

## DWC MONTHLY UPDATE MARCH 2018

For further information, contact DWC on  
03 769 7000 or 0800 768 0140 or visit [www.dwc.org.nz](http://www.dwc.org.nz)



# DWC Strategy sets out ambitious eight-year growth plan for the region

Increasing job numbers and pushing up the average level of earnings are two of the key drivers of DWC's 2018–25 Strategy.

The Strategy will leverage the direction identified through DWC's core purpose of promoting sustainable employment and economic benefits for the region and will provide the framework for the organisation's work over the next eight years. Chief executive Chris Mackenzie says the vision is ambitious but achievable.

"We have looked carefully at the values that drive this organisation and used that base to focus our priorities. That has given us three key themes that

we believe will ensure this organisation endures, and succeeds for the next generation of West Coasters."

Mr Mackenzie says the breadth of knowledge and experience across business and industry on the West Coast is enviable, and DWC has a critical role in supporting and developing that capability. "This strategy directs our focus for the region, and that means investing our time with promising start-ups, businesses that have potential to provide new employment, and those with potential to explore the export market. DWC will also be exploring opportunities for greater

utilisation of digital technology within business.

"We want to see an increase in total jobs by an average of 2.2 percent each year by 2025, which translates to approximately 3,500 new jobs. We also want to see an increase in median total labour earnings to \$55,000 and general community growth of at least 3,000 people who will contribute positively to the West Coast region."

Mr Mackenzie says while it's easy to identify these goals, delivering this Strategy as a public document puts the onus firmly on DWC to make this happen.

"We have set that framework now and we will be working hard to do our part to ensure the Strategy succeeds. That is why the third priority is an outline of what we need to do externally. It will be our role to be the identifiable voice for regional development, to be proactive in regard to the economic climate and to showcase this region as a prosperous and attractive place to live, work and play."

He says DWC will look forward to the support of its key stakeholders as the Strategy is delivered over the next eight years.

## Strategy 2018-2025

### PURPOSE

#### SUSTAINABLE EMPLOYMENT OPPORTUNITIES AND ECONOMIC BENEFITS

To promote sustainable employment opportunities and generate sustainable economic benefits for the West Coast region.

### VISION 2025

#### THRIVING COMMUNITIES ACROSS THE REGION

Supporting commercial enterprises that can strengthen the economy and create thriving communities across the region, resulting in:

Total jobs increased by average **2.2%pa**, resulting in **20,000 jobs** by 2025 [16,490 in 2016]

Median Total Labour Earnings Increased by average of **3.5% pa** to **\$55,000** by 2025

Community growth of **3,000+ people** positively contributing to the West Coast region

The West Coast being a place where talent can thrive, measured by achieving growth of **500 additional jobs** in knowledge-intensive industries by 2025

### CORE VALUES

#### A LEADER IN ALL THAT WE DO

Open communication  
Proactive and responsive  
Consistent decision making  
Transparent and accountable  
Entrepreneurial spirit  
Empowering others

### PRIORITIES

#### MANAGING THE FUND FOR CURRENT AND FUTURE GENERATIONS

- Protect DWC's charitable status.
- Ensure DWC has a perpetual fund to invest into the region by maintaining the real value of DWC's equity.
- Leverage DWC funds to attract investment into the region.

#### ENABLING THE DEVELOPMENT OF BUSINESS AND INDUSTRY ON THE WEST COAST

- Develop the capability and knowledge of local businesses to improve productivity and performance.
- Support start-up business.
- Identify opportunities to enable the creation and diversification of business and industry.
- Develop and promote digital utilisation.
- Target businesses that demonstrate:
  - ◆ real potential to employ more people in skilled jobs
  - ◆ medium to long term prospects of success
  - ◆ ability to stimulate or strengthen a supply chain or commercial eco-system
  - ◆ opportunity to diversify business, sector or industry potential to export

#### ENHANCING THE PROFILE AND VISIBILITY OF THE WEST COAST

- Be the identifiable voice for regional development on the West Coast.
- Be a key influencer and partner in the development of the West Coast region.
- Develop strong working relationships with key stakeholders.
- Be proactive and responsive to the economic climate and external factors affecting the region.
- Maintain a regional profile which showcases the region as an attractive place to live, work, invest, do business and visit, while identifying opportunities and risks and potential strategies to address these.
- Facilitate sector development strategies to promote jobs and attract investment to the region, with emphasis on:
  - ◆ Agri-food and fishing
  - ◆ Digital enablement
  - ◆ Start-ups
  - ◆ Tourism
  - ◆ Untapped opportunities in mining and resources.

## WOMEN IN LEADERSHIP

**An inspirational afternoon with Dame Julie Christie and Katie Milne – two Coast women at the top of their fields.**

### Breaking the Glass Ceiling

Share refreshments, conversations and connections with these two very real Coast women, outstanding in their respective fields.

Discover how they and others shattered their glass ceilings to achieve dreams and aspire to greater heights.

**VENUE:** Welshmans, Shantytown

**DATE:** Sunday 8 April 2018

**TIME:** 2:30pm-4:30pm

**PRICE:** tickets \$55pp

**CONTACT:** Judi on 027 431 0457 or [k.mears@xtra.co.nz](mailto:k.mears@xtra.co.nz)



## Get Started With CO.STARTERS.

**If you're an aspiring or seasoned entrepreneur, looking to launch a new product or service, the CO.STARTERS business programme is for you!**

CO.STARTERS is a weekly course designed to help you find the best approach to starting and growing a business. Collaborate with others who share your entrepreneurial spirit as you work through your business model.

The nine-week program will equip you with the insights, relationships, and tools needed to turn your ideas into a sustainable and thriving endeavour.

CO.STARTERS programmes have run successfully in Westport, Karamea and Hokitika with great results. Graduates of the programme have gone on to do inspiring things across the Coast. In April, WestREAP will be running the first CO.STARTERS course in Greymouth. Take advantage of this highly subsidised course and sign up today!

**CO.STARTERS | Greymouth | April 5 | 9 Week Programme | \$250**

For more information contact: [events@dwc.org.nz](mailto:events@dwc.org.nz) or [projects@westreap.org.nz](mailto:projects@westreap.org.nz)

## Upcoming Events

### Business Breakfast with Toni Brendish – "Building Resilience on the West Coast"

**10 APRIL 2018** 7:30am-9:00am Paroa Hotel, Greymouth \$25pp

Register online at [www.dwc.org.nz](http://www.dwc.org.nz)

### Revitalising our Communities with Peter Kenyon

Peter Kenyon is a globally renowned social capitalist and community enthusiast. He is motivated by the desire to create healthy, caring, inclusive, connected, sustainable and enterprising communities and local economies.

### ABCD Masterclass: Asset Based Community Development with Peter Kenyon (workshop)

**10 APRIL 2018** 9:00am – 4:00pm Bridge Club, Westport FREE

### Revitalising our Communities: community meetings with Peter Kenyon

**10 APRIL 2018** 6:30pm – 9:00pm Bowling Club, Karamea FREE

**11 APRIL 2018** 6:30pm – 9:00pm NBS Theatre, Westport FREE

**12 APRIL 2018** 6:30pm – 9:00pm Dawsons Hotel, Reefton FREE

### Growing Local Tourism Opportunities with Peter Kenyon (Ignite Business Breakfast)

**12 APRIL 2018** 7:30am – 9:00am Portside, Westport \$20 pp

For further info or registration contact Pete Howard: [comdevbulla@bullaerap.co.nz](mailto:comdevbulla@bullaerap.co.nz)

### One day training for Health and Safety reps - Stage 1 | CECC

**26 JUNE 2018** 9:00am – 4:00pm REAP House, Hokitika

Register online at [www.cecc.org.nz](http://www.cecc.org.nz)

## Delivery of economic development functions on the West Coast

On 20 September 2016, the Government released the "Tai Poutini West Coast Growth Study". This was one of several studies carried out by Martin Jenkins as part of the Regional Growth Programme. In preparing this report, they were assisted by a Governance Group comprising business people from the West Coast, the Regional Council and a senior Government official. The other regions in this programme included Tai Tokerau Northland, Toi Moana Bay of Plenty, Gisborne and Hawke's Bay.

After interviews with many individuals and groups, the report was prepared and included several priorities for Action.

One of those priorities "reviewing economic development arrangements in the region with a view to recommending a new governance, funding and delivery approach" was carried out by independent consultants and they reported back in June 2017 with the results incorporated in the Action Plan released

on 13 July 2017 by the then Minister of Economic Development.

The review found that the delivery of economic development functions was fragmented. One of the recommendations from the review was for Tourism West Coast to become a part of a new centralised Economic Development Unit within Development West Coast.

Development West Coast's Trustees accepted the recommendation and have been working with stakeholders to implement the review's proposed changes.

For Tourism West Coast, and the services it offers and provides on behalf of the West Coast, there will be little discernible change. The new branding 'Untamed Natural Wilderness', which has been an amazing success, will not change. The current staff leading this work will not change. The Marketing Strategy for the region with its identification of the five icons, and the

work underway promoting these, will not change. Instead, Tourism West Coast will be able to leverage new opportunities from working within Development West Coast.

The concern that there will be a loss of input from the current Board is also incorrect as they will continue in an advisory role. This is particularly important through the transition phase.

We as a region need to show that we are coordinated, as well as being one that has options for co-funding initiatives, to ensure future support and investment from government. This will require that we work constructively and strategically across the West Coast with the common goal of advancing the region.

The review also proposed that the regional economic development manager's role be employed within the centralised agency. Kevin Stratful, the West Coast Economic Development Manager, has accepted a secondment into Development West Coast to head

up the Economic Development Unit. Mr Stratful has spent the past two years working closely with Tourism West Coast and this arrangement will continue to provide this close relationship between the two entities.

Mr Stratful will be working with Development West Coast to progress the development of the West Coast Economic Development Strategy over the coming months, working with elected members, communities and businesses up and down the region.

The West Coast is full of potential in many areas, such as fishing, dairying, forestry as well as Tourism, and we have significant opportunities ahead of us which will lead to more prosperous and vibrant communities across our region. A coordinated delivery of economic development will help ensure the region is able to maximise these opportunities.