

COVER SHEET

2.22 Programme Manager – Wairarapa Economic Development Strategy PGF Application		For: Approve	
Tier:	1 - Regional	Sector:	Regional Projects
Background & context:		Recommendation:	
<p>Applicant Organisation:</p> <ul style="list-style-type: none"> Masterton District Council (MDC) <p>Location:</p> <ul style="list-style-type: none"> Based in Masterton, but serving the whole of the Wairarapa <p>Proposal:</p> <ul style="list-style-type: none"> To engage a Programme Manager to manage the implementation of the Wairarapa Economic Development Strategy and Action Plan. <p>Funding Sought:</p> <ul style="list-style-type: none"> Total project value: \$Comm over 2 years PGF Funding: \$200,000 over 2 years <p>Background:</p> <p>The Wairarapa Region has recently launched its Strategy and Action Plan.</p> <p>The governance and implementation structure for the Strategy and Action Plan has identified a new position to be created – a Programme Manager; who will be based primarily in the Wairarapa and responsible for strategy and policy matters, engaging with stakeholders and shaping and prioritising projects for implementation. The Programme Manager will also play a key role in working with the PDU – building a strong relationship and ensuring Wairarapa projects achieve the objectives of the PGF, are co-ordinated and deliver value for money.</p> <p>Key activities for the Programme Manager are included in the attached Job Description.</p>		<p>We recommend that the SROs:</p> <p>a) Note that the project has been assessed by the PDU, and PGF funding criteria categories including economic benefit, additionality, regional stakeholder support and management and governance are evidenced.</p> <p>b) Note that this proposal is partly funded by the region, with the region proposing to fully fund the position at the end of this <small>Commercial Information</small> project.</p> <p>c) Note that while the applicant is the Masterton District Council, the three local councils have proposed the Programme Manager be employed by the Wellington Regional Economic Development Agency.</p> <p>d) Approve \$200,000 from the PGF to be allocated towards the Programme Manager for the Wairarapa Economic Development Strategy on the condition that:</p> <ul style="list-style-type: none"> The Programme Manager is focused solely on the Wairarapa area and is predominantly based in the Wairarapa. 	

While the applicant is the Masterton District Council, the three local councils have proposed the Programme Manager be employed by Wellington Regional Economic Development Agency (WREDA) who will also provide office space if needed in Wellington and cover the cost of any over-heads.

There are several positive aspects of WREDA employing the person. It incorporates the position into a wider group, some of whom provide services to businesses in the Wairarapa, which creates synergies. It also provides for the position to continue beyond the project timeframe given WREDA is an established organisation which is part ratepayer funded.

Through its contract the PDU will need to ensure the position remains focused on the Wairarapa and is not pulled into other Wellington issues. It will also need to ensure the person spend most of their time based in the Wairarapa and not in Wellington.

PGF criteria that this proposal supports:

Note: The benefits identified below would be dependent on the successful introduction of new reuse technology and processes.

PGF Criteria	Assessment Commentary	Rating (1✓ to 5✓)
Link with fund and government outcomes		
Creates permanent jobs	This proposal provides a resource to manage the implementation of the regional strategy and action plan. Many of those actions intend to create jobs and therefore there is potential impact, albeit indirect.	✓✓✓
Delivers benefit to the community	As above, a well delivered action plan will provide benefit to the community.	✓✓✓
Increased utilisation and returns of Maori asset base	Potentially, again indirectly through strategy actions. Iwi/Maori appears to be well connected with the governance and implementation of the strategy.	✓✓
Enhanced sustainability of natural assets	Again, potentially through strategy actions.	✓
Mitigation of climate change effects	No evidence of this in the application.	

Additionality		
Adding value by building on what is already there	The proposal is a new position to manage the new strategy and action plan.	✓✓✓✓
Acts as a catalyst for productivity potential in the region	Again, potentially indirectly through strategy actions.	✓✓✓
Connected to regional stakeholders and frameworks		
Alignment with regional priorities	The proposal has come out of a regional strategy process that has involved all key regional stakeholders	✓✓✓✓✓
Support from local governance groups (inc. Councils, Iwi/Hapu)	The proposal has come out of a regional strategy process that has involved all key regional stakeholders.	✓✓✓✓
Governance, risk management and project execution		
Robust project management and governance systems	Governance for the strategy and action plan is currently being developed, and it is to be chaired by Dame Margaret Bazley. While the applicant is the Masterton District Council, the three local councils have proposed the Programme Manager be employed by WREDA.	✓✓✓
Risk management approach	One risk has been appropriately identified.	✓✓✓
Future ownership / operational management	The applicant has noted within Commercial Information WREDA and the councils will review the role and funding model and that they will look to make the position a permanent one within WREDA.	✓✓✓✓
The purpose of this briefing is to recommend PGF funds the 'Programme Manager – Wairarapa Economic Development Strategy' Project.		
<p>Risks Issues:</p> <ul style="list-style-type: none"> That a suitable person cannot be found. The applicant has suggested it will find an interim programme manager in that situation. <p>Eligibility points of note:</p> <ul style="list-style-type: none"> <i>Due diligence:</i> Entity due diligence not required for a local authority. <i>Conflict(s) of interest:</i> Based on the information provided no conflict of interest is evident. <i>Illegal Activity:</i> Based on the application information provided there is no indication that the applicant or project has been involved in, or associated with illegal activity. <i>Alignment with Regional development plans:</i> The proposal is aligned with the region's Economic Development Strategy and Action Plan. <i>Commercial funding availability:</i> Given the nature of the project which is to develop a business case, access to commercial funding is not considered a feasible option. 		

Consultation undertaken or implications:									
Legal	N/A	HR	N/A	Finance	N/A	MBIE policy	N/A	Other	
Supporting proposal:					Yes				
Appendices:					Yes – Role Description is attached				
Sponsor(s):					N/A				
Manager/Author of paper:					Paul Swallow, Investment Team				

PROACTIVELY RELEASED