

Draft 2012/13 SOI Officer Cover Sheet

POSITIVELY WELLINGTON TOURISM

Specific Issues	
PWT to lead the creation of a plan to better leverage marketing between the attractions in the Kelburn precinct.	p.12
A focus on providing promotion and support to the Council's CCOs	p.13
Highlight priority KPIs and initiatives and provide details of their expected value-add.	p.27
Strategies to maintain the level of Australian visitors to Wellington following the completion of the Council funding initiative in 2011/12.	p.9
General Issues	
Relationship and extent of Council's interest	p.6
How strategic priorities and planning align with community outcomes and specific strategies and plans	p.16 to 19
Delivery within the current funding arrangements and options to reduce the level of funding reliance on Council	p.20
Health and safety	p.24
Insurance programme	p.21
Business continuity plan	p.23