

Regional Food and Wine Trail

Food and wine lovers are about to have a new experience to salivate over -- the new North Canterbury Food and Wine Trail.

The trail, which will be launched in mid-April, "brings together a delicious potpourri of food and wine experiences that capture the authentic local flavours of our rural region," says Visit Waimakariri marketing executive Catherine Richards.

Forty businesses from Waimakariri, Hurunui and Kaikoura are on the trail covering wineries, cheese makers, fruit and vegetable growers, accommodation, cafes and restaurants.

"Visitors and locals alike will be encouraged to journey all or part of the trail to discover the "authentic natural



food grown and produced by the local people of North Canterbury and Kaikoura."

Mapping North Canterbury's future labour market strategy

More than 80 people from the business, community, education and government sectors came together in late February to debate the labour market issues facing North Canterbury and determine possible solutions.

The day, run in Kaiapoi, added to research data collected on local business needs by Enterprise North Canterbury (ENC), regional information gathered by Ministry of Social Development/Work and Income and the Department of Labour, and feed-back gained from a local Labour Market Advisory Group.

"Work is now well underway on transforming this information into a North Canterbury Labour Market Strategy," says ENC's labour market co-ordinator Denise Wiggins.

"With labour market issues likely to play an increasingly critical role in the ability of businesses to grow and develop, it is important that North Canterbury is not left behind."

Canterbury Employers' Chamber of Commerce chief executive Peter Townsend warned businesses that they are going to need to be much more flexible and lateral in their approach to human resource management in the years to come, citing the growing disparity between New Zealand's quality of life and its standard of living as a major stumbling block to retaining Kiwis at home.

He told participants that the Australian economy is growing at such a fast rate that it was tracking towards a major human resource deficit. The obvious place for it to draw workers from was New Zealand and the differential in remuneration job for job between Australia and New Zealand was providing an incentive for people to move west, across the Tasman.

He stated that New Zealand must raise its standard of living without compromising the quality of life on offer.

North Canterbury Business Awards to be launched

Enterprise North Canterbury is currently working on developing North Canterbury's own business awards.

Criteria and timelines for the awards are being worked on over the coming weeks with the awards final ceremony likely to be held on Friday August 29.

Enterprise North Canterbury is seeking businesses wishing to sponsor award categories and would welcome feedback and suggestions from businesses about the planning of the event.

"We have some fantastic businesses in our region and it is time that we recognised their success and celebrated their achievements as a district," says Enterprise North Canterbury board chairperson Tony Hall.

"Enterprise North Canterbury -- as the district's economic development agency -- is an independent organisation and is well placed to run this event which is likely to generate a great deal of exposure for both sponsors and entrants."

For further information or to register interest in helping or sponsoring the event contact:

Sue Lancaster
Business Development Manager
Enterprise North Canterbury
Phone (03) 310 6860 ext 1
Email: sue@enterprisenc.co.nz

Marketing ideas for your business

Marketing your business products and/or service will either cost time, money or both.

Don't fall into the common trap of trying to market to everybody. Determine the groups of people/businesses most likely to buy your product and/or service (because you are solving a problem for them) and find innovative ways to reach more of those same types of people/businesses. Below is a list of marketing ideas developed with assistance from Philip Kotler's Marketing Management and Market Truths Ltd's Mary Ellen Gordon (www.markettruths.com) and a simple way to develop a promotion plan. Try tactics on a small scale first to see if they work and whether your promotional message is right.

Advertising

Print and broadcast advertisements
Packaging
Movies
Brochures and booklets
Posters and leaflets
Directories
Business cards
Billboards
Display signs
Websites
Company cars, trucks, uniforms
Point-of-purchase displays
Audiovisual material
Symbols and logos
Online advertising -- fixed position on a page, search-based ads, pop-up ads, online directories

Public Relations

Press releases or kits
Speeches
Seminars
Annual reports
Charitable donations
Sponsorships
Publications
Community relations
Lobbying
Company magazine
Events
Product placements
Guerrilla/viral marketing
Search engine optimisation
Blogs

Sales Promotion

Contests, games, sweepstakes, lotteries,
Premiums and gifts
Sampling
Fairs, trade shows and exhibitions
Demonstrations
Coupons
Rebates
Low-interest financing
Entertainment
Trade-in allowances
Loyalty programmes

Personal Selling

Sales presentations
Sales meetings
Incentive programs
Samples

Direct Marketing

Catalogues
Mailings
Telemarketing
Electronic shopping
TV shopping
Fax
E-mail – information or newsletters
RSS feeds
Voice mail
Mobile phones
Referral programmes

And don't forget word of mouth

Encourage advocates
Use social channels
Develop incentive programmes

Research and development tax credit

A 15% tax credit for businesses doing eligible research and development (R&D) takes effect from the start of the 2008-2009 income tax year. According to information sourced from the Inland Revenue Department:

The definition of R&D for the tax credit is narrower than R&D as it is commonly understood. It differs from the rules governing what R&D can be deducted by businesses for tax purposes, and the criteria used by agencies that give R&D grants.

Eligible business must control the R&D, bear the financial risk, and

own the results. To be eligible for the tax credit, R&D activities must be systematic, investigative and experimental (SIE) activities carried out to acquire new knowledge or create new or improved materials, products, devices, processes or services.

They must intend to achieve an advance in science or technology by resolving scientific or technological uncertainty or have an appreciable element of novelty.

Eligible expenditure must exceed \$20,000 - unless using a listed research provider, or unless the business only started up during the year, in which case the \$20,000 minimum threshold is pro-rated.

For more information go to: <http://www.ird.govt.nz/rd-tax-credit/rd-tax-credit.index.html#01>

Develop a marketing plan using this simple template

| Who? | What? | How? | Cost | When? | Monitoring |
|--|---|---|---|---|--|
| Who are your target customers? (Such as restaurants and people who like to entertain) | What is your promotional message? What are you trying to say to each of these different audiences? | What tactic/method will get your message to each target group? (Select from the list above or your own ideas). | How much will each method cost? Include the cost of time | Create a timeline of when it will happen and who will do it | What is the expected response rate? How will you measure each tactic's success? |

Minimum wage increase

The minimum wage for people 16 years and over increases from \$11.25 to \$12 an hour from 1 April 2008. The youth minimum wage of \$9 per hour (for 16-17 years olds) no longer exists from this date. It will be replaced by a "new entrants" minimum wage of \$9.60 an hour which will apply to 16 and 17 year olds for their first 200 hours or three months of employment. A 'training wage' of \$9.60 an hour is for people doing recognised industry training involving at least 60 credits a year. For more information phone 0800 20 90 20 or check out www.ers.dol.govt.nz

Tax simple

The World Bank has ranked New Zealand ninth out of 178 countries in a new report on the easiest places for businesses to pay taxes, according to Rural Bulletin. The ranking took into account time taken to comply with tax rules, the number of required tax payments and total tax rate. New Zealand was well ahead of the United Kingdom (12), Canada (25), Australia (41) and the United States (76).

Compliance reduction

Winemakers who produce very small quantities of wine for the domestic market are to be exempted from having to register a Wine Standards Management Plan -- a document that most winemakers must register from December 2008, according to Rural Bulletin. Small winemakers will still however be required to meet safety, identity and labelling wine standards and will need to make a declaration every two years that their yearly wine production is expected to be less than 10,000 litres.

Women in networking

North Canterbury's new women in business network (called Women in Networking) got off to a great start with a breakfast gathering in late February and a lunchtime meeting planned for March. Thirty women have now expressed an interest in being part of the network and other women in business are being encouraged to join. Email: Shirley Goodwin at shirleygoodwin@ihug.co.nz or phone (03) 313 3814

Training at the Chamber

The Canterbury Employers' Chamber of Commerce has a range of training available ranging from time management and organisation for sales people to demystifying compliance, taxation, grants and funding to understanding the disciplinary process. Phone 0800 50 50 96, email: registration@cecc.org.nz or check out www.cecc.org.nz

Grant update breakfast

Enterprise North Canterbury will be running a business breakfast function in mid May in partnership with the Foundation for Science and Research and the Canterbury Employers Chamber of Commerce to update businesses on grants that are available. Keep an eye on your email for more information once venue and timing is confirmed.

Food miles report

A copy of New Zealand Trade and Enterprise's recently released report on British consumer and retailer attitudes to food miles and sustainability trends can be found at www.nzte.govt.nz/foodmiles

Computing for free

Small and medium sized businesses throughout North Canterbury are being encouraged to make use of the Computing for Free services run by CPIT in Rangiora.

"Our introductory and intermediate level courses are for business owners and staff to upgrade their existing skills," says CPIT's Computing for Free Head of Computer Training Tracey McGill.

"Our self paced flexible learning programmes allow people to complete their learning at session times that suit them and the needs of their business. It also means they can work through the course at their own pace."

The centre runs courses in Microsoft Word, Excel, Publisher, Access and Power Point as well as website design, graphic design and producing a curriculum vitae.



The centre can also offer courses in MYOB although these are fee paying.

"We are happy to discuss and develop a learning plan to suit your business needs and welcome any inquiries."

More info: Ph (03) 940 8888 or 0800 242476, or contact 14 Ashley Street, Rangiora between 10am and 3pm Tuesday to Friday, 9am to 3pm Mondays or 6pm-8pm Monday and Wednesday.

Upcoming Enterprise Training

North Canterbury's next round of main enterprise training for businesses will be available from July.

In the meantime businesses needing assistance are being encouraged to contact Enterprise North Canterbury for an assessment.

"It may be that a business mentor might be a good alternative or we can also link businesses with training in Christchurch," says ENC's business development manager Sue Lancaster.

Three New Zealand Trade and Enterprise-funded regional training options that are available before July are:

Accelerated Growth Businesses

A series of six workshops for businesses with a real desire to grow and develop into innovative organisations is being run in North Canterbury in May.

Due to limited spaces, a short list or selection criteria may apply to this Accelerated Business Growth Programme series being run by Craig Rust.

Applicants must be able to attend all six sessions.

Manufacturers

A workshop on Small Business Survival Tactics for manufacturing businesses is planned for April 28. The presenter is Craig Rust.

Investment Ready

Investment Ready training is being run in North Canterbury in June.

This is aimed at helping business people find out about the type of finance they require to expand or diversify their business or commercialise a business idea.

Business people looking for funds to grow their business -- now or in the future -- need to know the ins and outs and adopt a professional approach.

Investment Ready training, which is also run by Craig Rust, is about helping businesses become investment ready.

For further information contact: Sue Lancaster, P O Box 436, Rangiora, Phone (03) 310 6860 ext 1 or email sue@enterprisenc.co.nz

Business referrals

Enterprise North Canterbury – the region's economic development agency – is keen to hear from any business or prospective business not already making use of its services.

ENC runs free training programmes for new business start-ups and existing businesses.

It provides information and advice to local businesses, runs networking meetings, does free business assessments to determine services that might be of assistance, works with industry clusters and links exporters to assistance.

If you know of anyone who is already in business and not on our database, please ask them to make contact with us by emailing office@enterprisenc.co.nz

We would also be keen to hear from anyone looking at starting or buying a business in North Canterbury so we can help in the early stages with training and linkages.

Path to Market

New Zealand Trade and Enterprise is currently calling for nominations for its 'Agritech' Path to Market Programme. The programme supports export-ready companies to fast track their market entry strategy for Australia. The programme (which is also available in the ICT, Marine, Fine Foods and Food Process Engineering sectors) is particularly valuable to those new to exporting or seeking to build their capability and assess their company potential in Australia for the first time. It includes export training, advice, market information, a company and product assessment by an expert panel, and a four day market visit to Australia. Participants visit a relevant Trade Fair, and network with other exporters and business contacts. Companies pay for travel, accommodation and part of the training cost and NZTE provides the networking and market research. Close off date for the Agritech sector programme is 15 April. For more information contact Sue Lancaster sue@enterprisenc.co.nz

Networking function planned

Enterprise North Canterbury's next free business networking function will be held on Monday April 7 at Ashworth's Cafe near Amberley.

All North Canterbury business owners and managers are invited to the free function, being jointly supported by Westpac and the Canterbury Employers' Chamber of Commerce.

Speakers will cover new flexible workplace law, employer contributions to KiwiSaver, building a competitive edge by focusing on product integrity and the current credit squeeze.

The function also includes time for networking with other businesses.

To register to attend please call Tracy at Enterprise North Canterbury on (03) 310 6860 ext 6 or email: office@enterprisenc.co.nz



enterprise north canterbury

Business Gems is produced by Enterprise North Canterbury. Contact: Sue Lancaster, Business Development Manager, 83 Ivory Street, P O Box 436, Rangiora, Phone (03) 310 6860 ext 1 email sue@enterprisenc.co.nz www.northcanterbury.co.nz

Disclaimer: While Enterprise North Canterbury has endeavoured to ensure the accuracy of information in this newsletter, users of the information must make their own assessment as to its suitability and/or the appropriateness of the services and information for their particular use. ENC does not accept responsibility for any decisions made as a result.