

## BUILDING OUR CREATIVE CAPITAL



We want to capitalise on Wellington's competitive advantages – its "edge" – to help achieve economic growth, greater prosperity and an improved quality of life for the people who live here.

Last year, we adopted the *Creative Wellington – Innovation Capital* vision. Our vision aims to promote Wellington as New Zealand's premier centre of creativity and innovation to attract and retain smart, creative people and innovative, cutting-edge enterprise to advance the city's social and economic development.

To achieve this, we need to grow and develop the economy, especially our "smart" businesses. We have to nurture all the things that make Wellington unique and attract people to live here. We also need to safeguard these things for future generations.

We've developed the following framework and principles to guide our decisions.

### SENSE OF PLACE

Wellingtonians love their city. We already knew that, of course, but it was strongly confirmed for us when we carried out a project to find out what makes Wellington special. In the last year, we researched what the people of Wellington like about the city, and used those views to develop strategic guidelines on how to nurture Wellington's key points of difference – its "sense of place". At the Council, we share residents' passion for the city. We want to enhance its special character, and protect it for generations to come.

You can read more on page 13.

### ECONOMIC DEVELOPMENT STRATEGY

We have adopted an Economic Development Strategy that focuses on attracting and retaining talented people and jobs in the "smart" businesses that will drive future growth. It also recognises the importance of the rest of the economy – from small and medium-sized businesses to big employers like the public service, universities and research institutions.

The strategy envisages an active role for us in marketing the city, attracting businesses to Wellington and keeping them here, and helping bring industries and the education sector together to deal with skills shortages.

The strategy will strengthen our position as an internationally competitive city.

## SUSTAINABLE GROWTH

Growth is only good for the city if it improves residents' overall quality of life and doesn't compromise the things that make Wellington a great place to live. We've adopted a Sustainable Development Strategy to make sure our decisions promote the well-being of future generations as well as our own.

That means we won't make decisions until we've debated the long-term effects and risks, and we'll foster social and environmental goals alongside economic ones.

It means we'll aim to make people and organisations pay the full cost if they do things that might harm the environment – that includes paying the full cost of dumping rubbish in landfills.

We'll also try to find ways of reducing demand for scarce resources instead of increasing supply, and we'll try to set an example by keeping our own house in order.

We're starting by trying to find sustainable solutions for the region's transport needs, promoting sustainable energy sources such as wind power, and giving residents the information they need to live more sustainably.

## CITY FOUNDATIONS – QUALITY INFRASTRUCTURE

One of our core roles is to look after the city's infrastructure: from roads, water supply, drains and sewerage to high-tech infrastructure such as the central city's new wireless internet zone.

Even though you might be hearing a lot about our *Creative Wellington – Innovation Capital* vision, we're still taking these core roles as seriously as ever. In fact, we see them as the foundations on which the city's future will be built.

## WORKING TOGETHER

Wellington's future prosperity and quality of life depends on everyone working together. Increasingly, we're developing partnerships to help move the city forward.

We're already working with other local authorities to meet the Wellington region's transport and water supply needs, and we're considering a joint regional approach to processing building consents.

We work with businesses and tertiary institutions to help the city grow and make sure Wellingtonians have the skills they'll need to succeed in a knowledge economy.

We work with the police and other agencies to keep the city safe and young people out of trouble.

Our intention is to move increasingly in the direction of building collaborative partnerships with others in the city to help achieve joint goals.