

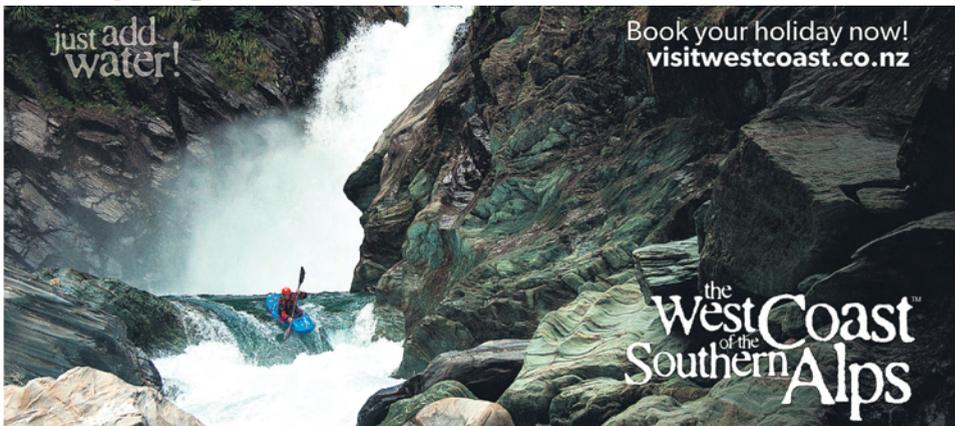
**Financial Overview**

Financial markets strengthened again in August which, combined with a weakening New Zealand dollar, saw over \$1m added to the value of DWC's investments. Other income streams and all expenses were largely in line with budget both for the month and

year to date. August's profit of \$1.4m reversed much of the loss reported in the first quarter and for the year to 31 August DWC has posted a profit of \$1.58m.

DWC's net assets now total \$100m, an increase of \$2.2m from the start of the financial year.

**Thousands of internet hits as tourism campaign launched**



An image of one of the billboards that will appear in Christchurch and Wellington.

A \$100,000 West Coast tourism campaign funded by Development West Coast attracted over 3 thousand combined website hits in just the first day of its launch.

The campaign features two advertisements screening on national television that highlight the wide variety of activities available on the Coast and will remind visitors that if they want more fun "just add water", something the West Coast has in abundance.

DWC CEO John Chang says given the global economic downturn, Christchurch earthquake, Pike River disaster and overall decline in the mining industry it is a good time to embark on a campaign like this.

"While there have been recent set-backs we wanted to show our confidence in the Coast and the strength of its economy. This tourism initiative will remind the rest of the country we are still open for business and how wonderful and dynamic the West Coast is," says Dr Chang.

"Water isn't just about rain, although it is very important. The campaign will show how much Coasters enjoy our water and what fun and enjoyment we get from it," he says.

The four-week television campaign began on TV One on 18 October. It is complemented

by an online presence, outdoor billboards in Christchurch and Wellington and an upgrade of Tourism West Coast's website.

In the first 24 hours of the campaign there were 530 visits to the new website landing page www.visitwestcoast.co.nz, 1635 visits to Facebook and 850 hits on the videos through You Tube.

Tourism West Coast CEO Jim Little says the campaign specifically targets domestic tourists and as well as highlighting iconic tourist spots like Punakaiki and the Glaciers it also focuses on lesser known destinations and activities.

"This will put the West Coast back on the radar as a holiday destination for Kiwis. So many New Zealanders don't realise the incredible variety of activities that are available on the Coast and what a stunning part of the country it is," he says.

There are two versions of the tv commercial, one featuring more active pursuits and another with more passive activities. You can view the active commercial on <http://www.youtube.com/watch?v=4fAK5UFQsiY&feature=plcp> and the passive one on

<http://www.youtube.com/watch?v=c0mHuxtGZBY&feature=channel&list=UL>

**Business breakfasts popular**

Business networking breakfasts organised by DWC are proving popular with up to 60 people attending a recent breakfast in Westport.

The breakfasts are the brainchild of Peter Jones from CMP Kokiri. He came to DWC last year asking the Trust to organise the breakfasts as a way for business people to get together informally.

The breakfasts have run every six to eight weeks in Greymouth or Westport with guest speakers from companies like Bathurst Resources Ltd, the Canterbury Chamber of Commerce and Westpower attracting between 25 and 60 people a session.

DWC's COO Warren Gilbertson says the breakfasts are a good way of informing the business community about what some of the bigger and more influential companies on the Coast are up to in terms of investment and initiatives.

"There is a lack of business networking opportunities on the Coast and we are hoping these get togethers will lead to companies finding opportunities for their own businesses," he says.

John Wood from financial services company John Wood and Associates Ltd has been a regular attendee. "These breakfast sessions are an opportunity to regenerate a bit of vigour and optimism. The combination of interesting and topical speakers and a chance to network with other business owners on the Coast is fantastic," he says.

Upcoming speakers will include representatives from the DHB talking about redevelopment proposals in Greymouth and Westport and updates on the education sector and fishing industry on the Coast. It is hoped the breakfasts will also be run in Hokitika and the Glaciers in future.

**To register for business networking events or to be included on DWC's email list to receive information contact [info@dwc.org.nz](mailto:info@dwc.org.nz)**

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**Up Close and Personal with Nelia Heersink - Project Manager for Regional Business Partner Network**



If Nelia Heersink's husband had not gone into the wrong room at a South African immigration seminar the couple and their children may have immigrated to Canada or Australia.

"We were thinking about moving to Canada but my husband went to the wrong seminar. He phoned me on his way home and said we are moving to a little place in the Pacific called New Zealand and that's the best thing that could have ever happened," says Nelia. At that stage all the family really knew about New Zealand involved the All Blacks.

Nelia was born in Johannesburg and spent her childhood living in small mining towns in the north of South Africa. Her Dad worked in the mining industry and while mining was part of her upbringing similarities between South African and Greymouth are few with a "small" mining town in Africa having between 50 and 150 thousand residents.

Deciding to become a teacher Nelia moved back to Johannesburg for her tertiary education, training as both a primary school and high school biology teacher. She then married Tjaart and after two years of marriage the couple moved to a mining town in Namibia with a population of only 150 families.

"Tjaart was working at the hard rock mine and I did a lot of community and voluntary work. It was a tiny town, hundreds of kms from civilization with nothing around except sand dunes and mountains. I feel like I really matured during my time there, it was a fantastic learning school, people in Namibia are a lot like people on the West Coast, what you see is what you get".

While in Namibia the couple's children, Berndt and Imke, were born and after some years the family moved back to South Africa where Nelia worked as a teacher. It was a desire to give them more opportunities and a better quality of life that prompted the decision to immigrate.

"We wanted a better lifestyle and New Zealand was the perfect choice," says Nelia.

The family got permanent residency six months before moving to New Zealand and are now citizens. Initially they were tossing up whether to live on the Coast or Auckland.

"At first we were put off the Coast as anything we read talked about the high rainfall but we felt we couldn't find the real Kiwi culture in Auckland. Tjaart longed to meet the Kiwi people we had heard about and when he flew into Hokitika a taxi driver asked him "how are you mate?" and he immediately felt at home," she says.

In 2007 Tjaart began working at Pike River Mine and he is now one of a handful still working there. Nelia started off attending community courses at Westport to get a grip on the culture but ended up teaching computer literacy there. She then worked part time for Kip McGrath before teaching at Karoro Learning.

In 2011 she began working for DWC as the project manager for the Regional Business Partner Network. Her role involves helping businesses access support and funding to grow and innovate.

"I am passionate about the potential for growth in the West Coast business community. It is fantastic the Government is willing to spend so much on small to medium sized businesses giving them opportunities to up skill and grow and I would love to see more Coasters taking advantage of the services DWC can offer them."

Nelia regularly travels around the Coast and you can make an appointment by emailing [nelia@dwc.org.nz](mailto:nelia@dwc.org.nz) or phoning 03 768 1076.

**Chairman's Comment**

With the international investment market permanently stuck in second gear and the softening of the global commodity prices we are all becoming acutely conscious of the state of our local economy on the West Coast. This situation has been amplified by the proposed closure of the Spring Creek Mine.

In times of difficulty and uncertainty people have been quick to point to DWC to 'do something', 'spend the money', 'do what DWC was set to do', etc. As the Chair of DWC I would like to assure you all that your Trust has been working hard behind the scenes to do the right thing and what our community is expecting of DWC. In regards to the concerns over the proposed Spring Creek closure, DWC CEO and I have met with the Prime Minister to discuss the matter on his recent visit to the Coast.

To date DWC has given \$37 million cash to the local councils and to various community groups on the West Coast. A further \$12 million has been committed to the district councils for the remainder of the Major District Initiative funding. As a trust we have been working hard to stimulate the local economy and foster diversification of West Coast industries. Case in point is our latest production in partnership with Tourism West Coast and the \$100k funding of the 'Just Add Water' tourism campaign to promote a positive image of the West Coast to domestic tourists getting ready for the summer holiday. Early indications are that people are taking notice of the month long TV ads already.

I am delighted to learn that a number of local cranberry growers are working hard to promote and develop value-added cranberry products for

export and domestic sales. These pioneers are making preservatives, condiments and jams out of cranberries grown on the West Coast. Horticulture is one of the targeted growth opportunities on the West Coast especially the high value crops such as cranberries.

In addition, DWC staff have been working quietly behind the scenes with a number of West Coast businesses that have been struggling in this difficult economic climate. In recognition of our contribution to assisting businesses on the West Coast DWC has been nominated and selected as a finalist in the AUT Excellence in Business Support Awards, a nationwide business awards event hosted by the Auckland University of Technology Business Faculty.

Finally I would like to publicly thank the Mayors of the three district councils and the Chair of the regional council for their vote of confidence in me through the reappointment of my DWC board tenure for another 3 years. We are living through exceptionally challenging times and more so than ever DWC has a critical role to play on the West Coast. I have no doubt whatsoever that my fellow Trustees and I, with the support of our capable management and staff at DWC, will meet the challenge head on with the aim of advancing the region's wellbeing.

**John Sturgeon ONZM, MBE  
Chairman**

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