

**Report** 08.69  
**Date** 13 February 2008  
**File** WRS/09/01/01

**Committee** Wellington Regional Strategy Committee  
**Author** Jane Davis, Divisional Manager

## Regional EDA Ltd Name Change

### 1. Purpose

To seek the Committee's approval to change the registered name of Regional EDA Ltd.

### 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 Committee.

The REDA Board launched its new trading name on the 13<sup>th</sup> February 2008. The purpose of changing the name of the registered company is to avoid future confusion with two names applying to the company.

### 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**.

#### **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. The REDA Board will manage all communications.

#### **6. Recommendations**

*That the Committee:*

1. *Receives the report.*
2. *Notes the content of the report.*
3. *Recommends to Greater Wellington that it change the registered name of Regional EDA Ltd to "GrowWellington".*

Report prepared by:

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Chief Executive

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