

Wellington Regional Economic Development Plan

WORKSHOP SUMMARY
6 DECEMBER 2021



WellingtonNZ

Purpose & Context



Purpose

The purpose of this report is to summarise the Regional Economic Development Planning (REDP) workshop held on 6 December 2021 with Wellington regional leaders from businesses, iwi, central and local government.

Context

The Wellington region needs a regional economic development plan to guide the long-term direction and focus implementation activities over the next five to 10 years.

The Wellington Regional Leadership Committee, made up of mayors and iwi leaders, is committed to working together to help the region set direction, prioritise, fund and help enable high impact economic initiatives.

The workshop was an opportunity to hear from a broad range of stakeholders about economic development, opportunities, barriers and initiatives to shape the REDP. There is particular focus on creating jobs and improving the quality of life for people in the region.

Summary of the workshop

The summary of the workshop below should be read in conjunction with the illustrations that captured the essence of the event (see appendix).

QUESTION

01

"What's on top" thoughts about regional economic development?

Key sectors

- Tech
- Film and Screen
- Tourism
- Creative/arts
- Food and beverage
- Primary production

Key enablers

Skills

- Investing in our people, better training and people support
- Building capability for Iwi
- Workforce development

Funding

- Access to capital
- How to unlock central govt support.

Other

- Housing affordability.
- Infrastructure/roads
- Water
- Connectivity

General themes

- Job Creation & wellbeing
- Social, environment, and cultural outcomes
- Outcomes/actions (Make a difference), just make it happen we want to see action, time for initiatives to deliver on opportunities
- International export opportunities
- Regional & Regional local, complementary vs competition
- Niche (pick one thing and do it well)
- Diversity of the region as a strength
- Start-ups/incubation/supporting businesses
- Relationships/connections/collaboration
- Adding value/ high value
- Think of the region in "time not distance"

Summary of the workshop

QUESTIONS

02

What are the key opportunities in the next 10 years to create jobs and improve the quality of life for our residents?

The responses covered a range of themes as listed below

Opportunities

➤ Education

- Utilise education as an enabler for people to achieve their economic potential and enhance their wellbeing.
- Consider new ways to deliver education so it better meets the needs of the wider community.
- Support on-the-job qualifications to “grow our own people”.
- Ensure supported jobs matches demand in sectors such as infrastructure and construction and the STEM sectors (science, technology, engineering and mathematics).
- Advocate for more highly skilled talent to the region.

➤ Tech Sector

- Develop and support value-added opportunities from high-growth tech ventures such as gaming
- Aim to be a smart region with high value and low emissions outputs in gaming, film and digital

➤ Food production/manufacturing

- Explore innovative plant-based food manufacturing and food nutrition
- Explore opportunities to maximise the whole supply chain from grower to consumer with food technology and regenerative food in mind

➤ Māori economy

- Enable iwi enterprises to flourish with a greater focus on the Māori economy, its value proposition and the greater involvement of iwi to provide new and enhanced opportunities.

➤ Hubs

- Bring people together through “centres of excellence” for different sectors.
- Explore sub-regional hubs
- Coordinated connections through shared information brokerage housed in the hubs.

➤ Other opportunities

- Regenerative domestic tourism.
- The rise of transport on demand.
- Councils working together in a more formalised way to overcome the challenges of place and resource at a regional level.

Summary of the workshop

QUESTIONS

02

What are the barriers to success and how can we overcome them?

The responses covered a range of themes as listed below

Barriers

> Funding

- Access to or the lack of available funding – from seed capital through to R&D funding, to a general lack of capital investment.

> Skills and education

Competing in a tight labour market

- Workforce skills not aligned with business needs.
- Employers recruiting qualified talent but not investing in the development of their own talent.

> Infrastructure

- Lack of housing stock.
- Housing affordability.
- Access to transport, particularly public transport in more rural areas.

> Structural barriers

- The Resource Management Act
- Local government's organisational structure and whether this supported parochialism and patch protection.
- Regional geographical barriers.
- Physical issues on coastal settlements and hillsides.
- New Zealand's challenging place in the global supply chain both for products and people.

> Other barriers

- The need to ensure digital delivery and access to meet everyone's needs.
- The region not taking enough calculated risk or having a sharp focus.



Summary of the workshop

QUESTIONS

03

What are the tangible initiatives that could have regional or sub-regional benefits? Which areas need a combined effort and coordinated investment? Are there quick wins that would make a difference?

Initiatives

Participants were asked for key initiatives or actions that could be delivered. This was perhaps the most challenging aspect for many. The results are listed in bullet points below.

> Screen, Digital, Gaming

- Venture studios bring together capability funding and support. AI or gaming for example.
- Creative Tech & Screen Hub – physical space, educational opportunities.
- Infrastructure Digital connectivity. A regional stocktake of capacity, regional digital strategy.
- Screen Centre of Excellence - Link the hubs with CG, Immigration, academia, end-to-end storytelling, leadership, shop front, and commercial opportunity in itself.

> Science, Engineering and High-Value Manufacturing

- Mobilise and upscale funding for Māori/Pasifika/Female STEM in school via tertiary programmes supported by industry.
- Co-development space (Science, Tech, Advanced Manufacturing, Food) space to grow and connect.

> Visitor Sector, Arts and Hospitality

- Events Calendar backed up by action – wrap-around experience (Tickets, accommodation, travel, etc).
- Tourism digital/ virtual tourism to showcase the whole region.
- Establish a region-wide arts organisation – linking artists/businesses/infrastructure.
- Tourism & Hospitality Hub – high-value sustainable tourism.
- 5 Towns Trail.
- Iwi led tourism.

Summary of the workshop

> Primary Sector

- A Regional Food Hub – horticulture/agriculture manufacturing, WOAP investment, co-learning and support.
- Food & Fibre “Hub” – respond to climate resilience, land use, centre of excellence, links to education, supply chain and value chain.
- Sustainable Foods in Kāpiti.
- Water storage in Wairarapa.

> Māori Development

- Indigenous plant & food story.
- Kura Model- project based learning rather than subject based.

> Skills, Talent and Education

- “Pathways in built environment” support training institutions to train and raise profile for careers in construction and infrastructure
- Expose school children to role models both in their local communities/whanau and from different sectors and industries.
- Create employment advisors within libraries “Work Hubs”

> Other

- Change the way R&D is funded, greater scale more dynamic. Help fill the gap between companies with 5 people and those with 700.
- Bring businesses here. Regional wide view on land use and opportunities, compete with Auckland.
- East – West Transport.
- Affordable Housing Solutions (common theme).
- Take the learnings from Covid and enable everyone to work from everywhere by delivering 100% digital connectivity.
- Absolutely go for Carbon neutral city/region.

> Awareness, Connections, and Communications

- Setting up “Innovation Hubs” to develop short to medium term solutions.
- Wrap-around services for start-ups
- Networking Hubs across a range of issues.
- Business opportunity incubators – supporting business opportunities that have identified a unique niche and connect with support and opportunities.
- Tell the country the Wellington story. BE the destination of choice, not just for weekends but forever.
- Identify Niche hubs and develop these.
- Refocus CreativeHQ.
- Business Opportunities Incubators.
- Get all the agencies together for whom the Gracefield campus is the opportunity and turbocharge a plan with government that makes it a powerhouse of innovation, research, commercialisation – Callaghan, CRI’s Universities, private research companies, etc.
- Agree on our identity.



One response encapsulated a whole range of issues and is reproduced in full as more of a whole of system response.

We spent quite a bit of time talking about how Wellington City is draining the districts of workforce, and in the case of Māori, the drain of central government of our Māori speakers and tutors in the districts.

This led to a discussion on the importance of building the districts in their own rights with Wellington City being the central hub that regionally supports the districts. We talked about promoting the successes in each region and building clusters around them.

We illustrated this notion with the following diagram and felt it should be nationally enabled by MBIE, MSD, MOE, TEC, MFE, a whole of government approach.



Wrap up

Participants summarised the key messages from their discussions in five words. Common themes emerged and are summarised into the word cloud below. The more times the theme was mentioned, the bigger the word in the cloud.



Appendix



WELLINGTON

REGIONAL ECONOMIC DEVELOPMENT PLAN

2022 - 32

REGIONAL PLANNING
WORKSHOP 6-12-2021

UNIQUE CULTURE
INFORMED INSPIRED
DIVERSE, ECO FOCUSED

RANGATAHI
PEOPLE, AMBITIOUS
HAPPY + PROUD

MAKING IT HAPPEN
CONNECTIVITY
CULTURE OF CREATIVITY AND BRAVE ORIGINALITY



WESTERN GROWTH CORRIDOR
TAWA TO LEVIN

EASTERN GROWTH CORRIDOR
HUTT TO MASTERTON



WELLINGTON

REGIONAL ECONOMIC DEVELOPMENT PLAN

DRAWING ON Local Strengths.
AND REGIONAL



GRANT ROBERTSON
THE MĀORI ECONOMY

GREEN PRINT



WHAT'S WELLINGTON'S ROLE IN REACHING THIS GOAL?

WE DON'T WANT TO SELL OUR GRANDCHILDREN SHORT.

28% OF MĀORI IN THE REGION own their own home.

MĀORI BUSINESS IS THRIVING.

UPPER HUTT ELM INDUSTRY

LET'S NOT RATTLE THE WHEEL, LET'S ADD TO THE WHEEL.

KAPITI COAST AND FOOD

WAIKARARAPA PRODUCTION TECH

LOWER HUTT RESEARCH AND DEVELOPMENT

JOHN ALLEN

PURPOSE OF REGIONAL GROWTH FRAMEWORK

DISPARITY IS A REAL + HUGE PROBLEM FOR MĀORI

THINK ACTION

THINK REGIONALLY

ENABLE GROWTH IN MIND

ENCOURAGE HEALTHY URBAN FORM

CREATE EMPLOYMENT OPPORTUNITIES

INCREASE HOUSING SUPPLY

MULTI-MODAL TRANSPORT

BUILD CLIMATE CHANGE RESISTANCE

DAPHNE LUKE

WHAT IS WELLINGTON DOING TO MAKE THE MOST OF THIS POTENTIAL?



ROTAHITANGA

WE HAVE A GROWING YOUNG MĀORI POPULATION

WAIKARARAPA AND EACH AREA NEEDS TO ARTICULATE THE VISION FOR ITS COMMUNITIES

EACH REGION HAS DIFFERENT STRENGTHS AND WEAKNESSES, BUT ALL ARE ESSENTIAL TO HELP WELLINGTON ACHIEVE ITS GOALS

ONLY MĀORI CAN DETERMINE WHAT THEIR PROSPEROUS FUTURE LOOKS LIKE



Having a FOOT in both worlds

THE CAPITALIST ECONOMY

THE MĀORI ECONOMY

DECLINE...

HOME OWNERSHIP IS ON THE

HAVE NO QUALIFICATIONS WORKFORCE



TRACEY MARTIN

THINK ACTION

THINK REGIONALLY

ENABLE GROWTH IN MIND

ENCOURAGE HEALTHY URBAN FORM

CREATE EMPLOYMENT OPPORTUNITIES

INCREASE HOUSING SUPPLY

MULTI-MODAL TRANSPORT

BUILD CLIMATE CHANGE RESISTANCE

WELLINGTON

REGIONAL ECONOMIC DEVELOPMENT PLAN

Key Opportunities

EDUCATION: Skills that Match Sector Needs

UNLOCKING SPACES TO GROW

FUTURE WORK
FOCUSED PATHWAYS FOR *Strangford*. SUPPORT FOR TEACHERS TO LEAD THIS *Creating* AWARENESS FOR YOUNG PEOPLE

DIGITAL CONNECTIVITY
VIRTUAL CAMPUS

FAMOUS MANUFACTURING
FOR FIRE TRUCK

THE HUTT: MANUFACTURING OPPORTUNITIES.

COLLABORATION BETWEEN SECTORS

WE CAN TRIAL + EXPORT NEW MODELS → NATIONALLY + INTERNATIONALLY

Wellington IS A PETRI DISH

TAKE OPPORTUNITIES THAT EXIST

LET'S CREATE AN EXPERIENCE INCLUSIVE

AND SPREAD THEM ACROSS THE WHOLE REGION

Barriers to Success

HOUSE PRICES

FRAGMENTATION

ACCESS TO CAPITAL / FUNDING

ACCESS TO PHYSICAL SPACES

AWARENESS: THERE'S A LOT THAT PEOPLE DON'T KNOW ABOUT IN OUR BACKYARD.

WELLINGTON

REGIONAL ECONOMIC DEVELOPMENT PLAN

Solutions
Focused
IDEAS

COORDINATED
INVESTMENT
WITH ROOM FOR
FAILURE

QUICK DECISION MAKING



THAT'S
MY
FUTURE



LESS
EMISSIONS
ECONOMY



HELPING
YOUNG PEOPLE
TO SEE OPPORTUNITIES

CONNECT
WITH THE
WORLD
SHARE



CONNECT
TO
WELLINGTON
REGION IS
IMPORTANT



COLLABORATION
BETWEEN
INDUSTRIES IS
ESSENTIAL

LISTEN
TRANSFORM
CONNECT
ACROSS ALL
INDUSTRIES

CONNECT +
GROW COLLAB, IDEAS
COMBINED STRENGTH

FOR BUSINESS
tinder
HELPING TO
CONNECT UP



RECOGNISING
SUB REGIONAL
STRENGTH



WORK CAN BE FUN
CREATE OPEN FUN
WORK SPACES FOR YOUNG PEOPLE

WRAP
AROUND
SUPPORT

