



CUT OUT FOR THE COAST RECRUITMENT CAMPAIGN

The West Coast is launching a unique recruitment campaign aimed at attracting those who are 'Cut out for the Coast'.

The Coast is a special place that attracts a special kind of person and we're on the hunt for a few more of them to fill some great jobs and join the Coast community.

The campaign is a collaboration between DWC, Te Whatu Ora - Te Tai o Poutini West Coast and the local business community.

The first stage of the campaign will have a specific focus on the healthcare industry, before targeting other sectors.

Data from economic consultancy Infometrics shows economic growth on the West Coast

increased by 4.2% over the year to June 2022 – the highest rate in the country.

"The local job market has been strong on the back of this growth," DWC chief executive Heath Milne said.

Over the past year there have been 234 new filled jobs on the Coast. Job numbers increased from 14,454 in August 2021 to 14,689 in August 2022, according to Statistics New Zealand.

SEEK also reports a 27% increase in job listings in the region over the past year.

"At a time when the Coast is seeing a big jump in demand for workers, we're experiencing severe skills and labour shortages.

"This campaign is a collaborative effort to help address these issues."

REGIONAL EVENTS FUNDING ROUND OPEN

The latest funding round for DWC's Regional Events Fund is now open.

DWC was allocated \$1.03m over a four-year time frame from Government's Regional Events Fund to support existing events to continue to operate as well as to assist new events to form.

The funding must be used to support events which drive inter and intra-regional visitation, deliver economic benefits to the region, and help strengthen the annual calendar of regional events.

DWC chief executive Heath Milne said, "It's great to see our events calendar filling up again after a very quiet couple of years."

"Through the Regional Events Fund we have been able to support the establishment of some exciting new events on the Coast, such as the One Base Photography Competition held last month in Franz Josef, and we have the True West Adventure Race coming up in December."

John Gregory the organiser of the One Base Photography Competition said the event simply would not have happened if it was not for the support of DWC.

"DWC believed in the concept right from the beginning and supported us through the process of applying for assistance from the Regional Events Fund."

During October a number of iconic West Coast events are returning with support from DWC's Regional Events fund, including AgFest West Coast, Greymouth Motorcycle Street Race and Westport's Whitebait Festival.

Graham Howard-Mills the chairperson of Westport's Whitebait Festival said the funding was crucial for the steering group being able

to plan and commit to staging the Labor weekend event.

"Having access to funding allowed the festival steering committee the grace not to burden further a struggling business community for support following the Covid pandemic.

"With the 2021 festival cancelled because of Covid group gathering restrictions, 2022's festival is bigger and brighter thanks to our festival director and DWC's funding."

DWC destination and tourism manager Patrick Dault encourages event organisers to look into the Regional Event Fund.

"The fund is an exceptional opportunity to support events in our communities, connecting visitors with locals and our natural estate.

The fund gives us the opportunity to provide support in the right places, driving visitation to the Coast and boosting our economy by supporting the recovery and development of events in the region," Patrick said.

APPLICATIONS CLOSE ON 31 OCTOBER

This round of funding will consider events for the January 2023 – December 2023 period.

Funding rounds are bi-annual and applications can be made only once a year for either the April or the October funding round.

Applicants can register expressions of interest all year round with events@dwc.org.nz

www.westcoast.co.nz/eventsfund

NEW MĀORI BUSINESS CAPABILITY ADVISOR



SAM HENRY

sam@dwc.org.nz

Business capability support for Māori businesses.

Sam Henry is the newest member of the team here at Te Ohu Whakawhanake o Te Tai Poutini.

Sam has a wealth of experience in business development and business management. He has significant knowledge and experience in large scale project management and community development.

He has held senior roles within the Ministry of Māori Development and Inland Revenue, run his own property portfolio in Auckland and has lectured and taught small business management for Te Waananga O Aotearoa, Auckland.

"I'm passionate about Māori business development and people," Sam said.

"I'm looking forward to utilising my skills and knowledge to assist Māori business growth in Te Tai Poutini."

Sam's role as Māori Business Capability Advisor is to identify and work with all Māori businesses to help them achieve their business goals and aspirations through support, business information, advice, and mentoring as well as connecting to capability building opportunities.



NEW ICE CREAM AND DESSERT PARLOUR OPENS

Amanda Aveyard and Loren Rigby have launched a new business in Hokitika.

"We wanted to bring something fresh and exciting to Hokitika, in an area that we felt hadn't been explored fully," said Loren Rigby.

Their new business, Delighted Ice Cream and Dessert Parlour, has gotten off to a great start.

"We've had an absolutely amazing response from locals as well as people visiting Hokitika. We are extremely grateful."

The parlour has a large range of ice cream flavours and menu items.

"Our Freak Shakes have been a huge hit and we have had a lot of very positive reviews around them."

Loren said a big advantage in doing business on the West Coast is the region's tight-knit communities.

"We have had a lot of help and guidance from suppliers and other local businesses which we do believe is the 'Coast Way'.

"We've also had overwhelming support from local residents, lots of familiar faces. It has just been amazing. Coasters truly do get in and support where they can.

"This whole venture is something we really couldn't have done without the support of DWC, they truly went over and beyond for us."