



Economic Development

Economic development – we support economic growth to enhance quality of life through city promotions, events and attractions, and business support.

Economic Development

3.1 CITY PROMOTIONS, EVENTS AND ATTRACTIONS

We want Wellington to be vibrant, prosperous, and 'eventful'.

Through our involvement in city promotions, events and attractions, we aim to position Wellington as an internationally competitive city, attractive to residents and visitors alike. We seek to help the city maintain its edge as a prime tourist and conference destination, maximise economic value from promoting and hosting high-profile events. We also support the development of a thriving retail sector, and build on the city's strengths – such as its compactness and its strong sense of identity – to enhance prosperity and contribute to higher quality of life for all Wellingtonians.

To achieve this, we:

- Provide funding for Positively Wellington Tourism, the city's official tourism marketing organisation, so it can run its highly successful domestic and international visitor attraction campaigns.
- Support Te Papa – with more than one million visitors each year, it is one of the city's major attractions.
- Operate an events development fund, which contributes to the city's buzz by supporting a huge range of events – including the World of Wearable Art Awards, Rugby Sevens, Chinese New Year festivities and more.
- Manage the Wellington Convention Centre, which provides venues for arts/entertainment and sports community events, as well as attracting out-of-town visitors to conventions.

In 2010/11, we will continue to consolidate our reputation as the events capital of New Zealand by promoting recent additions to our impressive event and attraction offerings – such as the new visitor centre at Zealandia – the Karori Sanctuary Experience, the art gallery expansion, and the re-launch of the Carter Observatory.



The 2011 Rugby World Cup provides a major opportunity to showcase Wellington to a global audience.

The Cup will bring tens of thousands of visitors to Wellington from New Zealand and overseas, and provide worldwide media exposure.

As part of our bid to host matches for the Rugby World Cup 2011, Wellington made a commitment to construct a Rugby World Cup Village on the waterfront. The village will be the focal point – the place to soak up the atmosphere of the event, meet the players, meet friends, purchase memorabilia and find out what to do or where to go, while providing a uniquely New Zealand experience.

New funding is planned for 2010/11 to develop the village around the Wharewaka, which is currently under construction on the waterfront. The combination of Rugby World Cup festival activity and the Wharewaka's outstanding cultural dimension will provide a strong point of difference for Wellington.

We also plan to commission Weta Workshop to produce a Rugby World Cup sculpture to be placed on the waterfront. The sculpture will promote Wellington's association with the Rugby World Cup, providing an enduring legacy for the event.

The Rugby World Cup Village and Sculpture are funded by commercial ratepayers.

For more information on more projects linked to the Rugby World Cup 2011 please see the front section of this annual plan.

Economic Development

MEASURING OUR PERFORMANCE

Our targets for 2010/11 are:

- The economic impact of events supported by the Events Development Fund is \$40 million (new spend).
- 800 events (including 105 concerts) hosted at the Wellington Convention Centre and the TSB Bank Arena.
- 1.3 million visitors to Te Papa (including 520,000 from overseas and 365,000 New Zealanders from outside the Wellington region).
- 66%, 70% and 68% occupancy for Town Hall, Michael Fowler Centre and TSB Bank Arena respectively.
- During the weekend, the car park turnover rate is 4.3 cars per day.
- Positive growth across sectors in the *creative workforce* (businesses, jobs and GDP by targeted sector: education, food and beverage, manufacturing, film, and primary).

Performance targets for Positively Wellington Tourism and the Carter Observatory are included in the Council Controlled Organisation section of the annual plan – see the appendix.

WHAT IT WILL COST

| 3.1 CITY PROMOTIONS, EVENTS AND ATTRACTIONS | OPERATING EXPENDITURE 2010–2011 | | | CAPITAL EXPENDITURE 2010–2011 |
|---|---------------------------------|---------------------|-------------------------|-------------------------------|
| | INCOME (\$000) | EXPENDITURE (\$000) | NET EXPENDITURE (\$000) | TOTAL (\$000) |
| 3.1.1 Tourism promotion | - | 5,778 | 5,778 | - |
| 3.1.2 Visitor attractions | - | 2,611 | 2,611 | - |
| 3.1.3 Convention venues | (6,263) | 11,154 | 4,891 | 603 |
| 3.1.4 Suburban and city centres vitality | - | 1,266 | 1,266 | - |
| 3.1.5 Events attraction and support | - | 3,160 | 3,160 | - |
| 2010/11 3.1 Total | (6,263) | 23,969 | 17,706 | 603 |
| 2009/10 3.1 Total | (5,853) | 22,732 | 16,879 | 1,138 |



3.2 BUSINESS SUPPORT

We want Wellington to be an internationally competitive and prosperous city.

Through our business support work, we aim to enhance residents' quality of life by raising overall levels of prosperity. We seek to encourage innovation and entrepreneurship, and to enhance Wellington's competitiveness as a world-class location for talent, business/industry and investment.

We also aim to support the city centre's development as the region's premier retail, knowledge and entertainment district; and to make the city more 'connected' by securing a communications and transport infrastructure that is vital to business success.

To achieve this, we:

- Facilitate the roll-out in Wellington ultra-fast broadband supported by the government's Ultra Fast Broadband Initiative.
- Represent Wellington's interests to central government and other agencies, the business community, and sister cities.
- Celebrate business creativity and achievement through sponsorship of the Wellington Regional Gold Awards and the World Class New Zealand Awards.
- Work with our partners to attract long-haul air service to the city from an Asian destination.

Our business support initiatives complement the work of Grow Wellington, the regional economic development agency. Grow Wellington is funded through the Wellington Regional Council.

"We aim to enhance residents' quality of life by raising overall levels of prosperity".

Economic Development

MEASURING OUR PERFORMANCE

- Economic grants: number of applicants, number of successful applicants, and total budget allocated to economic grants – there is no target for this measure.
- International partnerships: number of events/activities held with formal international partnership cities – there is no target for this measure.

WHAT IT WILL COST

| | OPERATING EXPENDITURE 2010–2011 | | | CAPITAL EXPENDITURE 2010–2011 |
|---------------------------------------|---------------------------------|------------------------|----------------------------|----------------------------------|
| | INCOME (\$000) | EXPENDITURE (\$000) | NET EXPENDITURE (\$000) | TOTAL (\$000) |
| 3.2 BUSINESS SUPPORT | | | | |
| 3.2.1 Long-haul airline attraction | - | 200 | 200 | - |
| 3.2.2 Regional and external relations | - | 584 | 584 | - |
| 3.2.3 Grants and creative workforce | - | 1,363 | 1,363 | - |
| 2010/11 3.2 Total | - | 2,147 | 2,147 | - |
| 2009/10 3.2 Total | - | 1,748 | 1,748 | - |