

KEY STRATEGIC THEMES



Manage our Resources



Attract Regional Investment



A Desirable Destination



An Enduring Fund

STRATEGIES

- Focus on sustainable employment opportunities
- Increased investment in West Coast enterprises delivering a commercial return
- Improve availability of housing to support workforce
- Grow West Coast businesses to be national/international players

- Leverage Distribution Fund to attract strategic investment/partnerships
- Optimising networks to attract new business investment
- Attract, retain and support the right businesses
- Value added to minerals sector
- Workforce redeployed

- Invest in the West Coast brand and building on authentic West Coast character
- Improve profile and perception of the West Coast
- More high paying jobs
- Attract and retain the right talent (productive people)

- Maintain charitable status
- Maintain real value of the Fund

MEASURING OUR SUCCESS

- GDP growth vs other regions
- Employment roles and income band improvement
- Increased profitability/growth in supported industries
- Significantly increased investment on the West Coast through the available Distribution Fund

- New businesses attracted to the West Coast as a direct consequence of DWC's intervention
- New investment attracted to the region as a consequence of DWC intervention
- Direct DWC investment into existing West Coast businesses which achieves business growth and/or diversification

- Increased revenue from visitors
- Increased occupancy
- Increased number of business units in the region
- Increased building consents for homes

- All investments meet the objects of DWC's Deed
- Average return on investment from new Distribution Assets is > Investment Fund returns, therefore not affecting the ability to maintain the real value of the fund

Vision

A thriving economy that delivers inter-generational prosperity

Mission

To grow business to grow the Coast

Our Values



Value our People

Our people are our best asset and we are committed to supporting them to reach their full potential.



Drive for Results

We are committed to and accountable for delivering measurable results for the West Coast.



Innovation

We are committed to realising new opportunities to deliver sustainable economic growth on the West Coast.



Collaboration

We work in partnership with others to deliver a thriving West Coast economy now and for future generations.



Trust

To succeed through working in partnership with others, we need to build those relationships on a foundation of integrity and trust.