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**ORDINARY MEETING**

**OF**

**COUNCIL CONTROLLED ORGANISATIONS**

**MINUTE ITEM ATTACHMENTS**

**Time:** 1:00 pm  
**Date:** Wednesday, 22 February 2017  
**Venue:** Committee Room 1  
Ground Floor, Council Offices  
101 Wakefield Street  
Wellington

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**Business**

**Page No.**

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**2.2 Review of the quarter two report for Wellington Regional  
Development Agency Ltd for the period ending 31 December  
2016**

1. 2017-February - Presentation from WREDA Half-year update 2



**WREDA**

# Half-year update to Wellington City Council CCO Sub-committee

*July – December 2016*

**Wellington Regional Economic Development Agency**

**WellingtonNZ.com**



# By the numbers

*July – December 2016*

WREDA

WellingtonNZ.com



## Business Growth & Innovation

- Regional Business Partnership
- Wellington International Student Growth Programme
- Sector development
- Talent & skills
- Business & investment attraction
- Screen Wellington office



**\$1.19M**

Regional Business Partner programme  
R&D funding to regional businesses

**+101**

Growth in Total Student Visas, with  
declines in Auckland & Canterbury

**120**

Jobs created at Concentrix so far

**\$91.8M**

Production facilitated by Screen Wellington  
office

# Wellington International Student Growth Programme

Latest figures from Education New Zealand show **770 more international students** enrolled at Wellington schools and institutions from January to August 2016 compared to the same period in 2015.

This was a **12% growth for Wellington**, alongside growth of 10% for Auckland and 9% for Canterbury

Growth came from secondary schools (280 more students), Institutes of Technology and Polytechnics (195 more students) and Universities (193 more students)



## Events & Partnerships

- Major Events
- Business Events Wellington



**\$39.6M**

Economic impact of major events in Q1 & Q2

**250,341**

Total major event attendance

**27**

Successful event bids by Business Events Wellington

**\$10.4M**

Estimated value of successful bids



## Destination & Marketing

- Visit, study, live & work marketing
- Travel trade marketing
- Events promotion
- WellingtonNZ.com
- Media/PR



**\$20.3M**

Year-on-year increase in visitor spending  
Jul-Dec 2016 (\$1.13B total)

**+37,013**

Year-on-year increase in commercial  
guest nights Jul-Nov 2016 (1.25M total)

**511**

Stories in Australasian media  
generated/contributed to

**337**

International travel sellers hosted in  
Wellington

## Venues & Projects

- TSB Bank Arena & Auditorium (Shed 6)
- Michael Fowler Centre
- St James Theatre
- The Opera House



**\$17.2M**

Spend by out-of-region venue event attendees

**144**

Total number of events hosted Jul-Dec

**108,593**

Attendance at ticketed show & performance events

**65,000**

Delegates at conference & meeting events





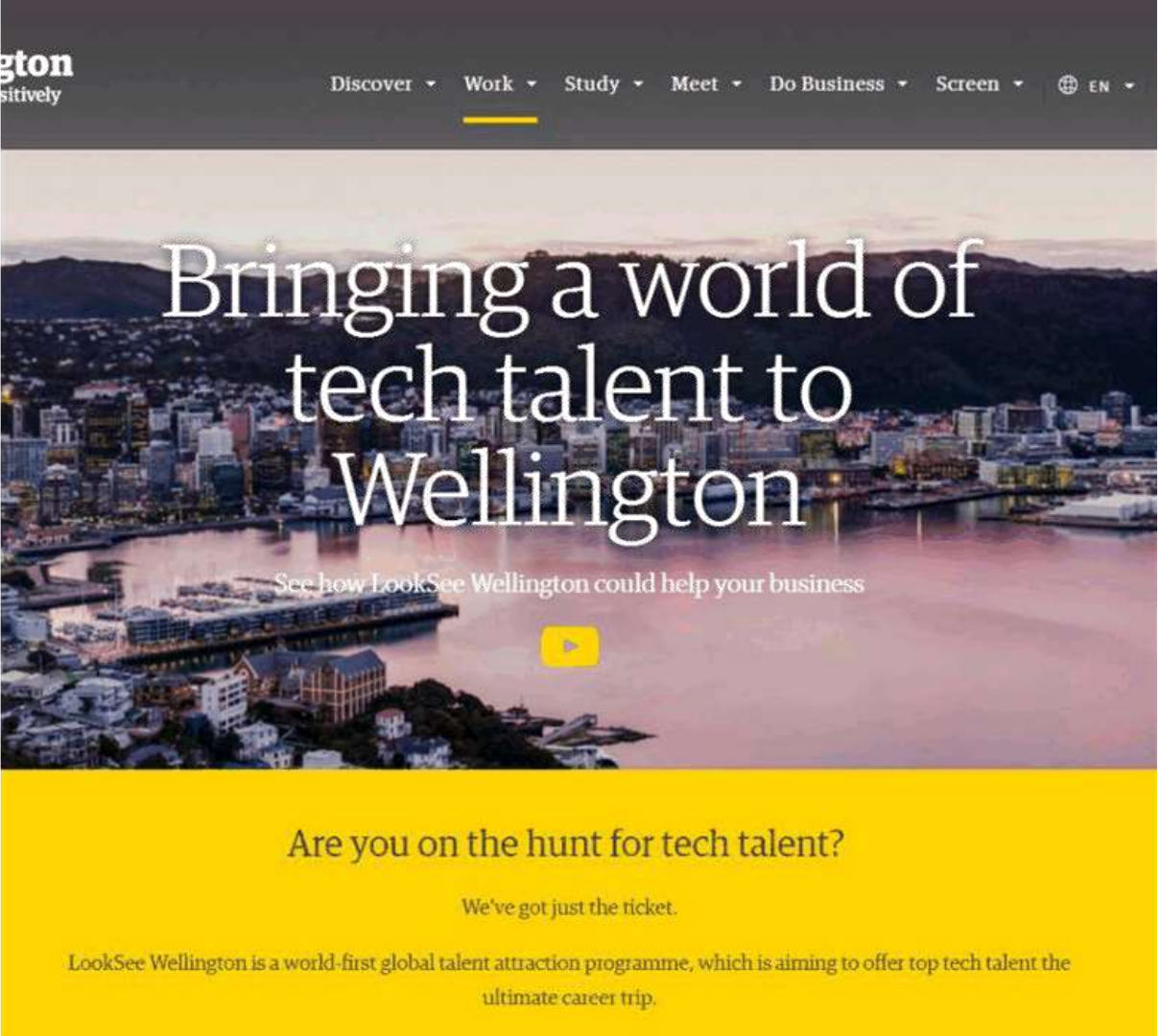
# Looking ahead

WREDA

WellingtonNZ.com

## Looking ahead

- LookSee Tech Talent attraction
- NZ Tech Week
- Busy events season:
  - SA Cricket Tour
  - CubaDupa
  - Lux
  - Homegrown
- ShowMe Wellington
- Australian 'shoulder season' marketing campaign
- Domestic live/work campaign
- WREDA new premises



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Discover ▾ Work ▾ Study ▾ Meet ▾ Do Business ▾ Screen ▾ EN ▾

# Bringing a world of tech talent to Wellington

See how LookSee Wellington could help your business

▶

## Are you on the hunt for tech talent?

We've got just the ticket.

LookSee Wellington is a world-first global talent attraction programme, which is aiming to offer top tech talent the ultimate career trip.





**WREDA**

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