

**Financial Overview**

DWC recorded good profits in November and December due to strong increases in the value of DWC's investments. Together with the gains made in October, DWC has ended the third quarter of the

financial year with a year to date profit of \$5.04m, well ahead of its target of \$3.89m. As at 31 December 2012 DWC had total assets of \$121.5m and equity of \$103.3m.

## Huge opportunities for Coast in Christchurch rebuild

The Government is looking to the West Coast to help provide materials and components to rebuild Christchurch.

In mid February representatives from New Zealand Trade and Enterprise (NZTE) spoke to business people at a breakfast organised by Development West Coast. They want Coast companies to come up with innovative products and solutions to help re-establish Christchurch after the quakes.

"From tapware through to hydraulic systems, we are interested in anything that is going to give us an edge. If you are in manufacturing and you have people with new ideas we are keen to hear from you," says NZTE Project Procurement Advisor David Corney.

"The rebuild will change the whole way New Zealand builds its housing stock and corporate offices. If you can develop something that is a fit for Christchurch you can guarantee it will have export opportunities in the future," he says.

As Christchurch enters the re-build phase it will require 460km of roading and essential services in the CBD, 800 new commercial buildings and 25-30 thousand new houses.

"Our priority is to work firstly with Christchurch companies and then South Island businesses. For example Christchurch companies have nearly run out of capacity to provide structural steel so we are looking to the West Coast and other parts of the South Island to provide that," says Mr Corney.

He says there are opportunities for companies to provide products as diverse as modular kitchens and bathrooms, aggregate, framing and timber. Companies also needed to be a lot smarter, efficient and cost

competitive in looking at providing the best solutions for Christchurch. For example a German company was looking at licensing flat pack modular houses to be manufactured in New Zealand.

Around 30 people from 17 different companies were at the breakfast including construction and engineering firms, joiners, plumbers and electricians.

Jane Chapman from Hokitika's Top Notch Joinery says she was particularly interested in finding out more about the German modular houses.

"We work at the top end of the market and already deal with German products so that sounds interesting. The West Coast usually isn't involved in what is happening in the east so this is the first step to hearing what opportunities might be out there," she says.

DWC CEO John Chang says the Christchurch rebuild offers a lot of opportunities to West Coast businesses.

"DWC will be arranging forums to bring manufacturers together to discuss how they can maximise the opportunities in Christchurch. We have a tremendous capability and capacity on the West Coast but need to stand out amongst all the others," he says.

Businesses are encouraged to check out the Industry Capability Network and Collaborate Canterbury websites which put New Zealand suppliers and purchasers in touch about a wide range of project opportunities. Businesses should register with the site that best suits their needs at [www.collaboratecanterbury.org.nz](http://www.collaboratecanterbury.org.nz) or [www.icn.org.au](http://www.icn.org.au), or contact Nelia Heersink at DWC on 03 768 1076 or [Nelia@dwc.org.nz](http://Nelia@dwc.org.nz) for more information.

## Business coach helps Greymouth business

IT comes as a surprise to many customers of Greymouth's Arnold Products when they realise they are not dealing with a large multi-national company and that's how general manager Barrie Calder likes it.

Situated in Greymouth's South Beach the company has grown from a small West Coast business to a nationwide company manufacturing and supplying around 1500 cleaning and sanitary products to the hospitality and food service industry.

"Because of the interactions customers have with Arnold Products they expect us to be a big multi-national. It is proof businesses can be operated successfully from the West Coast," says Barrie Calder.

Founded in 1990 by Tommy and Tony Arnold, Arnold Products Ltd initially manufactured chemical cleaning products. These days nearly half the company's business is supplying toilet paper as well as manufacturing cleaning products and supplying products for janitor supplies and hospitality amenities.

Barrie Calder joined the company four and a half years ago and says one of its key strengths is its business-to-business servicing.

"It's about service and matching the cleaning products to what the business needs," he says.

The company also continues to innovate and refine products to meet changes in customer needs. For instance a recent innovation in dog shampoo for sensitive pooches has proved so popular the company has been asked to make a strawberry version.

Despite tough financial times sales are increasing year on year and the company now has 11 staff with four full time reps working in the South Island.

Twelve months ago the company signed up to work with an independent business coach through DWC.

"Some of the small things he has suggested have saved us money directly even though it might be quite tiny stuff. One advantage is the speed of decision making, instead of humming and harrang about something for six months our coach will say that's a good idea, or have



Arnold Products Barrie Calder talks to NZTE's Euan Purdie

you thought about this implication and then we will make a decision," says Barrie.

"He helps with advice and as a sounding board and we are working on business plans together that will determine the future direction of the company."

Barrie and his staff have also attended courses facilitated by DWC and say it is great these are available to West Coast business.

"DWC is there for businesses that want to do better. They provide the information or contacts to help you go forward and make you aware of other businesses in your area, providing networking opportunities," he says.

DWC's Nelia Heersink says high level business coaching is available through DWC's Regional Business Partner programme funded by NZ Trade and Enterprise. "When you are ready and serious to take your business to the next level come and talk to me," she says.

To register as a regional business partner you have to register your business on the Accelerate Success website. Subsidy for training and coaching may be available if you fit the eligibility criteria. [www.acceleratesuccess.co.nz](http://www.acceleratesuccess.co.nz). For more information you can contact Nelia at DWC on 03 768 1076.



Left to right – DWC's Nelia Heersink, NZTE's David Corney and Dave Grant, DWC's John Chang & John Sturgeon

## Farewell to Julie Kissell

TRUSTEES and staff have farewelled Business Services Manager Julie Kissell this month.

Julie joined DWC in 2005, initially as secretary for the advisory body and then helping set up the Education for Enterprise Project and Literacy Programme which successfully improved the reading standards of primary school students. More recently Julie has been a DWC project manager working with many local businesses and Event Manager running the West Coast Leading Light Business Excellence Awards.

DWC CEO John Chang says Julie's commitment and contribution to the successful running of the business awards has been exemplary. "We would like to thank Julie for her contribution to DWC and wish her all the very best in the future," he says.

Julie plans to enjoy semi retirement and spend more time with her family and grandchildren.



DWC Chairman John Sturgeon thanking Julie for her work organising the 2012 business awards



## Upcoming Events

### Learning and Development Breakfast – Westport

Explore the benefits and value of capability building with guest speaker Therese La Porte - Learning & Development Manager at NZIM Southern

**7.30am Thursday 18 April – Yellow House Café**

### Renew your Business through Collaboration – Greymouth

Discover how to renew your business to meet the changing operating environment with Michael Rondel and Phillip Roth from BDO Christchurch – experts in business advice and recovery.

**5.30pm Thursday 18 April - Kingsgate Hotel**

For more information or to register contact Nelia at DWC on 03 768 1076 or [susan@nzimsouthern.co.nz](mailto:susan@nzimsouthern.co.nz), phone 03 341 7708

### Chairman's Comment

WELCOME to the first of DWC's 2013 monthly updates.

I am pleased to report that on the investment front DWC has been making positive gains helped by the improving international investment market conditions. We are hoping that this trend will last the distance.

At DWC we are well aware of the challenges that lay ahead for us all in 2013. This year we have already had a couple of business breakfast meetings and the news out there from our business leaders is .... "it's a tough environment to be doing business in at the moment".

In 2013 DWC will be firmly focusing our efforts of facilitating the creation of jobs on the West Coast. This will not be easy I know, but on behalf of DWC I would like to give you my assurance that we will be doing our very best to make things happen.

Coming out of our organisational strategy session for the coming financial year we have already identified a number of potential opportunities that could test the notion of creating meaningful employment on the Coast. I will report on this further into the year. In the meantime we will continue to assist West Coast businesses

in their efforts to preserve existing jobs by helping businesses to stay afloat. We believe this approach is prudent, cost effective and most suited to recessionary times like we are currently experiencing.

Finally and on behalf of everyone at DWC we would like to congratulate Phil Rossiter and everyone who had a hand in bringing The Old Ghost Road Cycle Trail to fruition. Those who managed to attend the opening of New Zealand's newest mountain bike trail were most impressed with the quality of the trail and the absolute professionalism of the team. A job well done and DWC was pleased to have been involved as your co-funder.

**John Sturgeon  
Chairman**

For further information, contact:  
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