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Murray McCaw
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Dear Murray

The Wellington Regional Strategy Committee has considered Grow Wellington's Draft Statement of Intent 2011/12. The Committee was pleased that it received the document early, which gave us and our advisers time to fully consider it.

The Committee identified several areas where they felt that the clarity of the document could be improved with a more structured approach to the development of activities, measures and outcomes. The Committee notes that the region's Chief Executives have forwarded detailed comments to Grow Wellington for the Board's consideration. The Committee supports these comments.

Overall, the Committee has the following feedback on the document:

- In some areas it is difficult to see the link between the inputs, outputs and outcomes.
- In many instances, the measures are output-focussed rather than outcome-focussed and, as a result, it is difficult to see the overall value of the activities and the contribution they make to the company's objectives. This is particularly important for activities where there has been a large amount of work and investment.
- It would be useful to be able to see the budget allocated for each area of activity and, where appropriate, to identify the level of external revenue allocated to those areas.
- Several areas of the Statement of Intent refer to the generation of more plans. In addition to the activity of developing these plans, it would be useful for the statement to link the development of plans to desired outcomes.
- It is difficult to see continuity and focus of activities from year to year in several areas of the Statement of Intent. Where there is a fundamental change in direction from last year's Statement of Intent, it would be helpful if this was clearly articulated, with reasons.

- In some instances it is difficult to determine the exact nature of Grow Wellington's role, particularly where the activity is 'to assist' with projects that are being driven by other organisations.
- The Statement of Intent does not appear to indicate any programme of work with regard to identifying and analysing future economic trends in the region. It is important that Grow Wellington, as the region's economic development agency, is able to provide and respond to robust information and analysis on future challenges and opportunities, to inform their own project work and that of their regional partners.
- It would be useful to have more information about Creative HQ in this combined Statement of Intent. In particular, no details are provided on the revenue and expenditure of Creative HQ.

The Committee also wished me to provide feedback to the Board that it is their expectation that future Statements of Intent provide more clarity around the activities, measures and outcomes.

Thank you again for providing the Committee with the Draft Statement of Intent 2011/12.

Yours sincerely

Sir John Anderson
Chair, Wellington Regional Strategy Committee