Reflections on the ‘Reefton Shop Front’ Project

Amidst economic development professionals it is accepted that the most successful projects take time to realise measurable benefits. Sixteen years ago, DWC in its very early years became a financial supporter of one such project.

The ‘Reefton Shop Front’ project had its beginnings in 2003 when a delegation from Inangahua Tourism Promotions (ITP) in Reefton came to the then West Coast Development Trust with a proposal to ‘do up’ some of the shop fronts in Reefton’s main street, Broadway, to make the town more attractive to, and inviting, “shoppers and shoppers.” The vision that the then ITP group had was driven by the desire to inspire the Laureates of the town, the community leaders, to take on their own initiatives to upgrade their buildings. In essence the project was transformational in taking the town forward for long-term sustainability.

Sixteen years down the track and the benefits are evident for both the community and visitors to the town. It was an early economic development project that DWC is proud to have supported.

On re-reading the original application it was interesting to note a quote in support from the well-known international community development leader, Peter Kenyon.

“Nowadays towns are really not so different from businesses, they need to keep reinventing themselves. The successful towns are likely to be driven by people who are passionate and creative, who see an opportunity and go for it. Some have it, some don’t. Reefton has it!”

Business Breakfast on Business Continuity

The recent loss of the Waiho Bridge provided a stark reminder of the impact disasters can have on businesses on the Coast, reinforcing the importance of continuity and contingency planning.

DWC business development manager Dave Lynch says business continuity is all about ensuring your business, whether big or small, is able to recover and continue functioning in the event of an extended period of disruption.

“Disruption doesn’t necessarily have to be from natural disasters like the flooding in Franz Josef. It could be anything from disruptions in your supply chain, loss of key personnel or a computer system failure.”

Upcoming Events

JUNE

11 Business Continuity Business Breakfast
7.30am-9.00am | Pana Hotel, Greymouth | $30 (incl breakfast)
Register online at www.dwc.org.nz

12 West Coast Ambassador Programme | Hokitika
9.00am-12.00pm | $30
Register online at www.dwc.org.nz

27 West Coast Ambassador Programme | Franz Josef
5.30pm-8.30pm | $30
Register online at www.dwc.org.nz

SEPTEMBER

04 West Coast Leadership Programme | NZIML
Building Effective Teams Workshop
10am-3.30pm | Location TBC | $385 + GST
Contact info@dwc.org.nz for more information and to see if you are eligible for NZTE business capability funding.

Free Business Development Clinics

JUNE SCHEDULE

Hokitika
6, 12, 19 and 26 June

Westport
6, 13, 20 and 27 June

Greymouth
10, 17 and 24 June

Karamaia
6 June
Moana
13 June

Reefton
19 June
Blackball
26 June

Transport function settled into DWC

Development West Coast Trustees have recently approved the marketing and operational budget for DWC’s new tourism function for the coming year.

For a more co-ordinated delivery of regional economic development, the tourism promotion and marketing functions of Tourism West Coast (TWC) migrated into DWC on 1 April.

DWC chief executive Chris Mackenzie says the recently approved budget will ensure the three tourism staff can continue their fantastic work promoting the West Coast as part of the DWC team.

“Their new role at DWC, regional tourism manager Jim Little, tourism marketing manager Samantha Beneke and tourism marketing assistant Alicia Ulrich are continuing to do what they do best - promoting the region. They have just been at the annual TRENZ event proudly waving the West Coast flag, and then hit the road showing travel agents and journalists around the Coast.”

Two months in, and the advantages of this more co-ordinated approach to regional development are already evident.

“Having tourism promotion undertaken from within DWC is presenting greater opportunities to work and share information across other sectors to maximise the full potential of the West Coast as a great place to live, work, invest and visit,” says Mr Mackenzie.