

WellingtonNZ (Wellington Regional Economic Development Agency Ltd)
Report to the Wellington City Council LTP, Finance & Performance Committee
Second Quarter ending 31 December 2023

MISSION Creating a thriving Wellington region for all		
MORE Businesses succeeding & employing more people	MORE Locals & visitors participating in events & experiences	MORE Collaboration & investment across the region
JOBS FOR THE FUTURE	PLACEMAKING	COLLABORATION & ENGAGEMENT
Support businesses to grow, innovate & meet future workforce needs.	Enhance Wellington's reputation as New Zealand's creative heart	Work in partnership to support investment in the region to unlock opportunities

Highlights

JOBS FOR THE FUTURE – support business to grow, innovate and meet future workforce needs

- Through the Regional Business Partner program, our team has directed \$144,038 from the Management Capability fund to support 49 businesses. These interventions operate on a 50/50 funding basis, resulting in a combined management capability investment of \$288,076. Our innovation specialists also delivered impressive results, assisting 70 innovator companies (on an annual target of 120) and generating 230 Callaghan Innovation product referrals, nearly meeting the annual target of 240 by the close of Q2.
- As part of our commitment to meet future workforce needs in the region and outlined in the REDP, we continued our leadership training program, including a CTO workshop and a capital raising workshop in Wairarapa in October. In November, we brought in a SaaS sales expert from Sydney for three events in Wellington, including an all-day workshop for 30 marketers from our burgeoning SaaS sector, with co-funding provided by participating companies.
- Another REDP project, the Screen Accelerator exceeded its target by accommodating 50% more participants, responding to high demand. A series of workshops for screen practitioners at various career stages was conducted. Led by Hollywood Producer Jon Kroll, these workshops aimed to cultivate viable ideas for unscripted content. Notably, nine participants have received follow-up interest from both domestic and international buyers, including four with interest from multiple buyers. Tall Poppy Films Ltd, taking the lead in this initiative, is actively involved in supporting ongoing discussions to secure production deals.
- Screen Wellington is also working toward expanding their in-school film and screening programme to large intermediate schools in the region after a successful pilot programme in South Wellington Intermediate School.
- Summer of Engineering has emerged as a highlight. The 2023 programme was completed with 16 placements across 10 organisations. Of these, four candidates moved from out of the region to Wellington for their roles. There was great engagement from engineering employers and planning for 2024 is well underway. By comparison, demand for tech grads and interns through the Summer of Tech programme overall was down 50% on 2022 numbers, 224 placements were successfully secured but student enrollment had surged to over 3000. Our support to the sector and to education-to-employment initiatives like this is as important as ever.

PLACEMAKING – enhance Wellington's reputation as New Zealand's creative heart

- Honouring our role as a UNESCO Creative City of Film, we successfully secured a panel spot at SWSW Sydney titled "Indigenous Collaboration: Making Films that Heal". This served as an exceptional opportunity to highlight Wellington's commitment to supporting indigenous filmmakers and showcase our local Māoriland Film Festival in Ōtaki. The event garnered publicity through two indigenous radio stations in Australia and a featured print article. Plans are underway for further collaborations.
- Closer to home notable screen sector events unfolded, including the NZ Youth Film Festival in December—a multi-year anchor to Wellington in its inaugural year. Additionally, the Spada Conference made a significant return after a five-year hiatus. The primary goal was to position Wellington as an appealing destination for filming, attract crew members to relocate here, and engage producers contemplating Wellington for their projects.
- The screen attraction programme is achieving notable success as we actively support multiple productions, including Kōkā, I, Object, Wolfman (a significant Blumhouse production scheduled for Lane Studios), The Rule of Jenny Penn, Taonga, and Avatar.
- In the performance space, notable performances included NZ Opera's Morpheus, RNZB's Hansel & Gretel + their 70th Anniversary celebrations, Tim Finn, ABBA's Bjorn again, Ziggy Alberts, Wellington Jazz Festival, Semi Permanent, the sold out Dracula's Cabaret season from Australia, the iconic Kiwi play Ladies Night and more all enjoying strong sales.
- Live In WLG played a key role in launching a diverse array of shows, featuring standout events such as the final Aotearoa NZ Festival of the Arts headline program, performances by Macklemore, pop sensation Tate McRae, Calxico, Mogwai, Grand Designs' Kevin McCloud, Queens of the Stone Age, and UK comedy legends Dawn French & Bill Bailey, among others. These shows were supported by our Live in WLG presales, which have seen continuous growth due to our ongoing brand awareness efforts. Notably, in some instances, our presales have even surpassed those of larger databases such as Live Nation and Ticketmaster. This success underscores the effectiveness of our unique editorial and targeted approaches.
- Tākina's first summer exhibition opened with Marvel: Earth's Mightiest Exhibition, a celebration of 80 years of the Marvel universe, showcasing creativity from page to screen. To enhance awareness and drive ticket sales throughout the 4-month exhibition season, we executed an extensive multichannel marketing and communications plan. The strategy includes a mix of social, radio, out-of-home (OOH), digital, print, influencer collaborations, and cinema promotions. We've also established dedicated PR support and partnered with Wellington Airport, Disney, ANZ, Marvel, Sky Stadium, Armageddon Expo, and Wētā. Citywide activations include the giant Mjolnir (Thor's Hammer) at the Waterfront, the Ngā Tipua Nui Sculpture at the Airport, the Well_ngton Sign, and immersive experiences at Tākina itself.
- The recent announcement of Dr Who 'Worlds of Wonder' resulted in strong media pick up with Stuff, Post, NZ Herald, TVNZ, 3 News, RNZ — 1000+ sign-ups for ticket alerts for the BBC show that will be at Tākina in June 2024. Social media lit up about it signalling a strong audience base to engage in coming months.
- WOW had another successful season, with overall attendance of 59,547 with 63% of the audience coming from outside of the Wellington region, and the event achieved a Net Promoter Score (NPS) of 84. We ran a dedicated marketing campaign, including WOW in our destination marketing efforts, pushed national and international PR, hosted famils here and in Aus. City activation included city dressing, lighting a number of key buildings. The WOW sign made its return on the Waterfront in partnership with Resene. BEYOND in Wellington was part of the city activation programme where retailers offered something unique to their customers during the time of WOW receiving assets and inclusions in a digital map of participating stores; while Share & Win city activation map was again rolled out for the i-Site, hoteliers and city ambassadors, with a vast OOH campaign on print posters throughout Wellington City. Our campaigns collectively delivered over

2,200,000 impressions across these campaigns. WellingtonNZ hosted 3 separate famils that also attended WOW as part of the itineraries.

- The Wellington Jazz Festival was successfully delivered with a programme in the MFC and across various venues in the City. We provided generous support across WellingtonNZ channels, including multiple event articles about headliners, and seasonal guide inclusions, delivering over \$16,000 of social media VIK with a total reach of over 136,000. We also activated promotion across Venues Wellington and City Council digital screens, leveraged partner publications with Kia Ora and the Interislander magazine, contributing to the total tickets sold of 10,900.
- It has been a busy period for tourism trade events team with WellingtonNZ representing the Wellington & Wairarapa Marketing Alliance at Tourism New Zealand's Kiwilink Southeast Asia Roadshow, KiwiLink North America and Europe events and more recently KiwiLink China, educating and training frontline agents on Wellington. The North American market is the star international performer with greatly enhanced air connectivity to New Zealand.
- The 2023/24 cruise season is underway with the largest ship, Ovation of the Seas, arriving 31 October. Due to the extensive city-works programme, the single-shuttle location is Lower Lambton Quay outside Old Government Buildings. CentrePort has invested in new shelter and an information container at port to provide better passenger facilities and last season's bus shortages have been addressed over the winter. After a difficult season last year, cruise ground handlers report that Wellington is operating well and they are more concerned with challenges in Lyttleton and Dunedin.
- The initial results from our remarketing campaign with Qantas are positive. Running from 1 Jun – 30 Nov, the campaign's objective is to drive sales and conversion. Overall, it is performing well so far, particularly with the constraints on the Tasman, with 177 direct bookings and 3,344 indirect bookings (saw one of our ads and booked within 30 days).
- Trail's spring digital promotion targeting the Wellington region has garnered positive engagement and results. Since launching on 20th October, our campaign has reached 137k+ people and resulted in 13.6k landing page views. Work continues with the Digital team to increase trails content on WellingtonNZ.com, and a photography project is underway to capture hero photography with talent on approximately 12 different trails during summer months.

COLLABORATION AND ENGAGEMENT – work in partnership to support investment in the region to unlock opportunities

- With the support of CHQ, WEDS hosted the first regional events under the Wellington Tech Sector Acceleration Strategy. These included a Capital Raising Workshop, and a Sales & Marketing Accelerator breakfast. Each event was well attended, with demand established for further events in the Wairarapa. Other workshops included the first AgriTourism workshop delivered in Wairarapa by Inside NZ, Lincoln University and Destination Wairarapa and funded by WEDS. This was focused on exploring land and income diversification options in the primary sector.
- As part of the regional economic development plan we held a community talanoa (conversation) in Porirua which has informed the direction of the Pasifika business enablement initiatives. We have since made new connections within Pasifika Business Trust, Ringa Hora and Wellington Pasifika Business Network who have agreed to collaborate with us on delivering these initiatives.
- In collaboration with Hutt City Council we have supported Pro-Dev to finalise a business case and proposal to build further support, collaboration and funding for the STEM product commercialisation innovation space initiative and programmes.
- Over 2023, we've built a newsletter database of 1500 Wellingtonians who want to follow our tech sector development work and attend learning events. As well as our news, and useful stories about tactics Wellington companies are using to grow, the newsletter lists all tech sector related events and the highlights the best available jobs from companies we support. We put out one newsletter each month and it has become a well-read hub of Wellington tech.
- In conjunction with Kiwi SaaS and five Wellington tech companies we facilitated a tech sector event at Dockside in December with around 400 people attending. These events are important for us to create community in the tech sector, make Wellington feel like a vibrant place to work and help companies retain talent.
- We currently have three businesses in our scale-up programme; Virtue, Litmaps and NextWork. In November, we helped NextWork to secure \$2M in funding from Sydney and Auckland VC funds. They are now scaling their team in Porirua and looking to market to global customers.

Performance Measures (KPIs) in the SOI 2023/2024

WellingtonNZ is delivering direct value / ROI on our shareholder investment

KPI: Direct Economic Impact of WellingtonNZ's activities and interventions

Full Year Target 23/24	Q4	Q3	Q2	Q1
\$150m			\$100.5m ¹	

WellingtonNZ is shaping and amplifying the regional destination/brand story

KPI: Equivalent Advertising Value (EAV) from media activity

Full Year Target 23/24	Q4	Q3	Q2	Q1
\$30m			\$22.19m	

KPI: Value of Expenditure generated by events

Full Year Target 23/24	Q4	Q3	Q2	Q1
\$110m			\$52.9m ²	

KPI: The number of Wellington Region Residents that attend events

Full Year Target 23/24	Q4	Q3	Q2	Q1
550,000			236,108 ³	

WellingtonNZ is supporting businesses to upskill and grow

KPI: Number of different business engagements in WellingtonNZ Programmes

Full Year Target 23/24	Q4	Q3	Q2	Q1
2,300			852 ⁴	

KPI: Number of Māori Businesses and Projects supported across WNZ.

Full Year Target 23/24	Q4	Q3	Q2	Q1
Establish a baseline			108	

¹ Major Events data included in this result omits two events which took place in Q2 due to a reporting lag

² Major Events data included in this result omits two events which took place in Q2 due to a reporting lag

³ Major Events data included in this result omits two events which took place in Q2 due to a reporting lag

⁴ There are a few annually collected measures which are not reflected in quarterly reporting.

KPI: Number of different Pasifika Businesses and Projects supported across WNZ.

Full Year Target 23/24	Q4	Q3	Q2	Q1
Establish a baseline			2 ⁵	

Internal – Financial Health

KPI: Budget on track – income, expenditure, and surplus/(deficit)

Full Year Target 23/24	Q4	Q3	Q2	Q1
To budget			To budget	

KPI: % of revenue from non-council funding and commercial activity (WellingtonNZ group)

Full Year Target 23/24	Q4	Q3	Q2	Q1
34%			27.80%	

Internal – Employee Health

KPI: Employee Engagement

Full Year Target 23/24	Q4	Q3	Q2	Q1
78%			NA ⁶	NA

Internal – Stakeholder Relation Health

KPI: Stakeholder Satisfaction

Full Year Target 23/24	Q4	Q3	Q2	Q1
90%			NA ⁷	NA

⁵ This captures projects (including support for multiple businesses) rather than businesses at this stage

⁶ Measured annually in February of each year.

⁷ The satisfaction measures will be reported annually in Q4 of each year

KPI: Māori Business Satisfaction

Full Year Target 23/24	Q4	Q3	Q2	Q1
Establish a baseline			NA ⁸	NA

KPI: Pasifika Business Satisfaction

Full Year Target 23/24	Q4	Q3	Q2	Q1
Establish a baseline			NA ⁹	NA

⁸ The satisfaction measures will be reported annually in Q4 of each year

⁹ The satisfaction measures will be reported annually in Q4 of each year

Q2 2023/24 Financial Summary*

Wellington Regional Economic Development Agency Ltd (t/a WellingtonNZ)

STATEMENT OF FINANCIAL PERFORMANCE	YTD Actual 31-Dec-23	YTD Budget 31-Dec-23	FY Budget 30-Jun-24	FY SOI 30-Jun-24
Revenue				
Revenue from Shareholders	13,236,847	15,136,371	25,132,194	24,849,995
Other income	4,414,355	6,096,513	9,342,190	9,493,648
Total Revenue	17,651,203	21,232,884	34,474,384	34,343,643
Expenditure				
Personnel Costs	7,900,023	8,209,572	16,186,618	16,037,200
Investments in Projects and Events	6,084,192	6,961,429	16,065,161	15,623,602
Other Expenditure	1,402,445	1,308,060	2,722,174	3,182,841
Total Expenditure	15,386,661	16,479,060	34,973,953	34,843,643
Net Surplus/(Deficit)	2,264,542	4,753,823	(499,569)	(500,000)

Note that budget figures are slightly different from SOI figures due to budgets being finalised after SOI deadlines.

- Shareholder revenue is under budget due to timing of Major Event expenditure, income in advance is released to match expenditure when it is incurred. Additionally budgeted timing was earlier than is now anticipated. This is also reflected in Investments in projects and events.
- Other revenue is lower due to some pipelined revenue, including at CreativeHQ, being delayed.
- Personnel costs are lower than anticipated due to timing of roles being filled and a lower turnover rate than budgeted. Some additional costs are being recouped from WCC under secondment agreements for staff currently on secondment to WCC. Active plans are in place to ensure that personnel costs remain within budget and any additional personnel revenue are recouped.
- WellingtonNZ matches its financial expenditure on programmes with revenue earned. Although our bottom line is running lower than budget, this is timing only between revenue earned and expenditure incurred and there are no current concerns about WellingtonNZ not being able to meet its financial targets.

STATEMENT OF FINANCIAL POSITION	Actual 31-Dec-23	Actual 30-Sep-23	Actual 30-Jun-23	SOI 30-Jun-24
Assets				
Current Assets	11,954,742	12,266,764	13,004,541	7,400,000
Investments	1,687,471	1,695,904	1,695,904	1,900,000
Other Non-Current Assets	1,001,663	1,031,373	1,393,280	100,000
Total Assets	14,643,877	14,994,042	16,093,725	9,400,000
Current Liabilities	9,207,655	10,769,574	12,872,755	7,000,000
Net Assets	5,436,222	4,224,468	3,220,970	2,400,000

- Current Assets lower than June due to lower cash reserves held by CreativeHQ.
- Accounts Payable lower than 30 June due to 30 June containing invoices for FIFA activation.
- Revenue in advance is lower than 30 June due to the utilisation of funding for FIFA activities during July to September
- The organisation has sufficient funds to meet all liabilities as they fall due. There are no issues with debt control.

Challenges – Summary of the key quarter challenges

- Our Business Transition Manager will continue to support businesses through city infrastructure works. The uncertainty around the calendar of progressing works remains the largest consternation for businesses.
- A further ESC Key LGOIMA was received in the period, from The Spinoff, requesting further information around the pitch process and other ideas considered. Some of this information was withheld for commercial sensitivity reasons.
- A Tax Payers' Union LGOIMA was received for the Advent Calendar around resourcing which was responded to in full.

Coming Up – priority on delivering key programmes in WCC's Economic Wellbeing Plan, Destination Poneke Plans and The Regional Economic Development Plan

- Major Events welcomes the Foo Fighters concert in January, NZ vs Australia T20 & Test Cricket in Feb/March, Aotearoa NZ Festival of the Arts in Feb/March and Homegrown in March, delivering on the Summer Sorted campaign. Our Performance events team has been busy working on the future calendar, with TSB Arena shows confirmed for The National (Feb), Queens of the Stone Age (March), Macklemore (May) and Tate McRae (Nov).
- With our rautaki brand completed via Oho we are working alongside Extended Whānau on the refreshed visual identity for WellingtonNZ. This suite of designs and brand guidelines will shape the way we present in the world ongoing, across media channels and our lines of business set to be completed early 2024. We are finalising our preferred agency partner to deliver a new brand platform. Set to launch in April 2024 with a dedicated visitation campaign, we will exploit this brand platform to drive communications across the business, tailored to key audiences, messages, and channels.
- Two initiatives put forward by the Wairarapa Skills Leadership Group have secured WEDS funding and will be progressing to implementation: the Digital Fluency initiative is led by WaiTech Trust and will seek to grow young people to be more digitally literate; whilst the Ūmanga Tūmatarau Careers Event is led by REAP and will contribute to building resilience to grow capable people.
- Project planning has ramped up with two contract roles in the final stages of recruitment to support the team on TRENZ 2024, New Zealand's most important event of the year on the national tourism calendar. TRENZ Seller registrations are complete and Wellington will have a record number of 20 Sellers with several attending for the first time, including Wellington Zoo, Xplor Tours, Zozo, Capital Personalised Tours, Nga Manu, East By West Ferries and a return by Te Wharewaka o Poneke. WellingtonNZ will put an extensive education and support programme around those new Sellers to make maximise their TRENZ investment.
- A strong forward calendar of marketing activity for the Marvel Exhibition is in play including collaborations with Disney and Weta FX. Various opportunities for earned media with merch auctions, Women of Marvel, Te Reo comics and several famils scheduled for sponsored content. The winter 2024 exhibition for Tākina has been contracted and annouced and the 2024/25 summer exhibition is in the final stages of contracting.
- A New Zealand – Canada Co-production summit to be held in Wellington March 17th – 20th – thirty producers from Canada will meet with NZ producers to discuss co-production and collaboration opportunities – hosted by NZ Film Commission, Women in Film and Television (WIFT) and Canadian Broadcasting Company, Screen Wellington/WNZ and Canadian Embassy the three day summit will involve an event hosted at Park Road Post and attended by diplomats, politicians and leaders in the sector.

WellingtonNZ

- Animation, VFX and Gaming showreel – continuing development of the showreel to promote the significant screen businesses in creative tech – major gaming, animation companies have contributed including Weta Workshop, Pik Pok and Floating Rock Studios.
- 'Annecy Pop-Up' Film Festival March 18/19th at the Roxy for the first time outside of Annecy France this famed animation film festival will have a small 'pop-up' festival in Wellington, supported by the French Embassy, NZFC and Screen Wellington as a UNESCO City of Film this family-friendly cross-cultural event will also highlight the amazing animation community and animation/creative tech study opportunities in Wellington city.