



**Wellington City Council
welcomes you to the**

Local Centres Summit

Collaborating for shared success



**Absolutely Positively
Wellington City Council**
Me Heke Ki Pōneke

Karakia timatanga

Whakataka te hau ki te uru
Whakataka te hau ki te tonga
Kia mākinakina ki uta
Kia mātaratara ki tai
E hī ake ana te atakura
He tio, he huka, he hau hū
Tiihei Mauri ora.

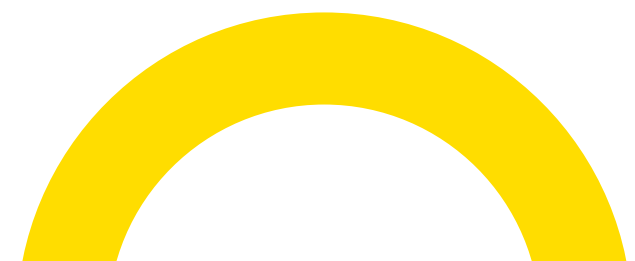
Cease the winds from the west
Cease the winds from the south
Let the breeze blow over the land
Let the breeze blow over the ocean
Let the red tipped dawn come with a
shapened air
A touch of frost, a promise of a glorious day



**Welcome to the 2023
Wellington Local Centres Summit**

Nau mai, Haere Mai

**Mayor Tory Whanau
Wellington City Council**



Health and Safety



- Bathrooms are located outside the main doors behind you
- In the event of an earthquake, drop cover and hold, then



please follow the directions of Tākina staff



- In the event of any other emergency please follow the directions of Tākina staff

Enjoy your time at the Local Centres Summit!

Objectives

Collaboration and Sharing

Strengthening experience & resources by working closely together to enhance effectiveness

Adaptability and Agility

Identifying how BID's can effectively leverage economic opportunity and help their businesses thrive

Economic Growth & Resilience

Leveraging WCC's Economic Wellbeing Strategy to build stronger centres that attract consumers & businesses



Betsy - Island Bay

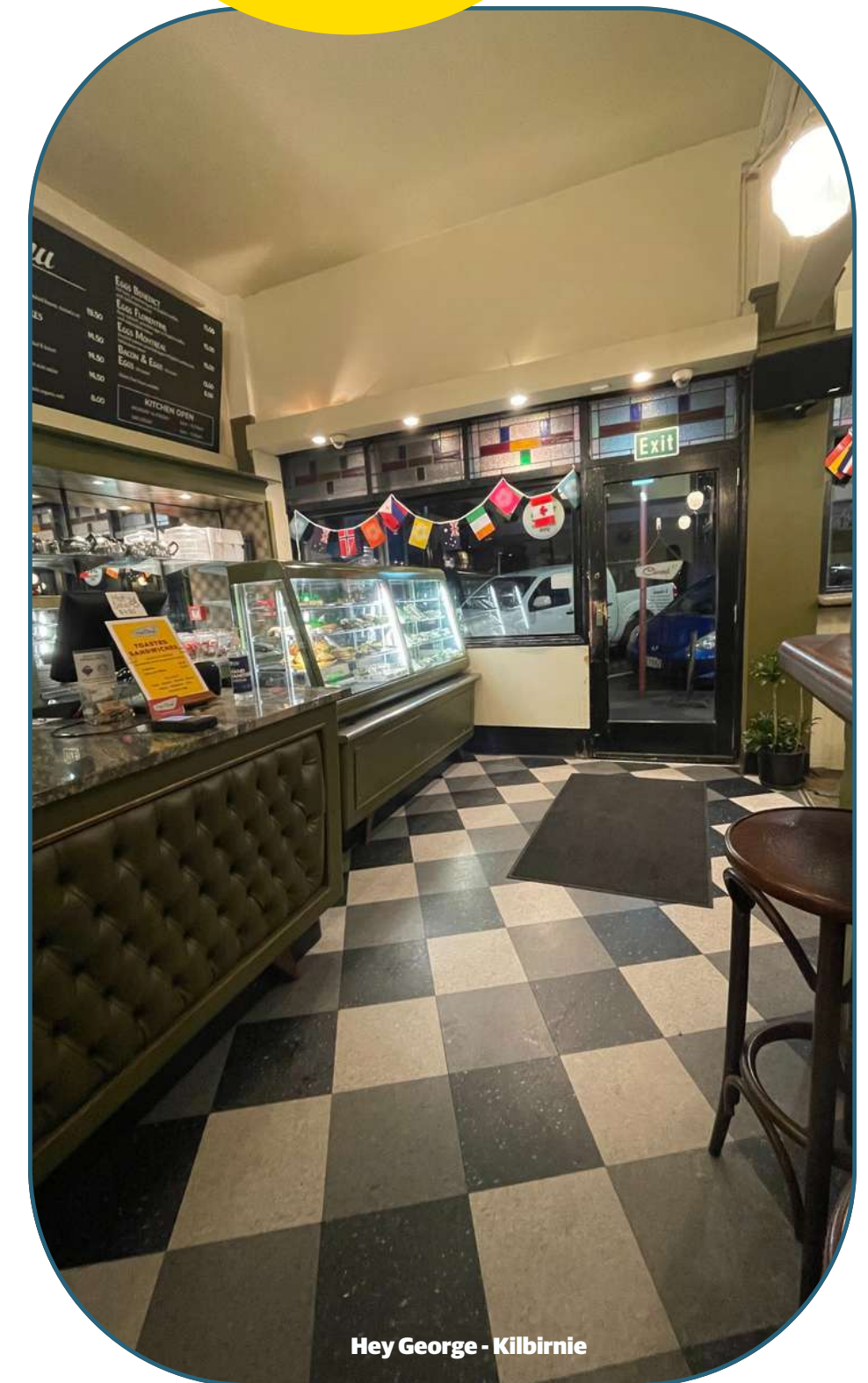
Our Morning Together



Shared Vision

Fresh Perspectives

Being adventurous and courageous
with what can be achieved by
thinking differently and aiming high



Hey George - Kilbirnie



Local Centres Summit

**What's happening in our
suburban centres?**

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What consumer trends are driving change in our suburbs?

Entertainment and leisure categories are growing
Micro-enterprises & pop-ups increasing presence
Services are increasingly populating retail spaces
Food delivery & e-commerce broaden audiences
Destination businesses are establishing

What trends are driving change in our suburbs?





Where are the opportunities?

Residential growth around our centres
Continued flexible working boosting audience
People's needs & priorities are changing
Consumers seeking differentiation & experiences

Opportunities





What are the key challenges?

Economic headwinds affecting spending behaviours

Rising costs challenge business profitability

Cities are gradually winning visitation & trade back

Local priority and goodwill is less in focus



Potential

Increased mixed-use development in our Centres

Developing edge and differentiation

Strategic focus on successive uses & audiences

Leveraging the investments of larger businesses

Potential



Local Centres Summit Economic Trends

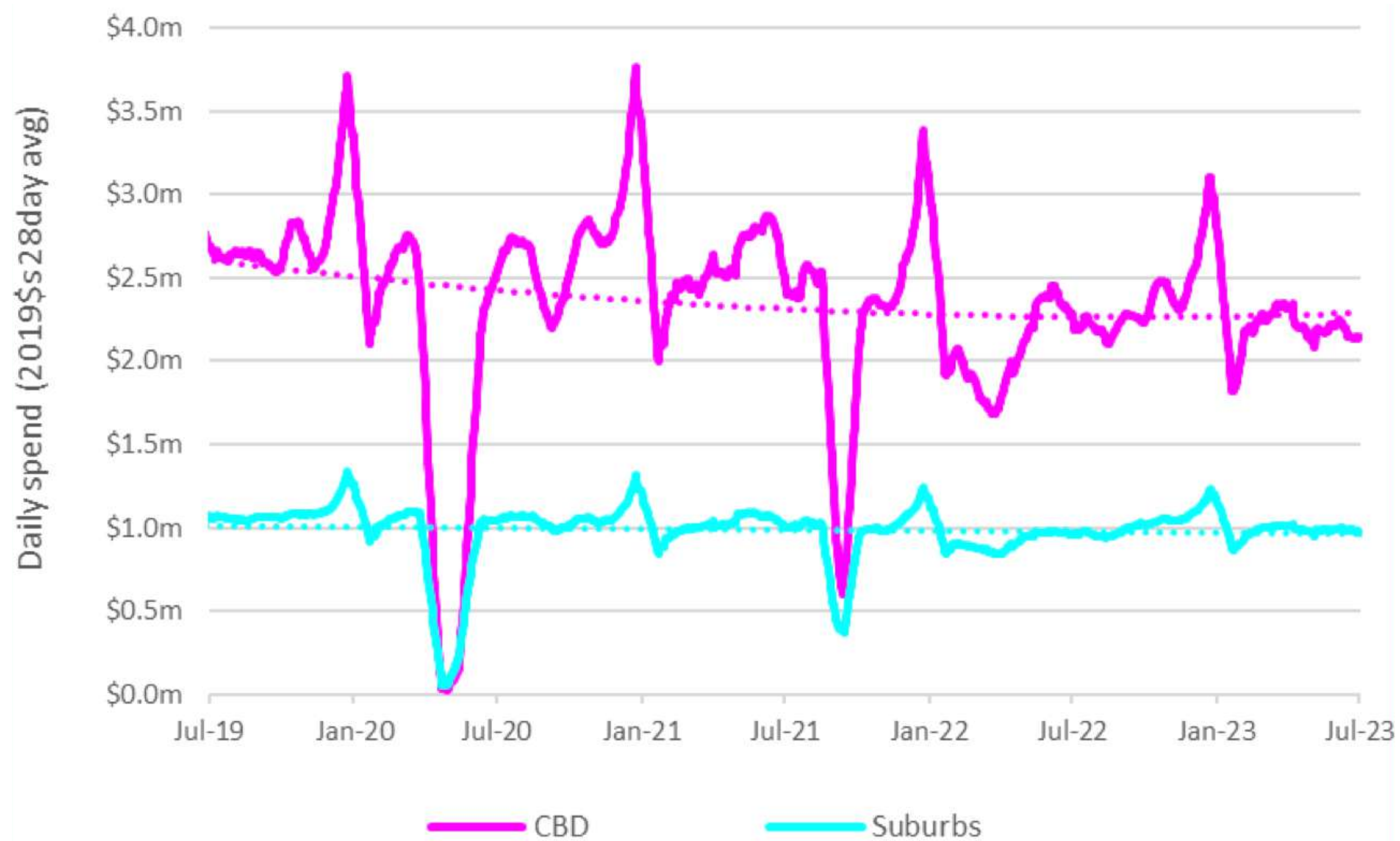
Kia ora
We care what you
think about your city.
Jump in and answer some
questions 5 minutes and
you're done!

Use your phone camera or QR code to scan the QR code and answer questions. The QR code is also available on the back of the sign.



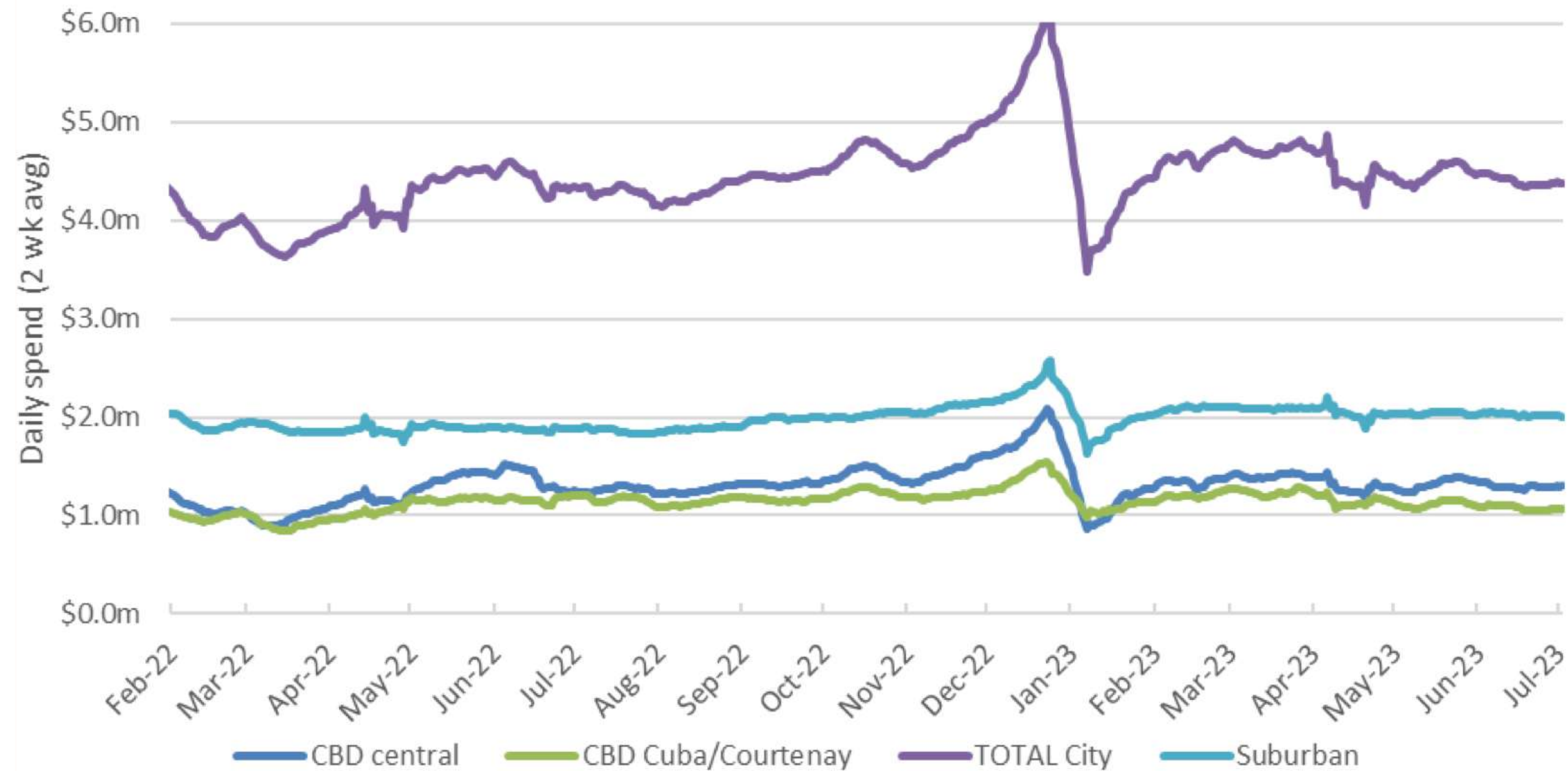
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Retail/Hospitality spend



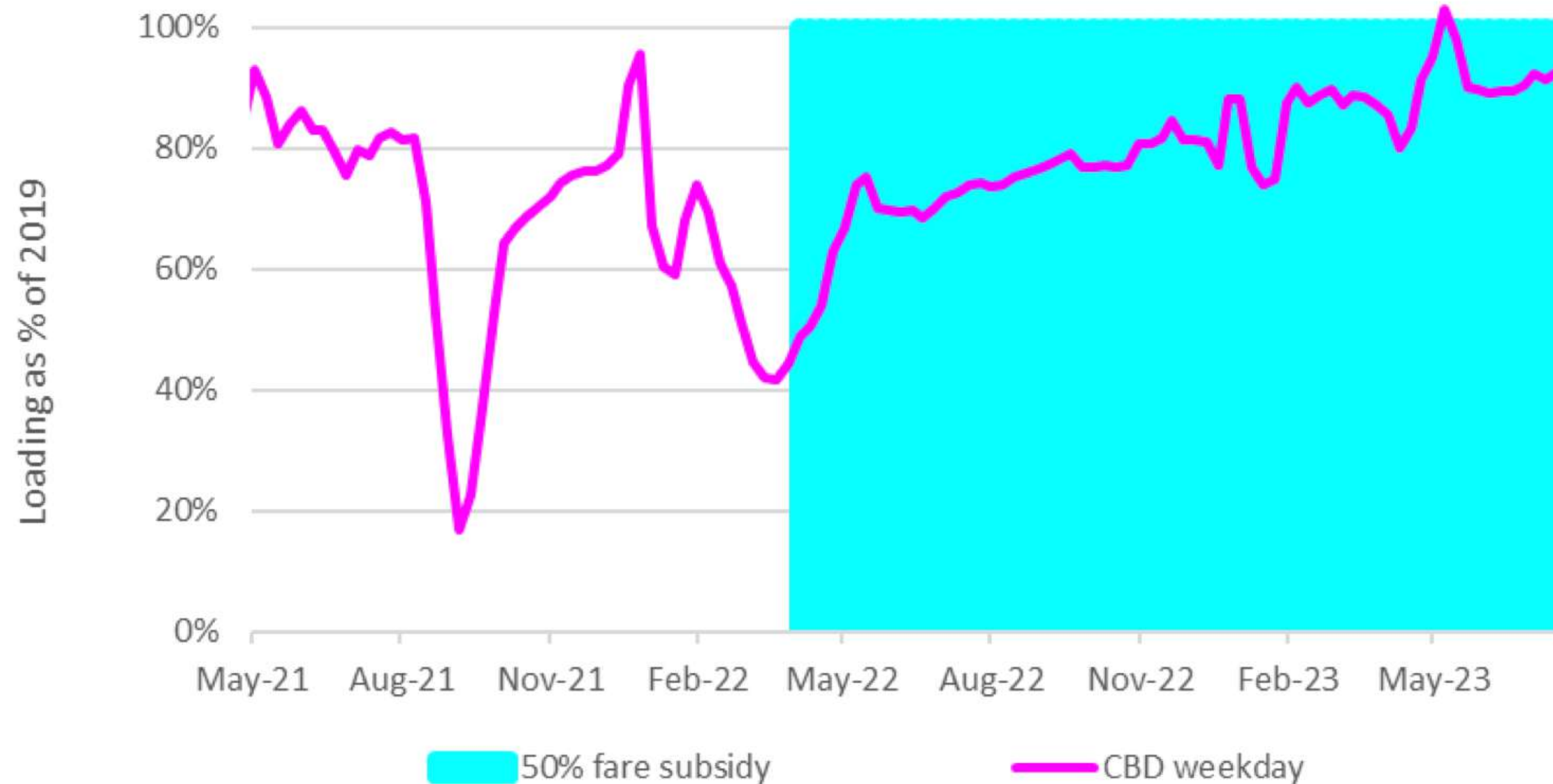
CBD uplift
Suburbs steady

Retail/Hospitality spend - Recent trends



CBD uplift
Winter spend up on 2022 y

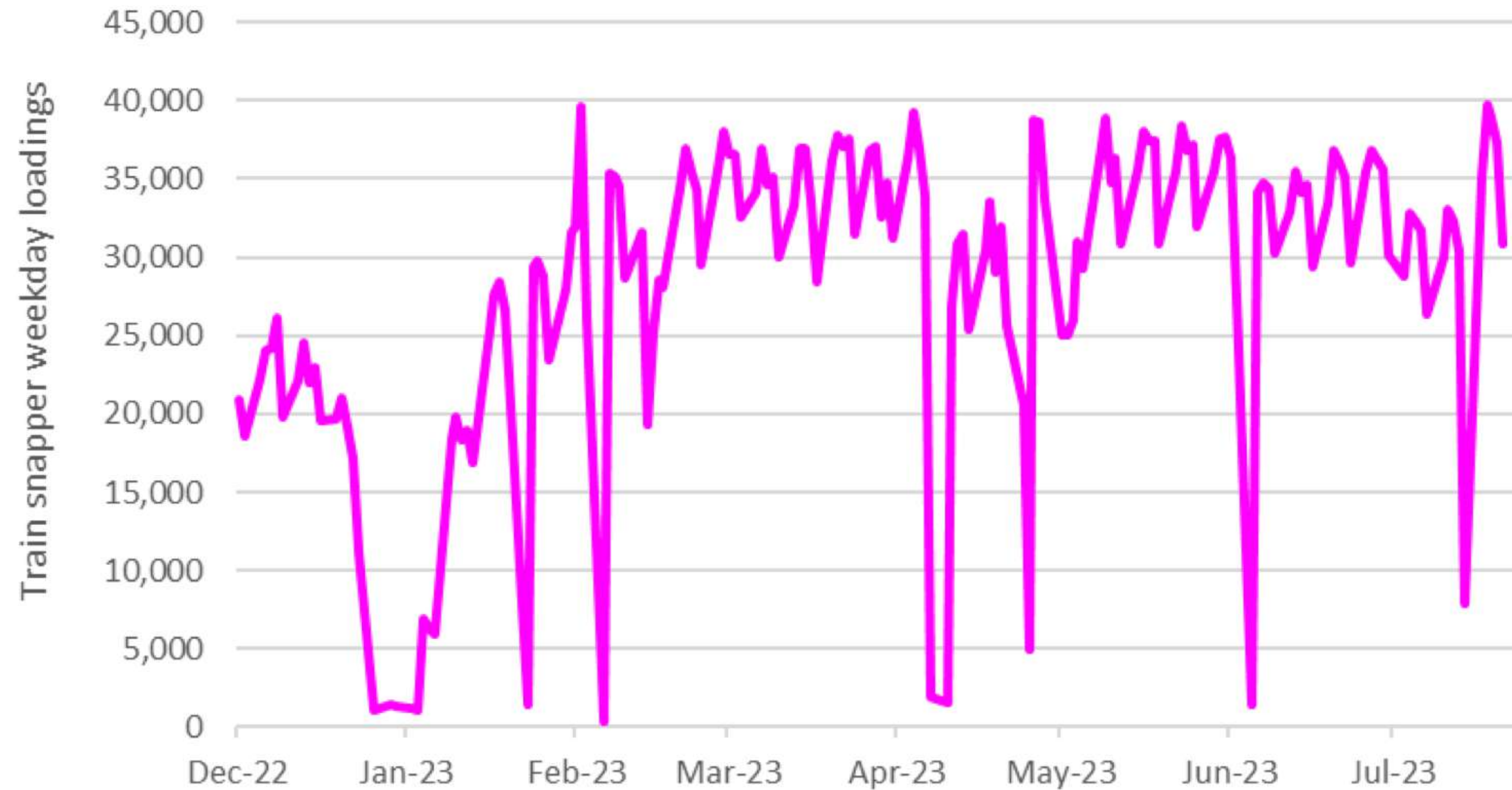
Commuter trends - Weekday bus loadings



Blue area represents the fare subsidy period

Loadings recovering to 2019 levels

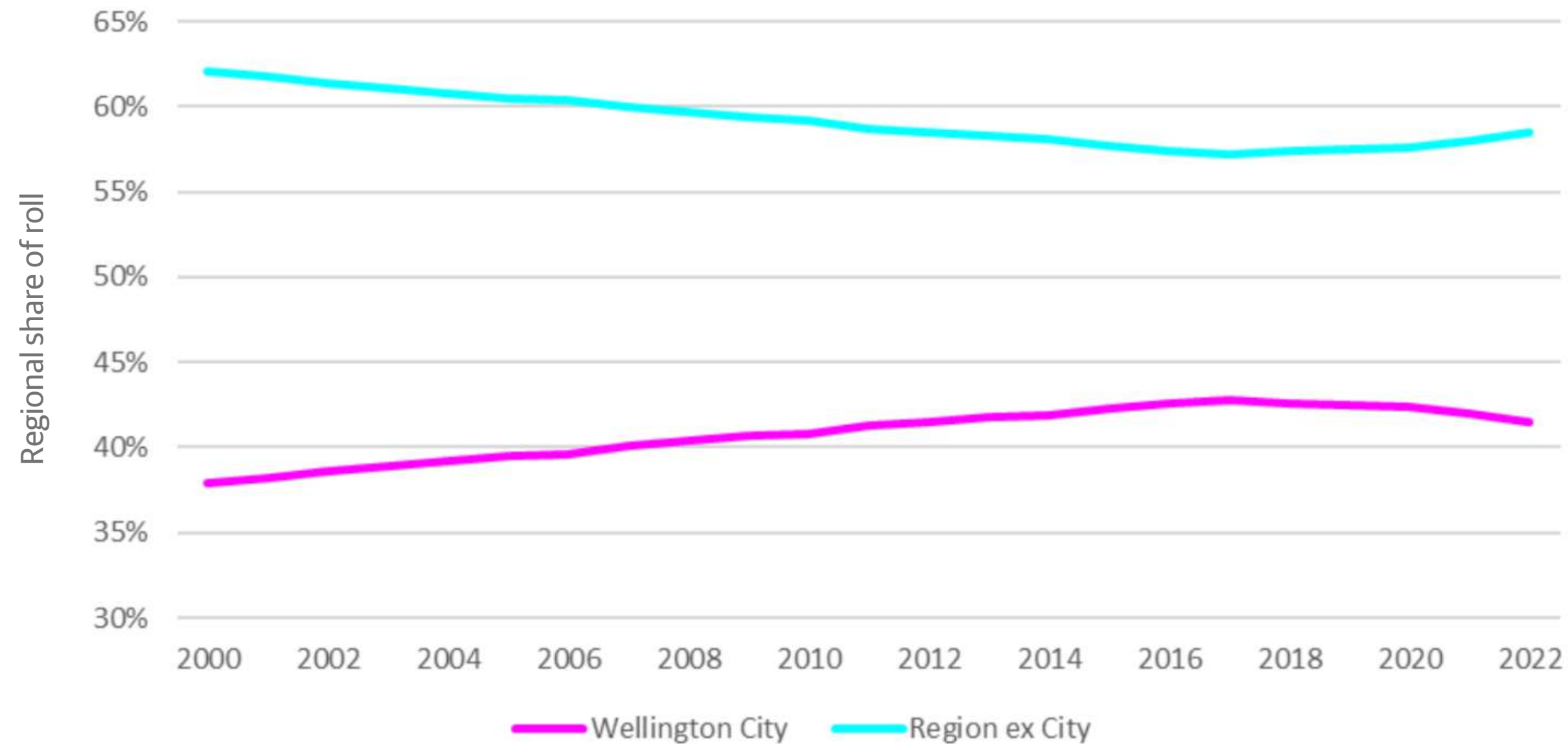
Commuter trends - Weekday train use



19,000 peak workday
Snapper card users train
into the CBD each day

20% difference between
weekday peaks and
Friday patronage

School rolls - Wellington market-share



Wellington City losing share. City high schools especially, lack space to expand and zoning is being enforced.

Regional rolls increasing. Seeing the results of family migration to the region due to historic house price differentials and the regional amenity on offer.

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Collaboration and Sharing

Strengthening experience & resources by working
closely together to enhance effectiveness

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A wide-angle photograph of a busy urban street in Wellington, New Zealand. The street is filled with cars, including a white Audi A8 (MSQ383), a blue Mazda (CRA336), and a silver hatchback (LFB652). On the right side, there are shops like 'Art orks' and 'PICTURE FRAMERS'. A church tower is visible in the background. The sky is overcast. The text 'Strengthening experience & resources by working closely together to enhance effectiveness' is overlaid in white on the left side of the image.

**Strengthening experience & resources by
working closely together to enhance
effectiveness**

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Opportunities in collaboration

Clear synergies between neighbouring centres
Relationships are developing organically
Centres are building experience and specialities
Strengthening collegiality and resilience



The potential

Influence through representation

Collective impact

Scale supports bigger initiatives

Efficiencies and economies



What can we achieve?

Identifying strengths and needs


Building shared resources

Combined events & activities

Sharing in promotional initiatives

Increased connection





Long-term Plan (LTP) Baz Kaufman



Keynote

"Ingredients for Town Centre success: How to bake the perfect place"

How successful UK towns are embracing change and achieving economic uplift

Graham Soult
Canny Insights



Graham Soult **Canny Insights**

Authority on High Sts' opportunity & evolution

Member of the UK High Street's taskforce

Well-known media commentator

Avid retail and town centre historian

Passionate about indie & artisanal businesses



Keynote

"Ingredients for Town Centre success: How to bake the perfect place"

**How successful UK towns are embracing
change and achieving economic uplift**

Graham Soult - Canny Insights



Keynote

Questions

Graham Soult
Canny Insights



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Adaptability and Agility

Kia ora
We care what you
think about your city.
Jump in and answer some
questions 5 minutes and
you're done!

Take your phone camera or QR code scanner
app to the QR code and scan it to see the
questions and answers. You can also scan the
QR code to see the questions and answers.



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Readiness is everything

Local centres' advantages are fragile

Competition is intensifying

Margins are narrower

Opportunities are less frequent



How can we respond?

Being prepared for a more dynamic commercial environment
Creating more versatile public spaces and activities
Leveraging technology to broaden audience & demand
Increased collaboration to strengthen offer



Embedding adaptability and agility

Connection and awareness

Flexibility in nature and culture

Ready and resourced to respond

Working together to leverage opportunity

Upcoming table sessions

Adaptability & Agility

What are the immediate opportunities we can leverage?

What are future opportunities we can envisage?

How can we help businesses to benefit from opportunities?

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Upcoming table sessions

Collaboration

- What do we need support to help achieve?
- What experience and support can we offer?
- What resources can we share?
- What would success look like?

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Upcoming table sessions

Growth and Resilience

- How will our audiences change?
- How can our centres attract successive audiences?
- How will our businesses change?
- How can we shape our future offer and experience?

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Local Centres Summit Morning break

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Economic Growth and Resilience Anna Calver

**Insert Economic Wellbeing
presentation slides here
for pptx version**

Panel Session

Our facilitator

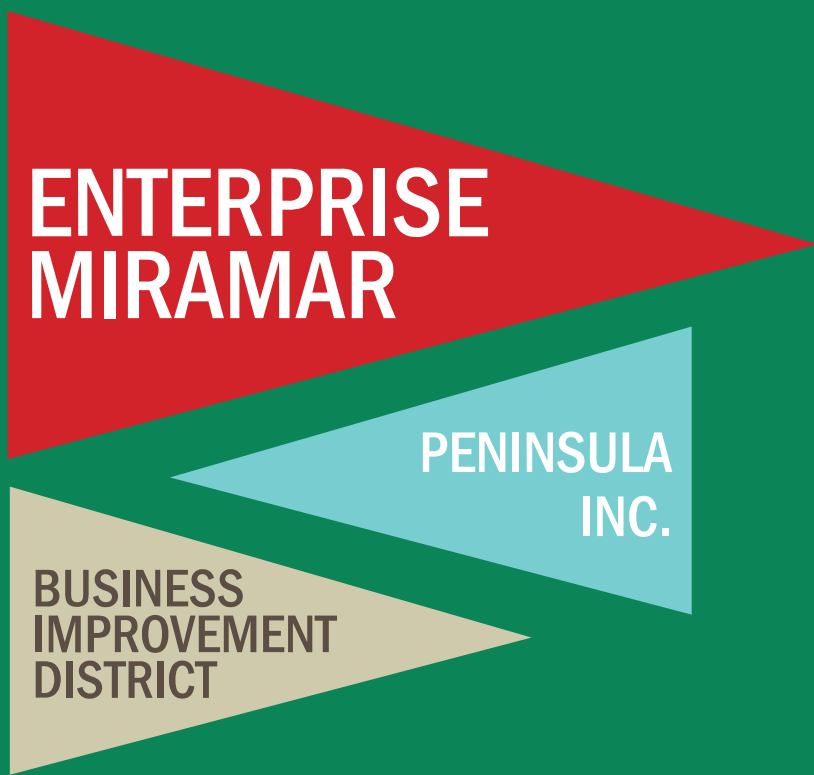
Sean Audian

Strategic Planning Manager

WCC



2040 Vision



JOHNSONVILLE



newtown
BUSINESS COLLECTIVE

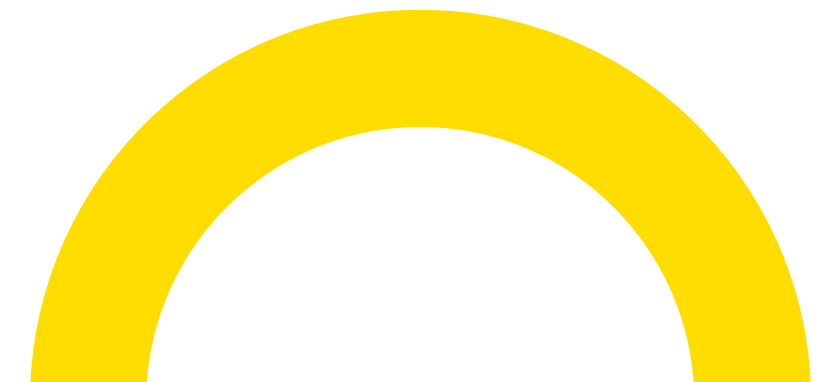
"Being adventurous and courageous with what can be achieved by thinking differently and aiming high"

TABLE SESSIONS

As table groups we're keen to explore the event's three key themes to help steer our Centres' future direction

Collaboration

- **What do we need support to help achieve?**
- **What experience and support can we offer?**
- **What resources can we share?**
- **What would success look like?**



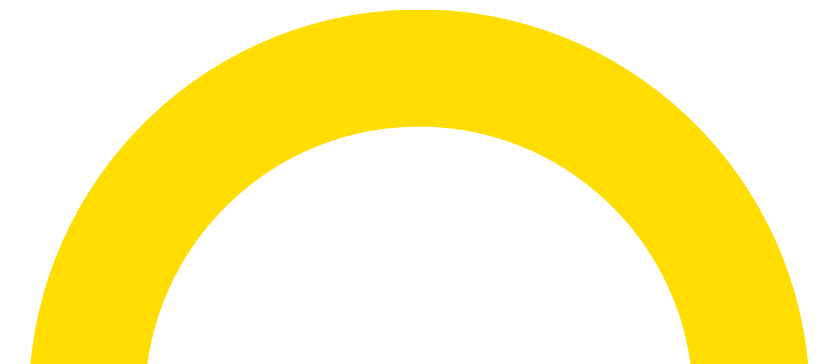
01

collaboration

02

Adaptability

- **What are the immediate opportunities we can leverage?**
- **What are future opportunities we can envisage?**
- **How can we help businesses to benefit from opportunities?**



01

collaboration

02

Adaptability

03

Growth & Resilience

- **How will our audiences change?**
- **How can our centres attract successive audiences?**
- **How will our businesses change?**
- **How can we shape our future offer and experience?**

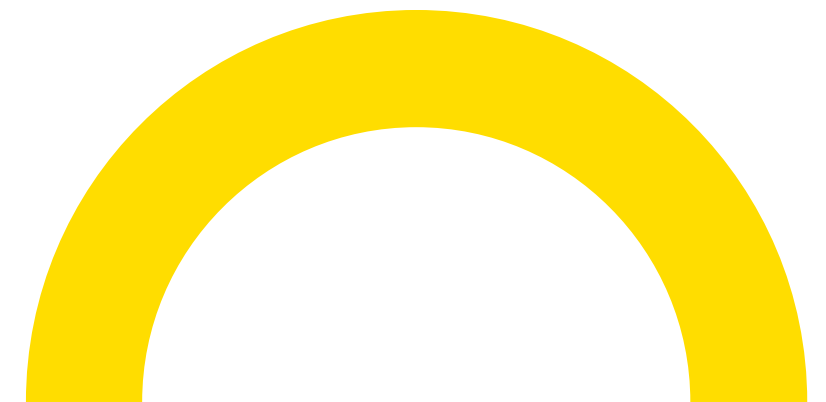




TABLE SUMMARIES

- **What aspects can you support other Local Centres in?**
- **What experience or resources could your Centre seek from others?**
- **What are some of the opportunities your Centre can develop?**
- **How will your Centre's audience change and how best can we plan for this?**

Karakia Whakamutunga

Unuhia, unuhia

Unuhia I te uru tapu nui

Kia wātea, kia māmā, te ngākau

te tinana, te wairua ki te ara takatū

Koia rā e Rongo, whakairia ake ki runga

Kia tina! Tina!

Hui e! Tāiki e!

Draw on draw on

Draw on the supreme sacredness

To clear to free the heart the body
and the spirit of the people

Rongo raise it up high

Draw together affirm

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**Thank
you**