

## DWC MONTHLY UPDATE APRIL 2019

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

**DEVELOPMENT**  
WEST COAST

Te Ohu Whakawhanake o Te Tai Poutini

## WEST COAST HEMP COOKIES FIRST ON THE MARKET



Emily 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 nation-wide.

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 when I became a dietitian. They would always say my cookies were so good I should sell them!" Emily says.

In 2004, Emily shifted to New Zealand from Canada to race the Coast to Coast. She discovered her cookies worked perfectly for the gruelling event. This inspired Emily to combine her nutrition and sports expertise and share her 'Power Cookies' with the world.

In the untamed natural wilderness of the West Coast, she found the perfect base for both her lifestyle and business. She runs her cookie wholesaler company from an office at Westport's Epic Centre.

About two years ago, Emily caught wind that hemp

food legislation was in the works, so she wasted no time getting into the kitchen and started developing her product in anticipation. She had always wanted to make a protein cookie, but she did not want to use dairy or soy if possible. As a qualified nutritionist, she calls hemp "nature's powerfully nutritious superfood."

When legislative changes were finally made in November, Emily was ready to hit the ground running, 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.

Em'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](http://powercookies.com)

## FREE BUSINESS DEVELOPMENT CLINICS

Last 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 Karamea, 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."

### BUSINESS DEVELOPMENT CLINICS: April Schedule

<b>HOKITIKA:</b>	3rd, 10th, 17th and 24th April
<b>WESPORT:</b>	4th, 11th and 18th April
<b>KARAMEA:</b>	4th April (9am-12pm)
<b>GREYMOUTH:</b>	8th, 15th and 29th April
<b>REEFTON:</b>	17th April
<b>COAST ROAD:</b>	18th April
<b>BLACKBALL:</b>	24th April

Contact DWC to book a time between 12:30pm-3:30pm  
E: [info@dwc.org.nz](mailto:info@dwc.org.nz) • P: 03 769 7000

## WEST COAST AMBASSADOR PROGRAMME OFF TO GOOD START



Participants at the Ambassador Programme in Franz Josef

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 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](mailto:info@dwc.org.nz)

## BUSINESS DEVELOPMENT PROGRAMME SET FOR GREYMOUTH

### CO.STARTERS

Business Start-up & Development Programme



9 WEEK PROGRAMME | \$250



DWC's Co.Starters business start-up and development programme is set to begin in Greymouth on 30 April.

The weekly course is designed to help you find the best approach to starting and growing a business and collaborate with others who share your entrepreneurial spirit as you work through your business model.

Miriam Rees from Blue Spur Milk & Honey attended the previous programme in Greymouth.

"Every week at Co.Starters there is a guest speaker: local entrepreneurs, accountants and lawyers. It's fantastic to see the local community getting behind

the course, spreading their knowledge and sharing their inspiring stories," Miriam says.

Hannah Green from Wild Peace Wellness Centre attended the Co.Starters programme in Westport saying: "the incredible support from the facilitators and all the other students is honestly priceless."

If you would like to start your own business, develop your existing business, or explore and develop an idea or project then the Co.Starters programme is for you.

**To register for the nine-week Co.Starters programme delivered by WestREAP contact: [costarters@westreap.org.nz](mailto:costarters@westreap.org.nz)**

## UPCOMING EVENTS

### Succession Planning Workshop

9 April 9:00am-12:30pm St John Training Room, Greymouth FREE  
Register online at [www.dwc.org.nz](http://www.dwc.org.nz)

### One day training for Health and Safety reps | CECC

Stage 1 15 April 9:00am-4:00pm Beachfront Hotel, Hokitika

Stage 2 16 April

9:00am-4:00pm Beachfront Hotel, Hokitika  
Member price per training \$450+GST, Non-member price \$550+GST  
Register online at [www.cecc.org.nz](http://www.cecc.org.nz)

### Co.Starters Business Start-up and Development Programme

30 April 9-week course Greymouth \$250  
Register with [costarters@westreap.org.nz](mailto:costarters@westreap.org.nz)