



Grow Wellington

Working for business success

Statement of Intent FY2011

CONNECT **INSPIRE** facilitate

Delivering the Wellington Regional Strategy – Our Sol

The 2010/2011 Statement of Intent continues our strategic direction

‘Investing in growing our economy, especially our exports.’

How will Grow Wellington deliver this?

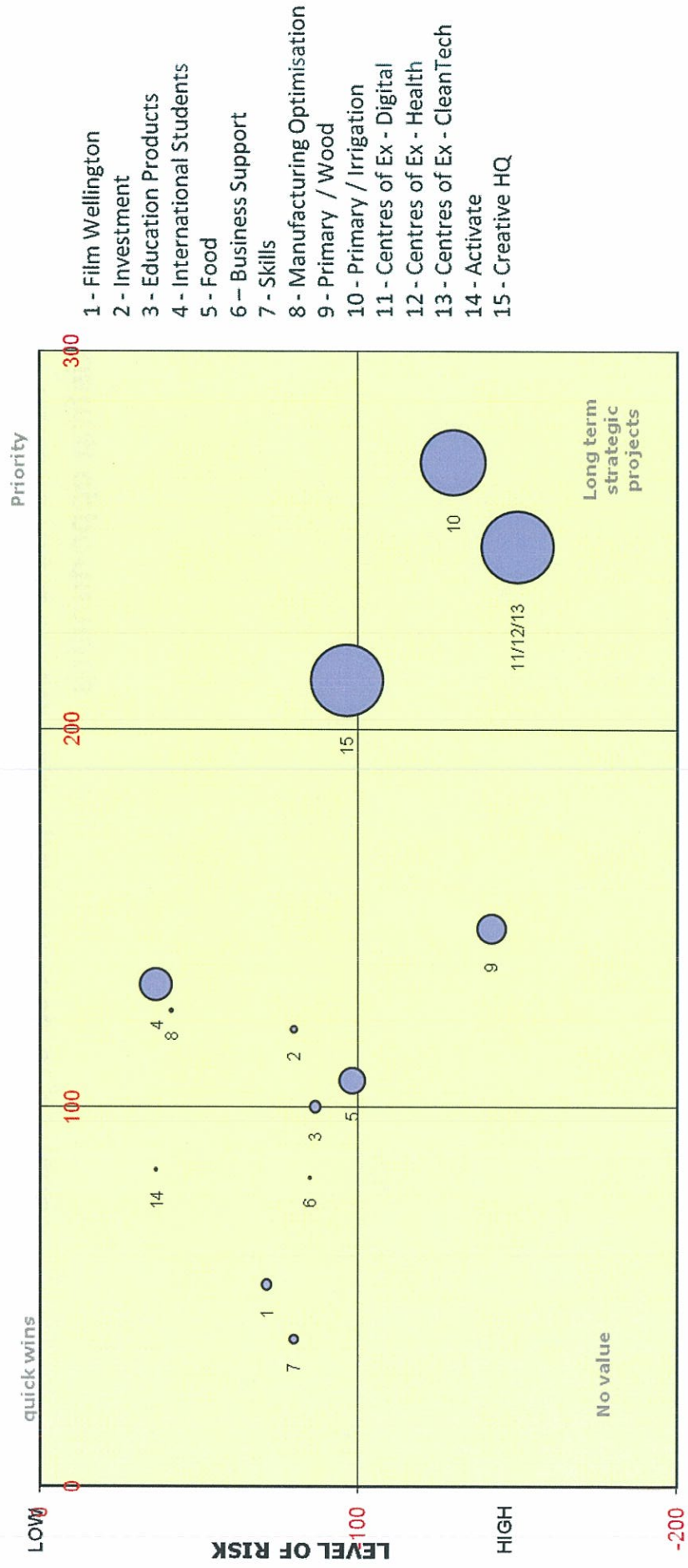
- Centres of Excellence
- Priority sectors
- Business Growth
- Wellington Story

How do we make these things happen?

- Commercial introductions
- Collaboration between economic participants
- Promotion of the region and its businesses
- Mentoring and guiding the region’s businesses
- Motivating and inspiring business confidence
- Building business skills

Sol – Grow Wellington Project Portfolio

Project Prioritisation Quadrant - Project Scale Indication Horizon 1 + Horizon 2 + Horizon 3 Projects



- 1 - Film Wellington
- 2 - Investment
- 3 - Education Products
- 4 - International Students
- 5 - Food
- 6 - Business Support
- 7 - Skills
- 8 - Manufacturing Optimisation
- 9 - Primary / Wood
- 10 - Primary / Irrigation
- 11 - Centres of Ex - Digital
- 12 - Centres of Ex - Health
- 13 - Centres of Ex - CleanTech
- 14 - Activate
- 15 - Creative HQ



Strategic Benefits Weighted Total

Grow Wellington - Creating Value for the Wellington region

The value to the economy comes from business – not from Grow Wellington

- our role is to connect, inspire, facilitate
- our actions must create new opportunities or enhance existing opportunities

Grow Wellington - Creating Value for the Wellington region

Centres of Excellence

- Health
- Digital
- Clean Tech
 - \$1b industry created in 20 years

Sectors

- Irrigation
 - Estimated regional impact \$300m – long term
- Manufacturing
 - Target to grow businesses by \$4m in 2 years
 - 8 businesses planned for pilot
- Food
 - Short term local impact target - \$2m in 2 years
 - Long Term export impact target - \$31m over 10 years
- Education
 - 2,500 students in 3 years – impact \$50m
 - Products developed in 2 years – impact target \$6m
- Film
 - Direct impact on \$500m sector estimated at \$5m

Grow Wellington - Creating Value for the Wellington region

Business Growth

- Activate
 - Direct Economic benefit is small, is for future high growth businesses
 - Estimated \$0.5m per year
- Incubate
 - Target economic impact \$250m over 5 years
- Innovate
 - Direct economic impact is small, is an enabler for high growth
 - Estimated at \$0.5m per year
- Business Support
 - Estimated \$5m per year

Centres of Excellence – our plans for 2010/11

The Centres of Excellence programme focuses on three specialist fields in the Wellington region that are renowned for their innovation and distinction.

- Digital Innovation Hub
- Clean Tech
- HERC Centre

Centres of Excellence – our plans for 2010/11

Screen and Digital Technologies

- 2009
 - Invested in design of the Innovation Hub and potential physical options
- 2010
 - Focus on coordinating players in the innovation Hub
 - Private investment required to develop specific options

Centres of Excellence – our plans for 2010/2011

Biotechnology and Life Sciences - Health Education and Research Centre project

- 2009
 - Invest in resources to connect participants
 - Case for central government support prepared
 - CCDHB and Victoria University resident
 - Commercial Businesses resident November 2010
- 2010
 - Ongoing coordination
 - Expect government investment in resource and equipment

Centres of Excellence – our plans for 2010/2011

Clean Tech

- 2009
 - Develop concept
- 2010
 - Increased resource to implement projects and overall programme
 - Increased investment leveraged by private sector investment
 - 5 projects in place
 - Clean Tech incubator to be establishes

High Growth Priority Sectors

Irrigation

- 2009 and 2010
 - Support the Wairarapa Irrigation Project in collaboration with the Wairarapa Regional Irrigation Trust
 - The irrigation scheme will improve productivity and production, investment attraction and job creation,
 - Support the Trust to secure Central Government Community Irrigation funding

Wood

- 2009 and 2010
 - Facilitating the development of projects to take advantage of the increased wood flow from the region over the next 30 years.

Manufacturing

- 2009
 - Optimised manufacturing project implemented
- 2010
 - grow from 2 – 8 businesses

High Growth Priority Sectors – plans for 2010/2011

Food

- Wellington on A Plate
 - 2009
 - Launch programme
 - 2010
 - full regional roll out
 - Increased emphasis on producers
- Le Cordon Bleu
 - 2009 and 2010
 - Facilitation of partners

High Growth Priority Sectors – plans for 2010/2011

Education

- Students
 - 2009
 - Vietnam and China student programmes
 - 2010
 - Vietnam, China, Korea programmes
- Products
 - Health technology
 - Aviation

Film Wellington

- 2009
 - Proactive promotion and support for Film sector
- 2010
 - Coordinated focus on medium sized support, less resource supporting very small projects

Business Growth – plans for 2010/2011

The Individual Business Growth area of Grow Wellington is made up of a suite of programmes and a one-on-one advisory service to capture businesses at all stages of their growth cycle to ensure their success.

Activate

Incubate

Business Support

Business Growth – plans for 2010/2011

Activate

- 2009
 - 80 participants regionally
- 2010
 - Continue model - exceed 100 participants
 - Expand business support in partnership with central government

Incubate – Creative HQ

- 2009
 - Expand from 10 at year start to 20 at year end
 - Increase in both quality and quantity
- 2010
 - 40 businesses incubated

Business Growth – plans for 2010/2011

Business Support

- 2009
 - Deal with an average of 30 companies a week, providing advice and commercial introductions on everything from central govt grants to corporate structure
 - In our client survey 80% said they would refer Grow Wellington to a third party
- 2010
 - Continue to support high growth export oriented businesses

Business Growth – plans for 2010/2011

Underpinning all these programmes are skills and investment

Skills

- In the last 3 years the migrant attraction programme has assisted with employment for over 300 immigrants in jobs around the region.

Investment

- Since its launch last year Angel HQ has received 60 enquiries, recruited 23 angels, held 3 investment evenings, had 10 companies pitch and closed 2 deals.

Regional Foundations

Broadband

- Continue to wait for direction from central government

Wellington Story

- “Wellington Story” critical to support businesses
- Launch web portal in April 2010

Bright Ideas Challenge

- Follow up from Regional summit in late 2009
- To connect all the parts of the regions system
 - Science
 - Business
 - Corporate
 - SMEs
 - Investment
 - Entrepreneurs
 -

Business Leverage

- Invest in opportunities from visitors
 - Dependant on visitor needs
 - Dependant on central govt approach
- Require ability to invest

Financials

Income and Expenditure	FY2010		FY2011	FY2012
	Budget	Forecast		
Income				
- GWRC Rates	4,250	4,250	4,400	4,400
- Other	3,190	1,190	1,450	1,850
	7,440	5,440	5,850	6,250
Expenditure				
Developing Centres of Excellence	2,680	740	960	1,200
Supporting Priority Sectors	2,230	2,100	1,940	2,000
Grow and Retain Existing Business	2,400	2,600	2,800	2,800
Grow Broadband	90	-	-	100
Raising the Value of our International Gateways	40	-	-	-
RWC 2011	-	-	150	150
	7,440²	5,440	5,850	6,250

Measuring our Impact

Grow Wellington

- Our Sol has a range of measures both quantitative and qualitative

The Wellington region's economy

- We will be measuring and reporting on the wider economic results of the work we are doing across the organisation

Our Plans for the Future

The Structure of Grow Wellington will ensure continued economic growth

-all parts are linked together

Centres of Excellence

- a 20 year initiative of facilitating projects, ensuring they are well embedded and that others are being initiated.

Sector projects

- a continually evaluated programme of support for priority sectors

Business Growth

- connected to Centres of Excellence and Sectors.

Underpinned by

Skills,

Investment,

International Connection.



Grow Wellington

Working for business success

www.growwellington.co.nz

CONNECT  INSPIRE facilitate