

Graduates of leadership course ready to apply new skills

The 5th West Coast Leadership & Governance programme has just wrapped up with 13 new graduates from across a wide range of West Coast industries and sectors ready to apply what they have learned to their own careers and businesses.

Facilitated by DWC, the programme offers a unique learning opportunity for anyone in or looking to take up a governance role, senior executives or business owners and managers.

The course is split into two components with its leadership workshops delivered by the New Zealand Institute of Management and Leadership (NZIML) and the governance workshops run by Westlake Governance

DWC Chief Executive Chris Mackenzie says the success of the course can be attributed to the range of topics covered which set the participants up for the next step in their career.

“The course work is so varied, from financials, company and contract law, to statutory requirements, health and safety, and ethical standards. The end result is that

we have a group of Coasters with a keen appreciation of leadership, management and governance, and how and when to apply each of these skill sets,” Mr Mackenzie says.

“Having more people in our community with these higher level skills is of immense benefit to the West Coast and its commercial growth and success.”

Enrolments are currently open for the next programme due to commence in April with ten workshops delivered over 10 months, and workshops are delivered across the Coast to make it as accessible as possible.

Participants are encouraged to seek sponsorship from their employer, but also contact DWC to see if your business is eligible for funding of up to 50% of the programme cost through the Regional Business Partner programme.

Those wishing to enrol for the next programme or find out more information can contact Bridgette at DWC on 03 769 7012 or email her at bridgette@dwc.org.nz.



2017 Graduates, Back Row: Wendy Thompson, Jane Duncan, Anna Hart, Katrina Lee, Emily Miazga, Katie Shaw, Tara Coates. Front Row: Richard Reynolds, Joseph Morris, Sam Murphy, Scott Alison
Absent: Heather McKay, Randal Beal.

Upcoming Events

Cyber Security Business Breakfast

Gain an insight into cyber threats and learn simple tips on how your organisation can mitigate cyber risks.

1 March 2017,
Greymouth
Cost: \$25

Register with DWC at www.dwc.org.nz

Tourism West Coast – DGIT Workshop

For tourism businesses and RTO's, this 1 hour workshop will show you how to use DGIT to identify, understand and market to your target audience.

Westport – 13 March 2017
No charge

Westport – 14 March 2017
\$25

Register by emailing kelly@westcoast.co.nz

Register by emailing ashley@leftcoastevents.co.nz

CECC – Health & Safety & Employment Relations Update

An information seminar and networking event to bring you up to date on health and safety best practice and best employment practice.

26 June 2017, Paroa
No charge

Register with DWC at www.dwc.org.nz

Local loyalty business reaps the benefit of local assistance



One of the key support functions offered by DWC are loans which have helped many small businesses get a head start.

One of those businesses is West Coast Rewards, a unique marketing service that utilises the collective appeal of local businesses.

Its founder, Rachelle Hicks, took up a micro-loan from DWC to get started. She wanted to create a platform for local businesses to promote themselves while attracting and rewarding customers through a loyalty system.

“The aim of West Coast Rewards is to offer local businesses an advertising option which provides affordable, collaborative marketing through print, radio and social media,” Rachelle explains. “It also gives businesses a way of rewarding their loyal customers & clients, which can assist in creating repeat sales and attracting new customers.”

Rachelle says the benefits of being a member are many, but her motivation is to lessen the confusion for businesses that are trying to

find the best way to spend their often limited marketing budgets.

Growing up locally and with a background in retail and hospitality, Rachelle understands the unique market and business environment of the West Coast. “I really wanted to provide an affordable option for businesses looking to get best value out of their marketing money by providing promotion through various platforms, as well as being able to offer my clients exclusive advertising & marketing deals from other West Coast suppliers,” Rachelle says.

She was pleased to have had the option of a micro loan from DWC when she was starting out as it enabled her to launch the website, westcoastrewards.co.nz. “DWC have also taken time to meet with me on many occasions and given me advice and support over the last couple of years, which is always useful.”

She says she would recommend the services DWC provides to anyone who is reaching for a new goal in business.

Change at DWC

You will have read in the daily papers that the Chair of DWC, John Sturgeon ONZM MBE is to be replaced as the Councils' appointee on the DWC Trust Board from 1 July 2017.

While we at DWC are sad to be losing John, we recognise that under the terms of the Deed, Councils, through a panel appointed by them (one member for each of the four Councils) can by majority vote remove the Appointed Trustee and appoint a replacement Appointed Trustee at any time.

John has been a great servant of the Trust Board and a strong advocate for the Region. We wish him well going forward and will no doubt call upon his knowledge of this great region from time to time.

However, that is not all that is going on within the region at present.

You will all be aware that the Government announced and released a Regional Growth Study on 20 September 2016 which will provide us with the opportunity to look at how best to organise ourselves to better attract investment and jobs to the West Coast as well as being able to identify perceived obstacles to that growth.

Tourism is the most important growth industry for us on the Coast at present but, as the recent and continued closure of the Midland Railway Line along with the closure of the roads and railway lines on the East Coast and the flooding and slips at and

around Arthur's Pass demonstrate, these events can cause our tourism visitors to be inconvenienced along with our important exports of coal, milk and timber.

While we encourage growth in tourism and would like to see it more widely spread around the three districts, we also need to be mindful that other industries are important for the economic and social wellbeing of the West Coast. We will be looking at whatever investments and industries we can attract, and this includes activities such as the Buller Waste to Energy plant, potential hotel developments as well as upgrades to the infrastructure to enable more industries in Grey, and in Westland, our current tourism mecca in terms of spending, more investment in accommodation and infrastructure.

What does this mean? Well we must wait until the groups working on both the Growth Study and the Action Plans, which came out of the original study, report back. In the meantime, we at DWC will be looking at ourselves to see where we can better contribute to the region.

For perfectly valid reasons, Trustees have at times provided funding that was not envisaged by the Settlor. The Trustees will be looking at where DWC's funding has been allocated and if there are better ways to support businesses while still supporting the community but in a more focused way. Watch this space...

Chris Mackenzie | Chief Executive