

Report 16.105
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Committee **Wellington Regional Strategy Committee**
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WREDA's draft Statement of Intent for 2016-19

Purpose

- 1 To receive WREDA's draft Statement of Intent (SOI) for 2016-19 and to identify any matters for consideration by the WREDA Board.

Background

- 2 WREDA is a council controlled organisation owned by Wellington City Council (80%) and Greater Wellington Regional Council (20%) on behalf of the region.
- 3 It undertakes tourism, venues management, economic development and major events.
- 4 The Chief Executive of WREDA will make a presentation on the SOI at the meeting.

Legal Requirement for a SOI

- 5 Section 64 of the Local Government Act 2002 (the Act) requires WREDA to have a SOI which sets out the nature and scope of the activities WREDA intends to undertake over the next three years.
- 6 This SOI for 2016-19 covers the financial and governance aspects of WREDA, including Grow Wellington/ Creative HQ Ltd, Tourism and Major Events (currently within WCC).
- 7 Schedule 8 of the Local Government Act sets out the requirements for a SOI.
- 8 Once the WRS Committee has agreed on their feedback this will be sent to WREDA who then has until 30 June to deliver their final SOI to shareholders and stakeholders.

Wellington Regional Strategy (WRS)

- 9 As the WRS Committee will be aware the WRS was updated in 2012 from the original 2007 document. Grow Wellington was set up in response to the original strategy. There are six focus areas in the Strategy which are:
 - Commercialisation of innovation
 - Investment mechanisms for growth

- Building world class infrastructure
- Attracting business, investment and talent
- Education and workforce development
- Open for business.

10 Apart from the last area, which relates more to councils, all of the focus areas are dealt with in the draft SOI.

11 WREDA's other activities - tourism, major events and venues - are not directly included in the WRS but they do contribute to the overall objectives of the WRS.

WREDA's mission

12 WREDA's mission (per the SOI) is to work with businesses, government and other stakeholders across the region to enable future economic growth and prosperity of the Wellington region. It's broad objectives and measures are:

OBJECTIVE	MEASURE
Enable increased employment	Number of jobs, level of employment
Accelerate and grow scalable businesses	Growth rates of participating companies
Leverage and enhance the city region's vibrancy and liveability	Global liveable city rankings (eg. Mercer, Monocle, EIU)
Grow the visitor economy, attracting and retaining iconic events – sporting, cultural and business	Guest nights, visitor expenditure, event attendance, out-of-region ticket sales
Increase international student numbers	International student enrolments
Accelerate high-skilled in-migration	Migrant visa numbers
Enhance and amplify an aligned, innovation-led, knowledge-dense economic narrative	Media coverage volume and value
Attract and retain (foreign) direct investment	Metric under development

13 The SOI is based on the Plan on a Page, it has five pillars of action which defines the scope of WREDA's activities, namely:

- Enable sustainable growth
- Deliver an outstanding events/activity programme
- Become exceptionally influential and connected
- Be an acclaimed hub of creativity, culture and technology
- Create and sustain a compelling regional narrative.

14 Each of the five pillars has a series of projects and programmes, actions to be undertaken in respect of each project and where applicable each project has measurable outcomes.

Letter of Expectation (LoE)

15 At their December meeting the WRS Committee agreed a LoE on matters they wanted to see addressed in WREDA's draft SOI; they can summarised as:

- Specific actions
- Measurable outcomes.

16 A copy of the LoE forms part of the draft SOI document (**Attachment 1**). The draft SOI addresses most of the matters raised in it; however, there a few matters that the WRS Committee may wish to consider:

- A statement in the SOI on how WREDA will give consideration to the resilience of the region.
- A programme for skills and workforce development, including skilled migrants, and measurable outcomes.
- Develop more specific actions for the creative and tech sectors.
- In respect of education, what are the plans for increasing student accommodation and what are the region's target markets.

Discussion

17 In addition to the matter noted above in respect of the LoE there are some additional matters that the WRS Committee may wish to include in any response to the WREDA Board:

- The five pillars in the Plan on a Page do not include as one of their pillars the visitor economy, a major part of WREDA's activities. It is addressed as a series of projects in the SOI.
- Some of the measurable outcomes for the key projects only go out for one year, as this is a three year SOI, measures should be for three years.
- If Performance Measures vary from year to year, reasons for this variation should be noted.
- Include in the Performance Measures the economic return arising from Major Events.
- Insert a Performance Measure for Venues utilisation and "load factor".
- WREDA wishes to move from number 12 to number 5 in the Mercer Quality of Living survey, obviously an ambitious target. One of the actions will be to understand the metrics behind the survey; until this is done are these realistic measures?
- The sources for the measures used, for example, visitor nights come from MBIE statistics.
- Performance measures that have an absolute growth numbers (e.g. international students and in-migration) should be expressed as a percentage increase in share of the NZ market to reflect additionality above national trends.

Looking forward

18 The WRS Committee's response to the draft SOI will be summarised and agreed at the meeting. It will be then included in a letter to the WREDA Board, approved by the Chair. A copy of this letter will be circulated to the WRS Committee.

Communication

19 No communications are necessary.

The decision-making process and significance

20 Part 6 of the Local Government Act requires Greater Wellington Regional Council to consider the significance of the decision. The term 'significance' as a statutory definition set out in the Act.

Officers have considered the significance of the matter, taking the Council's significance policy and decision-making guidelines into account. Officers recommend that the matter be considered to have low significance. Officers do not consider that a formal record outlining consideration of the decision-making process is required in this instance.

Engagement

21 Engagement on this matter is unnecessary.

22 Recommendations

That the Committee:

1. ***Receives and notes the content of the report.***
2. ***Agrees any matters for communication to the WREDA Board regarding WREDA's draft Statement of Intent for 2016-19.***
3. ***Approves the Committee Chair signing off the response to the WREDA Board from the WRS Committee.***

Report prepared by:

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Attachment 1: WREDA Draft SOI