

Peter Biggs  
Chair  
Wellington Regional Economic Development Agency

Dear Peter

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 for 2017/18.

### **General**

1. WREDA will deliver and report on activities that contribute directly to the outcomes in the Wellington Regional Strategy, we expect evidence of commitment to these outcomes.
2. WREDA receives substantial funding from the shareholding councils and it is expected that WREDA will grow the funding contribution from other sources. The target should be that for every \$1 contributed by the current funding councils being matched by \$1 from other sources in respect of the visitor economy and economic development
3. The KPIs in the 2017/18 SOI should have clear targets, define what success looks like and be ambitious. Such targets will be a reflection of additionality to a business as usual approach and build annually as circumstances allow.
4. We expect that WREDA will take a greater leadership role in initiating projects and programmes where there is clear market failure and a robust rationale for public intervention. This will be in contrast to supporting initiatives that are fundamentally owned and/or managed by other parties.

### **Specific**

5. The 2016/17 SOI did not give sufficient weight to the importance of the visitor economy to the region with only a passing mention of the key projects and programmes. As significant amount funding is provided to WREDA, the 2017/18 SOI will outline the specific actions to continue to grow the visitor economy.
6. Continue with and where appropriate, improve the current international student program, to attract and retain increasing numbers of students, including international students in the region, particularly in the areas of skills shortages.

7. Specific actions and measures that support, facilitate and strongly contribute to a step change in the growth of skilled migrants particularly in the tech sector.
8. Ensure that every opportunity is taken to promote and market the Wellington region including leveraging off major and other events in Wellington City.
9. Identify, assess and promote economic opportunities that would arise from the major infrastructure projects planned across the region.
10. What actions need to be taken to put in place for a major programme of targeted inward investment for the region, including for tourism.
11. Identify opportunities to lead recovery programmes to ensure business continuity and resilience in the region following significant events such as earthquakes and flooding.
12. Continuing development of the Major Events portfolio including additional and new events.
13. The visit of the Lions and their supporters in late June and early July 2017 is a major event for Wellington and it is expected that WREDA will maximise the benefits that this opportunity offers.

Yours sincerely