

Financial Overview

January saw an improved result for DWC with the Trust recording a profit of \$815,000. However, year to date the management accounts show a loss of \$3.25m with total equity of \$112.8m.

The main driver to January's positive result was

a reversal of the recent declines in the financial markets. All other income and expenses were close to budget for the month.

As previously reported, DWC is unlikely to make a profit in the 2011-2012 financial year, despite the recent strength in the equity markets.

Up Close and Personal

Julie Kissell, Business Services Manager



years but were forced to close down not long after the Government stopped felling native trees on the West Coast.

It is somewhat ironic that Julie marched on Parliament to protest the halt of native logging and accepting the Government's \$120 million adjustment package yet she now works for DWC which administers some of that money.

"Back then I couldn't see the long term benefits but now I see the money is there in perpetuity for the community as long as the investment grows. The Coast now has many wonderful community assets thanks to the fund and still has the pool of money to draw from," she says.

With 25 years experience in administration Julie joined DWC in 2005, initially as secretary and then helping set up the Education for Enterprise Project which saw her building relationships between local schools and businesses.

"It was a hugely successful programme and 5,000 students took part. Setting up those relationships and seeing kids excel when they took on responsibility was hugely rewarding," she says.

As DWC's Business Services Manager Julie provides support to the local business community and says her own business experience has given her an understanding of how hard it can be to run a small business.

"There is way more support available now than when I was in business. As well as the services DWC offers, government departments are more community focused and banks are more user friendly. I don't think it is any easier though. What is different is that there are people to help to all business people out there, don't be afraid to pick up a phone and give DWC a yell."

As part of her role Julie is also responsible for organising the West Coast Leading Light Business Excellence Awards. She says she was very pleased with the success of last year's inaugural awards.

"Everyone had a fantastic time and to have a business person like Graham Liddell win the supreme award shows other business people out there that they can step up and win too."

Julie would like to see as many West Coast businesses as possible enter the 2012 awards. "Don't think entering will take too much time or that you won't get anywhere - even if they didn't make the finals, many of last year's entrants told us that entering was still a good business exercise. Finalists get great publicity, increase their business credibility and even get a free video about their business."

Entries for the awards close on 30 March 2012. For more information either contact Julie on events@dwc.org.nz or (03) 7681073 or go to www.leadinglight.org.nz

You can't get much more West Coast than DWC's Business Services Manager Julie Kissell. A fifth generation Coaster, Julie's ancestors came to the Coast from Scotland and Ireland to seek their fortunes. They settled around Brunner and Dobson and became coal miners although Julie's great-grandfather bucked the trend and opened a store.

Generations of the Creagh and Carson families have made a good life on the Coast. Julie's grandfather started the local volunteer fire brigade and was the first fire chief. Her father Brian was also the volunteer fire chief for years and mother Joyce was one of the first volunteer fire women in New Zealand.

Julie says people from the Coast are a special breed. "As far as lifestyle goes you can't beat the Coast for quality of life and to bring up kids. It is a place that makes you flexible and resourceful as well, if you don't know how to do something you go out and learn how to do it," she says.

The 51 year old has been married to Bill for 33 years and has three children, daughters Leah and Lisa both live in Canterbury with their own families and 28 year old Ryan is a surveyor in Wellington.

Julie and Bill know better than most the challenges of running your own business. The pair ran a logging contracting business for 15

Opportunities for local food growers explored



Left to right : NZ Food and Innovation Network's Matthew Muir, Blackball Salami's Phil and Debbie Russ, John Plows from Hurunui Jacks.

WEST Coast food producers say they are excited about the opportunities a Food and Innovation Network can offer locals.

The NZ Food and Innovation Network is a government initiative and plans to open an independent facility for food product testing in Christchurch later this year. A representative from the Network talked to local growers at two Food and Beverage Forums held in Greymouth and Westport in March.

Karamea feijoa grower Hamish Macbeth from True Blue Organics says the Network seems to have lots to offer small players trying to develop a new product.

"The Network is developing facilities in Christchurch which will allow food producers and processors to experiment with new products without having to invest in expensive equipment. We have struggled with what to do with our fruit processing because we are small players, this would help to defray the risk," he says.

The Food and Beverage Forums were organised by Development West Coast following recent

research into the viability of the West Coast horticulture industry. The forums also discussed how to work with other South Island regions and the possibility of positioning local produce as uniquely "West Coast".

DWC's Business Development Manager Helen Wilson says NZ Food and Innovation Network's business development manager Matthew Muir attended the forums and also visited local food producers Blackball Salami and Cranberries Westland Ltd.

"A few people came out of the forums really excited about the possibilities. Matthew explained the opportunities that the Network can offer including test batches of value added products at their facilities in Christchurch. The forum also highlighted the challenges the industry faces and got people thinking about how they might help each other," she says.

Helen Wilson says DWC will continue to work with individual businesses that are keen to investigate collective marketing opportunities.

WEST COAST
Leading light
Business Excellence Awards 2012

Only a few days left to enter

- Increase your company profile and awareness
- Identify your business's core strengths and competitive advantages
- Acknowledge the contribution your staff make
- Finalists get a free company video
- Celebrate business excellence

Entries close 30 March 2012

www.leadinglight.org.nz

Thousands to hear about West Coast mining opportunities



MINING companies from over 120 countries will learn about minerals opportunities on the West Coast at a convention in Toronto this month. The Prospectors' and Developers' Association convention is the world's leading convention for people and companies connected with mineral exploration and attracts 27,000 participants.

On display will be copies of Explore West Coast, a new prospectus produced with input from GNS Science, Development West Coast, Minerals West Coast, NZTE and Invest New Zealand and key mineral industry players.

DWC Chief Operating Officer Warren Gilbertson says the prospectus is a key output of the Minerals Resource Assessment project. The project ascertained there was potential for the West Coast minerals industry to almost triple to an annual production value exceeding \$2.4billion by 2026.

"Growth in the minerals industry is dependent on sufficient exploration, investment and infrastructure development. This prospectus is a non-scientific document which promotes the West Coast of New Zealand as an attractive minerals investment opportunity," says Mr Gilbertson.

If you are interested in minerals opportunities on the West Coast and would like a copy of "Explore West Coast" contact DWC.

Chairman's Comment

It was great to watch the whole of the West Coast come alive, especially the young ones, when the mighty Crusaders and the Highlanders came to town on 3 February.

Some of the players generously gave up their time to travel with the West Coast Rugby Union to visit kids of all ages up and down the Coast.

Development West Coast was proud to lend a financial helping hand to secure their visit to the Coast.

On the business side of things, we have been going well.

The Pike River Distribution Committee administering the \$1m contribution from DWC is continuing to work closely with Mines Rescue on a proposed mines training centre.

DWC staff are full steam ahead preparing for the 2012 West Coast Leading Light Business Excellence Awards to be held on Friday 18 May. Last year's inaugural event was a real success and, without an ounce of doubt, everyone who attended thoroughly enjoyed themselves. Not a bad thing celebrating our own

successful West Coast businesses! I would like to extend my warmest invitation to all West Coast businesses to have a go and enter the competition ... you never know - it could be your business taking out the big gong this year. In any case, I hope to see you all at Shantytown this year.

Finally, I know our tourism industry is doing it tough at the moment. My only encouragement would be to seek assistance wherever you can; collaborate and cooperate together as much as you can; and continue to be innovative in solving problems. As they say, more heads are better than one. I wish you all the best.

**John Sturgeon
Chairman**

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