We focus our work on seven strategic areas.

**URBAN DEVELOPMENT**

Our built environment work includes enhancing the waterfront and city and suburban centres, developing public spaces such as **urban parks and squares**, looking after **heritage** sites, assessing and issuing **building and resource consents**, ensuring earthquake-prone buildings are strengthened, and planning for the city’s **future growth** and development.

The significant growth and development expected in Wellington over the next 20 years creates some challenges for us. We’re aiming to respond to those challenges in ways that are sustainable and preserve the city’s special character.

A key priority through to 2009 is to improve land use and transport by focusing development along a ‘growth spine’ stretching from Johnsonville in the north, to the central city, and Newtown and Kilbirnie in the south. Other priorities include improving the way we manage infill development in residential areas, and improving the quality of the city’s urban design.

**TRANSPORT**

We look after 670km of **streets and roads**, as well as footpaths, **cycle lanes**, traffic signals, **car parks** and so on. We also: support public transport through bus **priority** measures such as bus lanes, letting buses go first at traffic lights, and providing bus shelters; work suburb by suburb to improve **road safety**; and plan to ensure the city’s transport network meets **future needs**.

Our transport system is generally performing well – Wellington’s streets are safe by national standards, we’re high users of public transport, and most residents believe the city is easy to get around. However, we do face challenges such as ensuring the transport network can keep up with growing demand, and reducing harmful environmental effects such as noise, water and air pollution.

For the period to 2009, key priorities include managing demand on the transport network, advocating for investment in the city’s state highway network, further developing our bus priority measures, and improving access to the port and ferry terminals.

**ECONOMIC DEVELOPMENT**

We work to attract major **events** such as the World of WearableArt Awards and the International Sevens. We also fund **tourism** promotions, and support **attractions** such as Te Papa and conference venues such as the Wellington Convention Centre. To support businesses, we: provide free weekend parking in the city, fund **business development** and incubator programmes, and programmes to attract businesses, investment and skilled people to the region; provide grants to help community projects with economic benefits for the city; and **marketing the city** as a destination of choice.

Key challenges are to make the city more internationally competitive, foster innovation and entrepreneurship, and lift Wellington’s sustainable economic growth.

Priorities for the period to 2009 include: implementing the Wellington Regional Strategy to guide economic development; strengthening the city’s status as a centre of creativity and innovation; and attracting at least one regular long-haul air service to Wellington from a south-east Asian market.

**ENVIRONMENT**

We look after the city’s 34+ square kilometres of **reserve land**, as well as **beaches**, coastline, and **botanical gardens**. We fund the Zoo and the Karori Sanctuary, and work to develop other world-class nature-based visitor attractions such as the Marine Education Centre. We also: provide **water supply**, stormwater and sewage disposal; provide **recycling** and **waste disposal** services; offer grants for environmental initiatives; run the Kiwi Point Quarry; and promote **energy efficiency** and sustainability.

Though Wellington enjoys a stunning natural environment, we also face some significant challenges. Like other cities, we need to find ways of becoming more sustainable – to address broad issues such as climate change – by producing fewer greenhouse gas emissions, dumping less waste, using resources such as water and energy more efficiently, and protecting biodiversity and ecosystems.
Over the period to 2009, key priorities include promoting water and energy efficiency, improving protection of streams, developing a coherent plan to address biodiversity issues, and strengthening our partnerships with stakeholders to increase environmental awareness, community participation, and the achievement of environmental goals.

**Cultural Well-being**

We fund the city’s popular art galleries and museums, operate Toi Poneke – the Wellington Arts Centre, and support the NZ International Arts Festival, the St James Theatre and the NZ Symphony Orchestra. We also provide cultural grants, support community events and festivals, and run the City Archives.

Wellington’s arts and culture scene is thriving. Our key goal is to maintain this strength, and to ensure that all Wellingtonians can participate in the city’s cultural life.

Over the period to 2009, our key priorities include: protecting and enhancing local ‘sense of place’; enhancing the area at the top of the Cable Car; strengthening our partnerships with arts organisations; and engaging more effectively with grass-roots arts and cultural communities.

**Social and Recreation**

We provide homes for people whose needs are not met by state housing or the private housing market, fund projects to help homeless people, support community organisations, and provide community centres and halls. We also work to protect public health and safety through projects such as monitoring the city centre, banning liquor consumption in public in parts of the city, licensing food and liquor outlets, animal control, regulating other public health risks, providing toilets and cemeteries, and preparing the city to deal with emergencies such as earthquakes.

Our recreation work includes: providing libraries, playgrounds, swimming pools, recreation centres, sports fields and marinas; running recreation programmes; and reducing the costs of using sport and recreation facilities for people who have community services cards.

Our key challenges include providing for a population that is growing in size and diversity, and catering for a wider range of recreation activities.

Over the period to 2009, priorities include increasing the value of community facilities to their communities, promoting social cohesion and sound social infrastructure, and promoting participation in sport and recreation, particularly for youth.

**Governance**

Our governance work includes running local elections, holding meetings of the Council and its committees, producing policies and strategies to guide our work, producing annual plans and annual reports to make ourselves accountable to residents, seeking feedback on our proposals from members of the public, engaging with Maori and stakeholder groups, and providing information about our services and activities.

The key challenge we face is to increase participation levels and build trust and confidence in civic decision-making. Our priorities for the period to 2009 include improving the transparency and quality of processes for public involvement in civic decision-making, and increasing participation rates in democratic processes.