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Paul Mersi  
Chairperson  
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Dear Paul

Thank you for providing the Wellington Regional Strategy (WRS) Committee with Grow Wellington's Draft Statement of Intent 2012/2013. The Committee has considered Grow Wellington's Draft Statement of Intent 2012/2013.

There is a refresh of the WRS currently underway, and the Committee is aware that when this refresh is completed, it is likely that the SOI will need to be revised. The Committee notes that this is acknowledged in the draft SOI, and looks forward to working with the Board of Grow Wellington during the refresh of the WRS.

The Committee has the following feedback on the draft SOI:

- When outlining the 'Operational Direction', it would be useful to add another new direction around flexibility. Suggested wording could be "Be flexible in our approach to the ever changing market forces and be flexible in adapting to the new WRS strategy".
- Business Attraction is a particularly important focus area. The draft SOI does not appear to reflect attracting businesses that are missing in a supply chain and/or could for instance provide more "mass" in a sector. The Committee will continue to work with the Board as this focus area is clarified regarding roles. This is a matter that will need to be reflected in the amended SOI when the refresh of the WRS is completed. In the meantime, Grow Wellington may wish to consider proceeding slowly with this focus area while relative roles are defined.
- In many cases the measurements and long term targets are not always clear. For example, where the draft SOI refers to a Science Park, it is not clear what the desired



outcome is or what the long term target will include. This will in part depend on what Grow Wellington's role is in this area.

- It would be useful to see more detail about the budget allocated for each area of activity, and the prioritisation of money. For example, there appears to be a lot of funding reserved for innovation and not so much for business attraction (a major focus area).

Thank you again for providing the Committee with the Draft Statement of Intent 2012/2013.

Yours sincerely

**Sir John Anderson**  
**Chair, Wellington Regional Strategy Committee**

Draft

