increasing job numbers and pushing up the average level of earnings are two of the key drivers of the region’s economic development.

The Strategy will leverage the direction identified through DWC's core purpose of promoting the West Coast being a place where talent can thrive, measured by industries by 2025.

Total jobs increased by average 2.2%pa, resulting in 20,000 jobs.

The review also proposed that the regional economic development functions on the West Coast.

The West Coast is full of potential in many areas, ranging from agriculture to manufacturing, tourism to energy and many others.

The Strategy will also focus on developing new and innovative business models and partnerships to drive growth.

“Tai Poutini West Coast Growth Study” was one of the key drivers of the Strategy. This was one of several studies carried out by Martin Jenkins as the “West Coast to become a part of a new centralised Tourism organisation.”

Instead, Tourism West Coast will be able to leverage the Strategy’s emphasis on:

• Untapped opportunities in mining and resources.
• Regional Council and a senior Government official.
• Developing strong working relationships with key stakeholders.
• Identify opportunities to enable the creation and diversification of business and industry.
• Developing and promoting digital utilisation.
• Target businesses that demonstrate:
  • Multidisciplinary skills.
  • Strong network of contacts.
  • Ability to stimulate or strengthen a supply chain or commercial ecosystem.
• Opportunity to diversify business, social, and industry partners to invest in the region.

The West Coast has a unique culture and history, with a strong connection to its Indigenous peoples and the natural environment.

The Strategy will focus on building a more sustainable and resilient future for the region, with a strong focus on community development and support.

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.

“This strategy directs our focus for the region, and that means investing our time with stakeholders. 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 the potential to grow, 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 regional economic development organisation, to be proactive in engaging the economic climate and to showcase this region as a prosperous and attractive place to live, work and play.”

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

The Strategy sets out ambitious eight-year growth plan for the region.

The Strategy 2018-2025

PURPOSE

• Protect DWC’s charitable status.
• Invest in the region by maintaining the real value of DWC’s equity.
• Leverage DWC funds to attract investment into the region.

MANAGING THE FUND FOR CURRENT AND FUTURE GENERATIONS

• Key influencers and partners in the development of the West Coast region.
• Develop strong working relationships with key stakeholders.
• Focus on the linkage between the economic climate and external factors affecting the region.
• Maintains regional profile which showcases the region as an attractive place to live, work, invest, do business and play.

ENABLING THE DEVELOPMENT OF BUSINESS AND INDUSTRY ON THE WEST COAST

• The Strategy places a particular focus on the development of the West Coast region.
• Develop and promote digital utilisation.
• Target businesses that demonstrate:
  • Multidisciplinary skills.
  • Strong network of contacts.
  • Ability to stimulate or strengthen a supply chain or commercial ecosystem.

ENHANCING THE PROFILE AND VISIBILITY OF THE WEST COAST

• The Strategy’s emphasis on:

  • Developing opportunities to work within Development West Coast.

  • Facilitating sector development strategies to promote and attract investment to the region, with employers:

    • Agribusiness and fishing.
    • Digital development.
    • Tourism.
    • Volunteer opportunities in mining and resource sectors.

CORE VALUES

A LEADER IN ALL THAT WE DO

• Open communications.
•灵活的沟通．
• Open-management decision-making.
• Developing well-supported, motivated and sustainable organisations.

• Be proactive and responsive to the economic climate and external factors affecting the region.
• Develop strong working relationships with key stakeholders.
• Focus on the linkage between the economic climate and external factors affecting the region.
• Maintains regional profile which showcases the region as an attractive place to live, work, invest, do business and play.

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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 have successfully run in Westport, Karamea and Hokitika with great results.

Graduates of the programme have gone on to do inspiring things.

The programme is for you!

For further information, contact DWC on 0800 700 700 or k.mears@xtra.co.nz

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