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## MEDIA RELEASE

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### Sustainable step for business training

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Development West Coast took a leading edge step yesterday as their West Coast office and an Invercargill based presenter teamed up to deliver the first ever web-based business training workshop through the New Zealand Trade and Enterprise (NZTE) contract.

The 'webinar' (workshop seminar on the web) was hosted and presented by Carolyn Dean, from sustainable business consultancy, FutureGenz, from her Invercargill office, while 14 workshop participants joined the webinar via their own office or home internet connection from all over the West Coast.

Development West Coast Business Training Co-ordinator, Rachel Teen, had been excited by the potential to run a webinar on sustainability since she first heard of the concept late last year.

"Running business training workshops here on the West Coast involves a lot of travel time and costs for everyone involved, so we really needed to be open to ideas that could improve accessibility and cost effectiveness. We're excited to be running two pilot webinars and to see how participants feel about it."

Yesterday's workshop covered the topic "Planning for a Greener Business," a do-it-yourself plan towards a greener business. Next week's workshop is titled "Seriously Sustainable," which will assist business owners to understand the variety of sustainability accreditation programmes that are currently available for them to implement in their businesses to create a point of difference for their customers.

"These pilot webinars will give us a good indication as to whether or not this is a service that business owners will avail of in the future. Using today's technology to reduce time and dollar costs while up-skilling West Coast enterprises can only be beneficial to the business

owners in our region,” commented Development West Coast’s Chief Operating Officer, Warren Gilbertson.

Additionally, NZTE will assess feedback on the webinar format from the participants on the West Coast to decide on further workshops being delivered to business owners in this manner.

For more information on the 31<sup>st</sup> March webinar, contact Rachel on 03 768 1063 or email [rachel@dwc.org.nz](mailto:rachel@dwc.org.nz) .

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