
REPORT 4
(1215/11/IM)

Report of the Strategy and Policy Committee
Meeting of Thursday 6 September 2012

Members: Mayor Wade-Brown, Councillors Ahipene-Mercer, Best (Deputy Chair), Cook, Coughlan, Eagle, Foster (Chair), Gill, Lester, McKinnon, Marsh, Morrison, Pannett, Pepperell and Ritchie.

THE COMMITTEE RECOMMENDS:

1. **ITEM 260/12P DISPOSAL OF PROPERTIES – 106-114 GLANMIRE ROAD NEWLANDS**
(1215/52/IM) (REPORT 1)

THAT Council:

1. *Agree that the objections from Mr Deane Virtue, Ms Neoni Humphreys and Mr Dan Merdler, and Mr Josh Southee to the proposal to revoke the reserve status of Lots 1-4 DP 50108 at 106 – 114 Glanmire Road, Newlands (the “Properties”) not be upheld to enable their disposal.*

2. **ITEM 261/12P DESTINATION WELLINGTON: PROPOSED DELIVERY MODEL**
(1215/52/IM) (REPORT 2)

THAT Council:

1. *Agree that:*
- (a) *Positively Wellington Tourism will:*
 - (i) *Develop the Wellington story, working with key stakeholders and taking into account Wellington City Council’s key strategies and priorities*
 - (ii) *Develop a range of digital and printed materials to tell the Wellington story*
 - (iii) *Deliver the Wellington story to market*
 - (iv) *Assist Grow Wellington and Wellington City Council in providing aftercare and retention of targeted businesses.*

- (b) *Grow Wellington will:*
 - (i) *Have lead responsibility for business, talent and investment attraction activities*
 - (ii) *Convert opportunities into business deals through a conversion process, using the Wellington story to targeted markets and segments*
 - (iii) *Take the lead role in providing aftercare and retention of targeted businesses, working with PWT, Wellington City Council and other stakeholders as required*
 - (c) *Wellington City Council will:*
 - (i) *Provide welcome services to make it easier for businesses, investors, talent and students to set up in the city.*
 - (ii) *Assist Grow Wellington in providing aftercare and retention of targeted businesses*
 - (iii) *Provide ongoing market analysis and intelligence*
 - (iv) *Coordinate, monitor and report on the programme of Destination Wellington activities.*
- 2.
 - (a) *Allocates Positively Wellington Tourism \$650,000 in 2012/13 and \$875,000 per year from 2013/14 to fund Destination Wellington activities.*
 - (b) *Allocates Grow Wellington \$300,000 in 2012/13 and \$900,000 per year from 2013/14 to fund Destination Wellington activities.*
 - (c) *Retains \$50,000 in 2012/13 and \$125,000 from 2013/14 per year to fund ongoing Destination Wellington activities.*
- 3.
 - (a) *A review of the implementation of Destination Wellington is undertaken and reported back to the Strategy and Policy Committee by March 2014.*

Andy Foster
Chair