



Report 08.81  
Date 14 February 2008  
File WRS/09/01/01

Committee Council  
Author Fran Wilde, Chair

## Regional EDA Ltd Name Change

### 1. Purpose

To seek the Council's agreement to change the registered name of Regional EDA Ltd, as recommended by the Wellington Regional Strategy Committee. The WRS Committee is considering this matter at its meeting on the 21<sup>st</sup> February, and the recommendations in this report are subject to the decisions arising from the Committee's deliberations.

### 2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

### 3. Background

Regional EDA Ltd (REDA) was established in March 2007 as a Greater Wellington Council Controlled Organisation. At the time a simple descriptive name was chosen, with the expectation that the Directors of the company would select a different trading name. The company has now selected a trading name and has asked Greater Wellington, via the Committee, to change the registered company name so that only one name applies to the company.

A change to the registered name requires the shareholder's approval under the terms of its constitution. The shareholder is Greater Wellington.

On all matters related to the Wellington Regional Strategy Greater Wellington will not make any decision contrary to a recommendation from the WRS Committee. Should Greater Wellington not accept the Committee's recommendation the matter is to be referred back to the Committee.

### 4. Comment

The REDA Board has chosen "GrowWellington" as its trading name, with a strap line of "Working for business success".

The rationale applied by the Board when developing the name is in **Attachment 1**. The WRS Committee will be considering the name change at its meetings on the 21<sup>st</sup> February 2008. The decision to make the following recommendation to change the name will be confirmed at the Council meeting.

#### **4.1 Process for Changing the Company's Name**

Changing the name of the company is a simple process. It involves an alteration to the Constitution, which requires a resolution of Greater Wellington, and the change is then notified to the Companies Office.

### **5. Communication**

No communications are necessary with this decision. REDA will manage all communications.

### **6. Recommendations**

*That the Committee:*

1. ***Receives the report.***
2. ***Notes the content of the report.***
3. ***Resolves to change the registered name of Regional EDA Ltd to "GrowWellington".***

Report approved by:

**Fran Wilde**  
Chair, Greater Wellington

**Attachment 1: Rationale Applied to the Name Change.**