



**greater WELLINGTON**

**REGIONAL COUNCIL**

**Te Pane Matua Taiao**

**If calling, please ask for Democratic Services**

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## **Wellington Regional Strategy Committee**

Tuesday 18 February 2020, 1.00pm  
Council Chamber, Greater Wellington Regional Council  
Level 2, 15 Walter Street, Te Aro, Wellington

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### **Members**

Mayor Baker	Porirua City Council
Mayor Barry	Hutt City Council
Cr Calvert	Wellington City Council
Cr Condie	Wellington City Council
Mayor Foster	Wellington City Council
Deputy Mayor Free	Wellington City Council
Mayor Guppy	Upper Hutt City Council
Mayor Gurunathan	Kāpiti Coast District Council
Cr Lee	Greater Wellington Regional Council
Mayor Patterson	Masterton District Council

**Recommendations in reports are not to be construed as Council policy until adopted by Council**

# Wellington Regional Strategy Committee

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Tuesday 18 February 2020 at 1.00pm  
Council Chamber, Greater Wellington Regional Council,  
Level 2, 15 Walter Street, Te Aro, Wellington

## Public Business

No.	Item	Report	Page
1.	Apologies		
2.	Conflict of interest declarations		
3.	Public participation		
4.	<a href="#">Appointment of Wellington Regional Strategy Committee chairperson and deputy chairperson</a>	20.12	3
5.	<a href="#">Wellington Regional Economic Development Agency second quarter report (October to December 2019)</a>	20.35	8
6.	<a href="#">Resolution to exclude the public</a>	20.32	59

## Public Excluded Business

7.	<a href="#">Appointment of director to the Wellington Regional Economic Development Agency</a>	PE20.38	60
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**Wellington Regional Strategy Committee  
18 February 2020  
Report 20.12**



**For Decision**

**APPOINTMENT OF WELLINGTON REGIONAL STRATEGY COMMITTEE  
CHAIRPERSON AND DEPUTY CHAIRPERSON**

**Te take mō te pūrongo**

**Purpose**

1. To advise on the procedure and options to appoint the Chairperson and Deputy Chairperson of the Wellington Regional Strategy Committee (the WRS Committee).

**He tūtohu**

**Recommendations**

That the Committee:

- 1 **Notes** the need to appoint a new Chairperson and Deputy Chairperson to the Committee, as all members' terms expired at the 2019 local government triennial election.
- 2 **Adopts**, pursuant to clause 25 of Schedule 7 to the Local Government Act 2002, *either*:
  - a Appointment by statutory voting system A (paragraph 5) *or*
  - b Appointment by statutory voting system B (paragraph 6).
- 3 **Adopts**, to meet the statutory requirement to resolve tied votes by 'lot', the method of placing the candidates' names (with the same number of votes) in a container and the name of the person drawn out by an independent person is deemed the winner (i.e. appointed or not excluded from the next round).
- 4 **Adopts** the agreed voting system and procedure outlined in recommendations 2 and 3 for the appointment of both the Chairperson and Deputy Chairperson.

**Te tātaritanga**

**Analysis**

***Appointment of Chairperson and Deputy Chairperson***

2. The Wellington Regional Strategy – Multilateral Agreement in regard to the Wellington Regional Economic Development Agency - December 2014 (the WRS Multilateral Agreement) provides as follows:

- a Members terms expire on the date of the next local government triennial election (clause 5.6) – accordingly a new Chairperson and Deputy Chairperson need to be appointed
- b The WRS Committee appoints the Chairperson and Deputy Chairperson (clause 5.8).

***Procedure for appointments***

- 3. The WRS Committee is a committee appointed by Council under clause 30 of Schedule 7 to the Local Government Act 2002 (the LGA). As such, the procedure for appointing the Chairperson and Deputy Chairperson is provided under clause 25 of Schedule 7 to the LGA.
- 4. Under clause 25, the WRS Committee must choose one of two statutory voting systems:
  - A Appointment by the majority of members present and voting, or
  - B Appointment by receiving a greater number of votes than any other candidate.

***Characteristics of appointment by majority (Voting System A)***

- 5. The characteristics of this voting system are:
  - a The person who is appointed received the votes of the majority of the WRS Committee members present and voting
  - b There is a first round of voting for all candidates
  - c If no candidate is successful in that round, there is a second round of voting from which the candidate with the fewest votes in the first round is excluded
  - d If no candidate is successful in the second round there is a third, and so on. Each time the candidate with the fewest votes in the previous round is excluded
  - e If, in any round, two or more candidates tie for the lowest number of votes, the person excluded from the next round is resolved by lot
  - f Rounds of voting will only be required where there are more than two candidates.

***Characteristics of appointment by greatest number of votes (Voting system B)***

- 6. The characteristics of this voting system are:
  - a A person is appointed if they receive more votes than any other candidate
  - b There is only one round of voting
  - c If two or more candidates tie for the most votes, the tie is resolved by lot.

***Determining by 'lot' where there is a tie***

- 7. Both voting systems A and B require a resolution by 'lot' if two or more candidates receive an equal number of votes and no one else is appointed. The most common procedure is for the names of the candidates with the same number of votes to be placed in a container and the name of the person drawn out by an independent person is deemed the winner (i.e. appointed or not excluded from the next round). It is

recommended that this process be used in the event that there is a tie between candidates.

## **Nga kōwhiringa**

### **Options**

8. The WRS Committee must choose one of the two voting systems described above to appoint the Chairperson and Deputy Chairperson. The WRS Committee is also entitled to adopt different systems for the appointment of the Chairperson and Deputy Chairperson. However, for ease and practicality, it is recommended that the WRS Committee adopts the same procedure for the appointment of both positions.

#### ***Option One – Voting system A - Appointment by the majority of members***

<b>Advantages</b>	<b>Disadvantages</b>
The winning candidate is appointed by a majority of members.	There may be multiple rounds of voting.

9. Voting system A is recommended if the WRS Committee wants to guarantee that the winning candidate receives the votes of a majority of its members.

#### ***Option Two – Voting system B – Appointment by the greatest number of votes***

<b>Advantages</b>	<b>Disadvantages</b>
There is only one round of voting.	The winning candidate may not have the majority support of the WRS Committee members.

## **Ngā hua ahumoni**

### **Financial implications**

10. There are no financial implications from these appointments, as each member of the WRS Committee is remunerated by their respective councils.

## **Te huritao ki te huringa o te āhuarangi**

### **Consideration of climate change**

11. The matters requiring decision in this report were considered by officers in accordance with the process set out in Greater Wellington's *Climate Change Consideration Guide*.

#### ***Mitigation and adaptation assessments***

12. Officers have considered the effect of these matters on the climate. Officers consider that the matters will have no effect and there is no need to conduct climate change assessments.

### **Ngā tikanga whakatau**

#### **Decision-making process**

13. The processes for appointing the WRS Committee's Chairperson and Deputy Chairperson is prescribed by clauses 25 and 30 of Schedule 7 to the Local Government Act 2002. Those processes are set out in paragraphs 4 to 7.

### **Ngā tūāoma e whai ake nei**

#### **Next steps**

14. Once the voting system is agreed, the Kaiwhakahaere Matua/Manager, Democratic Services will call for nominations for the position of the WRS Committee Chairperson. Once appointed, the newly appointed Chairperson shall take the chair for the rest of the meeting.
15. The newly appointed Chairperson will then call for nominations for the office of Deputy Chairperson.

### **Ngā kaiwaitohu**

#### **Signatories**

Writer	Lucas Stevenson – Kaitohutohu/Advisor, Democratic Services
Approvers	Francis Ryan – Kaiwhakahaere Matua/Manager, Democratic Services Luke Troy – Kaiwhakahaere Matua Rautaki/General Manager Strategy

<b>He whakarāpopoto i ngā huritaonga Summary of considerations</b>
<b><i>Fit with Council's roles or Committee's terms of reference</i></b> The appointment process is consistent with Council's responsibilities under clauses 25 and 30 of Schedule 7 to the LGA.
<b><i>Implications for Māori</i></b> There are no known implications for Māori.
<b><i>Contribution to Annual Plan / Long term Plan / Other key strategies and policies</i></b> There are no implications for Council's/Greater Wellington's strategies, policies and plans.
<b><i>Internal consultation</i></b> There was no internal consultation, as this is a prescribed process with no impacts for other business groups.
<b><i>Risks and impacts: legal / health and safety etc.</i></b> There are no risks.

**Wellington Regional Strategy Committee**  
**18 February 2020**  
**Report 20.35**



**For Information**

## **WELLINGTON REGIONAL ECONOMIC DEVELOPMENT AGENCY SECOND QUARTER REPORT (OCTOBER TO DECEMBER 2019)**

**Te take mō te pūrongo**

### **Purpose**

1. To provide the Wellington Regional Strategy Committee (the Committee) with an update on the Wellington Regional Economic Development Agency's (WREDA) performance, for the second quarter of 2019/20 (October to December 2019, against its agreed Statement of Intent for 2018-21

**Te tāhū kōrero**

### **Background**

2. WREDA is required to provide quarterly reports and an audited annual report in accordance with the requirements of section 66 of the Local Government Act 2002. These reports provide an outline of activities, finances and performance against targets in WREDA's Statement of Intent for 2018-21.
3. A commentary on activities for the 2019-20 financial year is provided in WREDA's second quarter report, which is included as **Attachment 1** (Wellington Regional Economic Development Agency Second Quarter Report (October to December 2019)). This report has been reviewed by officers to assess any risks or issues. Where any significant issues were identified, these have been discussed with the relevant entity. Representatives from WREDA will present its report and answer any questions that the Committee may have.

**Te tātaritanga**

### **Analysis**

4. Summary of key activities as set out in WREDA's statement of intent:

#### **Activities**

5. Supporting businesses to upskill and grow.
  - Supported 346 regional businesses, at December 2019, through the Regional Business Partner Programme; 220 of these received hands on support
  - Delivered \$1.3 million of research and development funding
  - Supported events in Porirua and Wairarapa
  - Established a new position, Maori Business Growth Advisor



- Summer of Tech and Summer of Biz achieved a 26 per cent increase in internships for the summer to 230
- Young Enterprise had 472 students from 21 schools competing.

#### *Creative HQ*

- 24 new ventures in incubation, with seven investable exits so far this year
- Mindset of Design festival ran in November 2019, with 45 events and 1,455 participants
- Lighting Lab GovTech ran with 10 teams from local and central government
- Lighting Lab Tourism Accelerator was launched; it will run in April 2020.

#### 6. Being an advocate and catalyst for economic development projects:

- A review of the venues is being undertaken
- Completed framework review for Major Events, to be published in late February 2020
- Regional Trails website has been relaunched
- A full renewals programme commenced in December.

#### 7. Shaping and amplifying the regional destination story:

##### *Marketing and Communications*

- Domestic visitation summer campaign and Wild Spring campaign
- Marketing of Wonderland at Te Papa
- Extensive coverage of Wellington with Stephen Colbert of the United States of America's *The Late Show*, audience of 3 million
- 456,597 sessions on the WellingtonNZ site
- Extensive coverage of Wellington in *Metro* and *North and South*
- Singapore Airlines new A350 aircraft commenced in November 2019; the frequency of flights has increased to five times per week
- A number of travel agents were hosted.

##### *Events and Experience*

- 68 performance events, attended by 72,996 in our venues
- Highlights included the world premiere of the Royal New Zealand Ballet season of Hansel and Gretel, concerts by New Zealand Symphony Orchestra and Orchestra Wellington, and Diwali
- 61 business events with 52,000 attendees
- \$4.3 million of new conference/business events won this quarter
- World of Wearable Art (WOW) completed its 14th year in Wellington; total audience of 60,000, 71 per cent of attendees were from outside the region, providing a boost to the regional economy of \$28 million
- Wellington secured two All Black tests in July and August 2019
- BlackCaps played a T20 match against England.

*Destination and Attraction*

- UNESCO City of Film status awarded to Wellington in November 2019
- The Upper Hutt Lane Street Studio Development continues with Phase 1 to be completed by March 2020
- 49 film projects worth \$2 million occurred in the quarter
- Several feature films will commence in early 2020
- The cruise season commenced in October with 40 ships visiting in the quarter.

**Summary Key Performance Indicators (KPIs) and financials**

8. Full financial and KPI information for the six months to 31 December 2019 is included in the second quarter report.
9. The majority of KPIs are on track for the year, with the exception of the out of region venue and event expenditure and the number of events in venues Wellington.
10. Financially the higher than budgeted net surplus is mainly a timing issue, as it relates to income being received in the reported quarter, with the related expenditure to occur in the next quarter.

FINANCIAL PERFORMANCE	Budget	Actual	Variance	Budget	Actual	Variance	Budget
(\$000)	Q2	Q2	Q2	YTD	YTD	YTD	FYE
Total Revenue	6,719	<b>8,802</b>	2,083✓	16,068	<b>17,838</b>	1,770✓	31,504
Total Expenses	8,306	<b>7,359</b>	947✓	16,509	<b>15,343</b>	1,166✓	31,531
Net Surplus (Loss)	<b>(1,587)</b>	<b>1,443</b>	3,030✓	<b>(441)</b>	<b>2,495</b>	2,936✓	27
<b>FINANCIAL POSITION</b>							
Total Assets		<b>9,517</b>			<b>9,517</b>		6,558
Total Liabilities		<b>3,967</b>			<b>3,967</b>		4,095
Equity		<b>5,550</b>			<b>5,550</b>		2,463
<b>CASH FLOWS</b>							
Total Net Cash Flows				(1,600)	<b>1,380</b>	2,980✓	500
Opening Cash				4,100	<b>2,443</b>	1,657✗	2,100
Closing Cash				2,500	<b>3,823</b>	1,323✓	2,600

**Issues and Outlook**

11. With the resignation of Chief Executive Lance Walker, the WREDA Board has now commenced a search for his replacement. He will leave at the end of June 2020.

*Looking forward to the next quarter*

## 12. Planned activities for quarter three:

- Strong events programme, in particular:
  - Jim Beam Homegrown
  - Cuba Dupa
  - NZ Festival
  - Cricket T20 and Test matches against India
- Australian autumn campaign in February through April 2020, including sale by Air New Zealand in March/April 2020
- Winter campaign will be launched in March 2020.

**Ngā āpitihanga****Attachment**

Number	Title
1	Wellington Regional Economic Development Agency – Second Quarter Report (October to December 2019)

**Ngā kaiwaitohu****Signatories**

Writers	Barry Turefry – Wellington City Council Samantha Seath – Programme Lead, Wellington Regional Strategy Office
Approver	Luke Troy – Kaiwhakahaere Matua Rautaki/General Manager Strategy

<p><b>He whakarāpopoto i ngā huritaonga</b>  <b>Summary of considerations</b></p>
<p><b><i>Fit with Council’s roles or Committee’s terms of reference</i></b></p> <p>The Committee’s Terms of Reference state a responsibility to “receive and consider the half-yearly and annual reports of WREDA”.</p>
<p><b><i>Implications for Māori</i></b></p> <p>There are no known impacts for Māori.</p>
<p><b><i>Contribution to Annual Plan / Long term Plan / Other key strategies and policies</i></b></p> <p>Reports on performance against the Statement of Intent.</p>
<p><b><i>Internal consultation</i></b></p> <p>Wellington City Council and Greater Wellington officers have discussed.</p>
<p><b><i>Risks and impacts: legal / health and safety etc.</i></b></p> <p>There are no risks arising from the matter for decision.</p>





# WellingtonNZ

MAKING THE WELLINGTON REGION **Wildly Famous**

**Quarterly Report: Q2**  
**October – December 2019**

## **Our Purpose:**

***To make the Wellington region wildly famous***

## **SOI Areas of Focus:**

**Supporting  
businesses to upskill  
and grow**

**Shaping and  
amplifying the  
regional destination  
story**

**Being an advocate and  
catalyst for economic  
development projects**



## Q2 Highlights

### Supporting businesses to upskill and grow

- 346 regional businesses supported ytd by **RBP programme**; \$1.4m of capability and R&D funding provided ;
- **Kaiwhakatupu Pakihi Māori** (Māori Business Growth Advisor) position filled;
- **Summer of Tech and Summer of Biz** achieved a 26% increase in internships for this summer. Overall, 230 summer internships were confirmed, up from 182;
- **Young Enterprise** completed another successful year with **472 students** from 21 schools
- 49 film and **screen projects** welcomed and facilitated, worth a **combined \$2M**;
- **Lane St** film studio project launched
- Successful CreativeHQ **Lightning Lab GovTech** Accelerator concluded:
- **24 new ventures in CreativeHQ incubation** year to date; with 7 investable exits so far this year.

### Being an advocate and catalyst for economic development projects

- Building Consent for structural works on the **Convention Centre** was issued in November and construction work has commenced onsite. Sales and marketing activities are underway
- **Major Events Strategic Review** completed
- **Venues Review** well progressed and will be completed early in Q3.
- Programme of **renewals work** within Venues

## Q2 Highlights

**Shaping and  
amplifying the  
regional destination  
story**

- **UNESCO City of Film** status awarded to Wellington in November
- **Media and PR** hosting generated a reach of 37million with equivalent advertising value of \$3.9m. Highlight was The Late Show with Stephen Colbert – which aired to 3million+
- Total **subscribed audience** across social media and eDM's now over 500,000
- **WellingtonNZ.com** relaunched
- **Domestic visitation** summer marketing and Christmas **Digital Advent** campaign (results in next report)
- **625 travel agents** trained and 186 hosted agent famils
- **\$4.35million of new conference/business event** bid wins this quarter
- **International Student Excellence Awards** at Parliament in November
- **The World of Wearable Art Awards Show** successfully deliver their 14th year in Wellington. The season boosted the regional economy with \$28 million of visitor spend, a total audience of 60,000, with 71% of the audience visiting from outside of the region.
- Wellington secured two **All Blacks** matches for Wellington in July and August 2020 against Wales and Australia. Each match is expected to bring \$7 - \$9 Million into the local economy.
- **68 performance events** (73,000 guests) and **61 Business Events** (52,000 guests) hosted in our Venues

**Year to end December, WellingtonNZ's activities have contributed \$125m of direct economic impact to the Wellington region's economy**



A man with short grey hair, wearing a white lab coat, is focused on working with a bundle of yellow fiber optic cables. He is holding a small component of the cables. The background is a blurred data center with green server racks.

## Supporting Businesses to Upskill and Grow

[WellingtonNZ.com](http://WellingtonNZ.com)

# Supporting business in the region

## Regional Business Partner Programme

WellingtonNZ has supported **346 regional businesses the year-to-date** through the RBP programme, including 220 receiving hands-on support in the form of growth capability development, innovation support and mentorship. 62% of these businesses are located in Wellington city, while 38% are based in one of the region's other territorial authorities. We have delivered **\$189,818 of Capability Voucher funding and \$1,292,687 of R&D funding** to businesses in the region. This funding helps businesses access growth advice and invest in new technology development.

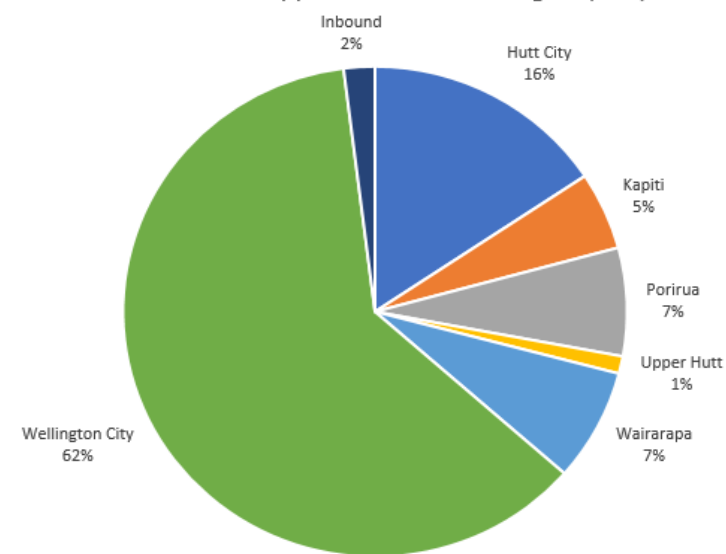
## Other Activities

- WellingtonNZ delivered a **“Wild about Wellington Businesses” presentation at the Inspire Collective NZ event** (entrepreneurial community)
- The Business Growth Team attended the annual **Regional Business Partner Conference**, and built **stronger relationships with other EDAs**. The team won the ‘Regional Showcase’ award.
- WellingtonNZ **supported business events in Porirua and the Wairarapa**, run by the respective chambers of commerce
- Attended the **Economic Development New Zealand conference** which provided valuable insights into the **delivery of inclusive growth**.

## Regional Economic Development

- WellingtonNZ is collaborating on the GWRC led **Regional Growth Framework**, providing insights from a regional workforce perspective
- We continue to support the Wairarapa with the implementation of the **Wairarapa ED strategy**

Businesses Supported Across the Region (YTD)



## Pakihi Māori Support (Māori Business Support)

- WellingtonNZ established a new **Kaiwhakatupu Pakihi Māori (Māori Business Growth Advisor) position**, in October.
- During Q2, we focused **on identifying stakeholders** in the eco-system of support and funding for pakihi Māori (Māori business) across the Wellington region. We met with a number of agencies and organisations to begin **exploring how we can best provide joined up support to pakihi Māori and identify the gaps in the support available to them**. In Q3 we will continue this work and begin to explore how we will fill these gaps.
- In May 2020, **WellingtonNZ will sponsor the Excellence in Māori Export award** at the ExportNZ Wellington Export Awards. We are working collaboratively with ExportNZ to realign the award category to be more inviting for eligible pakihi Māori.



ExportNZ ASB  
**Wellington Export Awards**  
– excellence in export –

# Supporting Workforce Development

## Regional Workforce Leadership

- WellingtonNZ organised a regional workshop with MBIE to consult regional stakeholders on the development of the **Wellington Regional Leadership Skills Group**, one of 15 nationally. RSLGs are one of the seven key changes proposed by RoVE, and are closely aligned with the findings from our Workforce Development Plan

## Pathways to Employment

- Summer of Tech and Summer of Biz** achieved a 26% increase in internships for this summer. Overall, **230 summer internships** were confirmed, up from 182.
- Young Enterprise** completed another successful year with **472 students** from 21 schools participating. Wellington NZ is working with Young Enterprise to pilot a Business and Shadowing Programme to run in early 2020.
- We are **working with both organisations to explore opportunities to create a step-change** in their reach and scale across the region.

## Driving Stakeholder Action

- We have spent considerable time engaging with stakeholders during Q2. A key outcome is our **collaboration with the Wellington Chamber and the Hutt Chamber**, for their proposals to MSD for **education-to-employment brokerage positions** in Wellington city and the Hutt Valley, to connect local school students to local employers.



YES CEO of the Year - Lambrini Phillips, Wellington East

**SUMMER  
OF TECH**



# Screen Wellington – supporting the Screen Sector

## Attraction and Facilitation

- Permitting and projects have been steady through the second quarter with **49 projects welcomed and facilitated**, worth a combined \$2M.
- After our successful pitch to the Advertising Producers Group collective (APG), the office has bid for five commercials with more commercial work choosing Wellington.
- Several **feature films** will commence principal photography throughout the region in early 2020.

## Screen sector development

It was a busy quarter with several key sector growth projects up and running.

- Three Wellington based producers have secured competitive spots in the entrepreneurial **Strength in Numbers** programme beginning in February.
- Screen Wellington also proud to support **Sharing the Knowledge**, a pilot training programme to upskill line producers and location managers (key crew who are lynchpins for very attracting and managing large budget screen projects).
- The **Upper Hutt Lane Street Studio development** continues with phase one completed by March.
- Screen Wellington hosted some of Korea's top screen talent for our annual **Seoul writers exchange programme** in anticipation of filming one of several NZ/Korean productions in May 2020.

## UNESCO City of Film

In November Wellington was awarded the **UNESCO official City of Film** designation. Recruitment is underway for the Manager for this new programme.



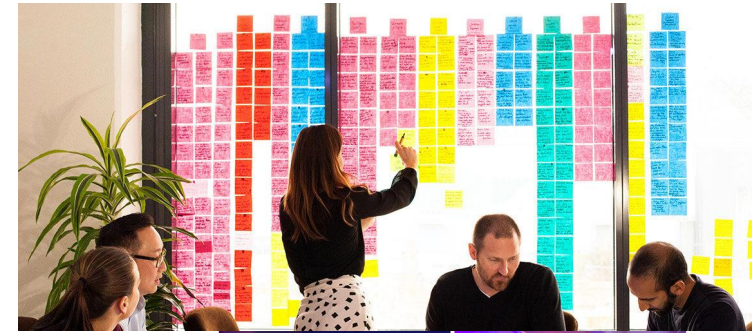
Korean screen co-production roundtable at SPADA – November 2019



Lane Street studios development – Phase 1 complete March 2020

## Supporting innovation - Creative HQ

- **24 new ventures** in incubation year to date; with 7 investable exits so far this year.
- CreativeHQ ran the **Mindset of Design** festival in November, with 45 events and 1455 participants across the Wellington region with attendees from New Zealand, Australia, Canada, USA, Finland, England and India.
- **Lightning Lab GovTech** ran with ten teams from local and central government agencies. Over 600 people, including representatives from 37 government organisations and multiple embassies, attended Demo Day.
- The **Lightning Lab Tourism Accelerator** was launched, with support from WCC, WellingtonNZ and Wellington International Airport. It will run in April this year
- CreativeHQ continued to **export its innovation services** to the world, including engagements in India and Australia.
- Two Innovation **Workshops** (one-day training opportunities) were held with over 50 participants from a diverse range of organisations including government agencies and private corporations





# Being an advocate and catalyst for economic development projects

**WellingtonNZ**  
MAKING THE WELLINGTON REGION **Wildly Famous**



# Wellington Convention & Exhibition Centre

- Building Consent for structural works on the WCEC was issued in November and **construction work** has commenced onsite.
- WellingtonNZ is leading the key sales, marketing and operational activities for the centre that will assist in ensuring that the WCEC is highly utilised from the day it opens. These include:
  - Engagement with Iwi and key stakeholders around the development of the **brand and identity** story (underway)
  - Development of **online tools** that provide potential buyers with a virtual experience of the centre is underway ( co-funded by Tourism New Zealand)
- We have developed an **operational model** proposal for the operation of the WCEC
- **Sales activity** for WCEC is expanding and the team will be attending AIME Melbourne and IBTM Asia Pacific in Singapore before the end of the financial year.

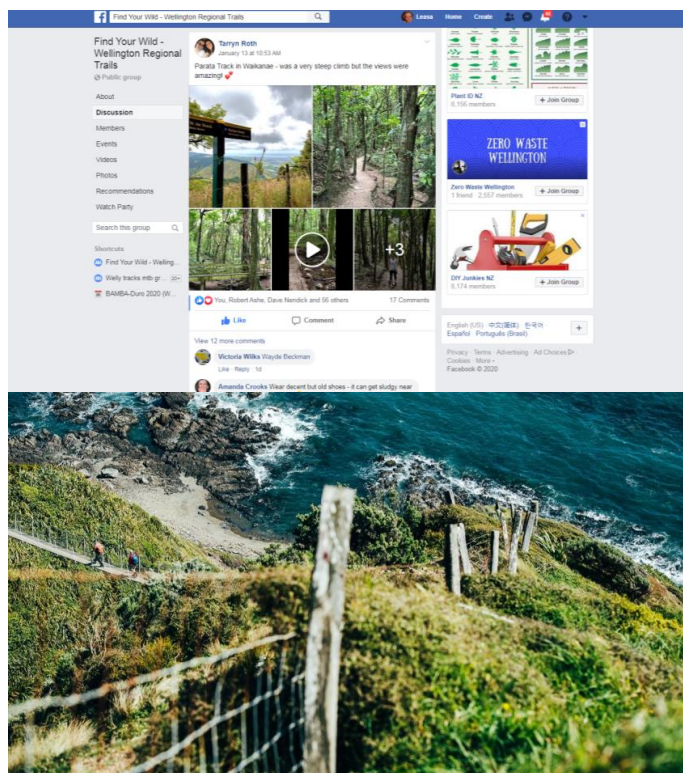






## Regional Trails Framework

- **Trails website** has been relaunched with improved analytics, navigation and categories.
- Our most recent Social Media Campaign and new Facebook and Instagram channels have been a great success creating 10,000 trail fans since 1 Oct 2019.
- We have had our **Signature Trails** independently visited and audited by a trail expert which will give us an honest baseline to measure trail development against for the future. We have also commenced **Regional Trails audits** with independent regional team members evaluating each other's trails.
- Continued input into **Trail related Submissions** including supporting the NZCT Wainuiomata Heartland Ride application to MBIE.
- Supporting several **Trail Events**. Working with Major Events Team to determine if there is an opportunity to elevate a regional Trail Running event into a major event.
- Our Trail Framework Partners are now using the **Find your Wild logo** and trails website to promote their trail designations.
- Progressed the **Remutaka Cycle Trail**, by hosting a branding meeting to determine consider the trail's overall brand identity.
- Created a **Signature Trail Dashboard** showing all the trail counter data across the region. This will help track increased trail usage, peak times, direction and user type.



## Major Events Framework and Venues Strategy

- We have completed a refreshed strategic framework for **Major Events investment**, that will allow us to better position Wellington for success over the coming decade and provide a more coordinated and integrated approach to our investments in Major Events. A communications and implementation plan are currently being developed, with the aim of releasing and communicating the published version of the Framework in late February.
- We continued the **strategic review of our Venues**, looking at both the infrastructure requirements and our business model with the goal of driving improvements to our venues, and our venues business, to make the facilities more flexible and to drive a better content mix, delivered in venues that meet the evolving requirements of clients and customers.

The next stage of this project is the development a Venue proposition for each individual venue and the portfolio as a whole, which will include the potential redevelopment and re-purposing of venues to best meet gaps in content and venue provision.





## Venues – Operations & Facilities

- Our Facilities team have had a busy period delivering a full **renewals programme** (to be implemented over summer). Particular projects of note include,
  - Vinyl Layer placed over the TSB Arena floor which will be left down permanently.
  - Enhancements of the TSB Foyer spaces including new lights on both the ground floor and level 1 allowing greater flexibility depending on client requirements.
  - Renewal of the Accessible Toilets, at TSB Arena which did not meet code or expected standard of service. This will improve our guest experience for all accessible users entering TSB Arena
  - New carpet to enhance client experience in the MFC Frank Taplin Room, and all dressing rooms.
  - Additional steel beam into the MFC roof which will increase our operational loading capacities.
  - Resilience work on the MFC.
- With the **St James Theatre** project we continue to work with WCC to advise on renewals that should be occurring to operational and theatrical services to ensure client / public expectations are met when the venue comes back online



# Shaping and amplifying the regional destination story

**WellingtonNZ**  
MAKING THE WELLINGTON REGION **Wildly Famous**



## Marketing summary

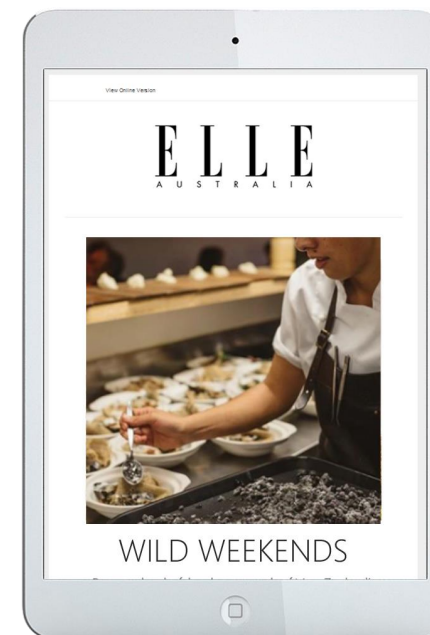
### Q2

- WellingtonNZ.com relaunch
- Domestic visitation summer marketing
- Christmas digital Advent campaign
- Find Your Wild Spring campaign & social community launch
- Wonderland exhibition marketing and opening
- The Late Show US TV coverage
- Australia Autumn campaign planning
- NZ Winter campaign planning
- Convention & Exhibition Centre brand development

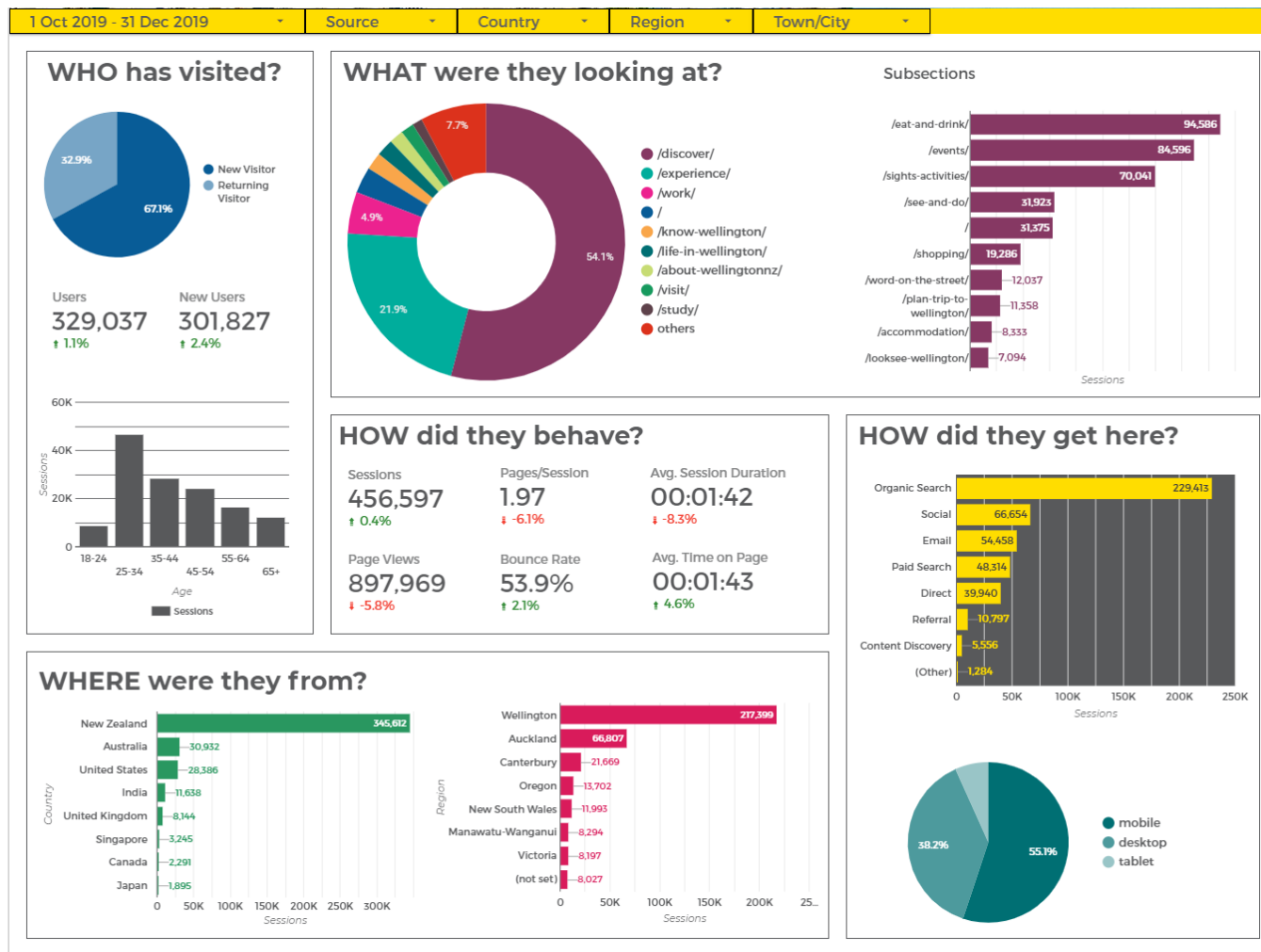
### Coming up in Q3

- Feb/March: Australian Autumn travel campaign
- Tourism NZ Australia North Island drive campaign
- Events marketing – NZ Festival, CubaDupa, Homegrown, Cricket, Live in WLG summer campaign, Gardens Magic, Wonderland at Te Papa, Queen, Pasifika, Newtown Festival, Fringe, Pride and many others
- Lightning Lab Tourism marketing and PR
- Relaunch of HuttValleyNZ.com, KapitiCoast.com, VenuesWellington.com

**Economic modelling undertaken by media agency MBM on the impact of WellingtonNZ marketing over the last four years, concludes our advertising has driven \$1.08B of a total \$7b in Australian and New Zealand visitor spend, or an additional 18% above baseline.**



# Digital marketing - WellingtonNZ.com performance



The **updated WellingtonNZ platform** was released on 27 November 2019. We have experienced the expected slight drop in traffic numbers and are monitoring this and adjusting as required to rebuild our SEO ranking.

We received **456,597 sessions** between October and December, from **301,827 unique users**.

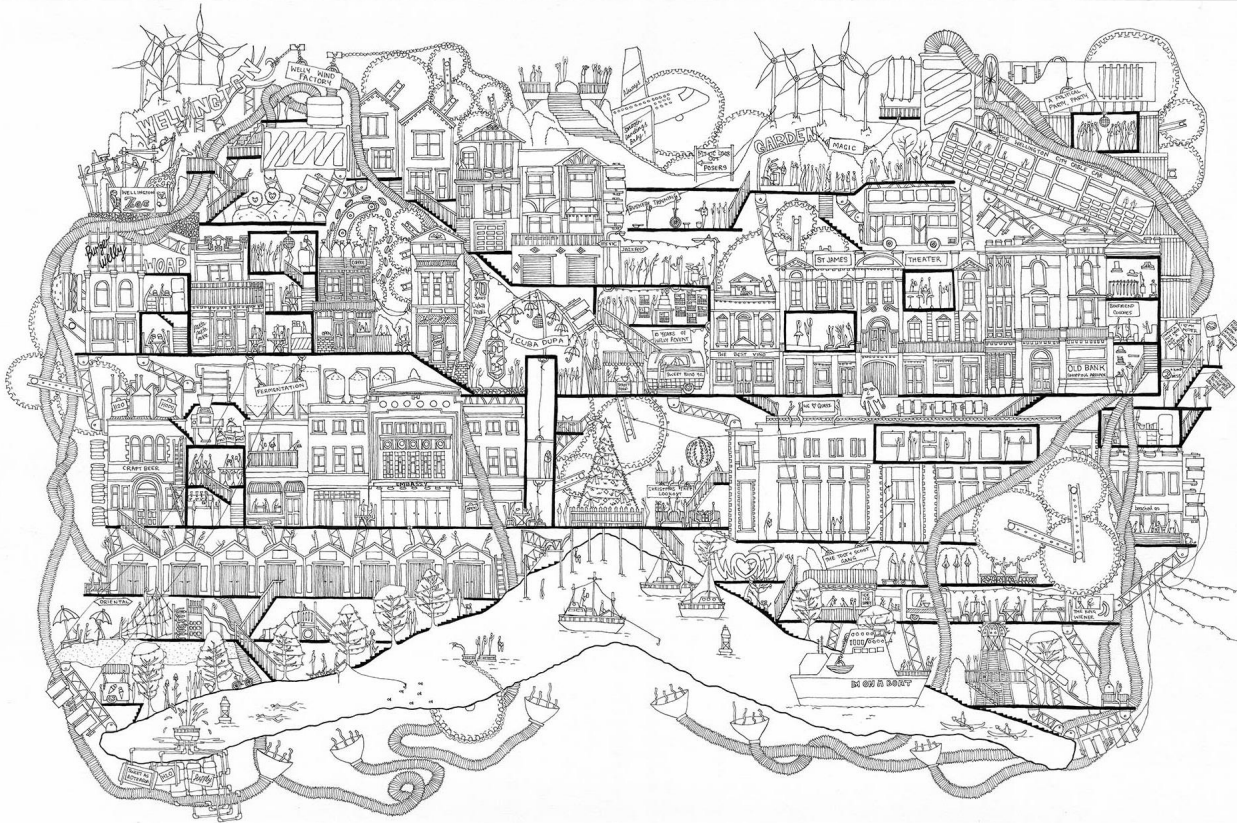
There were 897,969 pages viewed, with the top five pages being:

- Top 10 thing to do in Wellington
- Events
- Sights & activities
- Daily dining & drinks deals
- Top eateries

Visitation came from:

- New Zealand | 71.74%
- United States | 8.15%
- Australia | 7.39%
- India | 2.76%
- UK | 2.01%

## Local marketing – Wellington Advent Calendar



The [Wellington Advent Calendar](#) ran throughout December to support local retail and hospitality businesses over December – February.

Featuring 24 offers from the likes of Tea Pea, Grace Patisserie, Wellington Zoo, Mischief shoes, Spring Spa, East by West Ferries, Swimsuit and Whistling Sisters, the annual promotion serves a dual purpose of driving spend in local businesses and helping people countdown to Christmas in a uniquely Wellington way.

This year's 'Wellington Wind Factory' artwork was hand drawn by Wellington illustrator [Ellie Compton](#).

At the end of December there had been over **89,000 vouchers** downloaded from the calendar.

Full results around voucher redemption and in-business spend will be available in March.



# Domestic Summer marketing

## Wellington Spring/Summer Mini Mag 2019

Our popular bi-annual mini mag was inserted into KiaOra, Metro, NZ Listener and The Australian Women's Weekly as well as via key tourism partners including hotels and main attractions across the city, 135,000 copies were circulated.

Content included key events across the summer period, a guide to the best accommodation, best new hot spots and more to help visitors plan their trip to the capital this Summer.

## METRO partnership

Metro's November/ December issue had a special Metro Wellington edition mini magazine tipped onto the cover.

24 pages of the best of Wellington including restaurant reviews, accommodation spots and all the best events to help drive visitation to the capital over the summer period.

Curated in an editorial style, this is a great piece of content targeted at our key demographic in the upper north island and around the country.





# Domestic Summer marketing cont.

## NORTH & SOUTH Partnership

The December issue of North & South featured a flip cover Wellington special section, promoting Wellington as a great summer destination. Primarily promoting the best attractions of the capital this Summer, including extensive coverage on the NZ Festival of the Arts and Wonderland, Te Papa’s blockbuster exhibition, as well as the best Wellington Walks.

## SPINOFF Partnership

Digital content promoting Wellington to an Auckland audience

15,985 reads, 7:23 average time on page

## WELLINGTONNZ.COM storytelling

A series of summer articles promoting all the city has to offer this summer pushed out via social. Content spread across: Eat/Drink, Places to stay, 48-hour guides, See & Do



## Wildly Famous in media/PR

Over the quarter, our destination and lifestyle communications team hosted 15 journalists, influencers and film crews in Wellington and generated 238 media clips.

**International media** highlight was hosting The Late Show with Stephen Colbert – which aired to 3million+ (not including the online audience) in the US. Stephen joined Bret McKenzie and Lucy Lawless for a tour of Wellington’s waterfront followed by a drink and sing along at Goldings Bar. We also hosted a Japanese media group and US and Brazilian journalists.

**Australian media** highlights include hosting Hello World travel show to shoot two episodes for a March broadcast and two freelance journalists. Coverage included a 4-page travel feature in Who Magazine, articles in Frankie Magazine and Grazia.com.au, and a Wairarapa travel article in Escape syndicated across Sunday Herald Sun, Sunday Telegraph and Sunday Mail.

**Domestic media** coverage included a double-page feature on Petone in Air NZ’s Kia Ora Magazine, a review of Hiakai in NZ Herald, two world famous profiles on Mt Victoria and Te Taiao Nature in Sunday Star Times. and Kapiti was named one of NZ’s most underrated spots by Stuff.



Q2 2019/20	
Number of media hosted	<b>15</b>
Number of media clips	<b>238</b>
Reach of media activity	<b>37.2 million</b>
Value of media activity	<b>\$3.9 million</b>
<i>Note these figures are across all markets</i>	



# Coverage examples (click to view)



GRAZIA

## GASTRONOMY AND GALLERIES. HOW TO MAKE WELLINGTON YOU NEXT LONG WEEKENDER

*Good food and good fun, Wellington might be the easiest OS trip you take*

Prior to a recent visit, the extent of my Wellington-related knowledge was that it was windy, and this information came in the form of a text message from my Nanna telling me to "have fun in windy Wellington" as I boarded the short three hour flight from Sydney. The New Zealand capital was uncharted territory for me – an odd paradox considering I fly 14+ hours to the US and UK multiple times a year, but never the two takes to cross the pond (or Tasman Sea, if we're being specific). Flight paths aside, the trip is short; so short, you could make a long weekend out of it (as I did). An in order to fit a lot into a little time, you'll need a detailed itinerary. See mine below.

frankie x WellingtonNZ

frankie editor Sophie Kalagas recently travelled to Wellington to chat to four local makers, doers and thinkers, who shared their thoughts on New Zealand's capital city. She brought a disposable camera, too, and snapped a few lovely, vintage-y pics.

BEILE WARD  
CO-OWNER OF POINTS WITH BAR & BATTERY

Tell us a bit about Goldie. My family and I run Goldie together. We serve Korean-inspired burgers, noodles, desserts and bubble tea. We wanted to create something really fun, like a big kid's playground – a clean and very cute space.

## Hiakai is the hottest restaurant ticket in town - is chef Monique Fiso worth the hype?

stuff

### Move over Cuba St: Ghuznee is now the coolest little street in Wellington

World Famous: Wellington's Mt Victoria Lookout Walk

Mt. Victoria

## ON THE MENU

### Petone

In the Wellington suburb of Petone, you can take your taste buds on a trip around the globe – from Italy to Turkey, from the Netherlands to Mexico, and some interesting territory in between.

### Ear

SEARCHER CABARET  
The Ear Searcher Cabaret is a unique performance space that offers a variety of acts, from cabaret to comedy to music.

### COMES AND GOES

The Ear Searcher Cabaret is a unique performance space that offers a variety of acts, from cabaret to comedy to music.

### WALK AND TALK

The Ear Searcher Cabaret is a unique performance space that offers a variety of acts, from cabaret to comedy to music.

## Drink

**THE BUTCHER AND BREWER**  
Known for a craft beer and a gourmet menu, this is a place to enjoy a drink and a meal.

**BRILL & BERRY**  
A craft beer and gourmet menu, this is a place to enjoy a drink and a meal.

**Shop**  
If you're looking for a unique gift, this is the place to go.

## The TRAVEL EDIT

WHO'S GUIDE TO THE MOST LUXURIOUS DESTINATIONS HERE AND ABROAD

### THE WORLD'S COOLEST LITTLE CAPITAL

Wellington is a city of contrasts, with a mix of old and new, and a vibrant cultural scene.

## STAY

**THE MOUNTAIN VIEW HOTEL**  
A historic hotel with a modern twist, offering a unique stay in Wellington.

**EAT**  
A list of recommended restaurants and cafes in Wellington.

## TRAIN YOUR TASTEBUDS

Take to the rails for a weekend in New Zealand's hottest food destination

JOHN CORBETT

World-class wine, cheese, bread, chocolate, coffee and other gourmet delights await travellers in the beautiful town of Marlborough.



## Wildly Famous in social media

In the last quarter, we produced a total of 28 editorial features for the WellingtonNZ channels.

Our total subscribed audience across social media and eDMS reached over 500,000 this year, increasing more than 25k this quarter.

We averaged reaching 250-300k people a week across Facebook with user generated content getting a lot of love.

With the launch of the new WellingtonNZ.com website in November, we published the first wave of new Experience and Visit content. The first wave focused on our tourism and hotel partners and some of the key Wellington attractions, retail and hospitality offerings in the city. Top performing website content included:

[Wellington's award-winning eateries](#)

[Top 10 Wellington Must-dos](#)

[Win a Jim Beam Homegrown weekend in Wellington](#) (page no longer live.)



EAT & DRINK

### Award-winning eateries

Wellington has some of New Zealand's top restaurants, bars and cafes, which have won awards for their incredible food, service and atmosphere. Here's a round-up of the most recent award-wi...

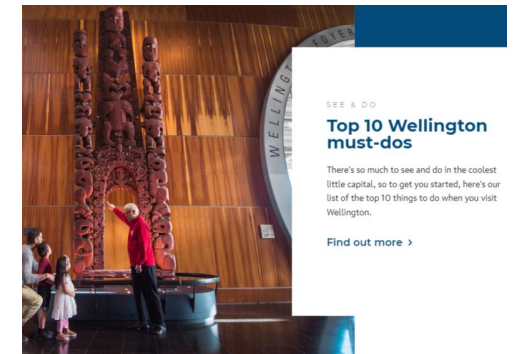


EVENT

### Jim Beam Homegrown

21 March 2020

Celebrate the end of summer with the biggest celebration of Kiwi music on the stunning Wellington waterfront.



SEE & DO

### Top 10 Wellington must-dos

There's so much to see and do in the coolest little capital, so to get you started, here's our list of the top 10 things to do when you visit Wellington.

[Find out more >](#)

## Corporate and Business storytelling

**Corporate communications** activity generated a range of stories around WellingtonNZ's activity to boost Wellington's economy. Highlights included a comprehensive range of stories about Wellington becoming a UNESCO City of Film, the start of what looms as a recording-breaking cruise ship season, and coverage of our annual online Advent Calendar.

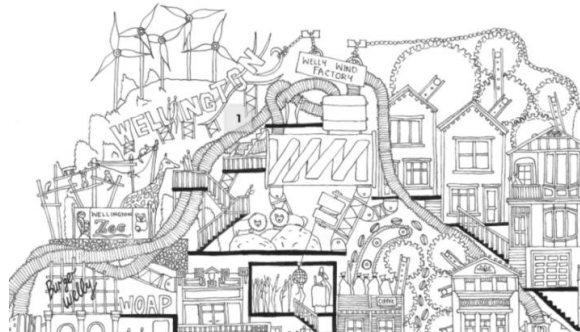
**Business storytelling programme** continued to generate strong results. Highlights included stories on the WellingtonNZ-supported Oddball multiplayer VR game, and a One News story about Wellington tourism operators and retailers to be "China Ready" for an influx of Chinese cruise ship passengers expected to arrive throughout summer.

Across both corporate communications and the business storytelling programme, there were a combined total of **57 published stories**.



Catherine Capellen said that, unlike Wellington buses, Oddball did not make her nauseous.

ROSS GIBLIN/STUFF



The much loved *Wellington Advent Calendar* has gone live for its official tenth year, this time featuring an animated version of Wellington artist Ellie Compton's work.

### NEW ZEALAND CITY NAMED A UNESCO CITY OF FILM

written by TM Staff Writer | 07/11/2019



au/.../Gandalf-@the-Weta-Cave-in-Wellington-NZ.jpeg

# Australia Autumn Campaign

This year, we have moved to one major campaign to drive Australian weekend travel to Wellington during the Autumn shoulder season (Feb-April 2020).

Partnering with media outlet Bauer Australia (Gourmet Traveller, Elle, Harpers Bazaar, Country Life etc), we're able to substantially extend the reach we'd be able to achieve via a traditional marketing campaign.

Leveraging Bauer's share of voice and influence, the campaign is fronted by Ben Shewry, one of Australia's leading chefs who has substantial profile within our target market.

To further strengthen the campaign's impact, it's being targeted specifically at Sydney, focusing on the Wellington region culinary story. Research shows local food experiences are one of the main things people look for when planning a shortbreak.

Content features local culinary and hospitality businesses in Wellington, Kāpiti and the Wairarapa and will be showcased via 4 webisodes (SEA, FARM, TABLE, DISTILLERIES & WINERIES, SEASONAL EATING & URBAN EATS) with supporting content online, in print and via social.

The total video views for the campaign are guaranteed to **exceed 1.2 Million**.

## CONVERSION

To translate interest into bookings, we have partnered with Air New Zealand's Australian office to drive conversion off the campaign with a tactical sale to Wellington in March/April, as well as a competition element to further build our Australian data base.

We are also partnering with Tourism NZ on their North Island self-drive campaign, which launched end Jan.



EPISODE 1



SEA, FARM, TABLE

EPISODE 2



DISTILLERIES & WINERIES

EPISODE 3



FORAGING

EPISODE 4



URBAN EATS



# Domestic winter campaign planning

May – August still remains the biggest challenge for our local tourism sector.

To drive travel in winter 2020, we are leveraging the success of the 2019 **Wellington Effect** – one of our best performing campaigns in recent years – reusing the same creative, with a larger media buy enabling us to reach more people.

To compliment this, we want to bring the Wellington Effect alive by surprising a handful of deserving New Zealanders with a trip to Wellington.

We will likely run this as a competition where people nominate someone deserving of the Wellington effect. They may never take a holiday because they are busy supporting the community or can't afford it or just be in need of a fun Wellington weekend. We will then document their visit which will help get our audience invested in their Wellington Effect experience and reinforce what makes Wellington a wonderful weekend experience.

The campaign will be followed by events remarketing and a partnership with Air New Zealand to convert interest into booking.

It will launch at the end of March 2020 and the conversion with Air New Zealand will commence early June 2020.

Our Winter mini mag will also be in market from March will an editorial focus on all the capital has to offer this winter period, up until September.



## Telling our story to the Tourism Trade – locally and internationally

- **Singapore Airlines new A350** aircraft arrived on Wellington's runway 1 November. Increased SQ frequency to five times weekly commences 1 January 2020. Since its commencement three years ago, this service has broadened Wellington's visitor profile and created new opportunities particularly throughout SE Asia. Air New Zealand announced their withdrawal from LAX-LON from Oct 2020 which will make the Wellington service even more appealing for outbound travellers previously routed via AKL.
- WellingtonNZ will JV with Tourism New Zealand in their **North Island Touring campaign** in early 2020, with campaign training delivered to 137 agents in Brisbane, Sydney and Melbourne pre-Xmas. Another 100 Australian agents were hosted in NZ by TNZ on their mega-famil (postponed from March 2019) and WellingtonNZ also delivered regional training to Tourism Export Council partners in their first ever webinar and trained another 70 European agents via webinar with TNZ UK in October.
- It was a bumper quarter for **famil hosting**. Highlights included 22 Australian agents on TNZ's mega-famil, 56 Western agents co-hosted with NZ's largest inbound AOT and high-performing agents from TUI Germany and Lotus UK. Previous famils are paying off with Kuoni UK adding two pages and several new activities to their brochure and SAGA UK adding a Wellington night into their over-50s itinerary.
- WellingtonNZ hosted an MFAT work placement from Timor-Leste in November. We also partnered with Victoria University's Tourism Masters students on a Tourism Future's [research project](#) aligned with UNWTO's Sustainable Development Goals.

Q2   In-market training, Famils & Sales Calls	Total agents trained
Australia Mega-famil training day	100
Webinar training	95
Total agents trained	625
Decision maker appointments	130
Total Trade Famil participants	186
Total Trade Famil Itineraries	23





## Telling our story to visitors: Wellington i-SITE Visitor Information Centre

- October saw the start of the **busiest cruise season** to date. Forty ships visited Wellington in Q2 including some inaugurals; the 2800 pax Explorer Dream catering for the Asian market is notable.
- The busiest day was 12th December when the Ambassadors and staff welcomed the unexpected arrival of the Ovation of the Seas after the Whakaari/White Island tragedy. The team supported the passengers with onward travel arrangements and had 1684 visitors that day. The second busiest day of the quarter was 31 December with 1142 customers.
- Since the re-opening of the i-SITE the team have seen tourist bookings increase.



## Making Wellington wildly famous to China visitors

- Held every two years, Tourism New Zealand's **KiwiLink China** was hosted in Chengdu in November. Over 50 NZ operators, five airlines and one cruise line attended as Sellers meeting with 121 Chinese agencies. WellingtonNZ had a full schedule of 80 appointments focusing on high-end, online and independent travel agencies.
- China Frontline Training was an optional add-on event that visited the three First Tier cities in China – Guangzhou, Beijing and Shanghai – with **260 agents trained**.
- WellingtonNZ attended the **XiYangYang consumer fair** in Auckland in October along with Wellington Cable Car, KiwiRail and Wellington Museums. The package developed for the Fair has been picked up by China Travel Service for the following 12 months and is selling well.
- **Worldway** is one of the key inbound companies servicing the Chinese independent traveller and was a key target to host in Wellington. The agency familed in October and quickly included Wellington into their "Where are we going this weekend" offers. They developed a three-day [weekend tour](#) to Wellington aimed at their substantial Auckland-based Chinese database. The itinerary includes the Northern Explorer train, Te Papa, Wellington Cable Car and Parliament.





## Wellington – wildly famous for Business Events

- The Business Events Wellington team have been out making Wellington wildly famous in Auckland, Christchurch and Sydney with successful meetings and hosting of Professional Conference Organisers in all three locations.
- In Sydney the team joined a large team of New Zealand representatives at the **Professional Conference Organisers Association Conference** on the 100% New Zealand stand. At the conference BEW had the opportunity to network with over 200 Australian PCO's.
- BEW have had several bid wins in this quarter that will contribute \$4.35 million to the Wellington economy:
  - Australasian Society for Autism Research, 2020, 250 people
  - Cross Government Rainbow Network Conference, 2020, 200 people
  - International Conference on the Coordination and Organometallic Chemistry of Germanium, Tin and Lead, 2022, 200 people
  - Pacific Association of Chemical Ecologists, 2025, 400 people
- The Business Events Team are thrilled to welcome Irette Ferriera at the start of Q3 who joins the team as Convention Bureau Manager. Irette has joined us from Abu Dhabi National Exhibitions Centre.

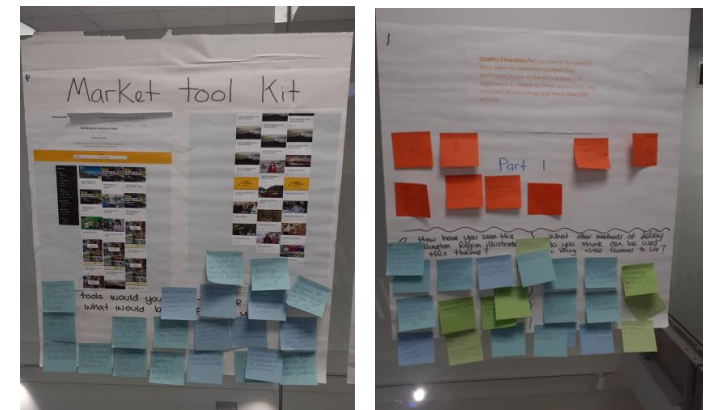


## Wellington – wildly famous as a great place for international students to study

- The key **position of International Education Specialist was filled in October**, and significant progress made on our International Education programme during Q2
- In November we delivered the **International Students Excellence Awards**. Sixteen winners were acknowledged at Parliament for their work in community engagement, leadership, academics, creative pursuits and more. The Internationalisation Workplace Award **acknowledged businesses employing international students**.
- We ran two **‘Work Ready’ courses attended by 76 International Students**.
- We continued to deliver **successful famils with our partners**. The quality of the experience will see the next EducationNZ delegation stay longer in Wellington.
- We began hosting a series of **participatory workshops bringing students and partners together** to look at opportunities for the 2020 international student programme. The **feedback has been outstanding**, and the outcome will impact our **regional branding**, and inform new initiatives such as a **student ambassadors** programme.



Wellington International Student Excellence Awards



Brand Development Workshop



## Making Wellington Wildly Famous for Events

- The start of Q2 saw **The World of WearableArt Awards Show** successfully deliver their 14th year in Wellington. The season boosted the regional economy with \$28 million, a total audience of 60,000, with 71% of the audience visiting from outside of the region.
- **Jim Beam Homegrown** went live on ticket sales seeing half of total tickets snapped up before the 2019 year came to an end.
- **BLACKCAPS** started their International Cricket season in Wellington with a win in a T20 match against England at Westpac Stadium with an audience of just over 9,000.
- From quirky to powerful, the **New Zealand Festival of Arts** launched their dates and programme for 2020, with guest curators Lemi Ponifasio, Laurie Anderson and Bret McKenzie. The Festival is set to run from **21st Feb – 15 March 2020**.
- A beautiful disruption: **CubaDupa** launched their new brand as they continue to announce their line up for March 2020.
- Wellington secured two **All Blacks** matches for Wellington in July and August 2020 against Wales and Australia. Each match is expected to bring \$7m - \$9m into the local economy.
- New Zealand / Australia submitted a joint bid for the **FIFA Women's World Cup 2023** in partnership with New Zealand Major Events and New Zealand Football. Final decision to be made May 2020.



# Economic Impact of WOW 2019 in the Wellington region



**71%**

of WOW® attendees were from outside Wellington



**94%**

of attendees said WOW® was the main reason for visiting Wellington



**\$659**

average spend per domestic visitor



**\$1,246**

average spend per international visitor

**\$27,946,238**

economic impact in the Wellington region (excluding event tickets and domestic airfares)





# Event marketing - Wonderland

7 December 2019 – 8 March 2020

[Click here to check out the latest Wonderland Voxpop \(attendee reviews\)](#)

WellingtonNZ partnered with Te Papa to promote its Wonderland exhibition, which launched on the 7<sup>th</sup> of December. As of 13<sup>th</sup> January, more than 32,000 people had visited the exhibition. The target for visitation to the exhibition is 70,000 attendees over the three-month period. The late-night tickets have also been selling well.

WellingtonNZ further supported the Wonderland exhibition within our summer content partnerships, for example North & Souths Double page spread that featured in their November issue.



## DOWN THE RABBIT HOLE

Things get curious and our star at Te Papa's new exhibition Wonderland showcasing the Lewis Carroll stories that have become pop-culture icons.

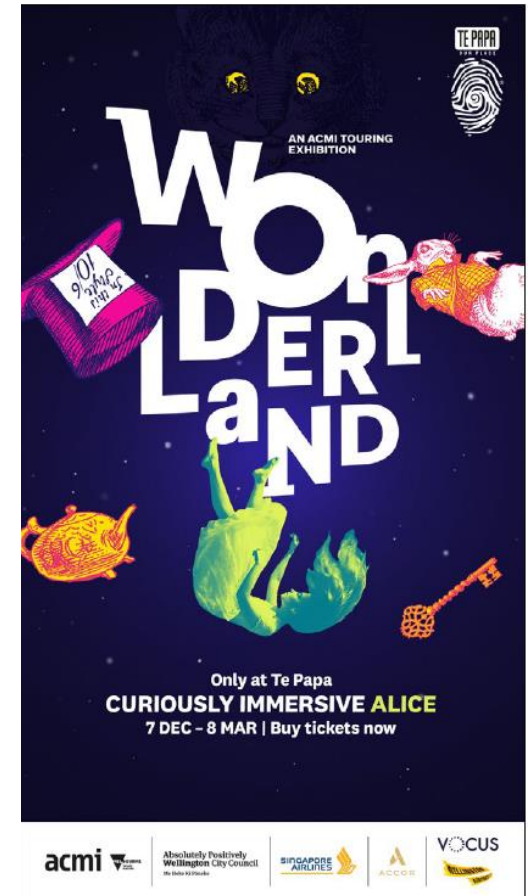
When you're in a room with a wall of clocks, it's hard to tell which one is the real one. In the new exhibition Wonderland, the Lewis Carroll stories that have become pop-culture icons are brought to life in a way that is both immersive and interactive. The exhibition is a celebration of the work of Lewis Carroll, the author of Alice's Adventures in Wonderland and Alice's Adventures in Wonderland. The exhibition is a celebration of the work of Lewis Carroll, the author of Alice's Adventures in Wonderland and Alice's Adventures in Wonderland. The exhibition is a celebration of the work of Lewis Carroll, the author of Alice's Adventures in Wonderland and Alice's Adventures in Wonderland.



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I really liked how things popped up everywhere.



## Venues – Performance and Business Events

Delivered **68 Performance events with 50 performances with 72,996 guests** in our venues



### Highlights:

- Commercial product highlights for Q2 include dance events, **Synthony** (TSB Arena) and **Breaking Beats: Halloween Warehouse Rave** (Shed 6 - *sold out*), international comedy stars, **Dylan Moran** (Michael Fowler Centre, 2 performances - *one sold out*) and **Jo Koy** (The Opera House - *sold out*), concerts from **AMERICA** (The Opera House - *sold out*) and **Postmodern Jukebox** (The Opera House - *sold out*) and ending strongly with **Dita Von Teese** performing 2 shows at The Opera House (*one sold out*).
- Our resident and arts hirers also hosted some fantastic performance events including The **Royal New Zealand Ballet's world premiere of The Ryman Healthcare Season of Hansel and Gretel** (The Opera House, 6 performances - *three sold out*), **Orchestra Wellington's Fanfare for the Common Man** and **Michael Houstoun – Final Triumph** and **NZSO's Resurrection and Messiah** concerts.
- TSB Arena and Shed 6 also played host to some fantastic expo and festival events during Q2 such as **Diwali**; Wellington's local Indian and South East Asian communities' most vibrant cultural celebration, **Capital E Maker Faire**; a family-friendly showcase of invention, creativity, and resourcefulness, and New Zealand's Largest Green Living & Sustainable Lifestyle Show, **Go Green**.

Delivered **61 Business Events with 52, 000 attendees**

Business events held of note:

- **Kawaiicon Cyber Security** – 1800 pax
- **Salvation Army** – 700 pax
- **Gastro Conference** 400 pax
- **New Zealand Aged Care** – 506 pax
- **Graduations & Awards** 6400 pax
- **Christmas functions** 5900 pax





## Event marketing

The Live in WLG brand continued to promote events across the Wellington region, including HighLight, BLACKCAPS v England, and sold-out performances for Dylan Moran, America and Dita von Teese.

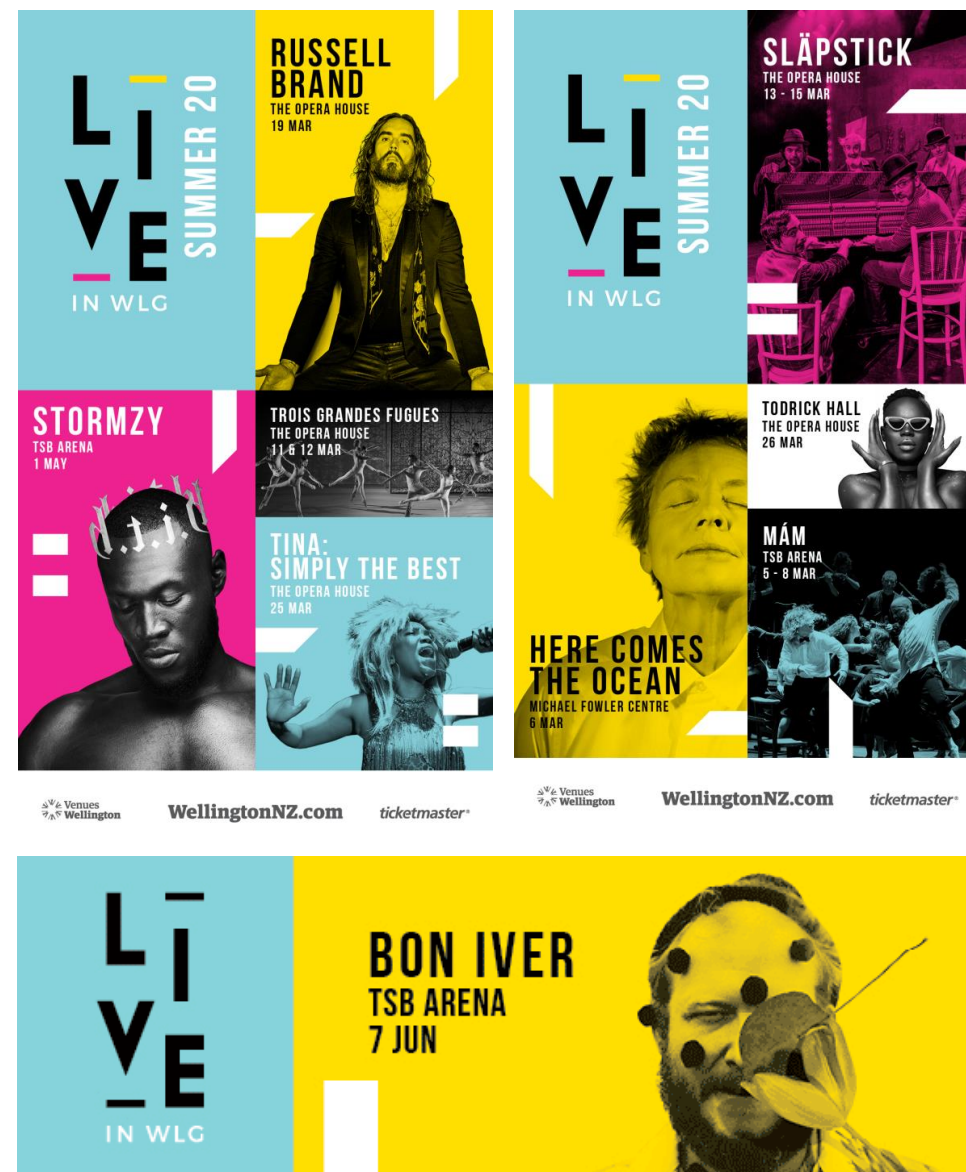
The major part of the promotion was the spring phase of the Live in WLG campaign, running from 4 November – 8 December. The campaign included videos, Adshels, native advertising with Fairfax, social media and a fortnightly eNews.

The campaign performed strongly, with a reach of over 3.4 million. Highlights of this phase included:

- Three Adshel designs seen by over 860,000 people across Wellington
- Two 15 second events videos continue to perform well, achieving 161,677 completed views with an overall completion rate of 44.8%

- <https://youtu.be/wYdF87k-roY>
- [https://youtu.be/csMg9uB\\_TT0](https://youtu.be/csMg9uB_TT0)

Our Live in WLG social channels and eDM also continue to experience strong audience growth, with an audience of 8,655 on Facebook and 32,767 in our edm database.



# Business Operations

[WellingtonNZ.com](http://WellingtonNZ.com)

# Business Operations

## HR

- WellingtonNZ's annual **staff engagement** survey was completed during the period and the increase in the percentage of engaged employees **rose 13 percentage points**, which was validation of the focus of work we have been undertaking.
- After the success of our Winter **Wellness** initiative, our post analysis led to the development and introduction of a year-round **Wellness** Program for staff.
- Fully produced in-house, we released a WellingtonNZ **recruitment video** – highlighting the varied work we do within the organisation, which is now being used in all our recruiting. <https://www.youtube.com/watch?v=9IamafoQMBU>
- Rounding off the calendar year we have been working on deepening our work developing **succession plans** for critical roles and further enhancing our **talent mapping**.

## Sustainability

- Our WellingtonNZ **Sustainability** Working Group has been working with the Sustainability Trust to audit our corporate waste streams and to assist us with the implementation of their suggested improvements and education of staff.



## Business Services (continued)

### Health and Safety

Within WellingtonNZ most of our reported incidents occur within the operation of our Venues and of those the majority relate to personal health incidents of patrons.

During the period we have implemented **Whose on Location** into each of the Venues. This software package enables us to induct hirers and contractors to the sites prior to their arrival and for us to maintain a stronger oversight as to who is currently on the premises.

### IT

A busy period of **enhancements** with migration to Windows10, wifi upgrades in the offices, the finalisation of our Venues team moving to Office 365, ensuring all staff are now on laptops and digital signage fully operational in all Venues.

# Finance and KPI's

[WellingtonNZ.com](http://WellingtonNZ.com)

## WellingtonNZ Statement of Financial Performance for the 6 months Ended 31 December, Including Creative HQ but excluding the Venues Project

STATEMENT OF COMPREHENSIVE INCOME	YTD Actual 31-Dec-19	YTD Budget 31-Dec-19	Variance YTD	FY Forecast 30/06/2020	FY Budget 30/06/2020	Variance 30/06/2020
<b>Revenue</b>						
Event revenue	0	0	0	0	0	0
Shareholder grants	13,573,295	11,390,497	2,182,798	23,912,939	22,775,006	1,137,933
Government grants	1,055,298	1,177,398	(122,100)	2,354,792	2,354,792	0
Partner revenue	1,042,123	863,993	178,130	1,739,131	1,179,000	560,131
Visitor Centre	82,337	202,270	(119,933)	290,666	450,000	(159,334)
Sub lease and carpark revenue	15,300	7,200	8,100	14,400	14,400	0
Interest income	25,970	30,700	(4,730)	56,686	62,400	(5,714)
Other income	2,044,085	2,396,600	(352,515)	4,735,429	4,668,700	66,729
<b>Total Revenue</b>	<b>17,838,408</b>	<b>16,068,658</b>	<b>1,769,750</b>	<b>33,104,043</b>	<b>31,504,298</b>	<b>1,599,745</b>
<b>Direct Costs</b>						
Cost of sales	7,653	19,891	12,238	30,812	45,000	14,188
Wages (events etc)	0	0	0	0	0	0
Other direct costs	0	0	0	0	0	0
<b>Total Direct Costs</b>	<b>7,653</b>	<b>19,891</b>	<b>12,238</b>	<b>30,812</b>	<b>45,000</b>	<b>14,188</b>
<b>Operating Expenses (overheads)</b>						
Salaries and wages	6,249,060	6,938,194	689,134	13,496,309	13,766,783	270,474
Other employment costs	381,064	342,494	(38,570)	855,371	721,756	(133,615)
Occupancy costs	326,041	339,780	13,739	680,212	679,560	(652)
Marketing & activity expenses	7,367,401	7,806,685	439,284	15,729,009	14,148,324	(1,580,685)
Utilities	13,510	21,500	7,990	28,885	37,500	8,615
IT and communications	250,637	336,700	86,063	654,426	640,000	(14,426)
Insurance	1,135	0	(1,135)	20,135	19,000	(1,135)
Administration costs	306,779	222,886	(83,893)	456,783	399,357	(57,426)
Vehicle expenses	24,541	24,392	(149)	43,425	43,274	(151)
Travel costs	29,937	35,850	5,913	70,802	71,700	898
Professional fees	57,475	68,990	11,515	221,877	214,140	(7,737)
Director fees	137,500	140,000	2,500	280,000	280,000	0
Other operating expenses	0	0	0	0	0	0
<b>Total Operating Expenditure</b>	<b>15,145,080</b>	<b>16,277,471</b>	<b>1,132,391</b>	<b>32,537,234</b>	<b>31,021,394</b>	<b>(1,515,840)</b>
<b>Total Expenditure</b>	<b>15,152,733</b>	<b>16,297,362</b>	<b>1,144,629</b>	<b>32,568,046</b>	<b>31,066,394</b>	<b>(1,501,652)</b>
<b>Net Surplus/(Deficit) before Depreciation and Tax</b>	<b>2,685,675</b>	<b>(228,704)</b>	<b>2,914,379</b>	<b>535,997</b>	<b>437,904</b>	<b>98,093</b>
Interest expense	7,551	18,000	10,449	36,000	36,000	0
Depreciation	183,194	194,652	11,458	372,632	374,404	1,772
Movement in investment valuation	0	0	0	0	0	0
Taxation expense	0	0	0	0	0	0
<b>Net Surplus/(Deficit)</b>	<b>2,494,930</b>	<b>(441,356)</b>	<b>2,936,286</b>	<b>127,365</b>	<b>27,500</b>	<b>99,865</b>

Higher surplus than budgeted YTD due to some general income being received earlier than budgeted, with expenditure to occur in the second half of the FY. Full year surplus forecasted to be similar to budget.

Other income currently lower than budgeted but we forecast that these revenues will be received in second half of the year.

Additional revenue received for the Decade of Culture work and matched by expenditure received.

Lower salaries and wages than budgeted as some positions were unfilled in the first half of year. These savings are being diverted to additional programmes of work in the second half of the year.

iSITE closure had larger effect on revenues than anticipated. A strong cruise season is assisting with raising revenues over the summer season, however retail sales are lower than expected.



## WellingtonNZ

### STATEMENT OF FINANCIAL POSITION – AS AT 31 December 2019

#### Including Creative HQ and Excluding Venues Project

STATEMENT OF FINANCIAL POSITION	As at 31-Dec-19	As at 31-Dec-18
<b>Shareholders Equity</b>		
Paid up capital		
Retained earnings	5,549,821	2,013,103
<b>Total Shareholder/Trust Funds</b>	5,549,821	2,013,103
<b>Current Assets</b>		
Cash and cash equivalents	3,823,066	1,921,874
Other current assets	2,800,515	933,643
<b>Total Current Assets</b>	6,623,581	2,855,517
<b>Non-current Assets</b>		
Fixed assets	983,051	563,039
Other non-current assets	1,910,752	1,816,244
<b>Total Non-current Assets</b>	2,893,803	2,379,283
<b>Total Assets</b>	9,517,384	5,234,800
<b>Current Liabilities</b>		
Accounts payable	471,111	1,414,304
Other current liabilities	3,183,461	1,767,526
<b>Total Current Liabilities</b>	3,654,572	3,181,830
<b>Non-current Liabilities</b>	312,991	39,867
<b>Total Liabilities</b>	3,967,563	3,221,697
<b>Net Assets</b>	5,549,821	2,013,103

Additional cash and assets held higher than normal due to receipt of revenue earlier than anticipated.

Increase in fixed assets over prior year due to refurbishment of the iSITE.

Lower accounts payable due to earlier payment run prior to Christmas close down, due to accounts staff having extended leave in early January.

No issues with cash held at the moment and all debts are being paid as due.

## WellingtonNZ Service Performance

### Highlights



**\$7.14 mil**

The budget value of all film permit applications YTD Dec



**\$15.6 mil**

Equivalent Advertising Value achieved from our marketing activities YTD Dec



**\$9.7 mil**

The value of business events secured YTD Dec



**\$1.48mil**

Capability and R&D funding YTD Dec



**\$56.1 mil**

The value of Out of Region expenditure in Wellington brought in by Major Events and Venues

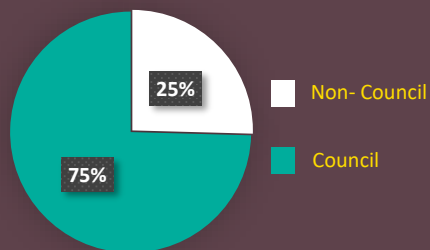


**749 Businesses**

Impacted by WellingtonNZ intervention YTD Dec

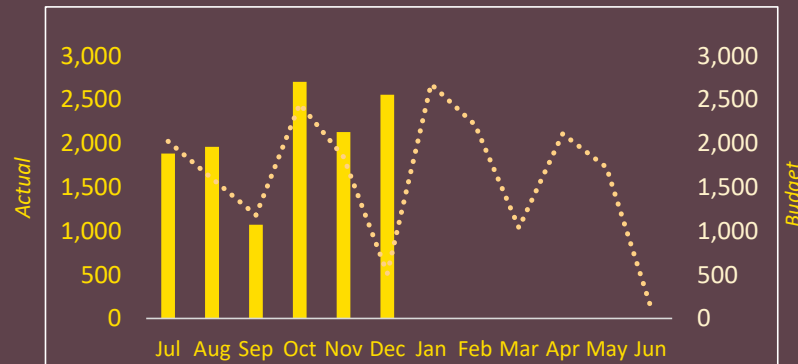
### Financials

Council vs Non-Council/ Commercial – Actual YTD



Includes WellingtonNZ, Venues and CHQ

WellingtonNZ's (Parent company) cumulative surplus (\$000)



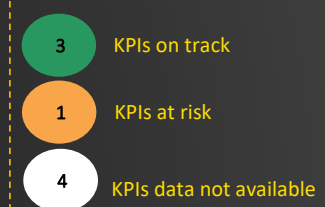
Note: Our actual surplus is higher YTD as revenue was received in Dec 19 earlier than anticipated expenditure. This is timing only.

### Key performance indicators

#### Key measures



#### Indirect measures



### Agreed SOI projects Status



Project on track (Green), Project behind schedule (Orange)

**WellingtonNZ is delivering direct value/ROI on our shareholders investment**

	YTD	Target 2019/20
Combined Direct Economic impact from WellingtonNZ's interventions (1)	\$124.9mil	New Measure

**WellingtonNZ is shaping and amplifying the regional destination/brand story**

Storytelling Content generated (across all sectors) (2)	740	1,250
Total Subscribed audience across social media and eDMS (reach) (3)	500,015	475,000
Unique WellingtonNZ.com sessions (4)	1,013,071	2.9million
Total Number of Events in Venues Wellington (5)	212	450
Equivalent Advertising Value (EAV) from media activity (6)	\$15,632,296	\$25 million
ROI from Major Events invested in (7)	Annual	20 : 1
Value of out of region venue and event expenditure (8)	\$56,133,926	\$125 million
Value of Business Events Secured (9)	\$9,684,980	\$19 million

**WellingtonNZ is being an advocate and catalyst for the big projects and developments**

Agreed key projects are on track/ agreed deliverables met (10)	9/9	9/9
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**WellingtonNZ is supporting businesses to upskill and grow**

Number of businesses impacted by a WellingtonNZ intervention or programme (11)	749	New Measure
Number of Wellington Region based businesses incubated or accelerated through CHQ (12)	31	55
Growth Rates of businesses who have had been through a WellingtonNZ/CHQ programme (13)	Annual	New Measure
Investable Companies created by CHQ (14)	7	9

**Internal – Financial Health**

Budget on target (15)	On target	On target
% of Revenue from commercial/non council funding & commercial activity (16)	25.4%	30%

**Internal – Employee Health**

Staff Engagement (17)	61%	60%
Lost Time Injury (18)	1	0
Near Misses (19)	2	New Measure

**Internal – Stakeholder Relation Health**

Stakeholder Satisfaction (20)	Annual	85%
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**Comments on measures**

- (1) YTD Oct for some - Figure would need to be revised in March.
- (2)
- (3)
- (4) Includes WellingtonNZ.com and subsites
- (5) Currently have 419 booked for the year.
- (6) YTD Dec but does not include TNZ figures – need to be revised in Mar
- (7)
- (8) YTD Q2 figures, however does not include a Cricket event – full results for Q2 in Mar
- (9)
- (10)
- (11) Includes a few duplicates to be revised in Q3
- (12)
- (13) The Growth rate is an annual measure of job growth with WellingtonNZ and CHQ supported businesses compared to job growth nationally.
- (14)
- (15)
- (16)
- (17)
- (18) 1 LTI from slipping
- (19) 2 Near misses – Equipment fell from high up
- (20) Stakeholder Satisfaction to be completed end of FY

**Traffic Light Key**

KPI measure on track
KPI at risk of not meeting target
KPI measure will not meet target
KPI data not available



## Wellington Regional Indicators

### Economic Indicators



**2.4%**

GDP, YE Sep 2019  
(Provisional Growth)

**2.7%**  
YE March  
2018 (Actual)



**3.6%**

Unemployment Rate in  
Wellington Region  
YE Sep 2019

**4.5%**  
YE June 2018



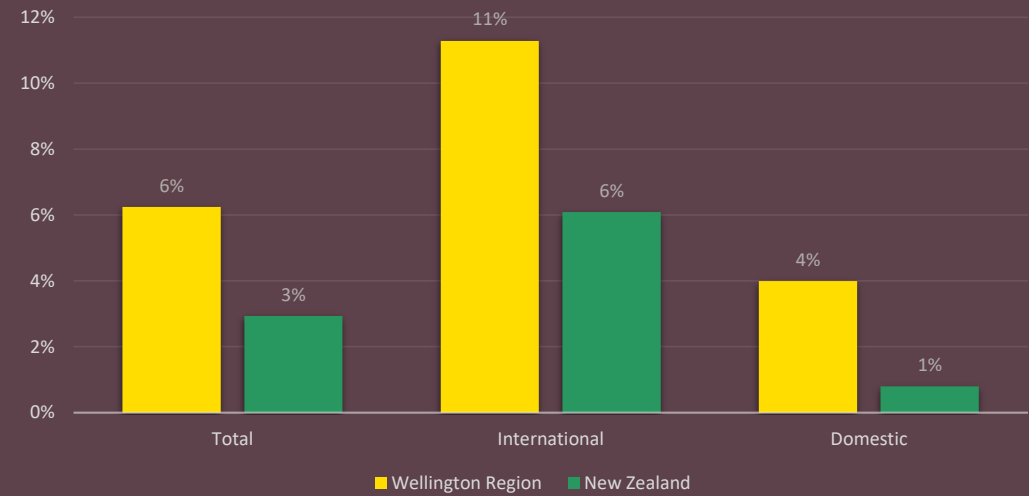
**\$2,932m**

Electronic card retail Sales in  
Wellington Region YTD Nov 19



**2.9%**  
from PY

% Change in Visitor spend compared to previous year by market New Zealand vs Wellington Region comparison



### Indirect Measures of Impact

	YTD	Target 2019/20
Visitor Numbers International (21)		824,382
Visitor Numbers Australia (22)		277,440
Total Visitor Spend (23)	<b>\$1,097mil</b>	\$2,755 million
Australian Visitor Arrivals through Wellington Airport (24)	<b>58,846</b>	153K
Commercial Guest Nights (25)	<b>737,148</b>	3.19 million
Share of Multiday Conferences (26)		19%
Net Permanent and long-term arrivals (27)	<b>3,200</b>	2,605
International Student Market Share (28)	Annual	7%

### Comments on measures

(21) IVS data delayed – Q1 in Feb/Mar  
 (22) IVS data delayed – Q1 in Feb/Mar  
 (23) YTD November – Q2 figures available in Mar  
 (24) YTD October – Q2 figures available in Mar  
 (25) YTD September – the dataset has been dismissed. Cannot get data beyond Sep19.  
 (26) BEAS has been dismissed. New survey results not going to be released until Aug 2020.  
 (27) 2019 Figure, includes domestic migration.  
 (28) International Students is available annually by calendar year.

**Wellington Regional Strategy Committee**  
**18 February 2020**  
**Report 20.32**



**For Decision**

## **RESOLUTION TO EXCLUDE THE PUBLIC**

That the Committee excludes the public from the following parts of the proceedings of this meeting, namely:—

Appointment of director to the Wellington Regional Economic Development Agency

The general subject of each matter to be considered while the public is excluded, the reasons for passing this resolution in relation to each matter and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 (the Act) for the passing of this resolution are as follows:

<b>Appointment of director to the Wellington Regional Economic Development Agency</b>	
<i>Reason for passing this resolution in relation to each matter</i>	<i>Ground(s) under section 48(1) for the passing of this resolution</i>
The information contained in this report includes personal and identifying information about the proposed candidate. Release of this information prior to the shareholding councils' decisions is necessary to protect the privacy of that natural person as releasing this information would like to prejudice the privacy of natural persons. Greater Wellington has not been able to identify a public interest favouring disclosure of this particular information in public proceedings of the meeting that would override the need to withhold the information.	The public conduct of this part of the meeting is excluded as per section 7(2)(a) of the Act (to protect the privacy of natural persons).

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by section 6 or section 7 of that Act or section 6 or section 7 or section 9 of the Official Information Act 1982, as the case may require, which would be prejudiced by the holding of the whole or the relevant part of the proceedings of the meeting.