

DWC to farewell Chris Mackenzie

Development West Coast's Chief Executive, Chris Mackenzie, is finishing his tenure with the Trust on 18 October.

Chris has had a long involvement with DWC, firstly as the negotiator for setting up the Trust and then as the Government Appointed Trustee of the interim Trust in 2001.

DWC chair Renee Rooney says Chris will be missed after his three-plus years in the CEO role.

"He not only brought an immense skill-set to the position; he also brought a unique knowledge of the organisation.

"We have been fortunate to have Chris at the helm during a time of significant organisational change. He has been instrumental in improving the provision of economic development on the Coast, leaving a far more coordinated approach to the region's economic direction and development.

"On behalf of the Board and the staff at DWC, I sincerely thank Chris for the substantial contribution he has made to DWC and to the West Coast. I wish him a well-earned and enjoyable retirement with his wife Rosie," Renee said.

Chris Mackenzie said it has been "a privilege to work with the Board of Trustees, and talented colleagues who will continue driving the region forward."

"I feel DWC is in a strong position and has a great team in place to continue delivering on the Tai Poutini West Coast Economic Development Strategy.



Chris Mackenzie with DWC Chair Renee Rooney

"With the local body elections and the current review of DWC taking place, I felt it was an appropriate time to step aside to enable my successor to induct any new Trustees and add some fresh direction to the organisation," Chris said.

Former West Coaster and current General Manager of ANZCO Foods UK, Heath Milne, is set to replace Chris as the new CEO.

Heath will commence his role in January 2020. Chief Financial Officer, Mark Dawson, will take on the interim CEO role when Chris finishes at DWC.



Te Radar showcases our Untamed Natural Wilderness

The tourism team recently launched phase one of our domestic visitor brand campaign, featuring videos and imagery of New Zealand comedian, Te Radar.

"The campaign aims to reiterate our Untamed Natural Wilderness slogan into the minds of customers, while going into greater detail around the paid activities and accommodation available across the region," says regional tourism manager Jim Little.

Phase one of the campaign is running across print, social media,

digital platforms and outdoor advertising until the end of October. The campaign targets Auckland, Wellington and Christchurch.

We are also running a promotion with Air New Zealand during October to market their flights into Hokitika.

This promotion includes regional content updates on airnewzealand.co.nz, in-flight entertainment updates, native content generation, newsletter distribution and a geotargeted campaign across Air New Zealand channels.

Linking businesses with wider support

Businesses looking for assistance are encouraged to approach DWC as their first point of contact.

DWC Business Development Manager Fiona Hill looks after the Regional Business Partner Programme (RBP) for the West Coast Region.

She says the programme, administered by New Zealand Trade & Enterprise (NZTE) and Callaghan Innovation, opens businesses up to business development and innovation support, funding services and business mentoring services in association with Business Mentors New Zealand.

"Linking West Coast businesses with this support is one of the many services DWC offers, aiming to provide local industry with as many opportunities for growth and innovation as possible."

Jeff Evans Ltd is one of the many local businesses that has benefited from NZTE Capability Development vouchers through the RBP Network.

The Hokitika, Greymouth and Westport-based family business has over 30 years' experience providing plumbing, drain-laying, gas fitting, light engineering and rural services.

Moreen and Jeff Evans received capability development vouchers to engage a business coach, Dr Dominic Moran of Advantage Business, to review staff performance, determine ways of empowering staff to improve productivity and ensure the future sustainability of the business. A company restructure has been completed (with no loss of jobs, but a reallocation of people to more suited roles) and additional



Jeff Evans Ltd engaged a business coach through the RBP Network

staff have since been employed.

"We are grateful and appreciative of the support and opportunities provided by DWC, Advantage Business and the RBP Network. DWC's business development manager Fiona Hill has been great, providing access to the available resources to assist in driving the change we were struggling to achieve on our own," Moreen says.

"So many people don't realise what support is available for businesses here on the Coast. We highly recommend other local businesses take advantage of the many forms of assistance available through DWC. We've always had amazing communication and support when dealing with them."

Upcoming Events

OCTOBER

21

One day training for Health & Safety reps | CECC
9:00am-4:00pm | Beachfront Hotel, Hokitika | \$550+GST
Register online at www.cecc.org.nz

22

Google Specialist Workshop
1:00pm-2:00pm | DWC, Greymouth | FREE
5:30pm-6:30pm | DWC, Greymouth | FREE
Register online at www.dwc.org.nz

23

Google Specialist Workshop
10:00am-11:00am | EPIC Westport | FREE
Register online at www.dwc.org.nz

23

ACC and Worksafe: leadership and engagement
5:30pm-7:30pm | Westport RSA | FREE
Register online at www.bsm.org.nz/rsvp.html

23

Website workshop: creating your website & brand
5:30pm-7:30pm | Techspace, Greymouth | \$50pp
Register online at www.westcoasttechspace.co.nz

24

ACC and Worksafe: leadership and engagement
5:30pm-7:30pm | Blaketown Clubrooms, Greymouth | FREE
Register online at www.bsm.org.nz/rsvp.html

30

Graphics workshop: creating graphics for digital media
5:30pm-7:30pm | Techspace, Greymouth | \$50pp
Register online at www.westcoasttechspace.co.nz

NOVEMBER

07

West Coast Leadership Programme | NZIML Performance Management and Coaching Conversations
10:00am-3:30pm | Westport | \$380 + GST
Contact events@dwc.org.nz for more information and to see if you are eligible for NZTE business capability funding.

Free Business Development Clinics

These one-to-one clinics are open to businesses from all sectors, all sizes and at all stages of development. They are aimed at helping you gain knowledge, connect with the right people and grow your business. Visit dwc.org.nz to find out more.

Contact DWC to book a time.

OCTOBER SCHEDULE

Hokitika
9, 16, 23 and 30 October

Westport
10, 17, 24 and 31 October

Greymouth
14 and 21 October

Coast Road **Reefton**
17 October 23 October

Blackball
30 October

Digital workshops for Coast Businesses

A series of workshops are being run this month to help boost the digital capabilities of local businesses.

DWC's Events Coordinator Rachel Doolan says the West Coast is geographically isolated so local businesses must be creative and innovative about how they operate.

"Advances in digital technologies are overcoming many barriers enabling Coast businesses to carve out online niches and be competitive in wider markets."

To help build digital capabilities, DWC in partnership with NZME, are hosting a series of Google specialist workshops in Greymouth and Westport. These workshops focus on what Google does and how you can use it to grow and develop your business.

Techspace in Greymouth are also running two hands-on digital-skills workshops. Eric Martini, from Techspace, says their website workshop will take you through the process of creating a website that is easy to update, great for search engines, and does not require special webmaster skills. Their digital graphics workshop focuses on creating images for your website, social media and newsletters.