

19 December 2018

Tracey Bridges
Incoming Chair
Wellington Regional Economic Development Agency

Email: Tracey Bridges tracey@portchester.co.nz

Dear Tracey

This letter sets out the Wellington Regional Strategy (WRS) Committee's expectations for the Wellington Regional Economic Development Agency and its subsidiary, Creative HQ (WREDA), regarding their Statement of Intent (SOI) for 2019-21.

The following areas have been identified as requiring a particular focus in the SOI:

- Delivery of specific projects in the draft Wellington Regional Investment Plan including:
 - **Skills and workforce development** – lead a focus on skill enhancement for the regional workforce to support future growth, particularly but not exclusively in the knowledge economy.
 - **Business Acceleration** – A greater focus on acceleration of companies and for this to be regional in nature (leveraging Creative HQ in particular).
 - **Māori economy** - to work closely with our iwi partners, the WRS Office and Ara Tahi in their development of a Māori Regional Economic Development Plan with a focus on the eventual delivery of actions.
 - **Destination** – the development of a region-wide destination plan to make the region a more attractive proposition for visitors, students, talent and business.
- Supporting the Wairarapa councils in the delivery of the Wairarapa Economic Development Strategy and both the Wairarapa councils and the Kapiti Coast District Council in their applications to the Provincial Growth Fund and, where relevant to WREDA's core business, to provide delivery of projects.
- Noting the key activities planned to market the Wellington region to a range of audiences and to drive growth in visitation, international student attraction and events.
- Minimising the impact of the extended closure of the St James by utilising the existing facilities and innovative use of other venues.
- Continuing support for the development of an Indoor Arena and the Convention and Exhibition Centre.

The Committee has also requested that WREDA develop a clear statement about safety and management of harassment, especially in the venues they manage; ensure a greater reflection of te reo Māori in WREDA communications and develop “future thinking” by considering global mega-trends, their impact and how they could be leveraged for the region.

The SOI should reflect a strong focus on efficiency in delivering activities and the cost of delivery. WREDA is expected to take every opportunity to use shared services available in partnership with Councils to reduce its cost base. The core funding provided by the councils is seed funding and WREDA is expected to use this funding to partner in delivering activities. The SOI should demonstrate an emphasis on partnerships and partner funding to deliver programmes.

With respect to all of these points and the SOI in general we expect clear actions and expected outcomes with clear and measurable KPIs. Wherever possible there should be a clear line of sight between WREDA’s actions and the outcomes being measured.

The Committee expects WREDA to be able to demonstrate compliance with the relevant Health and Safety legislation and have objectives relating to the measurement and reduction of greenhouse gas emissions.

Sincerely

A handwritten signature in black ink, appearing to be the initials 'JL' or a similar stylized name.

Justin Lester
Chair
Wellington Regional Strategy Committee

cc: Lance Walker lance.walker@wellingtonnz.com