

Report 07.513
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Committee Wellington Regional Strategy
Author Murray McCaw, Chairman, REDA Ltd

Regional Economic Development Agency Update

1. Purpose

To update the Committee on progress with the Regional Economic Development Agency Ltd (REDA) programme.

2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Appointment of new Chief Executive

Korn Ferry, Wellington based international search firm, was appointed by the Establishment Board to undertake the search for a new Chief Executive. Their search work has been supplemented by limited advertising.

The search is going well and we expect to be reviewing a qualified long list of potential candidates in the second week of August. The long list will quickly be reduced to a short list and interviews will follow.

We expect the Board to make an appointment in early September and are hopeful of a new Chief Executive commencing in October.

The Board is working on a comprehensive planning programme immediately following the appointment of the Chief Executive. In the meantime we plan to consult widely with the community on our planning processes.

4. Transition from Go Wairarapa

The transition, with Go Wairarapa exiting all major economic development activities, was achieved on 30 June 2007.

The major areas of agreement between REDA and Go Wairarapa were as follows:

- REDA takes over responsibility for the regional economic development activities, i.e. other than those classified as 'local'.
- Specifically REDA will undertake the following work with some specific commitments, as agreed:
 - the completion of the 'Cuisine Fine Wine Wairarapa Major Regional Initiative' (MRI). In this regard Go Wairarapa is facilitating the assignment of the contract it has with NZTE.
- REDA has appointed a person, recruited from Go Wairarapa, to the role of Food and Wine Sector Manager.
- REDA has agreed to work with UCOL, and other partners across the region, to ensure the Cuisine School successfully operates in Martinborough – including the provision of support for international marketing activities.
- REDA has appointed a Wairarapa Regional Manager who will operate from a base in the Wairarapa.
- Go Wairarapa will ensure that the NZTE funding for projects identified in the transition plan are assigned to REDA. It has also been agreed that should any of the Milestones that are the responsibility of Go Wairarapa to complete not be completed by 30 June 2007, then Go Wairarapa agrees that REDA will complete them with Go Wairarapa funding them through to completion.
- REDA will continue to work with the sectors in the Wairarapa through its Regional Manager on programmes that are consistent with the WRS.
- REDA will continue to work closely with the tourism elements of the Wairarapa as various economic elements are developed that have tourism opportunities identified – in particular the Cuisine MRI. However, REDA will not operate directly itself in the tourism market.

5. Transition Enterprise Nature Coast

This transition is quite different to that of Go Wairarapa. Enterprise Nature Coast is a joint venture operation between Kapiti Coast District Council (KCDC) and Horowhenua District Council (HDC) so time between the final decision being made to proceed with the WRS implementation and 30 June did not allow for an orderly transition to occur. In view of this REDA has entered into a one year (only) supply agreement with Enterprise Nature Coast for performance of specified activities in the KCDC area. Those activities are as follows:

- Develop a business attraction and retention plan, aligned to the WRS and the Kapiti economy and strengths.

- Implementation of initiatives identified in the business attraction and retention plan.
- Focus on identification of skill shortages within the Region and relate that to the Wellington Regional Labour Market strategy.
- Refer Kapiti businesses to wider regional opportunities for partnership and capability development where appropriate.
- Broker Central Government support and investment for individual enterprises or small clusters in the region targeted to specific industry needs.
- In conjunction with Creative HQ, identify high growth 'smart businesses' currently located in Kapiti and facilitate access to incubation services.

In addition REDA will work on a co-funded basis to identify gaps in Broadband delivery in the KCDC area with a view to aligning that work with the development of a region wide Broadband capability.

6. Greater Wellington Industry Development Centre (IDC)

This Lower Hutt based Industry Development Centre was set up earlier this year as an intervention to break the downward spiral in manufacturing sector decline and to leverage the unique opportunities to support manufacturing and technology commercialisation across the total region. Specifically it was set up to:

- Act as a conduit for ideas between firms in the sector and between sectors;
- Promote and facilitate collaboration between individual manufacturers and between the research and development sector and other manufacturers;
- Provide project management to help implement and deliver projects larger and more complex than individual companies can aspire to. Initially these projects will be around driving the development of capability to ensure that opportunities that innovators and businesses in the region are captured;
- Develop and maintain a capability database of Wellington regional manufacturing and design firms;
- Provide access to advisers to assist manufacturers with applying for funds from NZTE and FoRST;
- Liaise with staff training providers to ensure manufacturers' requirements for skilled staff are met; and
- Assist firms with undertaking an assessment of the best ways to manage and protect intellectual property, particularly in multi-party projects.

The project received funding from both NZTE and FoRST with a number of milestones that needed to be met by 31 July for their funding to be sustained through stage 2 of the project. It is pleasing to report that these milestones have been met and both NZTE and FoRST will continue their funding through to 28 February 2008. At that time a further review is to be undertaken.

The Employers and Manufacturers' Association have recently agreed to provide \$30,000 funding for the project.

7. Association of Film Commissioners' International Cineposium

We are please to advise that the bid to host the AFCI Cineposium in Wellington in 2008 has been successful. There are more than 300 AFCUI members world wide, covering almost every continent, and there will be real economic benefit to region hosting these people and their associated media entourage in Wellington in October 2008. The success of this bid will be announced at their Cineposium in Sante Fe in October this year.

8. Communication

Communications about the activities of the REDA will be undertaken directly by the agency.

9. Recommendations

That the Committee:

- 1. Receives the report.*
- 2. Notes the contents of the report.*

Report approved by:



Murray McCaw
Chairman, REDA Ltd