Businesses “excited” about Luminaries opportunities

Excitement is building over the opportunities. The Luminaries and the likely mini-series based on the book will bring to Hokitika and the West Coast.

Earlier this month over 20 interested parties attended a meeting facilitated by DWC to explore how businesses can capitalise on the interest in Eleanor Catton’s Man Booker prize winning novel. Hokitika Take Note bookshop owner Bruce Watson says he found the meeting quite inspiring.

“It was really nice to go to a meeting where everyone was working with a common purpose,” he says. There were some good creative ideas and people are convinced that regardless of when the mini-series, “he says.

DWC’s Helen Wilson says that the mini-series is filmed in Hokitika or not, “we need to make the most of the opportunities,” he says.

Watson says he found the meeting quite inspiring. “We all agreed this has the potential to be a very popular publication with visitors. It is just a small part of the work the Museum team are doing to provide for the already growing visitor interest in the history of the town inspired by reading The Luminaries,” she says.

A Luminary Working Group has now been formed. If you are interested in learning more about the group contact Helen Wilson at DWC on helen@dwc.org.nz or 03 768 1067.

The mini-series is filmed in Hokitika or not, expected to broaden interest in the area even further. “There is huge economic development potential from The Luminaries. In the short term the meeting discussed how businesses could build on existing products like Hokitika’s history walking tours and promoting the “real” stories of the Hokitika gold rush for the summer tourism season. In the longer term we must also plan for the future, in particular ensuring DWC keeps up dialogue with Film NZ and Tourism NZ so we can maximise opportunities from the mini-series,” she says.

Helen says it was great to see groups like the Hokitika Museum personnel already underway with a souvenier “flip-chart” featuring historical photographs and matching location descriptions from the book.

“We all agreed this has the potential to be a very popular publication with visitors. It is just a small part of the work the Museum team are doing to provide for the already growing visitor interest in the history of the town inspired by reading The Luminaries,” she says.

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Upcoming Events

BIZARRE VISORS TOUR THE WEST COAST

If you think same business mentoring might help your business make an appointment to meet with a mentor when they visit the Coast in June and July

John Barnes: Hokitika & Greymouth
June 30 – July 2 – Contact John on 03 363 3995

For more information check out: www.businessmentors.org.nz

WESTPORT BUSINESS BREAKFAST

DWC’s new Chief Executive, Joseph Thomas, is the guest speaker at a Business Breakfast being hosted by the Buller District Council.

Tuesday, July 1 – 7.30am at the Denniston Dog, Westport.

Contact the Buller District Council to RSVP or if you would like to meet Joseph one on one phone Belinda on 0800 768 0140 to arrange.

AGESET HOKITIKA

Friday 4 & Saturday 5 July

Come along and see DWC in the Telecom Premier Business Hub Room at Agent. DWC’s Business Services Manager, Melia Herrescow, will be available to discuss how DWC might be able to help you or your business. DWC’s Chief Executive, Joseph Thomas, will also be available should you want to meet with him specifically. If you would like to book a specific time to see him at the Hub, phone Belinda on 0800 768 0140.

Chairman’s Comment

The announcement of a reduction in staff at Oceana Gold’s Reefton mine is going to be a big blow to the Reefton economy. This, combined with the loss of numerous jobs at Solid Energy’s Stockton Mine near Westport will have a huge effect on the Buller economy. While we can’t influence global mineral prices directly, DWC is looking at ways we can assist Coast businesses in a variety of ways so please do get in touch with us to ask about our services.

DWC met with representatives of the local Iwi, Te Runanga o Ngati Waeae and Te Runanga o Makaawhio, to discuss how our organisations can work together for the benefit of all West Coasters. On a similar note, DWC has also met with Nga Tahu to discuss the West Coast timber industry and general matters. Building relationships and networks with key organisations is an important function for DWC and can only assist the West Coast through the promotion of collaboration and information sharing.

There have been various events and workshops either being facilitated or promoted by DWC, over the last month or so. It is great to be having these events to bring our business community together and provide learning opportunities for them, and it is pleasing to see these being well supported in our region.

John Sturgeon
Chairman

For further information, contact: John Sturgeon, Chair or Joseph Thomas, CEO
(03) 768 0140 or 0800 768 0140