

DWC MONTHLY UPDATE JUNE 2018

For further information, contact DWC on
03 769 7000 or 0800 768 0140 or visit www.dwc.org.nz



Te Ohu Whakawhanake o Te Tai Poutini

Chief Executive's update

It's hard to believe we are already half way through this year but when I think about how much we have achieved at DWC in the past six months I should not be surprised.

One of our most significant pieces of work this year has been the Business Opinion Survey in which we asked you to outline the challenges, successes and issues you regularly encounter as members of our broad West Coast business community.

Over 250 business and industry owners and managers took part in the survey, and that ensured we had a wealth of material to work with. I am very pleased to let you know that the 2018 Business Opinion Survey Report is available for you to download and read by visiting www.dwc.org.nz.

I'm sure you will find the report fascinating reading. The unique insights and perspectives shared in the

document are invaluable for us at DWC as we work to create and support sustainable employment and economic benefits for our region. Of course, that is not something we can do in isolation and we will need your help to capitalise on the opportunity we have ahead of us.

As you will see, the report highlights a range of themes. While not all of those themes or issues will be of relevance to everyone across the West Coast, there will be a connection that most people clearly recognise - that we must work on the solutions together in order for the entire region to benefit.

Some of the big ticket discussion points are not going to be easy or quick fixes. National infrastructure and roading issues have long been identified as challenges for our region and are matters we simply cannot afford to



address alone.

Other issues such as the calibre of our employment schemes and on-the-job training opportunities are perhaps things that a region-wide focus can make significant changes in.

My team and I look forward to hearing your thoughts on the report. You can call in to our Greymouth office any time or send us an email with your suggestions or comments.

Chris Mackenzie
Chief Executive

Greymouth Co.Starters graduation night

The graduates of Greymouth's first Co.Starters programme celebrated their success recently with a fun-filled event held at Tai Poutini Polytechnic.

The participants of this business start-up and development programme completed the nine-week programme run by DWC and WestREAP. The graduation evening showcased some truly inspiring new businesses and business ideas with each participant giving a short pitch.

DWC Chair Renee Rooney began the evening highlighting how the success of the programme is built on the collaboration,

support and participation of the local business community. She praised the Greymouth business community for getting behind the programme and sharing their time and knowledge with the course participants as well as offering sponsorship and prize incentives.

Winners of the evening's 'Best Presentation' were Sarah and Jason Johnson with a pitch on their up-coming business - Hopaholics Brewery. The audience appreciated their obvious passion for brewing and humour - and undoubtedly their delicious samples of craft beer.

To find out more about this



Sarah and Jason Johnson receiving the Award for 'Best Pitch' from Mayor Tony Kokshoorn

nine-week business start-up and development programme check out www.dwc.org.nz/Business/co-starters.



This stunning photo taken by Linda Knipe has been selected as the theme image for the Development West Coast Leading Light Business Excellence Awards 2018. Entries for the Awards will open on 6 July 2018. Watch this space!

The power of Social Media

The unique and rugged landscape that makes the West Coast so enticing also presents challenges not faced by businesses and industry in other parts of New Zealand.

Our physical location can isolate our region from potential markets, however the constant development of the digital age is working in the West Coast's favour.

Internet accessibility, and increased use, has gone a long way to shatter the constraints of geography, opening up new opportunities for a wide range of West Coast businesses and industries.

To highlight the potential of social media, DWC and Weka Films held a social media competition where local businesses were able to submit a picture and short profile of their business. Over 45,000 people viewed the various Facebook posts relating to the competition, and over 3,500 people liked, shared and commented on the posts.

The Hokitika Sandwich Company submitted a post about their amazing sandwiches which was viewed by around 13,000 people and



Andrew from Weka Films capturing the Hokitika Sandwich Company

received over 1,000 likes. For this they won a promotional video filmed by the talented Kumara-based Andrew Sinton-White from Weka Films.

"It was a lot of fun working with Joseph and Denis at the Hokitika Sandwich Company. These guys go above and beyond both with craftsmanship and customer service. Their sandwiches (not to mention their coffee) are off the planet when it comes to freshness and taste - you've got to go and check them out!" says Andrew.

"A huge thanks to Development West Coast

for running the promo competition - it's forward-thinking, innovative initiatives like this that'll make sure our West Coast businesses stay alive and thrive!"

To further help build digital marketing capabilities on the West Coast, Steven Adams from 'About Us' will be holding free workshops in Hokitika, Greymouth and Westport to support small business owners, aspiring entrepreneurs and community groups to get the most out of Facebook and Instagram and support a thriving and connected community.

NCEA Review - Have your say

A theme that came through in the Business Opinion Survey was the issue West Coast businesses have in finding skilled staff. In fact, almost half of the business owners who responded to the survey identified this as a major challenge to the ongoing success of their business.

This is not something DWC can address alone, however we can work with the community to

advocate for a curriculum that aims to meet the unique needs of our region and look to ensure that both our students and their prospective employers benefit.

The Government has just commenced a review of NCEA and invites us all to provide feedback on the way this qualification system works. We see this as an excellent opportunity for West Coast businesses. By taking part we can outline what changes might specifically help our young

people develop the critical skills, attitudes and competencies needed to enable the West Coast to develop and maintain a diverse and highly capable workforce.

As a small community, this is especially important. Our business owners are also parents of the young people we want the best for, so the benefit of taking part in this review is two-fold. Submissions are open to the public now at www.conversation.education.govt.nz/NCEA.

About Us PRESENTS

#BOOSTYOURTOWN

DIGITAL SKILLS TRAINING

POWERED BY facebook

HOKITIKA - TUESDAY 7 AUGUST, 5:30-8:30PM / ST JOHN HALL, 134 STAFFORD ST
GREYMOOUTH - WEDNESDAY 8 AUGUST, 5:30-8:30PM / ST JOHN HALL, 112 WATERWARK RD
WESTPORT - THURSDAY 9 AUGUST, 5:30-8:30PM / EPIC WESTPORT, 10A LYNDRUST ST



Paparoa Track & Pike 29 Memorial Track Update

New Zealand's newest Great Walk, The Paparoa Track and Pike 29 Memorial Track, is set to be completed in April 2019.

Fifty members of the West Coast business community were presented the context and history behind the project during a DWC business breakfast at the Paroa Hotel in a joint presentation by the Pike River Families Committee Spokesperson, Bernie Monk, and the track's engagement consultant Andy Thompson from the Department of Conservation.

Bernie Monk provided the project's background on



behalf of the Pike Families while Andy Thompson overviewed the \$10m project development and progress which, despite adverse weather earlier this year, is currently 50% complete and on track for its 2019 completion.

The level of excitement in the mountain biking and hiking communities is building and the West Coast will see an influx of visitors as soon as the Great Walk opens with a projected 5,000-7,000 extra visitors in the first year. The track is expected to provide a multitude of economic and social opportunities to the West Coast community.

Upcoming Events

Tourism Business Success Programme

17 JULY 2018 9-month programme Franz Josef \$3,995+GST
Contact info@smartraining.co.nz for more information

BOOST YOUR TOWN - Digital skills training for the West Coast

7 AUGUST 2018 5:30pm-8:30pm St. John Hall, Hokitika FREE
8 AUGUST 2018 5:30pm-8:30pm St. John Hall, Greymouth FREE
9 AUGUST 2018 5:30pm-8:30pm EPIC, Westport FREE

Register online at www.dwc.org.nz

Co.Starters Business Start-up and Development Programme

Expressions of interest: 9-week programme Hokitika, Greymouth, Westport \$250
www.dwc.org.nz/Business/co-starters.html