
ORDINARY MEETING

OF

COUNCIL CONTROLLED ORGANISATIONS

MINUTE ITEM ATTACHMENTS

Time: 12:45 pm
Date: Wednesday, 22 March 2017
Venue: Committee Room 1
Ground Floor, Council Offices
101 Wakefield Street
Wellington

Business

Page No.

2.2 Wellington Regional Economic Development Agency, review of their draft Statement of Intent 2017-2020

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| 1. WREDA Draft SOI Presentation 2017 | 2 |
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To be the most
liveable, vibrant and
prosperous city in
Australasia by 2025

Vision

Purpose

To fuel the region's prosperity

We are:

- Focussed
- Dynamic
- Innovative
- Action oriented
- Engaging
- Bold

and

- Empower decision making

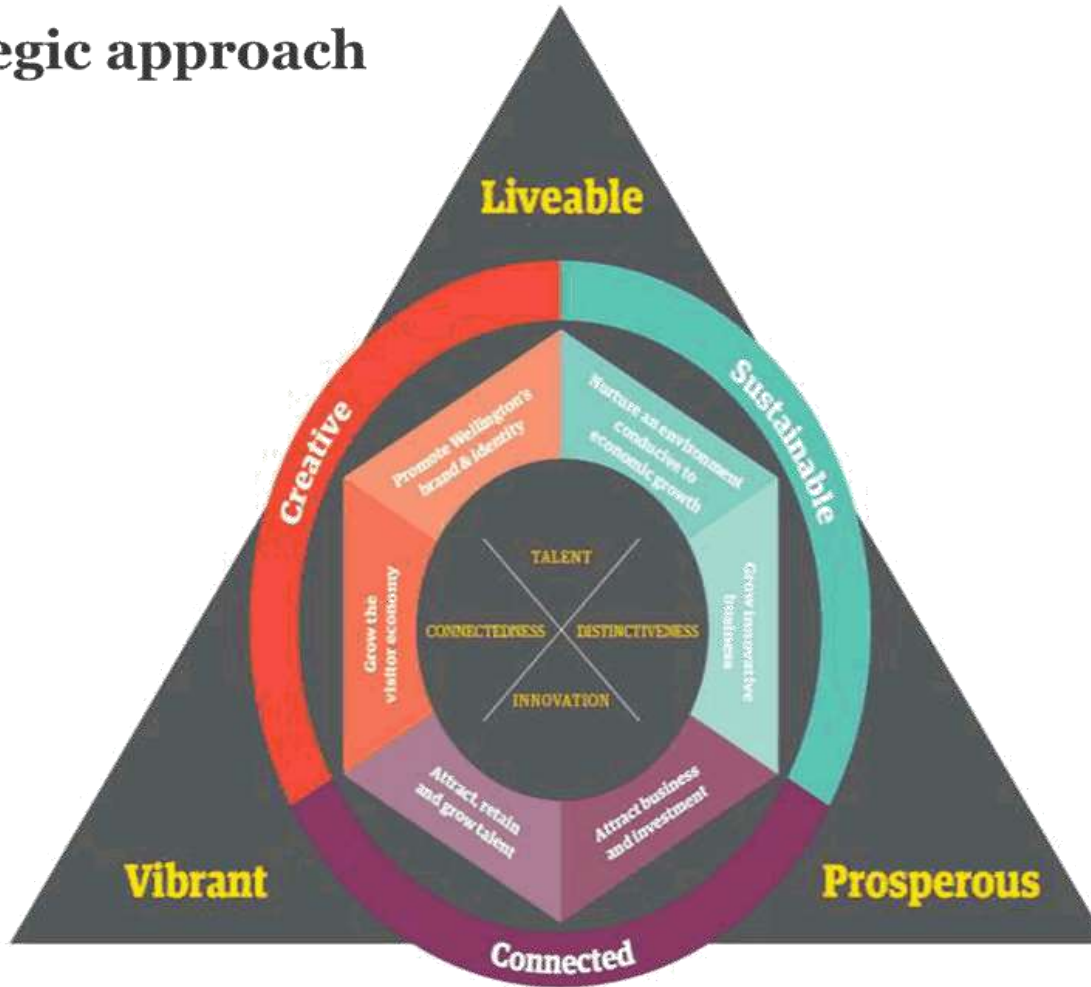


Our Focus Areas

- Tourism promotion
- Trade growth
- Investment attraction and facilitation
- Major Event Attraction
- Civic Venues Management



Strategic approach



Key goals

- Increased contribution to Wellington's economy from visitor spending;
- Increased number of international students in the Wellington region;
- Available skills in the Wellington workforce meeting demand;
- Establishment of new businesses in the Wellington region together with revenue and employment growth in existing businesses;
- Maximum return on investment of an unrivalled Wellington major events programme;
- Increased economic contribution of events hosted in WREDA-managed venues;
- Major new infrastructural investment scheduled for the Wellington region;
- Wellington's global reputation as a destination to visit, live, work, study and invest enhanced;
- Retention of key businesses and cultural institutions in Wellington; and
- Wellington's reputation as an unrivalled centre for the arts maintained and enhanced.



Programme areas

- Promoting Wellington's brand and unique identity;
- Attracting business and investment;
- Nurturing an environment conducive to economic growth;
- Growing the visitor economy;
- Expanding innovative businesses; and
- Developing education, talent and skills.

Promote Wellington's brand and unique identity

Enhance Wellington's global reputation as a destination to visit, live, work, study and invest

- Promote Wellington Narrative
- Drive Media Programme to promote region-wide identity
- Attract Major Events
- Operate Venues for WCC
- Enable Arts Capitalisation



Attract Business and Investment

Targeted approach to attracting businesses and direct investment to the region

- Drive Business Attraction
- Attract Investment
- Manage Screen Wellington



Grow Businesses and Innovation

Facilitate opportunities for revenue and employment growth in Wellington region businesses

- Regional Business Partner Programme
- Business Support Development
- Innovation Development
- Sector Growth Initiatives
- Creative HQ Programmes



Grow the Visitor Economy

Enable an increase the number of visitors to Wellington and the value of visitor spending

- Visitor Marketing Campaigns
- Visitor Infrastructure
- i-SITE Visitor Information Centre
- Events and Venues Venues



Nurture an environment conducive to economic growth

- Policy Advocacy
- Iwi Economy
- Infrastructure Investment
- Resilience to Natural Disasters
- Knowledge and understanding of Wellington economy





Questions and Answers

WellingtonNZ.com



WREDA KPIs

WREDA WellingtonNZ.com

Grow Business & Innovation

	Measure	2016/17 (forecast)	2017/18	2018/19	2019/20
Business Support Development	<i>Metrics for evaluation are developed during programme design for pilot with 10 businesses in 2016¹</i>	N/a	10	12	14
Sector Events	Events and conferences for Wellington business	N/a	3	4	5
Regional Business Partner Programme	Number of actively supported businesses ²	445	445	445	445
Creative HQ	Creative HQ portfolio value	\$1.3m	\$1.3m	\$1.4m	\$1.5m
	Lightning Lab participant investment raised	\$1.5m	\$1.5m	\$1.5m	\$1.5m
	Revenue from commercial innovation services	\$0.25m	\$0.5m	\$0.75m	\$1.0m

¹ Beyond pilot running during 2017/18 an evaluation of the impact of the pilot will be undertaken which will inform future years delivery

² Targets are subject to NZTE/Callaghan Innovation target levels for the RBP Programme contract delivered by WREDA

Attract Business & Investment

	Measure	2016/17 (forecast)	2017/18	2018/19	2019/20
Screen Wellington	Conversion rate of logged enquiries to confirmed production or business	25%	25%	25%	25%
	Value of facilitated screen production	\$100m	\$100m	\$110m	\$120m
	Customer satisfaction survey	80%	80%	85%	90%
Business attraction	Number of jobs in successfully attracted prospect businesses ³	130	120	50	65

³ The first 2 years are heavily influenced by the delivery of Concentrix relocation to Wellington region

Nurture Environment Conducive to Economic Growth

Programme of Activity		Measure	2016/17 (forecast)	2017/18	2018/19
Policy Advocacy	No. of significant government policy changes successfully influenced for Wellington's benefit	N/a	2	2	2
Partner / Stakeholder Engagement	Partner/Stakeholder satisfaction score with engagement	Set baseline	80%	85%	90%
Iwi Economy	Mana Whenua satisfaction score with engagement	New measure	Set baseline	85%	90%

Grow the Visitor Economy

	Measure	2016/17 (forecast)	2017/18	2018/19	
Visitor Marketing Campaigns	Total commercial guest nights	3.1m	3.2m	3.4m	3.5m
	Visitor spend: Total	\$2.4b	\$2.6b	\$2.8b	\$3.05b
	- International	\$0.78b	\$0.86b	\$0.95b	\$1.05b
	(of which from Australia)	\$0.23b	\$0.24b	\$0.25b	\$0.26b
	(of which from China)	\$0.075b	\$0.099b	\$0.128b	\$0.166b
	- Domestic	\$1.6b	\$1.7b	\$1.75b	\$1.85b
Business Events Wellington	NZ market share multi-day conferences	16%	18%	18%	14% ⁴
	Number of international business event bids submitted and/or supported in FY	New measure	20	20	20

⁴ The drop in market share for 2019/20 reflects the opening of the New Zealand International Convention Centre, which will impact market share.

Grow the Visitor Economy (continued)

	Measure	2016/17 (forecast)	2017/18	2018/19	
Visitor Marketing Campaigns	Total commercial guest nights	3.1m	3.2m	3.4m	3.5m
	Visitor spend: Total	\$2.4b	\$2.6b	\$2.8b	\$3.05b
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	- Domestic	\$1.6b	\$1.7b	\$1.75b	\$1.85b
Business Events Wellington	NZ market share multi-day conferences	16%	18%	18%	14% ⁵
	Number of international business event bids submitted and/or supported in FY	New measure	20	20	20
	Value of business events (international and domestic) secured in FY	New measure	\$15m	\$17m	\$19m

⁵ The drop in market share for 2019/20 reflects the opening of the New Zealand International Convention Centre, which will impact market share.

Grow the Visitor Economy (continued)

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Grow the Visitor Economy (continued)

	Measure	2016/17 (forecast)	2017/18	2018/19	
Venue Management⁶	Value of expenditure by out of town venue attendees	\$46.5m	\$45.4m	\$43.6m	\$51.8m
	Advance the Cultural well-being of Wellington – Number of Wellingtonians attending performance events at Venues Wellington	308,904	290,720	263,465	308,890
	Number of Events: Total	630	624	605	661
	- Performance	340	320	290	340
	- Conference	290	304	315	321

⁶ The Venue Management performance measures reflect the changing inventory that will be available through the next three years as the St James Theatre will be closed for earthquake strengthening

Promote Wellington's Brand and Unique Identity

	Measure	2016/17 (forecast)	2017/18	2018/19	
Major Events Programme	ROI via out of Wellington spend	20:1	20:1	20:1	20:1
	Economic value of major events invested in.	New measure	\$80m	\$80m	\$80m
	Total event attendance	600,000	700,000	700,000	700,000
Media Programme	Visitor attraction stories in NZ, Australian media	500	500	500	500
	Live, work, do business, invest stories in local NZ and Australian media	85	85	85	85





