

# Economic Development

## At a glance

**OUR AIM** Supporting growth to enhance quality of life.

**LEGAL REQUIREMENTS** Local Government Act 2002 – support economic well-being now and into the future.

**OUTCOMES** Stronger sense of place. More eventful. More compact. More entrepreneurial and innovative. Better connected. More competitive and prosperous.

### CHALLENGES

- Manage Council services in light of slower economic growth.
- Ensure the city is an easy place to do business.
- Focus on competitive strengths.
- Retain skills.

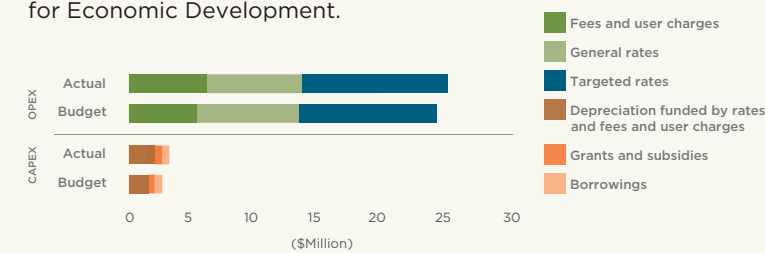
### STRATEGIC APPROACH

- Support high quality events and promote tourism and a vibrant retail sector.
- Celebrate creativity and innovation in the business sector.
- Improve the city's connections to the rest of the world.
- Support downtown Wellington as the centre of the region's retail and service economy.

We support a regional approach to economic development through initiatives such as the Wellington Regional Strategy and Grow Wellington, the region's economic development agency.

See 'progress against strategic priorities' for the key initiatives we are taking to meet these goals.

**COST** 2009/10 Expenditure and funding (actual and budget) for Economic Development.



## IN THIS SECTION

3.1 City promotions, events and attractions

3.2 Business support

We support economic growth to enhance quality of life.

## State of the city

### Wellington's economy has slowed as a result of the global economic slowdown.

Figures from consulting firm Infometrics indicate that the city's GDP per capita has continued to grow during the year (by 0.69%) despite the global slowdown. The National Bank estimates that regional economic activity declined by 1%, after growth in the previous two years. The number of people employed in the city declined from 140,780 in 2008/09 to 137,970 in 2009/10.

Though these results indicate that Wellington's economy slowed during the year, they nonetheless reflect a reasonable performance given the turbulence of global economic conditions.

We also face ongoing challenges to remain competitive and attract skills and investment. Though the number of businesses in Wellington grew by 1.3% in 2009/10, we have lost major companies in the last two years. Of New Zealand's top 200 companies, 24 were based in Wellington according to *Management* magazine in December 2009, compared with 29 companies in 2007.

Other indicators also suggest that the economy is performing reasonably and is well positioned for recovery.

Tourism numbers have generally remained steady or increased during the year (see activity 3.1 City Promotions, Events and Attractions for details). The value of cargo exports loaded at Wellington Seaport and Airport has continued to grow throughout the last three years.

### We take a regional approach to economic development.

The region's economic development is guided by the Wellington Regional Strategy – a joint initiative involving all Wellington territorial authorities. The strategy aims to deliver sustainable, long-term development. Its initiatives are delivered through Grow Wellington, the regional economic development agency, which is funded through Greater Wellington Regional Council regional rates and has responsibility for – among other things – supporting business development and attracting skilled migrants and investment.

### Council funding is focused on key strengths, such as events and major visitor attractions.

The strength of Wellington's economy doesn't depend on the Council, but rather on individual decisions and actions by businesses, tourists, consumers and others such as skilled migrants.

Our role is to provide a supportive environment in which businesses can operate. This means ensuring that the city is an appealing place to live, work, play and visit; that it has a high quality environment, excellent facilities, and a vibrant and appealing inner city where people can get together. This means we support economic development by – to name just a few – licensing cafes, getting rid of graffiti from public places, and by building parks on the waterfront.

When we do spend directly on economic development, we focus on areas where Wellington can achieve a real point of difference – areas such as tourism, high quality events, and visitor attractions, ranging from this year's highly successful AC/DC concerts or redevelopment of the Carter Observatory to the city's preparation for Rugby World Cup 2011 – by, to name just a few, installing artificial sports fields, upgrading Midland Park, improving central city walking and bus routes, and licensing temporary food and liquor outlets.

# Celebrating Wellington at the Shanghai Expo

In coming decades, Wellington's prosperity will increasingly be linked to the strength of our ties with China.

China is already the world's most populous country. With sustained economic growth rates of around 10% a year, in the next couple of decades it is set to overtake the United States and become the world's most powerful economy too.

For New Zealand, China is already our second largest trade partner. Since the signing of a free trade agreement in 2008, economic ties have grown closer. In coming decades, our fortunes will increasingly depend on our success at meeting the tastes – for food, tourism, education services, entertainment and consumer goods – of China's rapidly growing and increasingly prosperous middle class.

As a Council, it is not our role to do business, but it is our role to provide a strong environment for businesses to operate in. Through our sister city relationships with Beijing (pop. 22m) and Xiamen (pop. 2.5m), and partner city relationship with Tianjin (pop. 12m), we have for many years maintained strong relationships in China which have helped businesses to make connections and meet potential clients.

In 2009/10, those ties were reinforced as Wellington hosted civic delegations from Beijing, Tianjin and Xiamen, and in June 2010 when the Mayor led a civic, business and cultural delegation to those cities and to the Shanghai World Expo.

With an expected attendance of over 70 million people, and more than 200 countries represented, the Shanghai Expo (running from May to October) is the biggest ever held.

The New Zealand Pavilion, with a theme Cities of Nature, provided an ideal opportunity for Wellington to position itself as a creative, innovative, world-class capital city.

The Mayor was accompanied by a delegation of business people representing screen, education, healthcare and other innovative sectors identified as having strong potential for growth in China, who were able to meet with government officials in Beijing and a host of other potential clients at the Expo in Shanghai.

Among many possible opportunities generated during the trip, there were announcements of a Chinese joint venture with Wellington-based timber company Forme Consulting Group, and a possible New Zealand-China television co-production involving Wellington's Gibson Group.

## Progress against strategic priorities

Our 2009-19 long-term plan identified the following two strategic priorities for the period to 2012.

### Maintaining Wellington's reputation as a vibrant, creative and eventful place.

Specific actions towards this include maximising the economic return from our events development fund, and making the most of the opportunities provided by the 2011 Rugby World Cup. Economic impact from the events development fund was \$69.1m during the year, well ahead of target mainly because of the impact of major ticketed events such as January's AC/DC concerts. We continued to make progress in preparations for the Rugby World Cup, and reopened the refurbished Carter Observatory as a cutting-edge visitor attraction.

In our 2009-19 long-term plan, we also increased our funding for the NZ International Arts Festival and Te Papa, and to Positively Wellington Tourism to help them grow Australian visitor numbers and develop online services.

Though we face challenges in maintaining our competitive edge as a location for events, the number of New Zealanders who recognise Wellington as the country's events capital has increased steadily in recent years.

### Working with others to sustain Wellington's service/creative industries and workforce.

Wellington's creative workforce – reflected in successful industries such as film and TV, education, information technology, and fashion – is a significant point of difference, not only bringing income but also attracting visitors and skilled people to live in the city. With increased global competition and a transition of New Zealand's economy from primary production to knowledge-based industries, maintaining and developing this creative edge is becoming increasingly important to our future prosperity.

We support Wellington's creative industries in many ways, from celebrating creative people (through sponsorship of awards) to leading civic/business delegations to export markets (see case studies) to advocating on behalf of our community to the government and business for investment in activities such as broadband.

## Outcomes

Our 2009-19 long-term plan identified the following outcomes (i.e. aspirations) for the city's economic development.

- **STRONGER SENSE OF PLACE:** Wellington will be a prime tourist and conference destination, with a range of attractions that highlight the city's best features.
- **MORE COMPACT:** Wellington's CBD will be the region's premier retail, entertainment and commercial district.
- **MORE EVENTFUL:** Wellington will maximise economic value from promoting and hosting high-profile events.
- **MORE ENTREPRENEURIAL AND INNOVATIVE:** Wellington will have high levels of innovation underpinned by strong education and training, research, entrepreneurship and investment.
- **BETTER CONNECTED:** Wellington will have world class communications and transport linkages.

## 3.1 CITY PROMOTIONS, EVENTS AND ATTRACTIONS

We aim to position Wellington as an attractive destination through supporting and promoting various events and attractions throughout the city.

This activity includes:

- **Tourism promotion** – We own and fund Positively Wellington Tourism to run domestic and international visitor campaigns.
- **Visitor attractions** – We provide ongoing funding to Te Papa, one of the city's major visitor attractions.
- **Convention venues** – We own and operate the Wellington Convention Centre, which includes the Michael Fowler Centre, Wellington Town Hall and TSB Bank Arena.
- **Suburban and city centres vitality** – We help keep the city centre lively on weekends by providing free parking, and we also maintain Marsden Village in Karori (this is funded through a levy on Marsden Village property owners).
- **Events attraction and support** – We operate an events development fund which we use to support major events that contribute to the city's economy.

In addition to these projects, we provide support through other activities for a range of visitor attractions including the Carter Observatory, Zealandia – the Karori Sanctuary, Wellington Zoo, the Cable Car, botanic gardens, and the city's museums and art gallery.

The majority of Te Papa's funding is from central government. Our contribution recognises Te Papa's importance to the city and allows it to secure an ongoing programme of temporary exhibitions.

Visitor attractions and events contribute significantly to Wellington's economy, as well as raising the city's profile and making it a vibrant place to live. Te Papa alone attracts more than 1.4 million visitors a year, while iconic events such as the NZI Sevens bring in millions of dollars in new spending.

### KEY PROJECTS

During the year:

- We worked as part of the RWC 2011 Regional Coordination Group to prepare the city for its role in hosting the Rugby World Cup 2011. The Wellington Regional Stadium is hosting seven matches in the tournament, including two quarterfinals. A new website, WellingtonNZ2011.com, has been established to provide information about the event. As part of our preparations, a 'rugby village' will be developed around the new wharewaka (canoe house) on the waterfront. We are also providing training grounds, and working with businesses and others to ensure the city is prepared to meet visitors' transport, accommodation and hospitality needs. RWC2011 is expected to attract 60,000 international visitors to New Zealand. The Wellington region will host 10 teams during the tournament: the All Blacks, South Africa, France, Australia, Wales, Fiji, Tonga, the United States, Canada and one other European team.
- The refurbished Carter Observatory opened on 27 March 2010, adding to the city's range of science-based visitor attractions. The observatory became part of Wellington Museums Trust (see 4.1 Galleries and Museums, page 70) from 1 June 2010.
- Key events included the FIFA World Cup qualifying match between the All Whites and Bahrain, two AC/DC concerts with attendance of over 55,000, *The Lovely Bones* red carpet premiere, world championships events (sailing and unicycling), and regular iconic events such as the NZ International Arts Festival, World of WearableArt and the NZI Sevens.

- We considered options for management of the St James Theatre, Opera House, Wellington Convention Centre and TSB Arena, with the aim of providing more effective and coordinated management, and better service for people hiring and using these key venues. We have proposed the establishment of a new Council-controlled Trading Organisation to manage the venues. Public input has been sought and decisions will be made during 2010/11.

### OUTCOMES

This activity contributes to the following outcomes: stronger sense of place; more eventful; more compact; more competitive.

'Sense of place' in this context refers to the city's status as a prime tourist and conference destination. The number of 'guest nights' domestic visitors spent in the city has grown in the last three years – from 1.22m in 2007/08 to 1.35m in 2009/10. The number of international visitor guest nights fell from 716,614 in 2007/08 to 691,851 in 2008/09, before recovering slightly to 692,202 this year.

Accommodation occupancy rates have remained fairly stable at 64% in the year to March 2010 compared with 65% in 2008/09 and 63% the previous year.

Being 'eventful' means maximising economic value from promoting and hosting high-profile events. During the year, the city hosted nine 'A-level' events, bringing an estimated \$34.8m to the economy; this compared with seven events (\$51m) in 2008/09 and five events (\$30.5m) the previous year. The Council supported a major exhibition at Te Papa in 2008/09, accounting for the difference in economic contribution between that year and this.

The number of major conferences held in the city declined to 647 in 2009/10, from 795 in 2008/09 and 822 the previous year.

Of New Zealand's top 200 companies, 24 were based in Wellington according to *Management* magazine in December 2009. The same result was recorded in 2008, but this was a drop from 29 companies in 2007.

The number of businesses in Wellington grew by 1.3% in 2009/10. This was slower growth than in either of the previous two years. Over the decade to 2010, the number of businesses grew by 22%.

AC/DC concerts and other events together brought tens of millions of dollars of new spending to Wellington's economy.



## WHAT IT COST

	ACTUAL 2010	BUDGET 2010	VARIANCE 2010	ACTUAL 2009
<b>OPERATING EXPENDITURE (\$000)</b>				
<b>3.1.1 Tourism Promotion</b>				
Expenditure	5,240	5,240	-	4,740
Revenue	-	-	-	-
Net Expenditure	5,240	5,240	-	4,740
<b>3.1.2 Visitor Attractions<sup>1</sup></b>				
Expenditure	2,647	2,587	(60)	2,300
Revenue	(4,020)	-	4,020	-
Net Expenditure	(1,373)	2,587	3,960	2,300
<b>3.1.3 Convention Centre</b>				
Expenditure	10,632	10,681	49	9,994
Revenue	(5,798)	(5,853)	(55)	(5,755)
Net Expenditure	4,834	4,828	(6)	4,239
<b>3.1.4 Suburban and City Centres Vitality</b>				
Expenditure	1,266	1,266	-	1,224
Revenue	-	-	-	-
Net Expenditure	1,266	1,266	-	1,224
<b>3.1.5 Events Attractions and Support<sup>2</sup></b>				
Expenditure	3,633	2,958	(675)	2,387
Revenue	(1)	-	1	(29)
Net Expenditure	3,632	2,958	(674)	2,358
<b>CAPITAL EXPENDITURE (\$000)</b>				
<b>3.1.2 Visitor Attractions<sup>3</sup></b>				
Expenditure	2,203	1,894	(309)	33
<b>3.1.3 Convention Centre</b>				
Expenditure	553	552	(1)	1,211
Unspent portion of budget to be carried forward	N/A	14	-	N/A

<sup>1</sup> Visitor attractions operating revenue was over budget due to the recognition of unbudgeted vested asset income relating to the transfer of Carter Observatory assets.

<sup>2</sup> Events Attractions and Support operating expenditure was over budget due to increases in the number and cost of events this year.

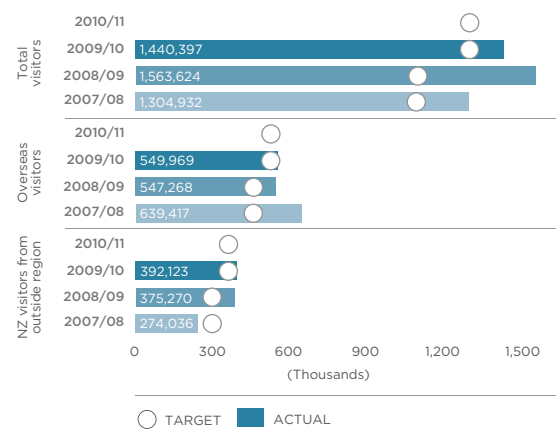
<sup>3</sup> The Carter Observatory was able to secure more grant funding than initially expected, which enabled more redevelopment work to be completed.

Funding note: Funding support for these activities comes mostly from commercial rates and the downtown levy – a special rate paid by inner city commercial properties. Some general rates are used to support visitor attractions and the convention venues – which also receives income from hiring out the facilities.

## HOW WE PERFORMED

Positioning Wellington as an attractive tourist destination strengthens the city's economy. Our success is demonstrated by the growing number of visitors to the city, and by the strong return on events investment. We also assess success by measuring attendance at key Council-funded events and attractions.

### Visitors to Te Papa



Source: Te Papa.

### International visitors – visitor nights

Result: 692,202 guest nights in the year to April – a 0.05% improvement on 2008/09 (target: Target: maintain international visitor nights within 10% of 2008/09 levels).

Wellington's tourism results have held up well despite this being a difficult year for tourism worldwide.

Source: Positively Wellington Tourism.

### International visitors – market share (US, UK and Australian)

Result: Wellington's market share of US, UK and Australian visitors was 7.52% in the year to March, a drop of 0.48% from 2008/09 (target: maintain market share).

Source: Ministry of Tourism's International Visitor Survey.

### New Zealand market visitors

Result: 1,315,251 visitors in the year to May – a 3.6% increase from 2008/09 (target: annual decline of not more than 15% on 2008/09).

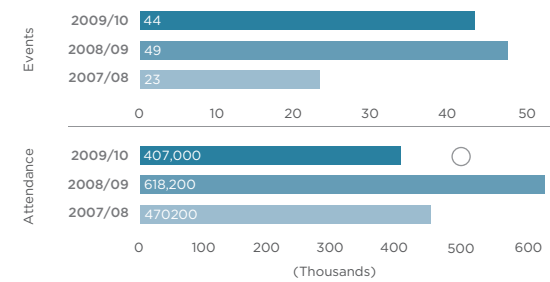
Source: Positively Wellington Tourism.

### Positively Wellington Tourism – partnership funding is no less than 35% of WCC fundings

Result: partnership funding was 29.2% of Wellington City Council funding (target: no less than 35%).

Source: Positively Wellington Tourism.

### Events Development Fund – events supported and estimated attendance

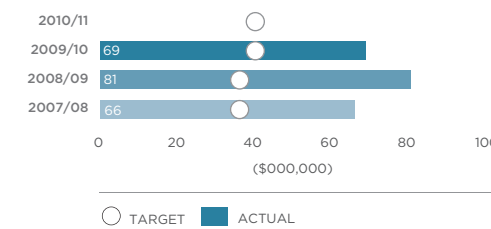


There is no target for number of events. We aim to support events that meet our funding criteria (which include economic benefits outweighing costs by a ratio of 20:1). Weather affected events throughout the summer. Attendance was also affected because only one rugby test was held in the city during the year.

Note: attendance targets were introduced in our 2009-19 long-term plan.

Source: WCC City Events.

### Events Development Fund – estimated economic impact of events (new spend \$000,000)



Major ticketed events attracted significant visitor numbers and economic benefit. While we achieved the target that we set for the year, the increased costs of providing events meant we were slightly short of our overall goal of economic benefits outweighing costs by a ratio of 20:1. We achieved 19:1.

Source: WCC City Events.

### Carter Observatory – visitors

Result: 15,071 (target: 26,700)

The Carter Observatory reopened on 27 March 2010, just over three months before the end of the financial year. The target was based on a summer 2009/10 opening date meaning that on a monthly basis the observatory performed ahead of expectations.

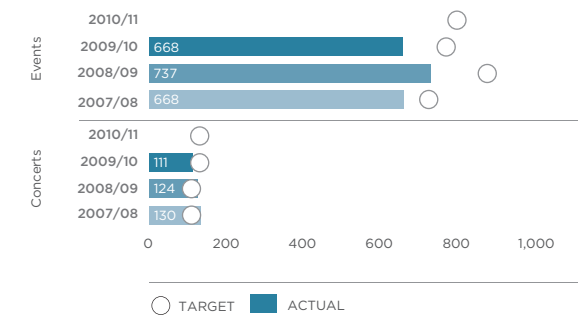
Source: Carter Observatory.

### Free on-street weekend parking – turnover rates

Result: turnover of 4.4 cars per day (target: 4.3)

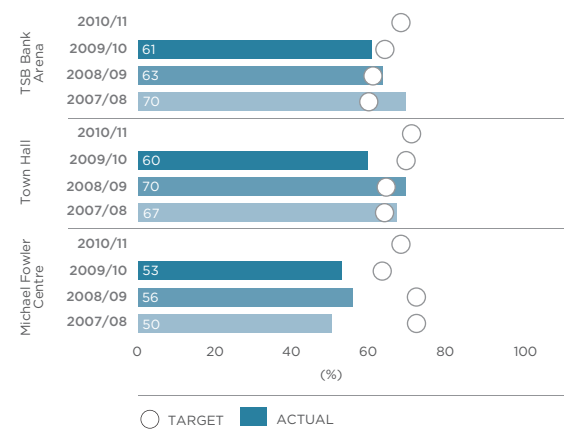
Source: WCC Infrastructure.

### Wellington Convention Centre and TSB Arena events



Source: Wellington Convention Centre.

**Wellington Convention Centre and TSB Arena occupancy**



The economic downturn affected event numbers and occupancy rates. There was a notable drop-off in event bookings, and bookings were shorter and had reduced attendee numbers and spending.

Source: Wellington Convention Centre.

**Creative workforce – Businesses, jobs and GDP by targeted sectors (Education Sector, Food & Beverage Sector, Manufacturing Sector, Film Sector and Primary Sector)**

SECTOR	BUSINESSES			EMPLOYEES			INDUSTRY COMPOSITION OF CITY'S TOTAL GDP		
	2007	2008	2009	2007	2008	2009	2007	2008	2009
Education	450	484	486	9,000	9,390	10,130	2.2%	2.2%	2.1%
Accommodation, Cafes and Restaurants	713	728	740	8,260	8,450	8,230	1.3%	1.2%	1.2%
Manufacturing	650	635	618	5,920	5,440	4,930	2.9%	2.7%	2.4%
Cultural and Recreational Services	1,447	1,465	1,564	5,330	5,600	5,270	3.3%	3.2%	3.3%
Primary	255	192	188	260	290	340	0.2%	0.2%	0.2%

Target: Positive growth across all sectors. There has been positive growth in the number of businesses for all sectors except for manufacturing and primary; however, the number of people employed in the primary sector has increased. The number of people employed in the education sector has grown the most – up 13% since 2007. The GDP contribution from all sectors has remained relatively stable over the last three years.

Note: Businesses and Employees are from the Annual Statistics New Zealand Business Demographics series (as at February). GDP data is derived from annualised December year end data and is sourced from Infometrics Ltd. All sectors are based on the Australian and New Zealand Industrial Classification 1996 (ANZSIC96).

## 3.2 BUSINESS SUPPORT

We aim to improve Wellington's competitiveness by promoting the city's interests to central government and businesses, and supporting strategic projects that bring economic benefits to the city.

Our activities under this area include:

- **Long-haul airline attraction** – We are supporting Positively Wellington Tourism and Wellington International Airport Ltd in their bid to attract at least one daily long-haul air service from a destination in Asia.
- **Regional and external relations** – We promote the city's interests to central government, the business community and others; we host international civic and business delegations and maintain international sister city and friendly city relationships.
- **Grants and creative workforce** – We provide grants to support one-off projects that bring strategic economic benefits to the city. We also celebrate the creativity and innovation by sponsoring awards and scholarships, and promote the city as a great place to live, work and play.

The Wellington Regional Strategy is a key part of our regional and external relations work. Through the strategy, the region's territorial authorities are working together to promote sustainable growth. The strategy's work includes the regional broadband action plan which aims to roll out high-speed broadband throughout the region, and plans for the region's urban design and development.

As part of the strategy, primary responsibility for business development services in the region rests with Grow Wellington, the regional economic development agency which is funded through the Greater Wellington Regional Council.

**KEY PROJECTS**

During the year:

- The Council and the Government launched The Capital City Initiative – a project to recognise Wellington's status as New Zealand's capital, with a range of building and urban design initiatives, many aimed at attracting visitors to the area around Parliament (see Strategy 6: Urban Development).
- Wellington was recognised as a 'Fair Trade City' by the Fair Trade Association of Australia and New Zealand. Along with Dunedin, Wellington was the first city in New Zealand to achieve 'fair trade' status, which requires fair trade products to be widely available in the city and to be used by the Council.

- The Mayor led a civic, business and cultural delegation to Beijing, Tianjin, Shanghai and Xiamen, in June 2010 (see 'case study', page 53). The Mayor of Tianjin (population 12m) led a large delegation to Wellington in the same month. We also hosted China's Climate Change Ambassador and city leaders from Beijing, Hong Kong, Seoul, and Sakai (Japan), and had representatives at the Beijing International Sister City Conference in September-October. Councillor Wain visited Sakai in October 2009. We hosted the Japan Festival of Wellington, and took part in several arts and cultural exchanges.

## OUTCOMES

This activity contributes to the following outcomes: more entrepreneurial and innovative; more competitive and prosperous; better connected.

'More competitive' refers to our ability to attract and retain skilled people, businesses and investment. Being 'connected' refers to having strong communication and transport links. Entrepreneurship and innovation are underpinned by strong education and training, research and investment.

Overall, Wellington's economy has slowed during the year - reflecting global economic conditions. According to economics consultancy Infometrics, the city's per capita GDP grew by 0.69% during the year (compared with growth of 1.21% in 2008/09 and 2.84% the previous year). The national economy contracted during both 2009/10 and 2008/09.

According to the National Bank, economic activity in the wider Wellington region declined by 1.0% during the year; this compared with growth of 0.2% in 2008/09 and 3.0% the previous year.

Despite the slower economy, the labour force participation rate has remained relatively stable over the past three years (70% in the year to March, compared with 71% in 2008/09 and 68% in 2007/08).

The number of skilled job vacancies grew by 32% in the year to May, after declining by 47% the previous year - indicating that the economy is now recovering.

In 2009, there were 137,970 people employed in the city, compared with 140,780 in 2008 and 137,330 in 2007. The top four industries for employment were public administration and safety (23,880 employees in 2009), professional, scientific and technical services (19,410), health care and social assistance (10,590) and retail (9,880). Employment in professional, scientific and technical services grew by 10% over the three years, while retail employment fell and the other two sectors remained fairly stable.

In the latest available household income data, from the 2006 Census, Wellington's median personal income is \$32,500 (compared with \$24,400 nationally) and median household income was \$72,200 (compared with \$51,400 nationally).

As indicators of Wellington's competitiveness, 4.49m domestic airline passengers arrived at Wellington Airport during the year to March (compared with 4.64m in 2008/09 and 4.42m the previous year). The number of international passengers increased to 0.62m this year, from 0.61m in 2008/09 and 0.60m the previous year.

As indicators of entrepreneurship and innovation:

- The number of retail, entertainment, service and knowledge businesses in the city has grown over the last three years - from 4,752 in 2007 to 4,858 in 2009. This included growth in the number of entertainment and knowledge businesses, while the number of retail businesses declined and the number of service businesses fell during 2009 after rising the previous year. Employment in those industries grew from 29,880 in 2007 to 30,190 in 2009. Employment in the knowledge sector grew significantly - from 4,850 to 5,690 - while employment in the other three sectors fell.
- The number of businesses in the research and development sector grew from 108 in 2007 to 116 in 2009, with employment growing from 4,270 to 5,050.
- The number of people enrolled in industry training declined - from 6,263 in 2007/08 to 5,697 in 2009/10.
- In 2009, the city had 42,777 enrolled tertiary students, compared with 42,100 in 2008 and 43,339 in 2007. Nationally, the number of students also grew in 2009 after falling the previous year.

As indicators of how 'connected' the city is:

- In our 2010 Residents' Satisfaction Survey, 86% said they had broadband, compared with 79% in 2009 and 68% in 2007.
- The value of cargo loaded at Wellington Seaport and Airport has grown steadily, from \$840.4m in 2008 (March year) to \$952.2m in 2009 and \$1.05b this year. The value of cargo unloaded declined this year to \$2.0b (from \$2.9b in 2009 and \$2.4b in 2008).

## WHAT IT COST

OPERATING EXPENDITURE (\$000)	ACTUAL 2010	BUDGET 2010	VARIANCE 2010	ACTUAL 2009
<b>3.2.1 Long-Haul Airline Attraction</b>				
Expenditure	200	200	-	200
Revenue	-	-	-	-
Net Expenditure	200	200	-	200
<b>3.2.2 Regional and External Relations</b>				
Expenditure	357	261	(96)	266
Revenue	(44)	-	44	(12)
Net Expenditure	313	261	(52)	254
<b>3.2.3 Grants and Creative Workforce<sup>1</sup></b>				
Expenditure	1,071	1,288	217	1,139
Revenue	(2)	-	2	(13)
Net Expenditure	1,069	1,288	219	1,126

<sup>1</sup> Grants and Creative Workforce operating expenditure is under budget due to savings in promotional spend and broadband project savings.

Funding note: This activity is funded from general rates.

## HOW WE PERFORMED

We aim to improve Wellington's economic competitiveness by supporting strategic projects and by representing the city's interests to central government and other agencies. To assess success, we record the number of projects supported and - in the case of long-haul airline links - their success.

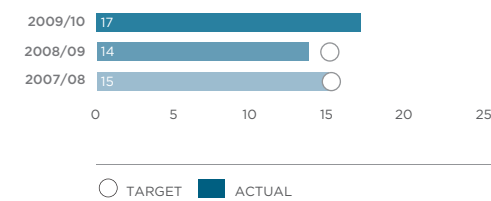
### Economic grants

ENVIRONMENTAL GRANTS	2006/07	2007/08	2008/09	2009/10
Total number of grant applicants	19	13	15	12
Total number of applicants receiving grants	10	4	11	4
Total budgets available to applicants	\$165,000	\$165,000	\$213,200	\$55,000
Total budget distributed to applicants	\$156,172	\$164,741	\$212,500	\$55,000

The four grants that were funded included: Huburb (an exhibition and expo promoting inner-city living); Thorndon Farmer's Market; the web industry's Webstock 2010 conference; and W2W (a technology show-case event).

Source: WCC City Communities and Grants.

### Events/activities held with formal international partnerships cities (in Wellington and overseas)



We no longer set a target for this performance measure. Opportunities vary from year to year depending on a range of factors, including demand from sister/partnership cities and one-off events (such as Shanghai Expo).

Source: WCC International Relations.

## Long-haul airline project

Target: complete business case. Result: The business case - including an economic impact study and market analysis - has been completed. Since then, Positively Wellington Tourism and Wellington International Airport Ltd have been working to attract a daily long-haul air service from Asia.

Source: Positively Wellington Tourism.