

Tēnā koutou katoa ,

I'm pleased to present the Wellington Regional Economic Development Agency Ltd (WellingtonNZ) Annual Report for the 2018/2019 Financial Year, on behalf of the WellingtonNZ Board.

Our region is wonderful: we are diverse, we are culturally rich, our natural environment is awesome. We are blessed with a wide range of sectors, industries, and learning institutions. Our region is a brilliant place to live, work, visit and play.

At WellingtonNZ it's our job, in many different ways, and through a very wide range of partnerships, to contribute to this vibrancy, and to tell our region's stories far and wide. Our role, put simply, is to make the Wellington region wildly famous. Preparing this Annual Report has been a good time to reflect on the contribution our organisation has made in the past year as we pursue this mission.

If you're reading this letter - thank you, hello! - please read on, and you'll see in this report some of the highlights from the past year. They include new initiatives, like working with tourism partners to establish 'Team Wellington', aiming to attract more independent Chinese visitors to the region; developing our world first Virtual Reality experience *Welltown*; supporting the unique, immersive *Second Unit* film set theatre experience; and through CreativeHQ establishing Wellington as a centre of GovTech expertise. The achievements noted in this report reflect the wide scope of our activities, across the whole region, stretching to Otaki in the North West and Masterton to the North East.

Behind the scenes, this has been a year of change for WellingtonNZ, as we become more purposeful in identifying and focusing on initiatives that will contribute most powerfully to our mission of making the Wellington region wildly famous. We have made some changes to the way our

organisation is structured, to the focus of the work we do, and to the way we think and talk about ourselves, our work and our contribution to the region.

Change can be pretty challenging, and I want to thank the WellingtonNZ team for the way they've identified and implemented the changes needed, while continuing to promote our region. As a Board we encourage the team to be bold in achieving our goals, and we're excited about the opportunities that lie ahead for our organisation and our region.

This year we marked the retirement from WellingtonNZ of Peter Biggs, the inaugural Chair who led WREDA through its formation phase and positioned it for the role it's now playing. On behalf of my Board colleagues, I thank Peter for his commitment, contribution and leadership over four years.

My final thanks are to all the people throughout the region, who we work with and alongside. What is evident when you read this report is how much of WellingtonNZ's work is in collaboration with partners. Your support through our year of change, and in all the work we do, is incredible. We're grateful to be able to work with you to make the Wellington region wildly famous.

Ngā mihi nui,



Tracey Bridges
Chair, WellingtonNZ