

CITY PROMOTIONS, EVENTS AND ATTRACTIONS

We want Wellington to be vibrant, prosperous and 'eventful'.

Through our involvement in city promotions, events and attractions, we aim to position Wellington as an internationally competitive city, attractive to residents and visitors alike. In this work, we aim to help the city maintain its edge as a prime tourist and conference destination, maximise economic value from promoting and hosting high-profile events, support the development of a thriving retail sector, and build on the city's strengths – such as its compactness and its strong sense of identity – to enhance prosperity and contribute to higher quality of life for all Wellingtonians.

To achieve this, we support a wide range of events, visitor attractions, and city promotions.

We:

- provide funding for Positively Wellington Tourism, the city's official **tourism** marketing organisation, so it can run its highly successful domestic and international visitor attraction campaigns
- support **Te Papa** – with more than one million visitors each year, it is one of the city's major attractions
- have committed, along with support from the Government, to a complete redevelopment of **Carter Observatory** – this is scheduled to start mid-2007. The new-look facility will be a leading science-based visitor attraction
- operate an Events Development Fund, which contributes to the city's buzz by supporting a huge range of **events** – including the X-Air Games, World of WearableArt Awards, Rugby Sevens, Chinese New Year festivities and more

- manage the Wellington Convention Centre, which provides **venues** for arts/entertainment and sports community events, and attracts out-of-town visitors to conventions
- help keep the city centre lively over the weekend by providing **free parking**
- carry out work to maintain and enhance Marsden Village in Karori
- promote the city as **Creative Wellington** – **Innovation Capital**.

From 2007/08, we'll build on past successes by further boosting our events programme.

Since its establishment in 2003/04, our Events Development Fund has proved highly successful at attracting events to the city. These range from ongoing, iconic events such as the World of WearableArt Awards, International Rugby Sevens and X-Air Games to one-offs such as the 2006 World Mountain Running Championships and the Volvo Ocean Race. These events are major contributors to Wellington's economy, bringing well over \$20 million in new spending to the city each year. They also enhance quality of life for Wellington residents, providing entertainment and a sense of pride in the city, adding colour and vibrancy, and helping to keep the city's retail and café sectors thriving.

As the number of events supported by the fund has grown, our ability to attract new iconic and one-off major events has diminished. We plan to increase the fund's budget by \$500,000 for 2007/08 and future years to help Wellington retain its edge as New Zealand's events capital.

MEASURING OUR PERFORMANCE

In recent years, Wellington has experienced steady growth in visitor numbers, both from international destinations and throughout New Zealand. This growth has been helped by the attraction of events.

We use a range of measures, including resident satisfaction surveys, to gauge our contribution to the city. In 2007/08, our targets are:

- major events supported by the Events Development Fund will have an estimated economic impact of at least \$20 million (20:1), and at least 90% of residents surveyed will be satisfied with Council-supported events
- Te Papa will attract at least 1.1 million visitors (with 35% of adult visitors coming from outside New Zealand and 35% of adult domestic visitors coming from outside the Wellington region)
- the Wellington Convention Centre will hold more than 872 events (including more than 120 concerts); achieve occupancy rates of 65% for the Town Hall, 72% for the Michael Fowler Centre, and 60% for the Queens Wharf Events Centre; and maintain its 4-star Qualmark rating and its ISO9001 accreditation
- at least 60% of residents surveyed say they're more likely to come in to the city at weekends, for other reasons than work because WCC on-street parking is free, and the turnover rate for WCC city car parks will be 4.7 cars per day at weekends and 7.5 per day on weekdays.

We will also measure the total number of events we support. We do not have a target for total number of events. Instead, we aim to support as many worthwhile events as possible that meet our funding criteria, subject to budget limits.

Performance targets for Positively Wellington Tourism are shown in the council-controlled organisations section of this annual plan – see the appendix.

VARIANCES

For the 2007/08 financial year, we are planning the following variances from our 2006–16 long-term plan:

- Wellington Convention Centre – reduce operational spending by \$100,000 by deferring some non-urgent maintenance.

From 2007/08 we'll provide support to the New Zealand Film and Television School.

The New Zealand Film and Television School is the only training provider of its type in Wellington and its graduates provide the film industry with skilled staff that supports the growing film sector in Wellington to attract and retain film business. The funding is \$40,000 per annum for three years to assist the School with relocating to their new premises and with set up costs.

WHAT IT WILL COST

ACTIVITY	OPERATIONAL SPENDING			CAPITAL SPENDING
	USER CHARGES AND OTHER REVENUE \$000	NET EXPENDITURE / RATES FUNDING REQUIREMENT \$000	EXPENDITURE 2007/08 \$000	EXPENDITURE 2007/08 \$000
Tourism promotion (3.1.1)	-	4,116	4,116	-
Visitor attractions (3.1.2)	-	2,319	2,319	300
Convention venues (3.1.3)	(4,925)	3,974	8,899	497
Suburban and city centres vitality (3.2.1)	-	1,223	1,223	-
Events attraction and support (3.3.1)	-	1,849	1,849	-
Creative workforce (3.6.1)	-	1,228	1,228	-
Total for 2007/08	(4,925)	14,709	19,634	797

Through our involvement in city promotions, events and attractions, we aim to position Wellington as an internationally competitive city, attractive to residents and visitors alike.

BUSINESS SUPPORT

We want Wellington to be an internationally competitive, prosperous city.

Through our business support work, we aim to enhance residents' quality of life by raising overall levels of prosperity. We aim to encourage innovation and entrepreneurship, and to enhance Wellington's competitiveness as a world-class location for talent, business/industry and investment.

We also aim to support the city centre's development as the region's premier retail, knowledge and entertainment district. We also aim to make the city more 'connected', by building the communications and transport infrastructure so vital to business success.

To achieve this, we encourage business development and work to enhance transport and communications hubs.

We:

- provide grants for one-off projects that bring **economic benefits** to the city
- run a **move to Wellington** campaign aimed at attracting and retaining skilled, creative people
- are supporting Positively Wellington Tourism and Wellington International Airport in their bid to attract at least one daily **long-haul air service** to the city from an Asian destination
- are working on a policy that aims to enhance the city's **communications infrastructure** and build ICT skills
- represent **Wellington's interests** to central government and other agencies, the business community, and sister cities.

We're considering ways to boost Wellington's broadband.

Early in 2007, we adopted a vision for broadband connectivity in the city: "By 2012, all of Wellington city will have affordable access to an interactive and open broadband network capable of supporting applications and services using integrated layers of voice, video and data, with sufficient two-way capacity in the city, and out to the world, to meet the ongoing information and communications needs of the city's residents, businesses, investors and institutions." During 2007/08, we will engage with stakeholders to explore options on how this can best be achieved.

And we're working to unlock the region's potential for sustainable economic development through the Wellington Regional Strategy.

The Wellington Regional Strategy is a blueprint for sustainable economic growth over the next 30 years.

The strategy has been developed by greater Wellington's nine local authorities, in tandem with central government and the business, education, research and voluntary sectors. Greater Wellington will play a pivotal role in the implementation and funding of the strategy, taking responsibility for its future governance, funding and delivery. As part of this work, Greater Wellington will establish a new regional economic development agency. This agency will effectively take over the work previously carried out by Positively Wellington Business.

MEASURING OUR PERFORMANCE

We use a range of measures, including resident satisfaction surveys, to gauge our contribution to the city. In 2007/08, our targets are:

- attract at least one long-haul airline to fly daily between Wellington and Asia by 2008/09
- positive growth in the number of businesses and jobs in Wellington's education, ICT, professional engineering, creative and film, manufacturing, and biotechnology sectors, along with positive growth in Wellington's location quotients for each sector
- at least 15 events/activities held with our formal international partnership cities (both in Wellington and overseas).

We record the number of economic grant applications we receive, the number receiving grants, and the total budget allocation. Our target is for all economic grants to be distributed in accordance with eligibility criteria.

We will also report on our work with stakeholders to enhance the city's information and communications infrastructure.

Greater Wellington will fund the new agency's work through a targeted rate from 1 July 2007, raising \$4 million (excluding GST) in 2007/08, \$4.5m in 2008/09 and \$5m in 2009/10. The final budget will be decided following consultation by Greater Wellington and after detailed consideration of specific strategic projects by

the new economic development agency's board, the Wellington Regional Strategy Committee and Greater Wellington. The new regional rate will replace the amounts rated by the local authorities – including the Wellington City Council – for funding Positively Wellington Business.

WHAT IT WILL COST

ACTIVITY	OPERATIONAL SPENDING		CAPITAL SPENDING	
	USER CHARGES AND OTHER REVENUE \$000	NET EXPENDITURE / RATES FUNDING REQUIREMENT \$000	EXPENDITURE 2007/08 \$000	EXPENDITURE 2007/08 \$000
Transport gateway connections (3.4.2)	-	200	200	-
Economic grants (3.5.2)	-	165	165	-
Regional and external relations (3.7.1)	-	295	295	-
Total for 2007/08	-	660	660	-