

Report 12.567
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Committee Council
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Report on the Wellington Regional Strategy Committee 8 November 2012

1. Purpose

To inform the Council about the meeting of the Wellington Regional Strategy Committee that took place on 8 November 2012.

2. The decision-making process and significance

No decision is being sought in this report.

3. Report

3.1 Election of Chairperson and Deputy Chairperson for the Wellington Regional Strategy Committee

Following the revision of Wellington Regional Strategy arrangements in June 2012, the WRS Committee was re-established by the Council. The Committee elected Sir John Anderson as Chairperson and Councillor Wilde as Deputy Chairperson of the Committee.

3.2 Advanced Technology Institute update

The Committee received an update on the establishment of the Advanced Technology Institute (ATI). There have been some delays in the legal process and the ATI Establishment Board now has until 1 February 2013 to report on operational matters. Grow Wellington and local authorities in the region are continuing to engage with relevant agencies on the establishment of the ATI.

3.3 Grow Wellington and WRS Office annual reports 2011/2012

The Committee welcomed Gerard Quinn, the new CEO of Grow Wellington, to the meeting.

Grow Wellington's Annual Report highlights significant milestones over the last year. Grow Wellington has successfully worked with industry to connect key organisations and businesses to develop key sectors.

Areas where targets were met and exceeded include Centres of Excellence – Screen and Digital Technologies, Business Growth, Film Wellington, Visa Wellington on a Plate, Education Wellington, and the Primary and Manufacturing sector.

Performance highlights include:

- Digital Technologies Centre of Excellence space launched with 24 individual resident members and 17 businesses.
- The AnimFX event was delivered again with 91% of respondents stating that they felt that the event “helped them achieve their business objectives.”
- A funding proposal for the School of Computer Graphics was agreed and the school was launched in 2012.
- A strategy for the retention/increase of international television activity in the region was developed and various projects implemented.
- There were 1,173 business assessments and 1,232 action plans completed by the Business Growth team.
- 81% of businesses stated that they are satisfied with the business growth support.
- The annual Bright Ideas initiative resulted in 881 ideas being received which lead to the development of 143 business plans.
- Grow Wellington made 115 placements through the intern programme with 92% of business respondents being satisfied as a result.
- Film Wellington managed 600 industry enquiries with a 97% satisfaction rate for services provided.
- Visa Wellington on a Plate expanded its reach, with the Australian market being targeted with a mix of electronic direct mail in conjunction with a ‘sister’ Festival in Melbourne and Positively Wellington Tourism’s own databases.
- Education Wellington International members had a 90% satisfaction rate with 98% of members retained.
- Grow Wellington assisted the development of the Wairarapa Water Use Project. A detailed project plan was completed with Grow Wellington input and investment plans incorporated.

Creative HQ had a highly successful year, achieving all of its measures. Nine new companies were inducted, 29 ventures supported, ten ventures graduated

from the incubator and there are now 62 alumni ventures. Total economic value generated \$589 million and cumulative lifetime value totals \$310 million.

The Committee expressed concern over the large amount of empty office space in the CBD. Wellington City Council has engaged Grow Wellington on a contractual basis for the 'Destination Wellington' initiative and it is expected that Grow Wellington will be materially focused on the CBD. This is a collaborative development between Grow Wellington and Positively Wellington Tourism which recognises the strengths of both organisations.

The WRS Office Annual Report 2011/2012 outlines the work undertaken on the refresh of the Strategy. The new Strategy was adopted by the WRS Committee in June 2012.

The report also outlines the further progress that was made on the good regional form priority projects under the previous version of the Strategy (Open Spaces and Urban Design). Much of last year's work involved reviewing project action plans and setting up working groups to enable them to continue beyond the leadership provided by the WRS Office.

The Broadband Operational Group (BOG) continues to be supported and success can now be seen as ultra fast broadband is rolled out across the region.

The Genuine Progress Index (GPI) reports were published and the GPI website went live in August 2011. The GPI and its website received recognition by winning two national awards from the New Zealand Society of Local Government Managers (SOLGM).

The Committee discussed the GPI and the potential to monitor its progress under the refreshed strategy. The GPI is an important element in 'selling' the region as it is based on facts rather than emotional reasons for encouraging people to live in the Wellington region. As previously discussed by the Committee, the focus on the marketing of the GPI is on promoting the messages rather than the tool itself.

4. Recommendations

That the Council:

1. ***Receives the report.***
2. ***Notes the content of the report.***

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Fran Wilde
Chair