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Kapiti: The Coast with The Most!

“It’s our business to keep it that way”

Here’s how the Kapiti Coast Chamber of Commerce sees the way to a prosperous future here for everyone.

We know you love the Kapiti lifestyle, that’s why you live here.

Laid back, family friendly, a great climate and close to the beach...

So what about the future?

Wouldn’t you like to know that Kapiti will deliver plenty of local jobs and all the community services and facilities that a modern town should have?

The Kapiti Chamber of Commerce believes that balanced business and commercial growth is vital to providing the jobs and rates revenue that will keep Kapiti a great place to live.

The latest research by BERL (Business and Economic Research Ltd) shows that Kapiti is growing its population quickly (10th fastest growing region in NZ) but that factors showing business and worker productivity were falling.

The chamber says that the Kapiti Coast District Council collected \$35million in rates in 2006/07, of which Business rates amounted to \$1.7million or 5%.

More people coming to live here and enjoy the Kapiti lifestyle puts more demand on local infrastructure and community services, the majority of which must be paid for currently by domestic ratepayers.

More Jobs here in Kapiti

Businesses are needed to create new jobs and extra rates money needed to provide the services and amenities expected of a modern town. The proposed redevelopment of Kapiti airport in coming years typifies the opportunity available to add jobs, business growth and broaden the rating base.

The chamber says that any new business opening also creates new jobs in the community. When TelstraClear opened its call centre here with 120 new jobs the proven downstream affect for the community is the creation of at least 540 jobs over time.

The airport redevelopment could generate 3500 jobs in the next 20 years. Jobs for graduates, managers and supervisors. In the wider community this could eventually lead to several thousand new support jobs over time.

Currently there are over 6000 Kapiti people commuting to Wellington each day for work and wasting at least two hours a day each. If a quarter of them had jobs in Kapiti there would be a productivity saving of over 18,000 hours a year or the equivalent work output of another 500 workers for free. The environmental saving through not having to commute would also be enormous.



Most people would like to work in Kapiti, enjoy the lifestyle and earn similar money to having a job in Wellington.

Who’s stopping progress?

We would have very few community assets now if our forefathers didn’t take a progressive attitude towards progress and change.

The times they are a changing.

Farmers don’t use horses any more and bikes have given way to the car as primary personal transport.

People expect to use the latest technology in their lives everyday. The Internet, mobile phones, plasma TV/DVD, dishwashers and much more are now commonplace.

Development and acceptance in these products were not without their problems but the benefits have been seen, progress made and life improved.

It’s the same with developing our community.

So as we look to future opportunities for Kapiti a vocal minority must not hold us back. They can sometimes suggest changes that are useful to projects but they must not stall progress that is to the benefit of the majority of local people.



Will progress ruin our resources?

Progress will always stretch resources and bring extra costs.

Some say our sewerage and water can’t cope and that roads are inadequate in Kapiti.

We say they should remember that the services we have now were planned and paid for by earlier generations. We must now provide for future generations who in turn will add their improvements in time to come.

Currently we have the sewage and water infrastructure in place to cope with our communities needs for the next 20 – 30 years

More roading is urgently needed and sustainable solutions will be found.

The recently approved Western Link Road will bring major traffic improvements.

Current airport developments plans provide for an extension of Ihakara Street through the airport to the beach and beyond giving the public another road from the highway to the beach at no cost to the ratepayer.

Commercial and residential developers pay for roads, water and sewage within their projects. These are then gifted to the local council to become part of the greater network.

Progress will always stretch our infrastructure and we recognise that this must be planned for. We should not come

to a grinding halt through fear of change

In life we either go forward or backward – there is no standing still!

Will our open space be lost?

A fear around the proposed airport developments is the loss of open space.

The development when finished only covers 25% of the total airport space.

Remember also just how much open space we have access to:

The many kilometres of prime beach on our doorstep is the most significant..

Add to this:

Queen Elizabeth Park,

Whareroa Park

Tararua Forest Park

Golf Clubs at Paraparaumu, Kapiti & Waikanae

Public parks like Mazengarb, Weka, Williams & James Cook

Rugby grounds & school grounds

KCDC reserves & walkways and spare land around the town centre.

There is still space aplenty and many places to pursue your favourite outdoor pleasure

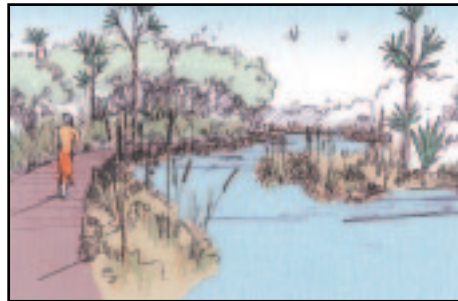
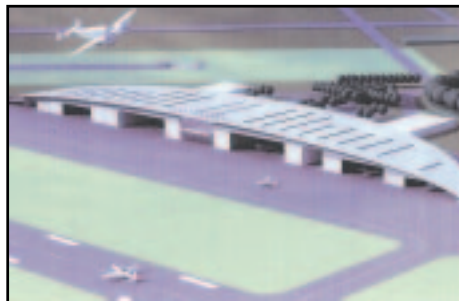
Business is the engine-room for the future

In most communities the business sector is the engine-room of the community. It creates jobs and spreads money throughout the community. Wages deliver self-esteem to workers and increased community activity through recreation and retailing. Businesses pay their way whilst bringing investment, development and progress to the district.

As we have already said, some of Kapiti’s key economic performance indicators show we are falling behind in job and local wealth creation. To regain momentum our business base has to expand beyond the retirement, service and retail industries.

Continuing business growth is the only way that our district will progress and our children will get to enjoy a Kapiti that remains “The Coast with the Most”.

Kapiti Chamber of Commerce
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