



Reserve Bank Governor, Graeme Wheeler with DWC Chair John Sturgeon and CEO Chris Mackenzie.

# Reserve Bank Governor Visits Coast

Development West Coast was pleased to host two events on Thursday 8 December 2016 in Greymouth and Westport with guest speaker, Graeme Wheeler, Governor of the Reserve Bank of New Zealand.

Over 120 people attended the Greymouth event at Shantytown and a further 25 at the EPIC Centre in Westport to hear Mr Wheeler give an insight into the Reserve Bank's current view on New Zealand's economic position and how that sits in the global context, followed by a Q&A session.

Particularly interesting for the guests was Mr Wheeler's explanations on the various

financial cycles that the New Zealand economy has gone through, from the oil crisis in the 70's to the Global Financial Crisis of 2008. Mr Wheeler also discussed the rationale behind the bank's move on the housing market.

As Governor, this is Mr Wheeler's second visit to the West Coast where he has provided valuable insights and information about the direction of the national economy, and how the West Coast's industry contributes to that. In 2015, Mr Wheeler was unable to visit the West Coast and was replaced by the Deputy Governor, Mr Grant Spencer.

# Development West Coast incentive fund successful

The Business and Industry Stimulus Fund (BISF) launched in October 2015 has been successful in assisting new and existing businesses.

The fund was established to stimulate industry and business development, with a particular focus on proposals that would result in the creation of new jobs and retention of existing jobs.

DWC has fielded over 70 enquiries from businesses and individuals since the launch of the BISF. It has advanced over \$2.2 million to 11 businesses with the hope of creating 17 new jobs and helping to retain a further 30 jobs within the region.

The concept behind the BISF was to promote the services of DWC to the West Coast business sector with the aim of encouraging businesses to approach DWC to see if it could assist, particularly if they had identified opportunities for growth or were a good business that just needed some

assistance to get them through a difficult period. While the period for applications to the BISF closed on 30 June 2016, DWC does not see itself changing how it operates while the West Coast economy is still very much in a recovery phase.

DWC encourages anyone in business, or who wishes to enter business to contact it to see if there is an opportunity for it to assist them. While commercial lending is one aspect of assistance that can be provided, DWC can also offer assistance with business mentoring, business training or potentially linkages to people in the same industry or sector that may be able to offer insight or ideas.

We encourage any potential, new or existing business to contact DWC to find out what support DWC can offer, so please call 0800 768 0140 as a first step. We know we can't help everyone, but we don't know who we can help if they don't come forward to tell us about their plans, problems or ideas.



## The new West Coast branding is not just for Tourism operators

After extensive work with Air NZ, Tourism NZ and consultation with in excess of 100 people from Karamea to Haast, the new branding "Untamed Natural Wilderness" was born. The brand is a collection of experiences that create an image of the West Coast in the minds of our stakeholders.

An important part of creating a strong brand resides in the name, logo, advertising and communication. Every experience contributes to this impression. Therefore we all have an important role in managing and implementing our brand and building the reputation of the West Coast domestically and internationally.

Local business owners are also picking up on being able to use the branding to add to their own branding, help build an awareness of the West Coast and what it stands for. One of the first to do this was Andrew Havill of Aratuna Freighters Ltd who has enthusiastically endorsed the branding by applying the signage and logo to his trucks that traverse the east and west coasts of the South Island.



Brand resources are now available to download from the Tourism West Coast website: [www.westcoast.co.nz/about/brand-resources/](http://www.westcoast.co.nz/about/brand-resources/)

If your business wants to learn more about how the brand can be used please give Kelly McLeod a call at Tourism West Coast 03 768 6633 or email her on [kelly@westcoast.co.nz](mailto:kelly@westcoast.co.nz).

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## Chairman's report

As we watched the events unfold over recent weeks in Kaikoura, it is a timely reminder that on the West Coast we too are vulnerable to nature and, should the worst occur in terms of a major earthquake, parts of our region may well be cut off for some time. In watching the Kaikoura community pull together in the immediate aftermath of the quake, I was reminded of the great community we have here and our strong, supportive network of business and industry. No matter what may be ahead, the common sense message remains ... be prepared and have a plan in place for yourself and your family in the event of any emergency.

With the end of the year fast approaching it is a good time to reflect back on the achievements of the West Coast community, and to be proud of them.

Wishing you all a safe and happy holiday season and a prosperous 2017.

John Sturgeon  
Chairman

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

