



Heath Milne, Fiona Hill, Jo Birnie, and Tania Washer at EDNZ Awards in Hamilton

WEST COAST SUMMER CAMPAIGN UNDERWAY

DWC's summer campaign is focused on driving awareness for the Coast as a visitor destination.

The previous 'Pretty great, actually' campaign was highly successful, yet it only played for a couple of months.

"The tongue-in-cheek ads opened a rich vein of creative opportunity that still has so much more potential," says DWC destination and tourism manager Patrick Dault.

"For summer we're continuing the 'Pretty great, actually' creative vehicle but with more personas, more locations, more exposure for operators, along with a broader reach."

The campaign sets the Coast apart from other tourism regions, Dault explains.

"It makes people stop, pay attention and potentially even have a little chuckle - all changing the perceptions of the Coast and making it top of mind for domestic and Australian travel."

It is based on perception research commissioned by DWC and on international research conducted by Tourism New Zealand. The research demonstrated that domestic and international visitors are keen to get to know Coasters and the region's best kept secrets.

The 'Pretty great, actually' campaign aims to align visitor and local values around an authentic and unpretentious region.

"We want to overcome audience fatigue and apathy, blandness and generic messaging. We seek to be different in a world where every region is feature-dropping; fighting for the tallest mountain, deepest river and best sunset. With understated landscapes and West Coast personality, we invite visitors to see what the Coast is actually like and how Coasters enjoy the region."

The summer campaign will target a domestic audience as well as Australia. It is forecast to have approximately 6.5 million online impressions and drive 80,000 visitors to the West Coast website, where they can view more inspirational content about the region, its attractions and tourism operators.

DWC's recent spring visitor campaign accumulated 3.7 million online impressions and drove around 60,000 people to the West Coast website.

The latest visitor spending data from MarketView shows spring got off to a good start on the West Coast, with visitor spending in the region during September 21% above pre-pandemic levels in September 2019.

westcoast.co.nz/summer



UPSKILL WEST COAST WINS AWARD

DWC took home the prize for 'Best practice for Collaboration' at the recent Economic Development New Zealand (EDNZ) Awards for the Upskill West Coast project.

Upskill is a collaborative initiative focused on supporting people to attain recognised qualifications and creating sustainable employment opportunities.

The project aims to bolster recruitment and longer-term retention of employees, which attracts and keeps people in the region, grows business and draws new businesses to the West Coast.

Led by DWC and supported by Ministry of Social Development, the project's delivery is managed by local HR and project management firm, Productive People Ltd. It is staffed by two experienced recruitment and training consultants - Tania Washer and Alice Moynihan.

Upskill was made possible with funding support from Kānoa.

DWC economic development manager Jo Birnie said in the three years since it was established, Upskill West Coast has helped place over 700 people into employment on the West Coast.

"That's over 4 percent of our workforce, and working with over 8 percent of West Coast businesses - a massive effort. Not only is Upskill creating opportunities for those directly supported, but it's helping lay the groundwork



"IT WAS A PRIVILEGE FOR OUR PROJECT TO BE RECOGNISED NATIONALLY AT THE EDNZ AWARDS."

Tania Washer | Upskill Manager

for the region going forward."

Tania Washer, Productive People's Upskill Manager said: "Our work has had such a positive impact across the West Coast region economically, bringing new people to the region, as well as supporting current residents into new job opportunities. Upskill funding has helped hundreds of people to train within their chosen careers, enabling promotions and career changes."

"We have experienced some very difficult times, working with small business owners during and after covid lockdowns to come up with staffing solutions to help keep their companies open, and we are now seeing the ongoing benefits truly come into fruition, with many businesses growing and taking on even more staff."

"I could not be more pleased that the project has been extended well into 2024 as there is still so much work to be done."

DWC was also a finalist in the 'Best practice for Innovation' category for its regional recruitment and media outreach work.

westcoast.co.nz/upskill

LOOKING TO ELEVATE YOUR BUSINESS

Book an appointment to meet with one of DWC's business support team.

Our goal is to help connect businesses to the right support and resources to aid them on their journey of continual improvement or to help them overcome specific challenges. The service is available to all businesses, regardless of your stage - whether you're starting out, expanding your operations, or looking to exit.

We encourage you to book a 1:1 session with one of our Capability & Growth Advisors during the scheduled session times listed on our website.

Alternatively, if these times are not suitable for you, please contact us at info@dwc.org.nz to arrange an onsite visit to your workplace at a time that works best for you.

westcoast.co.nz/businessesevents