

Grow Wellington Work 2009/2010

Set out below is a high level summary of the work Grow Wellington anticipates undertaking in the next financial year.

CENTRES OF EXCELLENCE

The Centres of Excellence programme has identified specialist fields of work in the Wellington region that are globally renowned for their innovation and potential to become world changing. The aspiration is to develop billion dollar industries over a 20-30 year horizon. These are being seeded in the early years by a series of projects to demonstrate the viability, sustainability and scale-ability of these areas.

Centre for Screen Innovation

Projects are being pursued to:

- 1) Establish a key gaming industry player as a “foundation partner” for central government industry development,
- 2) Create an entertainment IP lab to research and commercialise IP properties and applications for all four screens,
- 3) Build the 'Douglas Lilburn Studios' for orchestral scoring of digital entertainment,
- 4) Facilitate Asian market collaborations to provide resource pools for outsourcing, off shoring and production support as well as new market channels.

Pacific Clean Energy Institute

Projects are being pursued to:

- 1) Create a Chair in Sustainable Energy to help deliver world class thought and research leadership,
- 2) Explore the establishment of a Aquatech Innovation Centre to provide an innovation hub for research leadership in water based technologies related to energy and aqua engineering applications,
- 3) Help prepare bids for government funding for research consortia and to support the Gas Hydrate Advisory Group.

Biotechnology and Life Sciences

Projects are being pursued to manage the establishment of the Wellington Hospital based Health Education and Research Collaborative at the CCDHB comprising the CCDHB, Otago Medical School, VUW, IRL, Massey, the Medical Research Institute and Mayo Clinic and establish collaboration between Viclink, IRL and the Malaghan Institute on a shared vaccine project.

SECTORS

Food

We are driving and coordinating the Wellington region's Food and Wine Strategy with 10 key industry leaders investing their time and energy to build Wellington's food story and supporting industry projects and collaboration to ensure the region's wine and food is world renowned. The result will be regional sectoral business growth and new and growing export markets.

Primary

We are facilitating the Wairarapa Regional Irrigation Trust work to develop a water harvesting and storage project. We are also working on initiatives to maximise the economic value of our forestry resource. Both of these initiatives are about driving domestic growth and export revenue.

Manufacture

Implement a graduate programme to improve manufacturers' capability and build international linkages. This programme seeks to improve productivity, capability and international connections.

Film

"Film Wellington" promotes the region as a screen production destination and works with television and screen production businesses to improve their business capability and build offshore markets.

Education

Education Wellington works with local education providers to promote the region as a destination for international students who contribute export earnings and play a big role in knowledge creation and transfer. We are also helping businesses develop well defined, export ready knowledge products which include training and education programmes, ICT based programmes, e-government and geospatial technology.

BUSINESS GROWTH

The Individual Business Growth area is made up of a suite of programmes and a one on one advisory service to work with businesses at all stages of their growth cycle. Implementing a programme to work with businesses at all stages of growth ensures there is support and coordination as businesses move from one stage to the next and between businesses at different stages of the life cycle.

Activate

This initiative works with early stage businesses as the only pre-incubation provision in the region. Grow Wellington works with budding entrepreneurs over 16 weeks to cover all aspects of starting a business.

Incubate

Grow Wellington supports Creative HQ, one of eight nationally recognised and funded incubators. It is a 12-18 month programme to help start up and early stage business with high growth potential to provide infrastructure support, mentoring and access to specialist professional services.

Innovate

This is a business advisory service in partnership with the Foundation for Research Science and Technology to put smart business in touch with technology support including IP protection and research grants.

Accelerate

This initiative is a flexible support service for businesses which are exporting, want to export or have potential to export, helping them to assess their needs, and support them with advisory and consultancy services as well as commercial connections.

Bizchat

Bizchat on line business tool will be facilitated and supported by Grow Wellington staff. It is a community site targeted at small and medium sized enterprises and aims

to recreate peer-to-peer conversations, providing advice and introductions to the people and resources to help take those companies to the next level.

Skills

Grow Wellington connects business with the right people from recruiters to central government agencies to help them meet their skills needs. The targeted Skilled Migrant Programme promotes the region to skilled migrants placing them in businesses and sectors which need them.

Angel HQ

Angel HQ is an angel investment club connecting investors with the most exciting and dynamic of the early stage businesses in the region. It helps to bridge the gap between a businesses ability to fund their early growth from their own money and the point where they need more formal institutional banking and venture capital funding.

Rugby World Cup

This programme ensures Wellington regional businesses are being kept informed of opportunities and international connections resulting from this international legacy event.

BROADBAND

Grow Wellington is assisting with the regional bid for funding from the Government's Broadband Investment Fund by working on demand stimulation.

INTERNATIONAL CONNECTIVITY

International Connection

Grow Wellington staff have begun to lead, coordinate and develop the "Wellington Story" which enables businesses to tell the Wellington story internationally and motivate increased engagement with Wellington. This will be developed by Grow Wellington and then will be taken up by industry to use.

Adding value to the region's international gateways

This programme entails working with the Wellington International Airport Limited on its long haul strategy and with Centreport as it develops its strategic views for the future and explore aggregations initiatives.

CARBON NEUTRAL

This programme seeks to build the region's capability and reputation as a centre for smart products and services for business adoption and use to reduce their carbon footprint.