providing access to facilities and networks the centre will provide an opportunity to drive food innovation and processing-related industries for New Zealand's export growth.



ENC's Rural Technology Transfer Project

Agriculture is the number one sector driving the North Canterbury economy and this project is focussed on taking the research from Crown Research Institutes (CRI's) and Universities and putting it into practice on North Canterbury farms.

Andrew, the Agricultural Project Manager (APM) organised a trip to the Lincoln University Dairy Focus Farm on the 13th October. The group was hosted by Professor Keith Cameron, Head of the Centre for Soil and Environmental Research. The

group gained a better understanding of the relationship between economic returns and long term environmental sustainability.

ENC's project focuses on

1. The North Canterbury Conundrum - "to irrigate or not to irrigate"

- A Best Practice Manual will be developed to provide an invaluable tool to dryland vs irrigation farmers when making the decision to undertake dryland transformation or irrigate or not.

2. Dryland Transformation

- Facilitating farmers to use efficiency practices incorporating legumes leading to improved profitability and sustainability on dryland pastoral farming.
- A draft case study has been completed by the APM on a Dryland transformation of 77.5 ha of dry clay downs

Online articles of interest

[View online](#) Employers focus on retaining key people - latest pay rates survey

[View online](#) Using technology to improve performance - Computers and technology have introduced a range of time- and labour-saving options. .that your small business

[View online](#) It's almost Christmas, what can you do as a business?

[View online](#) 10 tips for growing your small business - Start growing your customer base straight away.



[Contact Cat Hannah](#) if you are interested in workshops or seminars about workplace emergency procedures.

National News

Summer Leave

Public holidays are celebrated on the day they fall unless the employer and employee agree in writing to transfer the observance of the public holiday to another working day, or where Christmas Day, Boxing Day, New Years Day and 2nd of January fall on either a Saturday or Sunday.

If these public holidays fall on either a Saturday or Sunday employees who normally work on these days celebrate the public holiday then – for employees who don't normally work Saturday or Sunday the public holiday is transferred to the Monday or Tuesday respectively. To help you decide whether an employee is entitled to take the public holiday you will need to determine if the public holiday falls on an otherwise working day. The Department of Labour has an [Online Holiday tool](#) that can help you with this.

Once you have worked out if the day is an otherwise working day you can use chart below to determine which day the public holiday will be taken.

[For more information about public holidays and what to pay for a public holiday.](#)

Preparing Your Workplace for an Emergency

All workplaces are required to have procedures in place to effectively manage emergencies that could happen at work. A planned emergency response is required under health and safety legislation to protect all people present in the event of a fire, natural disasters including earthquake, chemical spills, LPG leaks and as well as in the event of someone needing CPR and First Aid. Employers have a legal responsibility to have plans in place in the event of any emergency.

For help with developing effective emergency response plans for your business visit the [Department of Labour's emergency procedures webpage](#)

10 Tips for Growing Your Small Business

Start growing your customer base straight away by following these 10 easy-to-follow tips on marketing, research and networking.

1. Memorise a short business pitch

Memorise a 10-15 second mini-pitch for your business that confidently and concisely explains who you are and what you provide. This is absolutely invaluable for networking at events or meeting potential customers for the first time. Make it as interesting as possible and don't give everything away - answering questions builds rapport.

2. Use Internet and email

Regardless of whether you're a dog groomer or a wedding planner, you need broadband Internet access and an email address for customers to

contact you. Check your email regularly and make sure you respond to messages promptly.

3. Hand out business cards

As a business owner, you're never off-duty - take any opportunity to hand out business cards when you meet new people, regardless of whether it's after work hours. As long as you don't bombard people with a long marketing spiel at the same time, handing out business cards is a great way to promote your business for almost no cost.

4. Keep on top of industry trends

It might seem like a no-brainer, but once you're in business you shouldn't stop learning about your industry and developing your products and services to meet

current demand. If a new product or technological innovation is going to be a game changer for your industry, make sure you know about it before the competition. Being nimble enough to pounce on any new industry developments could future-proof your business.

5. Consider a website

Even if you don't do business online, you might be surprised to find out how many people search for you before picking up the telephone or walking through your door. An effective website doesn't need to win any art awards, but it should explain to customers what your offer, your point-of-difference and provide your contact details.

[Read rest of article online](#)



Visit Waimakariri

Summer is a great time to explore the local area.....these brand new guides will give you lots of ideas of things to do;

The **Waimakariri Visitor Guide** highlights the activities, attractions and accommodation in the Waimakariri district.

The **North Canterbury Food & Wine Trail** guide showcases the local flavours from Oxford to Kaikoura.

The **Gardens of Waimakariri** guide features the stunning gardens that can be toured.

The guides are available at the Kaiapo i-SITE Visitor Centre, ph 03 327 3134, Raven Quay, Kaiapo

[Click here for events happening in Waimakariri District](#)

[Click here for events happening in Hurunui District](#)

The 2012 More FM Summer Vineyard Tour

Legendary Australian roots act John Butler Trio, American soul singer Aloe Blacc & The Grand Scheme and Kiwi Annabel Fay will perform on stage by Pegasus Lake. [Click here to view more information online.](#)

Are you looking for a new staff member?

Place your vacancy on www.northcanterbury.co.nz and wait for the applications to come in!

The **JobSearch** area of the website continues to be the most popular area of the website receiving over 2,500 views each month.

Businesses listing their vacancies on the site are able to include Job Descriptions and receive applications directly to a specified email address.

List your vacancy on www.northcanterbury.co.nz for free today!



Our offices will be closed from December 23rd to January 9th

Merry Christmas
from the
Enterprise
North Canterbury
Team

