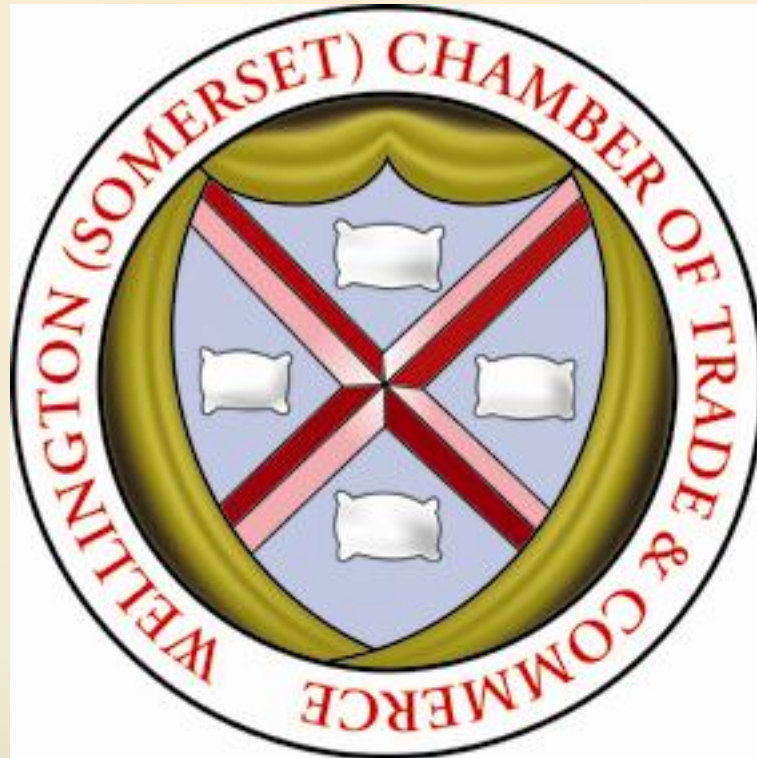


The Wellington Experience



Terry Sanford

Background

- Market and Coastal Towns Initiative- Vision and future plan for Wellington
- Adopted the Economic and Employment section.

What it said in a nutshell

- Wellington needs to strengthen and capitalise on the opportunities provided by its local retailers and businesses and create a vibrant individual town centre that will be attractive to more specialist businesses. It should be a 'location' and 'destination' for shoppers and businesses alike. To this end Wellington needs to address any deficiencies in the variety of retail outlets; support the development of a high standard and range of eateries; and provide a one-stop destination to avoid the need to travel further afield.

The Objective

- To launch a marketing campaign that brands Wellington around its food, heritage and creative businesses as well as its environmental assets with a view to attracting visitors and new businesses.



Why would people come to Wellington?

- Range of quality Individual shops
- Cafes
- Cinema
- Park
- Museum
- Arts Centre
- Wild life area



Events

- Farmers Market
- Food Town
- Carnival
- Christmas Festivities
- Music in the park every week.
- Wellington in Bloom
- Arts Centre Productions
- Cinema- Films and Plays



What people have said

- A friendly little town with a vibrant atmosphere
- Good customer service
- A great sense of community
- Feel welcome
- Lots of character in the town



Put it all together and what do you
get?

The Wellington Experience



The Plan

- Link the shops, cafes and restaurants with the cinema, art centre, museum etc to offer special deals on a joint experience.
- Get shops to work together.
- Inexpensive events to promote Wellington and all it has to offer.



World Wellington Boot Throwing Championship



Two Focus Areas

- Promoting all the different experiences
- Awareness for Wellington



Summing up

- What we are promoting is not only economic, it is a life style and it promotes well-being.



The Wellington Experience

