



Invest in the West Coast

REGIONAL INVESTMENT
PROFILE 2024/2025

WEST NEW ZEALAND
COAST[®]
UNTAMED NATURAL WILDERNESS

Foreword

New Zealand's stable economy and political system, reputation for innovation and ease of doing business make it an attractive place to invest. The West Coast combines the benefits of doing business in New Zealand, supported by local government, with advantages based around the region's natural assets, skilled workforce and enviable lifestyle.

Whether you are an existing business, new to the West Coast, encouraging investment or thinking about moving here, this document will give you the information you need to help you on your journey.

The region's leadership – across businesses, councils and the economic development agency, Development West Coast – are enablers of innovation, providing support, knowledge and connections with local, national and international enterprises, and central government.

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Our Values

Ō TĀTOU UARA

Our guiding principles are drawn from tikanga Māori and will be at the heart of our decisions moving forward.

Manaakitanga

Welcoming, inclusive, connection, and support for each other

E tāwhiri ana, e whakawhāiti ana, e tūhonohono ana, e tiaki ana hoki tētahi i tētahi

Kaitiakitanga

Active guardianship of our taonga and giving back to nature

E takatū ana te tiakina o ā tātou taonga me te whai whakaaro ki te taiao

Whanaungatanga

Our sense of collective belonging and identity

Te āhua o tā tātou whai wāhi tahi me te tuakiri

Rangatiratanga

Courageous leadership and being in charge of our own destiny

E māia ana te hautūtanga, me te hautū i tōna anō anamata

Pono

Honest and sincere in everything that we do

E pono ana, e motuhenga ana hoki tātou i ā tātou mahi katoa

Kotahitanga

Unity and collective action

Te kotahitanga me te mahi tahi

Our Vision

Ā TĀTOU WHAKAKITENGA

To be recognised as leaders in the adoption of innovative, sustainable and regenerative economic, social, wellbeing and environmental solutions.

*Kia kīia he whakaihuwaka
i te whai i ngā whakatau
ā-ohaoha, ā-pāpori,
ā-hauora, ā-taiao hoki
e auaha ana, e toitū ana,
e whakarauora ana.*

OUR PLACE

We care for our people and place leaving our environment in a better state than we inherited it.

TŌ TĀTOU TAIAO

Ka kumanu tātou i tō tātou hapori, i tō tātou rohe, kia waiho ai mātou i tētahi taiao e ora ake ana, tēnā i te mea i waiho mai.

We have an innovative and resilient economy delivering opportunities and high-paying jobs for our hapori. Care for our people and our environment is part of who we are and what we are known for.

OUR ECONOMY

Our diverse and resilient economy is fueled by a thriving entrepreneurial hapori and world class infrastructure. The world looks to us for solutions on conservation, biodiversity regeneration and clean energy.

TŌ TĀTOU ŌHANGA

E kōkiritia ana tō tātou ōhanga e kanorau ana, e manawaroa ana hoki e tētahi hapori rakahinonga e tōnui ana, e tētahi hanganga kei tētahi taumata ā-ao. Tiro mai ana te ao ki a tātou mō ngā whakataunga mō te whāomoomo, mō te whakarauora rerenga rauropi me te pūngao whakahōu.

Our 2050 Outcomes

Tō Tātou Putanga

OUR LEADERSHIP

Our leadership is collaborative, future-focused and optimistic, front footing the change required to deliver practical and bold actions.

TĀ TĀTOU ĀRAHI

E mahi tahi ana, e whakakite ana, e ngākau rorotu ana hoki tā tātou ārahi me te para i te huarahi mō ngā panonitanga e tika ana kia whai take, kia māia hoki ngā mahi.

E auaha ana, e manawaroa ana hoki tō tātou ōhanga me tāna whakarato i ngā āheinga me ngā umanga uara nui ki tō tātou hapori. Ko te tiaki i tō tātou hapori me tō tātou taiao tētahi wāhanga o tātou, e rongonui nei hoki tātou.

OUR PEOPLE

Our people are proud of their identity as Coasters and optimistic about the future. Our connected communities and culture are inclusive, caring and collaborative.

TŌ TĀTOU HAPORI

E poho kererū ana tō tātou hapori i tō tātou tuakiri hei “Coasters” me tō tātou ngākau rorotu mō te anamata. E whakawhāiti ana, e manaaki ana, e mahi tahi ana hoki ō tātou hapori kōtuitui me tō tātou ahurea.

Geography

A location that is hard to beat, the West Coast provides the best of both worlds, allowing you to stay connected when necessary while offering a perfect retreat when needed.

The West Coast's geography is characterised by its remote and rugged nature, making it a haven for outdoor enthusiasts, nature lovers, and those seeking unique and untouched landscapes.

The West Coast region covers 22,245 square kilometres, 8.5% of all land in New Zealand; making it the 5th largest region in the country, extending from Kahurangi Point in the north to Awarua Point in the south, a distance of 550 km. There are 3 harbours, 600 kilometres of coastline and the region is no more than 50 kilometres wide at its widest point.



The West Coast Region

From Kahurangi Point in the north to Awarua Point in the south, this is the West Coast region.

WEST COAST
SOUTH ISLAND
NEW ZEALAND



	Westport	Wanaka	Punakaiki	Nelson	Karamea	Hokitika	Haast	Greymouth	Fox Glacier	Franz Josef	Christchurch
Westport	558km 7:10	57km 50min	217km 3:00	95km 1:30	140km 1:55	415km 5:25	102km 1:30	294km 3:55	273km 3:35	330km 4:15	
Wanaka			501km 6:20	738km 9:25	652km 8:35	418km 5:15	145km 1:45	455km 5:45	262km 3:15	288km 3:40	425km 5:05
Punakaiki				260km 3:35	151km 2:20	84km 1:10	360km 4:35	47km 0:39	241km 3:10	218km 2:45	288km 3:55
Nelson					311km 4:25	319km 4:10	595km 7:40	282km 3:40	480km 6:20	460km 5:55	415km 5:20
Karamea						235km 3:25	510km 6:50	197km 2:55	395km 5:25	365km 4:55	427km 5:40
Hokitika							275km 3:30	38km 30min	158km 2:05	135km 1:40	248km 3:20
Haast								313km 4:00	120km 1:30	145km 2:00	525km 6:50
Greymouth									196km 2:35	171km 2:10	243km 3:15
Fox Glacier										25km 25min	405km 5:25
Franz Josef											382km 5:00
Christchurch											

Travel distances/times

West Coast at a Glance



GDP Total
(IN 2023 PRICES)

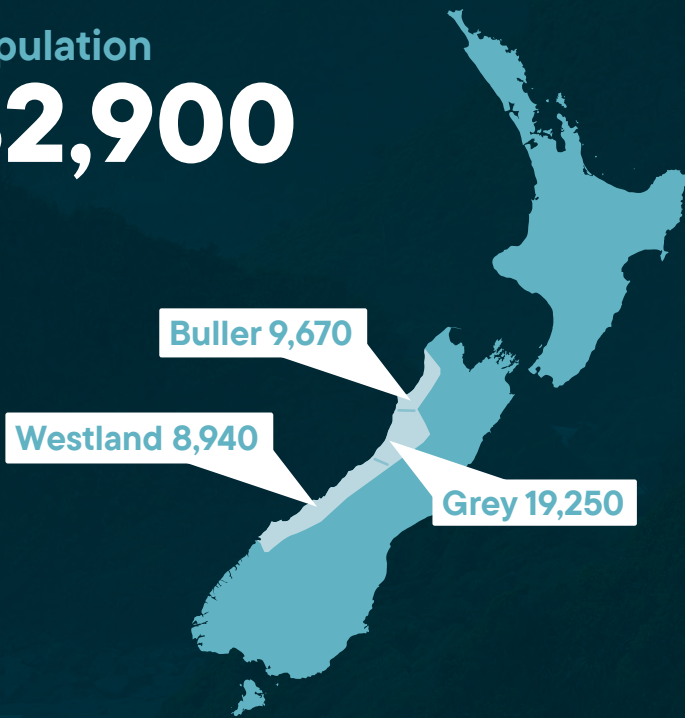
\$2,594m

Productivity
(GDP PER FILLED JOB)

\$153,807

Population

32,900



Business Count

3,855

**Sunshine
Hours 2023**



Central Otago

**562.6
hours**

West Coast

**548.6
hours**

Mackenzie Basin

**545.4
hours**

Queenstown Lakes District

**526.7
hours**



**5 National
Parks**



**1 UNESCO World
Heritage site**

West Coast Business Highlights

In the heart of New Zealand's untamed West Coast, businesses are making waves with innovation and impact. From sustainable ventures to globally recognised products, these enterprises are redefining the narrative, proving that even in remote landscapes, business can do big things.



A-grade tropical fruit for South Island grocery markets are grown in the northern part of the region.



Rare earth elements needed for many green technologies are mined on the West Coast, a first for New Zealand.



Gold dredges designed and built in the region are exported around the world.



Westland Milk Products exports to **40 countries worldwide.**



NZ's only Minerals to Materials Research Institute is located just outside Mawhera Greymouth and is focused on **researching new economic opportunities** from adding value to New Zealand's mineral resources, including low-emissions technologies.



Sphagnum Moss from the West Coast is used for water purification in the USA.

Reasons to Invest

The West Coast’s growing economy is founded on the region’s abundant natural resources, with primary industries and tourism being the major contributors to revenue.

A sought-after destination famous for its unique environment. The region has longstanding anchor sectors, providing competitive advantages that have underpinned our economic performance and prosperity for decades.

The region has a rich history and interwoven story of migration from Tangata Whenua and European settlers. The diverse communities of people who now call the West Coast home create a truly multicultural society.

Our stunning natural landscapes draw visitors from all corners of the world, our favourable growing conditions see us farm the most outstanding produce, and the oceans that surround us make us the natural home for New Zealand’s blue economy.

Our economy and people are globally connected, shipping our produce and innovative products all around the world. Our innovative and pioneering spirit persists to this day. Our region is home to an array of high achievers and innovative businesses. Some were born here, while others chose to move here for the unique lifestyle offering. As a place where talent wants to live, the West Coast gives space to explore, create and innovate.

The Visitor Economy

The West Coast is a strong tourism region with a long history of attracting international and domestic visitors. Our natural environment is the heart of our visitor economy. The region’s Māori heritage and cultural practices can be leveraged to create unique cultural tourism experiences and educational programs.

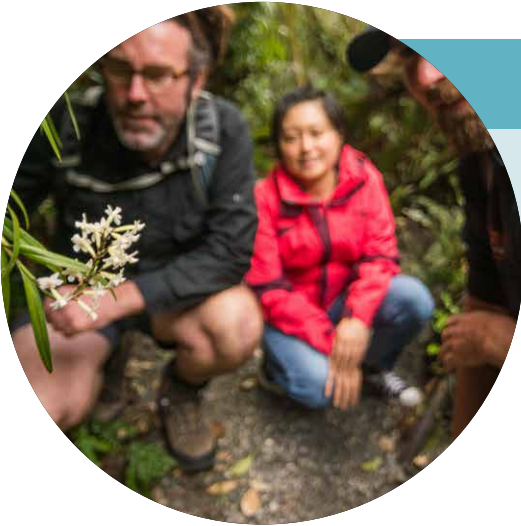


INVESTMENT OPPORTUNITIES:

- **Arts, culture and heritage attractions and tours:** tapping into the West Coast’s rich creative sector and history
- **Health and wellness offerings:** many opportunities throughout the region
- **Soft-adventure tourism:** leveraging investment in trails and outdoor facilities
- **Eco-tourism and biodiversity:** working alongside the region’s many projects
- **Hotels and accommodation:** from hosted to major hotel developments



Photo: Māruia Hot Springs.



Nature

The rich biodiversity of the West Coast provides opportunities in conservation efforts, wildlife protection, and environmental education.

INVESTMENT OPPORTUNITIES:

- Afforestation and reforestation projects
- Carbon offsetting
- Eco tourism and recreation
- Biodiversity conservation
- Education

Energy

The West Coast's natural resources make it suitable for renewable energy projects such as hydroelectric power, wind energy, and solar energy initiatives.

INVESTMENT OPPORTUNITIES:

- **Wind generation:** potential for onshore and offshore wind electricity generation
- **Renewables technology:** build existing technologies and pioneer new ones, including wave, solar and biofuel
- **Hydrogen:** production and distribution infrastructure, downstream hydrogen via manufacturing industrial products traditionally made with natural gas, such as urea and methanol
- **Electricity technology and products:** new products and services for electricity consumers looking to generate their own electricity, smartly manage their consumption, and transition to electric vehicles; technologies to support the transition of the electricity market for electricity infrastructure companies



Forestry and Wood Processing

Forestry is a well-established and significant part of the West Coast economy, thanks to the region's warm climate, reliable rainfall and fertile soils. With vast forests in the area, forestry and wood processing industries offer potential for growth. This includes timber production, woodworking, and sustainable forestry practices.

INVESTMENT OPPORTUNITIES:

- Wood processing facilities
- Value-added wood products
- Bioenergy and biomaterials production
- R&D in wood technology
- Carbon credits and ecosystem services



Manufacturing and Engineering

The West Coast has world-class manufacturing and engineering that prospective investors can tap into and leverage.

INVESTMENT OPPORTUNITIES:

- **Engineering and design consultancy:** supporting established and emerging enterprises and projects
- **Marine services:** leveraging the port and West Coast location
- **Industrial production:** developing and deploying the systems and support to enable other projects to succeed
- **Food and beverage manufacturing:** advanced production facilities and services

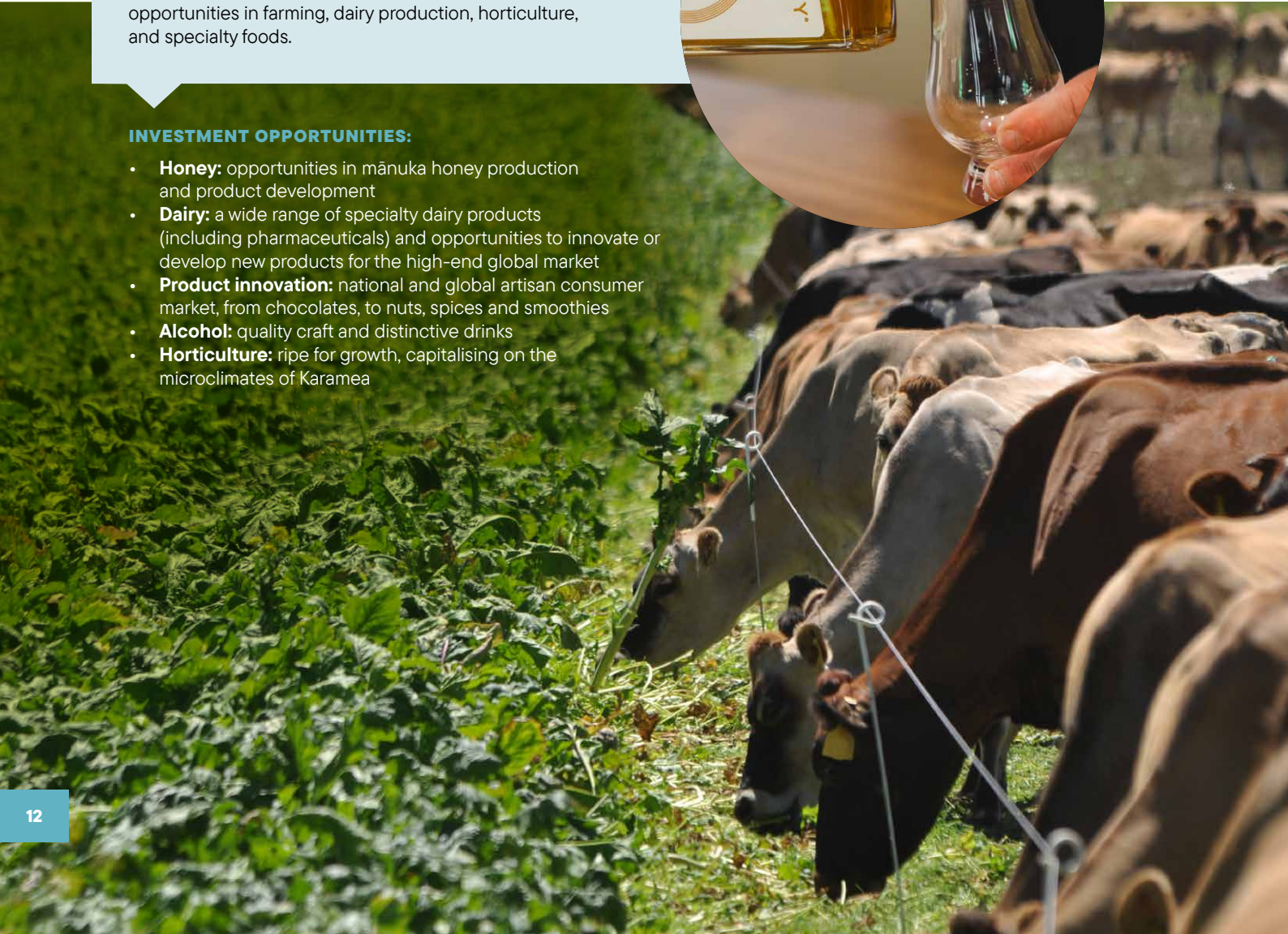
Agriculture and Horticulture

The region's fertile land and temperate climate create opportunities in farming, dairy production, horticulture, and specialty foods.



INVESTMENT OPPORTUNITIES:

- **Honey:** opportunities in mānuka honey production and product development
- **Dairy:** a wide range of specialty dairy products (including pharmaceuticals) and opportunities to innovate or develop new products for the high-end global market
- **Product innovation:** national and global artisan consumer market, from chocolates, to nuts, spices and smoothies
- **Alcohol:** quality craft and distinctive drinks
- **Horticulture:** ripe for growth, capitalising on the microclimates of Karamea



Property and Infrastructure

The West Coast is being transformed by government and private sector investments, which in turn are creating emergent infrastructure and property development opportunities.



INVESTMENT OPPORTUNITIES:

- **Commercial property:** opportunities across the spectrum
- **Industrial property:** development and management
- **Infrastructure:** energy, transportation and connectivity
- **Demand for new homes** continues to provide opportunities for residential construction companies.
- **Tourism industry growth** is increasing the need for new hotels and visitor accommodation in the region's tourism hotspots.
- **Development of infrastructure and services** to meet the needs of a growing population present opportunities in commercial and civil construction



Research, Science and Technology

Research, science and technologies underpins many of the region's biggest and most innovative sectors.

INVESTMENT OPPORTUNITIES:

- **Industry-specific automation:** leveraging the region's established strengths
- **Digital and professional services:** supporting activity across multiple sectors
- **Computer systems design and related services:** maximising lifestyle and affordability advantages

Minerals and Natural Resources

The West Coast has a history of mining, for coal, gold and other minerals. Sustainable and responsible mining practices, as well as resource management provides opportunities.



INVESTMENT OPPORTUNITIES:

- Precious metals
- Rare earth elements (REEs)
- Energy resources
- Mineral sands



Photo: Westport Chips and Jam | Jules Anderson

Competitive Advantages

The West Coast not only has fantastic features that appeal to visitors and investors, but also has a coordinated approach among councils, the private sector and DWC that works well.

The expertise, infrastructure, a strong workforce is here, and district councils and the regional council have a lot of experience and well-understood processes by which industry is well considered.

KEY INDUSTRIES



Agriculture



Mining



Manufacturing



Renewable energy
(solar, wind, bioenergy)



Education
and training



Advanced
manufacturing



Tourism



Information
technology



Photo: Reefiton Distilling Co. | RodyNZ



Photo: Road to Haast | Clint Trahan



Photo: Nature Economy Project.



LOCATION AND LIFESTYLE

- Growing major centres of Greymouth, Westport, Hokitika and Reefton
- Easy access to the growing markets of Christchurch
- Affordable real estate
- Diverse geography, stunning landscapes
- Excellent education facilities
- Choice of urban or rural lifestyles



ECONOMY

- Strong and diverse economy, particularly the agricultural, manufacturing, mining, energy and nature sectors
- Skilled labour force with competitive wage rates
- Highly competitive commercial real estate and rental prices



CAPABILITIES

- Skilled, educated workforce
- Good transport links and freight access by road and rail
- Direct daily flights to Christchurch and Wellington
- Good connectivity and technology



STRONG COMMUNITIES

- Family friendly
- Tertiary education
- Quality rural lifestyle opportunities
- Minimal commutes to work
- Relaxed lifestyle
- Affordable residential, commercial, and industrial land
- Low business costs
- Safe communities with low crime



Photo: West Coast Pie Co staff.



Photo: Epic Westport.





Photo: Making coffee | Jase Blair

Enviably Lifestyle

Lifestyle on the West Coast offers its residents a less stressed working environment with time to enjoy this incredible region. Many skilled workers relocate to the region to enjoy the lifestyle the West Coast offers; short commutes, low population density, affordable land and housing make it an enviable place to live.

- **Affordability:** The median house price on the West Coast is 46% of that in Auckland and 62% of that in Wellington.
- **Climate:** Variable weather with moderate temperatures.
- **So much to do:** Walking trails, cycling adventures, events, arts and family fun.



WORKFORCE

The West Coast's local labour market offers access to a highly skilled and stable workforce, widely regarded for their innovation. Skill gaps in the workforce are being actively addressed by the Upskill programme, which drives to encourage more skilled workers to move to the region.

LAND AVAILABILITY

There are significant areas of undeveloped or under-utilised land throughout the West Coast. These provide enormous potential for primary production through a combination of establishment, intensification, or diversification of activities.

The West Coast boasts over 600 kilometres of coastline, access to deep water, close proximity to arterial routes, amenities and facilities including industrial parks and commercial wharves.

EDUCATION

The West Coast is predominantly made up of rural areas with small, high-achieving schools. Larger schools in the more populated areas of Hokitika, Greymouth and Westport provide extensive modern facilities, and private education options are also available. The region's tertiary education provider, covers a multitude of subjects, and works closely with local and national employers providing quality vocational training across the region.



TRANSPORT AND LOGISTICS

State Highway 6 is the main highway running the length of the region, connecting the region to the Tasman region in the north and the Otago region in the south via Haast Pass. State Highway 7 and State Highway 73 connect the West Coast with the Canterbury region via Lewis Pass and Arthur's Pass respectively.

Air and rail travel:

- Flights operate daily with Air New Zealand between Christchurch and Hokitika.
- Flights operate daily with Sounds Air between Wellington and Westport.
- The TranzAlpine runs return between Christchurch and Greymouth on a daily basis.

Freight:

Kiwirail operates daily freight lines which extend from Canterbury to Ngākawau in the north and Hokitika in the south.

The role of the regional ports is well understood and there is a clear plan for investment in them as key nodes for the regional transport network.

Jackson Bay and Westport both export domestic product, with Westport also receiving domestic imports. Greymouth is the hub for both domestic and international import and export with a clear Transshipment Zone.



Photo: Tai Poutini Polytechnic automotive student.

CONNECTIVITY/ TELECOMMUNICATIONS

All major towns and centres have access to high-speed broadband services and extensive wireless internet coverage. In addition, further fibre and fixed wireless services are continuing to be rolled out in most towns across the region until 2025.

There is a collective desire to increase digital capability across the West Coast. With support from local and central government, the region's businesses and communities are working together to take advantage of new infrastructure.

HOUSING

The West Coast population is growing. We know we need space for more houses and businesses, and there are developments underway. The region offers housing options to suit every budget.

HEALTHCARE

The West Coast has an excellent health system in place. Services are well distributed with the main hospital in Greymouth and a peripheral hospital in Westport. The region is also serviced by 14 general practices and a Māori health provider.

REGULATORY FRAMEWORK

Every district in New Zealand must have a working plan identifying community values and how to achieve them by managing where and how services are delivered, and how resources are used.

Te Tai o Poutini Plan (TTPP) is the combined District Plan for the Buller, Grey and Westland Districts, set to replace the current individual district plans. TTPP sets out the objectives, policies, rules and methods to manage land use activities and subdivision across the districts. TTPP also includes online maps to show zoning, and where various rules apply. The new Plan will set strategic direction for:

- Urban form and development
- Biodiversity and natural heritage management
- Climate change
- Mining
- Natural hazards
- Tourism



Photo Jase Blair

Māori Economy

Te Tai Poutini

Māori are a significant part of the West Coast economy, comprising 13% of the region's population. The mana whenua of Te Tai Poutini | the West Coast are Poutini Ngāi Tahu, consisting of Te Rūnanga o Ngāti Waewae, and Ngāti Māhaki of Te Rūnanga o Makaawhio.

Ngāti Waewae are based at Arahura Marae and Ngāti Māhaki at Te Tauraka Waka a Maui Marae at Mahitahi/ Bruce Bay. Mana whenua are significant participants in forestry and tourism in the region. Ngāi Tahu Forestry owns 49,000ha of indigenous and exotic forests, and is the principal supplier of the West Coast sawmilling industry. Ngāi Tahu Tourism operates the iconic Franz Josef Glacier Guides, while Poutini Ngāi Tahu have a leading role in the pounamu tourism industry, and are driving investment in the \$34 million Pounamu Pathway; a leading edge and inter-connected tourist trail the length of the West Coast.





Confidence in the Future – *Investment Highlights*

PORTS

The West Coast received over \$17m investment in port projects, strengthening the resilience of the region's ports and enabling future economic growth.

POUNAMU PATHWAYS

A \$34.5 million New Zealand tourism venture, launched in 2020, creating four linked visitor experience centres on the West Coast of the South Island. The visitor centres tell stories using innovative digital technology to bring alive the Coast's culture and history with an emphasis on pounamu and early Māori connections. Pounamu Pathways is run by Te Ara Pounamu Ltd - a company owned by Te Runanga o Ngāti Waewae, Te Runanga o Maakawhio and DWC.



DOLOMITE POINT REDEVELOPMENT PROJECT

DOC's largest capital project in the country. Dolomite Point is one of New Zealand's most visited spots with more than half a million people visiting the site every year.

The total funding for the project is \$42.6 million. A key focus of the work is establishing a cultural footprint for Te Rūnanga o Ngāti Waewae so the Ngāi Tahu hapu is able to share its stories with visitors. Partnership between the Crown and iwi is at the heart of the Project.

Ngāti Waewae will own and manage the new Dolomite Point Experience Centre.



Support for Investors



Development West Coast (DWC) is the region’s economic development agency, and aims to provide vision, aspiration, leadership and unity of purpose in sustainable economic development for the West Coast.

DWC aids investors and businesses by sharing regional knowledge, conducting investment analysis, helping to identify opportunities, developing funding applications, promoting sector development, providing enterprise support to increase the capability and resilience of businesses on the West Coast, and assisting innovation at a business level.

Development West Coast

Development West Coast is governed by a Deed of Trust which specifies DWC’s objectives - to promote sustainable employment opportunities; and generate sustainable economic benefits for the West Coast, both now and into the future.

DWC works alongside stakeholders to assist and identify potential opportunities for the creation, development and innovation of business and industry.

DWC manages its funds to enable the investment and distribution of income back into the region to meet its core objectives; these are met through the provision of a range of business and economic development initiatives, including commercial finance, business support and advisory services, tourism destination management and promotion, industry and sector support, and research and innovation projects.




DEVELOPMENT
WEST COAST

Te Ohu Whakawhanake o Te Tai Poutini

To find out more visit:

westcoast.co.nz

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