

# DWC MONTHLY UPDATE MAY 2018

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03 769 7000 or 0800 768 0140 or visit [www.dwc.org.nz](http://www.dwc.org.nz)



Te Ohu Whakawhanake o Te Tai Poutini

## Vertigo Technologies takes out top innovation prize at EMEX Tradeshow

It is always great to see an innovative West Coast business being recognised on the national stage, and Vertigo Technologies did just that at the EMEX Tech Show earlier this month. EMEX is the largest manufacturing tech show in New Zealand with over 150 exhibitors. Vertigo Technologies was selected along with 12 other companies to be part of the event's Innovation Lab sponsored by Callaghan Innovation and Locus Research. Vertigo took out the top innovation prize, winning \$7,500 of professional development services from Callaghan Innovation. "This will allow us to start work on our Intellectual Property Strategy," says Brett Cottle from Vertigo Technologies. Vertigo is a Westport based start-up that

makes desktop computer numerical control (CNC) machines. They cater to the growing market of hobbyists and small businesses who are wanting to automate their processes. Schools and tertiary providers have also been purchasing the Vertigo CNCs. "Starting up on the West Coast has been a real positive for Vertigo Technologies. Westport and the West Coast have been super supportive. Our customers love our story that we design and make our machines in Westport," Brett says. "The support we have had from Development West Coast, NZTE and Callaghan Innovation has been excellent, and we feel it is because the people working in those roles here on the Coast have the ability to really get to know our business."



## Partnerships, stakeholders and relationships From the Desk of Helen Wilson, Research and Innovation Manager

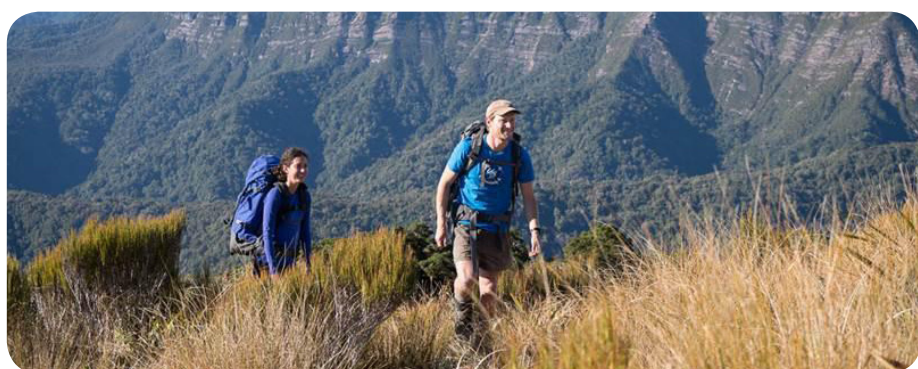
Last week I attended the Hokitika launch of the GNS Science Geothermal Research project. This project aims to bring together what is known about the geothermal conditions in the Southern Alps and to scope the potential for using the geothermal resource. The study aims to identify potential users of geothermal heat, possible locations, demand estimates, supply longevity and the indicative payback periods businesses would be looking for. Users could be existing businesses who currently use other fuels to produce the heat they require, or new enterprises that are yet to be established. Over the last six months GNS Business Development Manager, Dave Jennings, has

travelled throughout our region and held conversations with a long list of 'stakeholders' and potential 'partners', and has worked hard to build 'relationships'. Dialogue with West Coast businesses, councillors, economic development practitioners, iwi and funders, all of whom are interested in gaining a better understanding and keeping abreast of the project, is accepted as a key part of the research process. Over the last decade working in the world of DWC I have often been vexed by the clichéd use of the word 'partnering', and occasionally found the term 'collaborating with stakeholders' to be even more of a (sometimes annoying) enigma.



But gradually I have come to realise that they do describe critical elements of achieving results. The shelf behind my desk has quite a few research reports carried out in splendid isolation and now gathering dust. We paid for them, had the research done and published them. In hindsight they were not as useful as they could have been. Why? Largely because the end-users were not part of the process and consequently had very little reason to trust the results. Collaboration, engagement, buy-in, having skin in the game — whatever you want to call it — is important. It keeps us interested, we (the group of partners, investors and stakeholders) are more likely to take notice of the results, to trust them and to make best use of them.

Fundamental to successful development is the conversations between people and their ability to agree to explore, learn and work together. All development hinges on a willingness of individuals to change what they think and to change behaviour. As the Maori proverb says, "He tāngata, he tāngata, he tāngata. It is people, it is people, it is people." After the launch, the scientists and I drove south to Hari Hari. It was a beautiful Coast day and Mt Adams had a new sprinkling of snow. I introduced them to one of the locals and we enjoyed her stories of long ago, searching for the hot water and losing a digger in a deep hole in a paddock — something that is not foreign to GNS Science, I hear. The visitors learned at least one valuable new lesson — next time they will bring industrial strength sandfly repellent, but, more importantly, relationships were built.



### BUSINESS BREAKFAST: Paparoa Great Walk Project

Opening in 2019, this Great Walk crosses the Paparoa Range. It takes you through alpine tops, limestone karst landscapes and thriving rainforests, and provides breathtaking views. From the Paparoa Track, the Pike29 Memorial Track leads to the site of the former Pike River Mine. DWC invites you to join Andy Thompson for a business breakfast on the Paparoa Great

Walk Project. Andy will give an update on behalf of the Department of Conservation on the progress of the project. He will also be discussing the potential business opportunities it will bring to the West Coast. Bernie Monk the Pike River Families Committee Chairman will also speak on the history of the project and what it means to the Pike 29 Families. See below for details.

### Promotional video competition: creativity meets Karamea

The untamed West Coast landscape has a strong pull for creative people, as a result we are blessed with a wealth of world-class videographers. Daimon Schwalger of Nomad Audio & Video recently held a promotional video competition for local businesses, which was won by Rongo Dinner Bed & Breakfast in Karamea. "It was a tough decision choosing the winner as there were so many great entries. A massive thanks to DWC, Coast FM and West Coast Rewards for making this possible," says Daimon.



"It's been so amazing moving to the West Coast. I'm constantly blown away with the amount of talented people that live here and how much positive energy we are surrounded by. It was an absolute pleasure working with an innovative entrepreneur like Paul from Rongo."



### Tourism Business Success Programme coming to the Coast

The Tourism Business Success Programme, developed by SMARTraining®, a leading tourism marketing training provider, will be starting on the West Coast on 17 July 2018. This exciting programme for new and existing tourism and hospitality businesses will give operators the tools, skills, and inspiration to set and achieve their business goals. It covers all aspects of running and growing a successful tourism business with a focus on the latest trends of the ever-changing marketing landscape. "We have worked with, trained and coached hundreds of NZ tourism businesses over the years, but what this programme has is different. It meets the needs of tourism businesses who want to grow, but who don't have a huge amount of time to spare. It's personalised to their needs," says Marijke Dunselman, the Programme Director.

The nine-month programme will start with a one-day small group Strategic Planning Day on the 17th of July 2018 in Franz Josef. Businesses will come away with a clear plan of what they want to achieve and how they're going to get there. There are also individual coaching sessions, online tools and resources, fortnightly webinars that include the "Speaker Series" with inspirational high-profile people that will motivate operators to think big. There are only 10 places available and registrations are now open. The programme costs \$3,995 + GST and is registered with the New Zealand Trade & Enterprise Management Capability Voucher Fund with up to 50% funding available for qualifying businesses through DWC. For more information, contact: Marijke Dunselman, ph: 021 456 451, email: [info@smartraining.co.nz](mailto:info@smartraining.co.nz)

## Upcoming Events

**Business Breakfast – "Paparoa Great Walk Project: opportunities and significance"**  
19 JUNE 2018 7:30am-9:00am Paroa Hotel, Greymouth \$25pp  
Register online at [www.dwc.org.nz](http://www.dwc.org.nz)

**One day training for Health and Safety reps - Stage 1 | CECC**  
26 JUNE 2018 9:00am – 4:00pm REAP House, Hokitika \$550+GST  
Register online at [www.cecc.org.nz](http://www.cecc.org.nz)

**Co.Starters Business Programme (Westport cohort)**  
4 JULY 2018 9-week programme EPIC, Westport \$250  
Contact [comdevbuller@bullerreap.co.nz](mailto:comdevbuller@bullerreap.co.nz) for more information

**Tourism Business Success Programme**  
17 JULY 2018 9-month programme \$3,995+GST  
Contact [info@smartraining.co.nz](mailto:info@smartraining.co.nz) for more information. Contact [fiona@dwc.org.nz](mailto:fiona@dwc.org.nz) to see if you are eligible for an NZTE Management Capability Development Voucher