Easily Miazga has made a habit of coming first. As an endurance athlete she won the Coast to Coast three times. Now her Buller-based business, Em’s Power Cookies, has become the first to get commercially produced hemp protein cookies on the market in New Zealand with supermarket chain Countdown stocking her products nationwide.

Emily, a Buller District Councillor and graduate of the DWC Leadership & Governance Programme, is passionate about her brand of wholesome tasty energy snacks made from her personal recipes.

“Growing up I loved making healthy and energising cookies that I needed as a sporty kid. I used to bake them for friends, teachers, and later on my colleagues and all the other students is honestly priceless. “ Miriam says.

In 2004, Emily shifted to New Zealand from Canada to race the Coast to Coast. She discovered her cookies were so good I should sell them!” Emily says. “I became a dietitian. They would always say my cookies were so good I should sell them!” Emily says.

Emily’s Power Cookies was a finalist in the 2018 DWC Leading Light Business Excellence Awards, and Emily has been a regular guest speaker at DWC’s Co.Starters Business Start-up and Development Programme in Westport, sharing her insights and experience with budding entrepreneurs.

To learn more about Em’s nutritious and delicious power cookies and bars visit: powercookies.com

DWC monthly update

April 2019

For further information, contact DWC on 03 769 7000 or 0800 768 0140 or visit www.dwc.org.nz

WEST COAST HEMP COOKIES FIRST ON THE MARKET

Emily Miazga from Blue Spur Milk & Honey attended the Co.Starters programme in Westport last month and now her hemp protein cookies grace the shelves of around 200 Countdown stores across the country.

To keep up with the ever-increasing demand for her products, Emily approached DWC for assistance. “DWC’s support has been a game changer for me. They have given me confidence to execute my business strategy because they believe in what I am doing. This is really important because being in business can be challenging, so the objective and knowledgeable expertise they offer is invaluable,” she says.

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FREE BUSINESS DEVELOPMENT CLINICS

L ast month saw 20 business development clinics held across the West Coast, with DWC’s business development managers (BDMs) travelling from Haast to Westport meeting numerous local businesses.

On top of weekly clinics in Westport, Greymouth and Hokitika, this month will see the BDMs on the road visiting Karama, Reefton, the Coast Road and Blackball.

The clinics are open to businesses from all sectors, all sizes and at all stages of development. They are aimed at helping you gain knowledge, connect with the right people and grow your business.

DWC business development manager Fiona Hill says there are various services and forms of assistance available to West Coast businesses.

“The one-on-one clinics are aimed at helping facilitate local businesses to build capabilities, grow and achieve their strategic goals. Our aim is to link West Coast businesses with the various support available in order to provide the local industry with as much opportunity as possible."

WEST COAST AMBASSADOR PROGRAMME OFF TO GOOD START

The month of March saw DWC roll out the West Coast Ambassador programme across the region with workshops held in Greymouth, Hokitika, Westport and Franz Josef.

The nationally syndicated Ambassador Programme explores what makes our region such a unique and genuine experience for our visitors.

Presenter Ian Johnson from Presenter Ian Johnson from Sustainable Tourism and Thematic Interpretation NZ says the programme is about consistently exceeding our visitors’ expectations, enabling more intimate connections through the telling of compelling stories, and the delivery of outstanding customer service.

Stephanie attended the Franz Josef workshop saying the programme has “lots of great information about what the Coast has to offer and provides good advice on the skills to use when communicating with visitors.”

Feedback to date is unanimously telling us that “this is a programme anyone in the business of providing services to the public should attend!”

If you are interested in attending a future West Coast Ambassador Programme, please send an expression of interest to info@dwc.org.nz