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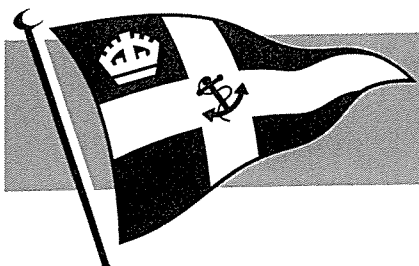


Sub 409

Wellington Yachting Strategy

An economic impact summary
May 2013





THE WELLINGTON YACHTING STRATEGY

Welcome to the Wellington Yachting Strategy

In the New Zealand context Team New Zealand, in partnership with national organisations such as NZ Trade and Enterprise, Tourism NZ and NZ Major Events along with regional organisations such as the Royal New Zealand Yacht Squadron and Auckland City Council, have proved how successful yachting can be as a vehicle for promoting New Zealand, increasing visitor numbers to our shores, growing marine and other industries and adding to the quality of our way of life.

Wellington is uniquely poised to build on this experience developed at the national level and leverage off yachting to promote Wellington, increase visitor numbers, grow industry and enhance the vibrancy of the region. Wellington has a waterfront and events culture that is the envy of many a city, has a stunning harbour arena seemingly purpose built for modern ocean sport events, has world class sailors in almost embarrassing abundance, and has an emerging marine industry that is achieving success as a global exporter.

To capitalise on this potential Royal Port Nicholson Yacht Club has developed the Wellington Yachting Strategy as a framework for using yachting to help promote Wellington City and grow economic activity in the Wellington region.

The Wellington Yachting Strategy has four intended outcomes ...

- Establish the Clyde Quay Precinct as a world class base for ocean sports
- Establish the Wellington Harbour Festival as an iconic annual festival including world class international yachting events in the Wellington Harbour Arena
- Establish the Wellington Spirit Sailing Team as a leading team on the world stage
- Leverage off yachting to promote Wellington, increase visitor numbers, grow industry and enhance the vibrancy of Wellington

In January 2012 the Club, in partnership with Wellington City Council and Yachting New Zealand, hosted a function to launch the strategy. The launch was a precursor to discussions with key stakeholders such as Sport New Zealand, New Zealand Major Events, the New Zealand Marine Industry Association and major international yachting event organisers as to how each can contribute to a plan of action which uses yachting to help promote Wellington City and grow economic activity in the Wellington region.

AN ECONOMIC IMPACT SUMMARY

In June of 2012 the Club was awarded an economic grant by Wellington City Council to summarise the activities outlined in the Wellington Yachting Strategy and estimate their annual economic and vibrancy impact including ...

- Establish the Clyde Quay Precinct as a world class base for ocean sports
 1. Wellington Ocean Water Sports Centre (page 8)
 2. New Zealand Sailing Academy (page 9)
 3. Te Aro Model Yachts and Harbour Sails (page 10)
 4. Powered by the Wind Education Centre (page 11)

- Establish the Wellington Harbour Festival as an iconic annual festival including world class international yachting events in the Wellington Harbour Arena
 5. New Zealand Match Racing Cup (page 12)
 6. New Zealand Sprint Sailing Championship (page 14)
 7. Wellington International Boat Show and Conference Series (page 16)
 8. Community, Regional and National Events (page 17)

- Establish the Wellington Spirit Sailing Team as a leading team on the world stage
 9. Wellington Spirit Sailing Team (page 18)
 10. Wellington Marine Industry Hub (page 19)

This report concludes that the overall annual impact of the Wellington Yachting Strategy is potentially \$19,480,000 represented by ...

Expanding existing and growing new business in Wellington	\$10.515M
Promoting Wellington	\$3.610M
Increasing visitor spend in Wellington	\$5.355M
Enhancing the vibrancy of Wellington	High Impact

Nearly half of this impact will be generated through initiatives that are already underway or in the process of development. The remainder of the impact will require support and or investment from regional organisations such as the Council, Positively Wellington Venues, Positively Wellington Tourism, and Grow Wellington plus national organisations such as New Zealand Major Events, Trade and Enterprise the New Zealand Marine Industry Association, Sport New Zealand and Yachting New Zealand.

The foundations for the Wellington Yachting Strategy to have a positive impact on the economy and vibrancy of Wellington are in place ... all that is needed now is the will to make it happen.

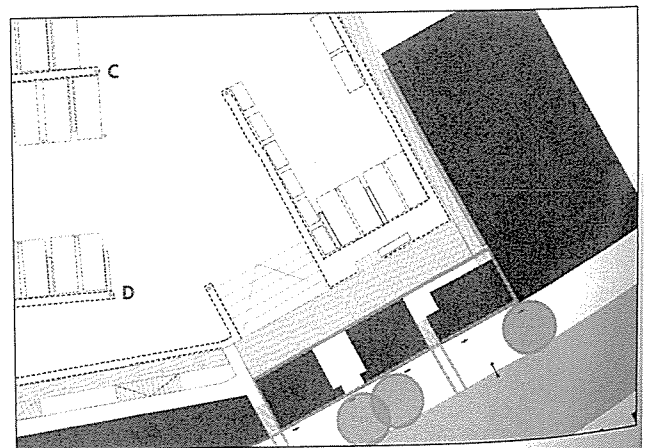
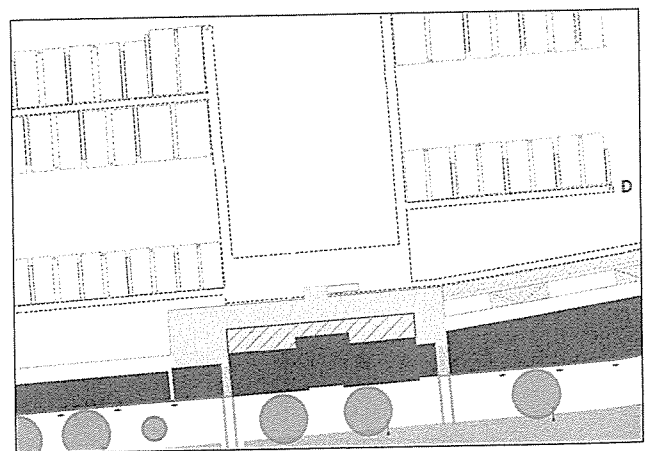
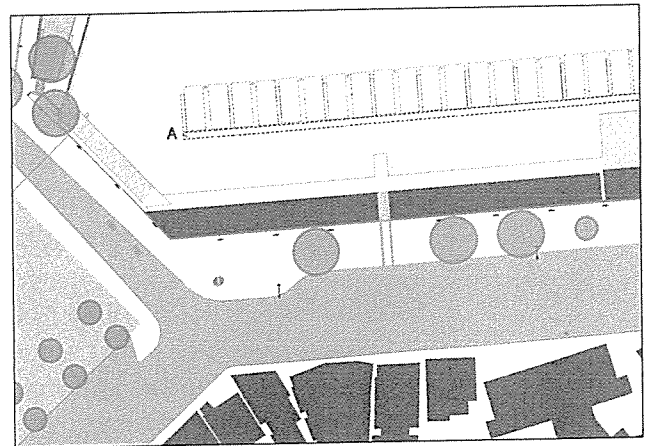
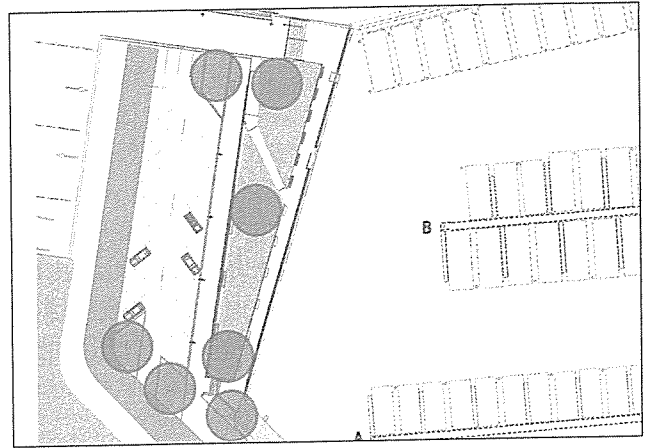
Establishing the Clyde Quay Precinct as a world class base for ocean sports

The Council and the Club have published a Master Plan for the restoration of the Clyde Quay Boat Harbour. The plan describes how the boat harbour will be restored to once again be the jewel in the crown of the Wellington Waterfront, fit for purpose as a primary means of connecting Wellingtonians to Wellington Harbour with new amenities such as the Te Aro Model Yacht Hire and a Wellington Harbour Sails tourist attraction.

The Council and the Club has established an Active Communities partnership with Sport New Zealand to develop ocean sports programmes in the Clyde Quay precinct. The project is aimed at increasing the number of Wellingtonians actively participating in ocean sports. The Master Plan envisages that a purpose built Wellington Ocean Sports Centre will be developed as part of the Clyde Quay Boat Harbour Restoration Project.

Activities evaluated for this outcome

1. Wellington Ocean Sports Centre
2. New Zealand Sailing Academy
3. Powered by the Wind Education Centre
4. Te Aro Model Yachts and Harbour Sails



Establishing the Wellington Harbour Festival as an iconic annual festival including world class international yachting events in the Wellington Harbour Arena



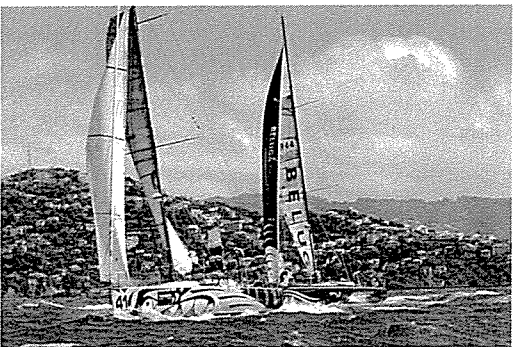
Over the last decade the Council and the Club have hosted a range of international sailing events including the Volvo Ocean Race, the Global Ocean Race, the BT Global Challenge, the Barcelona World Race, the Velux 5 Oceans Race and the OK Dinghy World Championships. A strong partnership has developed whereby the Council and the Club work together to identify, bid for, promote and conduct these events.



Over the last three years the Council and the Club have also begun to combine a group of community, regional and national sailing events into the Wellington Harbour Festival. The next step is to expand the festival to include a range of ocean sports and new international sailing events.

Activities evaluated for this outcome

5. New Zealand Match Racing Cup
6. New Zealand Sprint Sailing Championship
7. International Boat Show & Conference Series
8. Community, Regional and National Events



WELLINGTON HARBOUR FESTIVAL

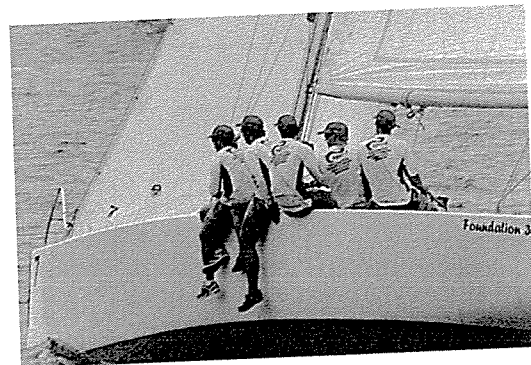
Establishing the Wellington Spirit sailing team as a leading team on the world stage

Over the last five years the Council, the Club and the Port Nicholson Yachting Trust, with support from High Performance Sport New Zealand and Yachting New Zealand, have been working together on the Wellington Yachting Talent Development Programme. Out of this programme Wellington has generated four world titles, has achieved numerous podium finishes in trans Tasman championships and has won the national youth match racing title four times.

In 2010 the Club established Wellington Spirit Ltd as an independent company charged with developing a high achieving Wellington sailing team. Since its inception Wellington Spirit has secured a fleet of four match racing yachts, has established the Wellington Spirit Business Sailing League and has begun competing on the world stage.

Activities evaluated for this outcome

9. Wellington Spirit
10. Wellington Marine Industry Hub



Leveraging off yachting to promote Wellington, increase visitor numbers, grow industry and enhance the vibrancy of Wellington

The impacts of each activity are summarised in terms of four elements. The method of calculating the value for each element on an annual basis is ...




Expanding Business. The value is the nett annual revenue expected from each activity when fully operational.

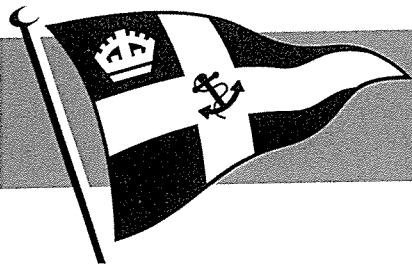
Promoting Wellington. The value is based upon the quality of exposure of Wellington on tv, tv news, online and in print, discounted to recognise the lesser value of passive brand positioning compared to dedicated commercials.

Increasing Visitor Spend. This equates to the total number of people coming from outside the Wellington City boundaries multiplied by the number of days they will be in the city multiplied by an expected spend per day for the particular activity.

Enhancing Vibrancy. This is a subjective evaluation of the degree to which an activity contributes to the vibrancy of Wellington on an eight point scale where 1 is very low and 8 is very high.

Each of the valuations have been made based upon possible levels of business in 2016 if each activity were to be fully implemented. Multipliers have not been used in arriving at these values. Activity descriptions are not provided for existing business such as the Marina, Restaurant, and the Club. In 2016 it is expected that these businesses collectively will have revenue of around \$3,000,000, will contribute \$100,000 in visitor spend, will generate \$100,000 of promotional value and will rate as a 7 on the vibrancy scale. These amounts have been added to the grand totals for Expanding Business, Promoting Wellington, Increasing Visitor Spend and Enhancing Vibrancy. Values have been estimated in 2012 dollars and as such do not reflect inflation between 2012 and 2016.

		Expanding Business (\$000)	Promoting Wellington (\$000)	Visitor Spend (\$000)	Enhancing Vibrancy (1-8)
	1. Wellington Ocean Sports Centre	650	75	60	7
	2. New Zealand Sailing Academy	460	50	315	5
	3. Te Aro Model Yachts and Harbour Sails	270	85	110	7
	4. Powered by the Wind Education Centre	720	75	215	4
	5. New Zealand Match Racing Cup	2,300	1,900	2,200	7
	6. New Zealand Sprint Sailing Championship	750	690	750	7
	7. International Boat Show & Conference Series	635	105	1,500	7
	8. Community, Regional and National Events	70	95	75	7
	9. Wellington Spirit Sailing Team	660	400	20	6
	10. Wellington Marine Industry Hub	1,000	35	10	4
		\$10,515	\$3,610	\$5,355	6.2 (1= very low, 8= very high)



WELLINGTON OCEAN SPORTS CENTRE

The Wellington Ocean Sports Centre project is a Sport New Zealand Active Communities initiative delivered in partnership with the Council and the Club. The initiative is a three year project aimed at developing programmes which enable people to discover, experience and learn a range of ocean sports.

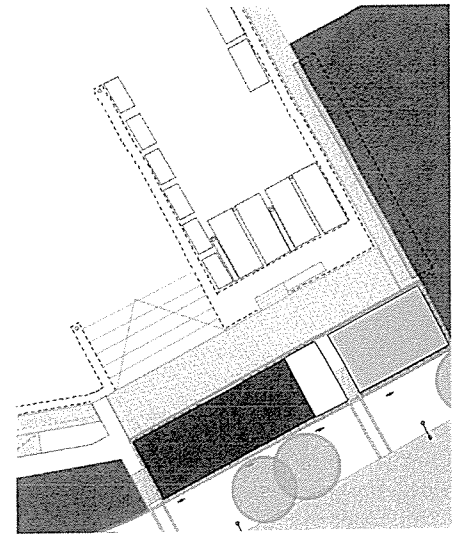
By 2016 the first phase of the project will be completed and initial Wellington Ocean Sports Centre programmes will have been established in the eastern end of the Clyde Quay Boat Harbour, adjacent to Freyberg Pool. All going to plan facilities including storage space for canoes, kayaks, stand up paddle boards, and yachts will be available to enhance the ability of Wellingtonians to access the harbour. The centre will include classrooms, administration offices and changing facilities available for the delivery of the ocean sports programmes.

Wellingtonians will come to the centre to **discover** ocean sports at an open day on the last Saturday of every month including kayaking, windsurfing, sailing, waka ama, and stand up paddle boarding.

Wellingtonians will be able to **experience** ocean sports through a range of activities at the centre such as taster sessions, social sports activities, events based activities, schools programmes and holiday programmes.

Wellingtonians will be able to **learn** ocean sports through courses which range from introductory through to specialised for all of the sports catered for in the centre. In addition they will be able to participate in generic ocean sport courses.

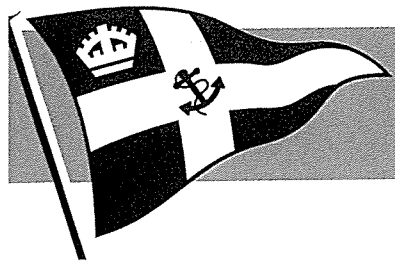
By 2016 the target is 5000 people participating in activities through the Wellington Ocean Sports Centre each year with 5% of these participants becoming active members of clubs involved in the centre. It is anticipated that 40% of these participants will come from outside the Wellington City Council boundaries



- Storage Space
- Changing Rooms
- Classroom and Admin Space

Expanding Business	\$650,000
Promoting Wellington	\$75,000
Visitor Spend	\$60,000
Enhancing Vibrancy	○ ○ ○ ○ ○ ● ○ Low Medium High





NEW ZEALAND SAILING ACADEMY

The New Zealand Sailing Academy is intended to be a partnership between a range of Wellington Education institutions and Royal Port Nicholson Yacht Club. The New Zealand Sailing Academy is being positioned as an export education initiative designed to attract national and international students to Wellington.

The programme is in the early stages of development with the first step involving a memorandum of understanding between the New Zealand Institute of Sport and the Club enabling students to study towards the following qualifications ...

- NZIS Diploma in Sport (Exercise Prescription & Sport Management) Level 5 (Yachting)
- NZIS Diploma in Sport (Advanced Sport Management) Level 6 (Yachting)
- NZIS Diploma in Sport (Advanced Exercise Prescription) Level 6 (Yachting)

When in place three quarters of student time during these courses will be spent at the New Zealand Sailing Academy with two thirds of that time spent in practical 'on the water' learning and the remaining third spent learning yachting specific theory. The rest of student time will be spent at the New Zealand Institute of Sport focusing on generic NZIS Diploma in Sport content.

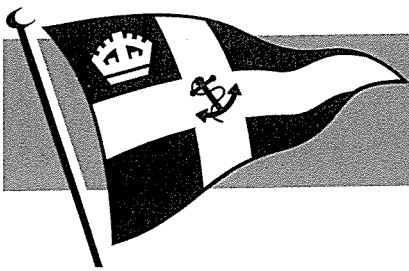
The New Zealand Sailing Academy will also provide a six week summer school programme for students from overseas. Half the time during the summer school will be spent sailing with the other half learning the English language.

By 2016 the target is 21 students involved in the diploma courses each year and 21 summer school students each year. Long stay students will be in Wellington for 45 weeks of the year. Summer school students will be in Wellington for 5 weeks. Both diploma course and summer school students will stay in home stay accommodation.

The New Zealand Sailing Academy intends to develop partnerships with Wellington secondary schools for an academy programme aligned to their international student drives and a partnership with a tertiary provider for a diploma of engineering programme focusing on composites technologies. These partnerships are not included in this valuation.

Expanding Business	\$460,000
Promoting Wellington	\$50,000
Visitor Spend	\$315,000
Enhancing Vibrancy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low Medium High





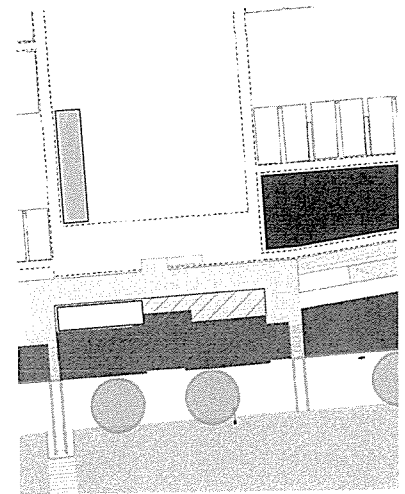
TE ARO MODEL YACHTS AND HARBOUR SAILS

Te Aro Model Yacht Hire and Wellington Harbour Sails will be attractions targeted at visitors to Wellington as well as Wellingtonians themselves. It is intended that a kiosk be established at the Western end of the new public space in front of Royal Port Nicholson Yacht Club as part of the Clyde Quay Boat Harbour restoration project. Both the Te Aro Model Yacht Hire and Wellington Harbour Sails will operate out of the kiosk.

Te Aro Model Yacht Hire takes its name from one of the dinghy sailing clubs based in the Clyde Quay Boat Harbour in the early 1900s. People will be able to hire the radio controlled model yachts from the kiosk and sail them off the deck while friends and family watch on.

Wellington Harbour Sails will depart from central Clyde Quay twice a day on Fridays, Saturdays and Sundays throughout the year. Each yacht will take up to seven people with up to four yachts available for any given sail. Each harbour sail will involve one and a half hours on the water with trips typically heading out on the harbour towards Somes Island and back. Wellington Harbour Sails will be promoted as a **must do** tourist attraction for visitors to Wellington ... take a ride on the cable car, visit Te Papa, and experience Wellington's wind on a Harbour Sail!

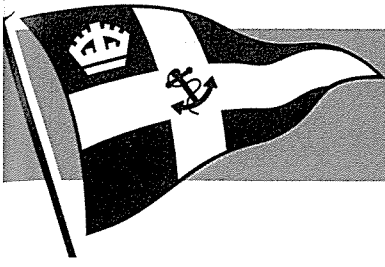
By 2016 the target is 4,500 people having hired a model yacht gone for a Harbour Sail. It is anticipated that 50% of these outside the Wellington City Council boundaries.



- Model Yacht Sailing Area
 - Kiosk
 - Harbour Sails Departure
- and 4,500 people having people will be from

Expanding Business	\$270,000
Promoting Wellington	\$85,000
Visitor Spend	\$110,000
Enhancing Vibrancy	○ ○ ○ ○ ○ ● ○ Low Medium High





POWERED BY THE WIND EDUCATION CENTRE

The Powered by the Wind Education Centre is intended to provide a facility that will help develop science and technology literacy of Wellington school and tertiary students

The Powered by Wind Education Centre is intended to capitalise on Wellington's unique wind advantage and New Zealand's competitive edge in innovative design and use of high tech materials in the marine and renewable energy sectors. It is proposed that the Powered by Wind Education Centre will contribute to the city's Smart Capital vision through the following elements ...

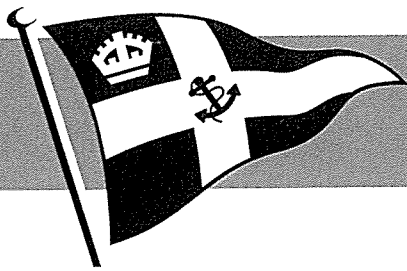
- A programme for Wellington schools designed to improve science and technology literacy of Wellington children
- A tertiary level qualification programme focusing on the design and engineering of structures using high technology materials for wind and sea based energy generation and yacht design
- An annual competition focusing on improving the efficiency and effectiveness of wind and sea energy generation technologies
- An annual international competition aimed at designing, creating and testing craft that can beat the world speed sailing record

Of all the initiatives in the Wellington Yachting Strategy the Powered by the Wind Education Centre is the most conceptual in its development. This initiative will become a focus during phase three of the Clyde Quay Boat Harbour Restoration project which is scheduled to be considered as part of the next Wellington City Council Long Term Plan.

As a result it is not anticipated that the Powered by the Wind Education Centre be operational in 2016, never the less a valuation is supplied. The valuation is based on 30 school students using the centre each day during 8 out of 10 weeks of each of the four school terms. It also assumes 30 tertiary students studying in the centre each year for 35 weeks. It is anticipated that 50% of the school and tertiary students will be from outside the Wellington City Council boundaries.

Expanding Business	\$720,000
Promoting Wellington	\$75,000
Visitor Spend	\$215,000
Enhancing Vibrancy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low Medium High





NEW ZEALAND MATCH RACING CUP

(International Event during Wellington Harbour Festival)

The New Zealand Match Racing Cup is proposed to be the main international event, ideally held during the Wellington Harbour Festival in January each year. Wellington has been given the right to hold the New Zealand Match Racing Cup as one of the regattas which make up the World Match Racing Tour each year. The World Match Racing Tour is the annual world championship for match racing sanctioned by the International Sailing Federation.

The event involves sixteen international teams sailing against each other over five days. After round robin and quarter final stages the top four teams progress to the semi finals with the winners progressing to the grand final.

It is proposed that racing takes place on the inner harbour between Queens wharf and Taranaki wharf with grand stands are erected for public viewing with live commentary throughout the week. The finals are scheduled for a Sunday to maximise the potential crowd size. A fanzone and stage is proposed in the Odlins plaza with attractions in place to further increase the crowd size.

It is proposed that a secondary course adjacent to the Clyde Quay wharf is in place for an international women's match racing regatta and an international youth match racing regatta, held concurrently with the World Match Racing Tour event.

The World Match Racing Tour has a TV production company which generates live and summary broadcasts of each event and distributes these to a network of international TV stations and internet sites. The same company provides content for broadcast on national TV including live coverage of the semi finals and finals and daily news items throughout the event.

By 2016 it could be possible to have established the New Zealand Match Racing Cup as a premier annual event on the World Match Racing Tour. Wellington has been offered the right to host the event but for it to go ahead the event will require event funding and logistical support from the Council, NZ Major Events funding and a family of commercial sponsors will need to be found.

Expanding Business	\$2,300,000
Promoting Wellington	\$1,900,000
Visitor Spend	\$2,200,000
Enhancing Vibrancy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>

Low Medium High











ALPARI WORLD MATCH RACING TOUR
 NZ MATCH CUP

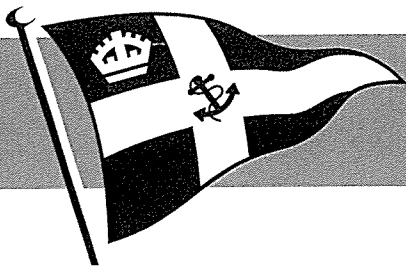


NORTHERLY CONFIGURATION



-  International Boat Show, Fan Zone
-  Hospitality, Media, Race Management
-  Spectator Grand Stands
-  Fleet Base
-  Start-Finish Areas
-  Start-Finish Lines
-  Course Boundaries
-  Course Marks





NEW ZEALAND SPRINT SAILING CHAMPIONSHIP

(International Event during Wellington Harbour Festival)

The New Zealand Sprint Sailing Championship is proposed to be an international event during the Wellington Harbour Festival each year. The New Zealand Sprint Sailing Championship is designed to align to the sail downunder series and particularly the Sail Auckland ISAF grade 1 regatta, giving international sailors two significant events in New Zealand each summer.

It is proposed that the event utilises a sprint based stadium racing format on three courses in the Wellington Harbour Arena over four days. Each course would have a fixed start and finish line with one end on shore alongside a grandstand for easy viewing. Each race would last no more than twenty minutes with six races for each class scheduled each day.

- On the Oriental Bay course the classes are Skiffs (29ers, 49ers, 12ft, Javelins), Kiteboards and Windsurfers (RSX, Slalom)
- On the Middle Harbour course the classes are 470s, 420s and Paper Tigers
- On the Waterfront course the classes are Finns, Lasers and Laser Radials

On the last day of the event (Sunday) a final triple points race is proposed to be held for each fleet on the Waterfront course to maximise crowd numbers. A fanzone and stage is proposed for the Odlins plaza with attractions in place to further increase the crowd size. Three fleet bases are proposed around the waterfront to provide the public with easy viewing of the sailors getting their craft ready for racing.

It is proposed that the New Zealand Sprint Sailing Championship will utilise a local media company to generate live and summary broadcasts of the event and distribute these to New Zealand TV stations and a dedicated internet site. It is envisaged that action from the final two days of the championship will be broadcast on New Zealand TV.

By 2016 it could be possible to have established the New Zealand Sprint Sailing Championship as a premier annual event on the Australasian sailing calendar with 250 competitors. For it to proceed the event will require Council events funding and the logistical and promotional backing of the Yachting New Zealand.

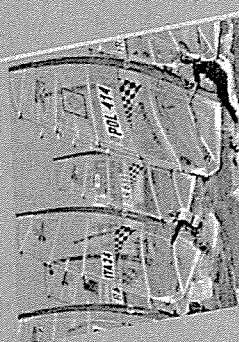
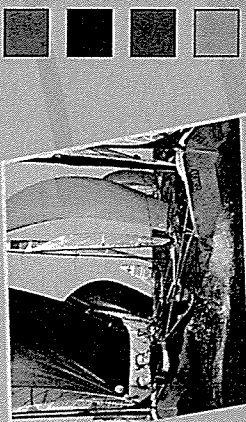
Expanding Business	\$750,000
Promoting Wellington	\$690,000
Visitor Spend	\$750,000
Enhancing Vibrancy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> Low Medium High



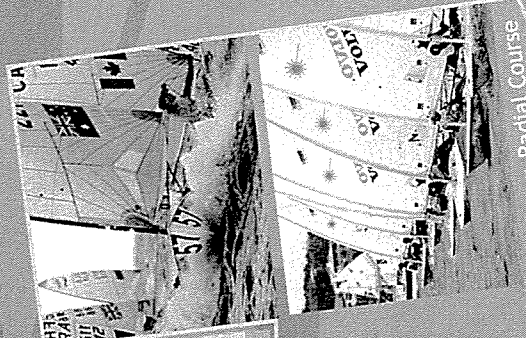


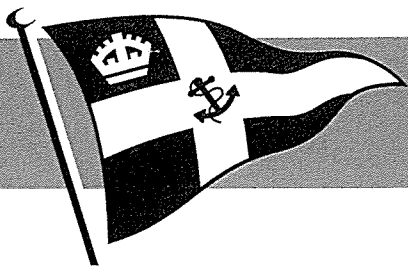
SAIL DOWNUNDER SERIES
 NZ SPRINT SAILING
 CHAMPIONSHIP

- Hospitality, Media, Race Management
- Spectator Grand Stands
- Fleet Bases
- Start-Finish Areas
- Start-Finish Lines
- Course Boundaries



Skiff, Kiteboard, Windsurf Course





WELLINGTON INTERNATIONAL BOAT SHOW AND CONFERENCE SERIES (During Wellington Harbour Festival)

It is proposed that the Wellington International Boat Show and Conference Series be run in conjunction with the New Zealand Match Racing Cup during the Wellington Harbour Festival each year.

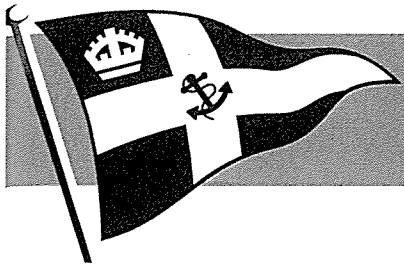
It is proposed that the Wellington International Boat Show runs for three days from Friday to Sunday during the New Zealand Match Racing Cup, based around the Queens wharf precinct with displays both on and off the water. It is intended that on the water displays are in the berthing space on the southern end of Queens wharf while off the water displays are inside Shed 6, and outside displays are on Queens wharf itself. It is intended that on the Saturday and Sunday the Boat Show includes opportunities for the public to tour craft such as the Tugs, Police boats, Navy vessels, Pilot vessels, etc.

It is proposed that the Conference Series will also be time tabled to coincide with the New Zealand Match Racing Cup with the City working to attract conferences which loosely have a focus on either sailing, the marine industry or wind and sea energy generation. The conferences should be held in venues close to the waterfront. Where possible the conferences should be designed to integrate with the Wellington International Boat Show and the Powered by the Wind Education Centre (when up and running). Similarly where possible each conference should be designed to integrate with the New Zealand Match Racing Cup including initiatives such as harbour sails and sailing races for delegates.

By 2016 it could be possible to have established an annual Conference Series and Boat Show. It is envisaged that Positively Wellington Venues will have a significant role to play in attracting and facilitating the Conference Series and in supporting the implementation of the Wellington International Boat Show.

Expanding Business	\$635,000
Promoting Wellington	\$105,000
Visitor Spend	\$1,500,000
Enhancing Vibrancy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/>
	Low Medium High





COMMUNITY, REGIONAL AND NATIONAL EVENTS (During Wellington Harbour Festival)

It is proposed that the Wellington Harbour Festival not only feature international events but also include Community, Regional and National Events.

At the **community level** the Wellington Harbour Festival already involves events such as ...

- Have a go at ocean sports days
- Kiwisport ocean sports in schools
- Dragon boat competitions
- Birdman competitions
- Waitangi day celebrations
- Wellingtonians on the harbour days
- Wellington Spirit business sailing league
- and new events such as the 'Around the bays by sea

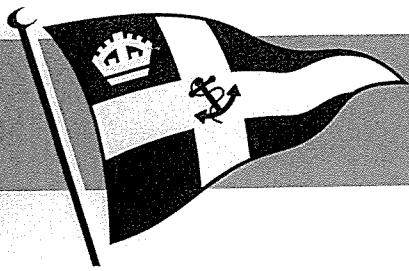
At the **regional and national level** it is proposed that the Wellington Harbour Festival grow to involve existing and new events such as ...

- The Port Nicholson Regatta
- National sailing championships
- CentrePort youth match racing championship
- Central region optimist team racing championship
- Ocean swim events
- Triathlon events
- The Central Triangle Race
- Powerboat racing

By 2016 the target is to have established a six week Wellington Harbour Festival with a full programme of community, regional and national ocean sport events. For the festival to grow beyond the existing sailing events it will require event funding and logistical support from the Council and promotional support from Positively Wellington Tourism. Please note the valuation is just for the sailing events within the Festival.

Expanding Business	\$70,000
Promoting Wellington	\$95,000
Visitor Spend	\$75,000
Enhancing Vibrancy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> Low Medium High





WELLINGTON SPIRIT SAILING TEAM

The Wellington Spirit Sailing Team is a professional sailing team competing on the world stage in a range of international events. Wellington Spirit Ltd is an independent company charged with developing a high achieving sailing team that ...

- Gives Wellingtonians a premium sailing brand representation
- Facilitates development of professional sailing in and from Wellington
- Provides a platform for promoting Wellington to the world

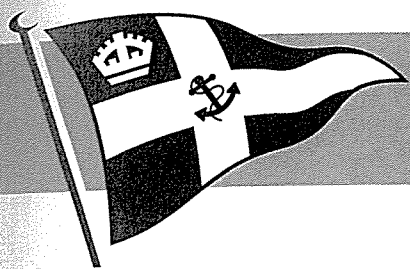
The notion of Wellington Spirit is that ‘anything can be achieved from Wellington and you can do anything in Wellington’. The dual focus of Wellington Spirit, derived from the spirit of Ngake and Whataitai, is to compete on the world stage, and in international sailing events hosted by Wellington City, and in the process draw the focus of the world onto Wellington. It is proposed that one of the strategies to draw attention to Wellington will be the use of trade missions alongside Wellington Spirit competing in selected cities with whom Wellington City wishes to build trade relationships.

The initial focus for the Wellington Spirit Sailing Team is in the Match Racing and Olympic disciplines. The Wellington Spirit Sailing Team has developed a squad that will compete in international match racing events, will sail in Olympic classes at the ISAF Sailing World Cup, and will compete in other high profile international circuits and ocean races as and when appropriate.

In 2016 the target is to win the World Match Racing Championship and to win a Gold medal in the heavy weight single handed Finn Class at the Olympics.



Expanding Business	\$660,000
Promoting Wellington	\$400,000
Visitor Spend	\$20,000
Enhancing Vibrancy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Low Medium High



WELLINGTON MARINE INDUSTRY HUB

The Wellington Marine Industry Hub is an initiative that is intended to foster the development of the marine industry in Wellington. It is proposed to focus on building boats for export with a particular emphasis on the boats that align with the events held in Wellington and with the exploits of the Wellington Spirit Sailing Team.

It is proposed that the Wellington Marine Industry Hub be closely integrated with the New Zealand Match Racing Cup initiative with the first building project being the construction of the fleet of eight boats for the New Zealand Match Racing Cup.

It is also proposed that the Wellington Marine Industry Hub be closely integrated with the Wellington Spirit initiative. The intention is to eventually broaden the competition focus of the Wellington Spirit Sailing Team to include ocean racing in categories of yacht which utilise Wellington as a stopover. The intention is to have a Wellington Spirit team sailing in a yacht built by the Wellington Marine Industry Hub with the boat being sold on the international market at the end of the race.

It is proposed that the Wellington Marine Industry Hub will align with the tertiary education sector in Wellington in order to deliver composites technologies qualifications where practical experience is gained through the construction of the yachts.

Assuming the New Zealand Match Racing Cup initiative proceeds then by 2016 it could be possible to have constructed the first fleet of match racing yachts with a significant new composites technologies qualifications programme in place in the region.

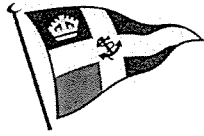
Expanding Business	\$1,000,000
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Promoting Wellington	\$35,000
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Visitor Spend	\$10,000
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Enhancing Vibrancy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
	Low Medium High





ROYAL PORT NICHOLSON YACHT CLUB

Established 1889

Oral Submission to Wellington City Council

Re Clyde Quay Boat Harbour Restoration Project in the 2013/2014 Annual Plan

1. The Royal Port Nicholson Yacht Club presents this Oral Submission to reinforce our Written Submission as part of consultation on the 2013/2014 Draft Annual Plan.
2. We support the 2013/2014 Annual Plan as drafted.
3. In particular we believe the feasibility funding of \$205,000 for a wave study, geotechnical investigations and an assessment of the harbour floor for the Clyde Quay Marina upgrade should remain in the plan as an urgent priority.
4. When we last submitted to Council in March this year we were part way through the process of evaluating the potential impact of the Wellington Yachting Strategy on the economy and vibrancy of Wellington.
5. The Wellington Yachting Strategy includes a set of activities which will be based out of the restored Clyde Quay Boat Harbour and as such are reliant on this investment.
6. The Wellington Yachting Strategy evaluation work has now been completed and we would like to take this opportunity to familiarise Councilors with the report and its findings (see attached report).
7. First some background. At the beginning of last year we gathered together a group of key stakeholders from the commercial, local government and national government sectors at the Club to launch the Wellington Yachting Strategy.
8. The Wellington Yachting Strategy has four intended outcomes:
 - a. Establish the Clyde Quay Precinct as a world class base for ocean sports
 - b. Establish the Wellington Harbour Festival as an iconic annual festival including world class international yachting events in the Wellington Harbour Arena
 - c. Establish the Wellington Spirit Sailing Team as a leading team on the world stage
 - d. Leverage off yachting to promote Wellington, increase visitor numbers, grow industry and enhance the vibrancy of Wellington
9. In June last year the Club was awarded an economic grant by Council to summarise the activities outlined in the Wellington Yachting Strategy and estimate their annual economic and vibrancy impact
10. Subsequently we have summarised and evaluated ten activities including:
 - a. Establish the Clyde Quay Precinct as a world class base for ocean sports
 - Wellington Ocean Water Sports Centre
 - New Zealand Sailing Academy
 - Te Aro Model Yachts and Harbour Sails tourist attractions
 - Powered by the Wind Education Centre
 - b. Establish the Wellington Harbour Festival as an iconic annual festival including world class international yachting events in the Wellington Harbour Arena
 - New Zealand Match Racing Cup
 - New Zealand Sprint Sailing Championship
 - Wellington International Boat Show and Conference Series
 - Community, Regional and National Events
 - c. Establish the Wellington Spirit Sailing Team as a leading team on the world stage

- Wellington Spirit Sailing Team
- Wellington Marine Industry Hub

11. The report concludes that the overall annual economic impact of the Wellington Yachting Strategy is potentially \$19.5M and that the activities contained in the strategy will have a high impact on the vibrancy of Wellington. The economic impact is represented by:

- \$10.515M of expanded and new business in Wellington
- \$3.610M of promotion of Wellington
- \$5.355M of increased visitor spend in Wellington

12. Nearly half of this impact will be generated through activities that the Club already has underway or is in the process of developing in order to be fully implemented as the Clyde Quay Boat Harbour is restored. These activities are:

- Wellington Ocean Water Sports Centre
- New Zealand Sailing Academy
- Te Aro Model Yachts and Harbour Sails tourist attractions
- Wellington Harbour Festival - Community, Regional and National Events
- Wellington Spirit Sailing Team
- The Club, The Restaurant and the Marina businesses

13. The remainder of the activities will require support and or investment from regional organisations such as the Council, Positively Wellington Venues, Positively Wellington Tourism, and Grow Wellington plus national organisations such as New Zealand Major Events, Trade and Enterprise the New Zealand Marine Industry Association, Sport New Zealand and Yachting New Zealand for the other half of the impact to be realised. These activities are:

- Powered by the Wind Education Centre
- New Zealand Match Racing Cup
- New Zealand Sprint Sailing Championship
- Wellington International Boat Show and Conference Series
- Wellington Marine Industry Hub

14. The feasibility funding of \$205,000 for a wave study, geotechnical investigations and an assessment of the harbour floor is an important first step that will ultimately allow activities to flourish and have a positive impact on both the economy and vibrancy of Wellington.

15. The Club looks forward to continuing to work closely with Council on the Clyde Quay Boat Harbour restoration project.

Dean Stanley
Chief Executive Officer
On behalf of the RPNYC Board of Governors
23 May 2013