Economic Development: Draft

Community Outcomes

- Wellington will have an increasing diversity of vibrant, internationally competitive businesses and industries of all sizes, and sustainable employment opportunities.
- Wellington will become a centre of excellence for education and training, and the promotion of entrepreneurship.
- Wellington will be a prime tourist and conference destination, with diverse and changing attractions that fit and highlight Wellington's best features.
- Wellington's thriving suburban and rural centres will offer enhanced services and lifestyle choices.
- Wellington will have venues that suit a range of events and reflect the needs of the city.

Regional Strategy

- Community prosperity – Everyone will enjoy and prosper from a strong and growing economy that continues to attract and retain a highly skilled, productive population base and business sector.
- Connected – Wellington will be connected locally and globally by offering world-class accessibility and linkages. That includes high capacity communication networks, top quality ports, well-functioning highways and local links and excellent public transport services.
- Entrepreneurial and innovative culture – We will be recognised as a place of new ideas. Innovation and creativity underpin the development of new fields of endeavour and business, and drive strong sustainable economic growth. We will capitalise on being the seat of government and our excellent educational and research institutions will foster cross fertilisation.

Council's Long-term Outcomes

3.1 Stronger Sense of Place
Wellington will be a prime tourist and conference destination, with diverse and changing attractions that fit and highlight Wellington's best features.

3.2 More compact
Wellington's central city will be the premier and most rapidly growing specialty retail, entertainment, service and knowledge centre for the region, and Wellington's thriving suburban and rural areas will offer enhanced services and lifestyle choices.

3.3 More eventful
Wellington will maximise the economic value from promoting and hosting high-profile events.

3.4 Better connected
Wellington will be connected locally, nationally, and globally by offering world-class accessibility and linkages. That includes having high capacity broadband communication networks, top quality seaports and airports, and transport networks.

3.5 More prosperous
Wellington will have a strong and growing economy including a high quality, innovative and diverse public sector. Wellington will offer a wide range of sustainable employment and business opportunities.

3.6 More competitive
Wellington will attract and retain an increasing diversity of vibrant, internationally competitive people, targeted investment, and businesses and industries of all sizes.

3.7 More entrepreneurial and innovative
Wellington will have high levels of innovation underpinned by strong education and training, research, entrepreneurship and investment.

Activities

- 3.1.1 Funder - Tourism promotion
- 3.1.2 Funder and provider - Visitor and convention attractions (See also environmental attractions)
- 3.2.1 Facilitator - Suburban and city centres vitality
- 3.3.1 Funder - Events attraction and support
- 3.4.1 Facilitator – Information communication technology infrastructure
- 3.4.2 Facilitator – Transport gateway connections
- 3.5.1 Funder - Positively Wellington Business
- 3.5.2 Funder - Economic grants
- 3.6.1 Facilitator and promoter - Creative workforce
- 3.7.1 Facilitator – Regional and external relations

Operating Projects

- Positively Wellington Tourism
- Te Papa sponsorship
  Wellington Convention Centre operations
  Film Archives – Media
  Carter Observatory funding
  (See also Wellington Cable Car Ltd)
- CBD weekend parking
  Marsden village
- Events development fund
  (See also Wellington Stadium Trust)
- Long haul airline attraction
  (See also Wellington International airport Ltd)
- Positively Wellington Business
- Economic grants pool
- Creative achiever programme
  Creative workforce
  Creative Wellington Innovation Capital communication
  Scoring Stage investigation
- External relations
  Wellington Regional Strategy project
  Massey Film School

Capital Projects

- Convention Centre upgrades
  Convention Centre renewals
  Events Centre upgrades

Council's Priorities

- The Council will contribute significantly to the completion and successful implementation of the Wellington Regional Strategy
- The Council will strengthen and further develop the city's status as a centre of creativity and innovation