

WELLINGTON CITY'S ROLE AS A DIGITAL LEADER

Introduction

As the seat of Central Government, Wellington has a unique advantage to other cities in New Zealand. Allied to this, the opportunity to assist the local business community by providing leadership with economic development initiatives allows the city to grow. It was clear that one of the political mandates of the Mayor, was the 'business friendly' aspect discussed during election. Particularly the focus on telecommunications. Business innately understands the economic advantages of the 'digital age', the advantages it brings, automation, speed to market etc.

The Political Opportunity

Just as 'Absolutely Positively Wellington' galvanised and facilitated the transformation of Wellington from the early 1990s, so a facilitation of Wellington as 'New Zealand's Business Hub' can do the same. The political capital of such would be immense.

Can WCC develop and execute a plan to facilitate the infrastructure required to provide this?

Key Thinking Bullet Points

- Facilitation by Government to provide investment in this area has been seen, in some quarters, as not required; the market will look after it, the existing system is fine, high speed only relates to entertainment, etc.
- We're not buying that argument, telecommunications is more important than ever, it's an enabling technology akin to electricity - ultra capacity will **open up new opportunities**.
- There's a good summary of **how telecommunications is changing society** and particularly the economy from the McKinsey Institute (attached). They use the example of how electricity powered lifts which enabled taller buildings and changed the face of cities, an unforeseen consequence.
- Performing strongly in the digital area is synonymous with a smart modern city - it has played a significant role already for Wellington's reputation and ability to do business.
- WCC has a reputation for being innovative and willing to try new ideas - this is an area where it could be at the forefront.
- The Government has taken a lead role on the infrastructure investment front, but that doesn't mean the Council has to sit back.
- Performing strongly in the digital area is synonymous with a smart modern city - it has played a significant role already for Wellington's reputation and ability to do business.
- Probably one of the key areas that isn't highlighted is the ability of the Council to lead by example. The Council is a major purchaser of telecommunications services, and especially if it joined forces with the rest of the region, would have significant leverage.
- The Council(s) could have every site connected by fibre, digital information available, meetings streamed, is business able to be done online, Wi-Fi available, etc.
- Other areas: seed funding for public Wi-Fi is great but this business model is challenging, so possibly not a long term play.

- Making rules and regulations for deployment fibre-friendly is very worthwhile - council officers can tend to be conservative about this, maybe need to be reminded that everything is a trade-off and the benefits are huge.
- Being at the front of the queue for Ultra-Fast Broadband rollout warrants some advocacy, but Wellington is already well served so possibly the position could be that the creative city needs to be supported and past good deeds such as CityLink and allowing TelstraClear should be rewarded.

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- Grow Wellington runs a series of bespoke seminars designed to educate and improve the business capabilities of practitioners in the screen and digital industry. This year so far, topics include:
 - how to run a creative business – with Hugh Mason (UK/Asian based VC)
 - IP presentation – how to protect your value in the digital content sector
 - Branded content – how to fund your projects in new ways
 - Business Development with Sean Kauppinen – how to connect with the right international opportunities
- Grow Wellington identifies and supports creative entrepreneurship through the Bright Ideas Challenge. Part of the focus of this programme is to support ideas generated from students in the region's universities and vocational institutions. Grow Wellington supports them through to start up stage with business advisory services, funding and connections to the region's innovation community. This helps with students transitioning into creative entrepreneurial roles.
- Grow Wellington continues to attract overseas students to our region's educational institutions in the digital media space, enabling these organisations to increase their revenues to reinvest.
- Grow Wellington uses its network to help the partners of key talent in the digital sector connect with work opportunities in their own field of expertise. Talent attraction often involves helping not just the target, but the family of the target. We do this on a bespoke, reactive basis when the firms we work with request this. We are well placed to deliver on this because of the breadth and depth of our organisation's local connections.
- Grow Wellington fields enquiries from international educational institutions and connects them with our region's institutions, on a reactive basis, to help international cooperation between tertiary institutions.

Additional responses to this section of the draft strategy

Grow Wellington has undertaken a series of conversations with the screen and digital industry about 'what is working and what isn't':

- in 2009 through independent contractor, PwC,
- in 2010, internally, upon the appointment of a new CoE Manager for Screen and Digital

- at an Innovation Workshop in 2010, focussing on the screen sector with a network of Kea World Class New Zealanders and local business leaders;
- and continues to do so in its daily interactions with the industry.

Another 'stocktake' and evaluation of what is working is not considered by Grow Wellington to be the best use of time and resource at this stage. In comparison resources committed to continuing progress on issues which have been clearly identified for the next 18 months seems like a better allocation of time and resource to enable results to be achieved.

Grow Wellington believes there is further work to be done aligning educational outcomes with industry needs. The industry-advisory boards which form part of these tertiary institutes are a good approach for achieving this. We would like to be able to put more time into this issue, but have placed our resources elsewhere for the current year.

2. Develop and tell Wellington digital story.

- *Wellington has a high number of immigrants working or owning businesses in the digital sector. Anecdotally they move here because of our reputation for:*
 - *Great food and coffee*
 - *Walkable City*
 - *Relatively mild weather*
 - *Arts and Culture*
 - *Creative productivity*
 - *Ease of doing outdoor pursuits (hiking, mountain biking, windsurfing etc)*

Grow Wellington is undertaking some work to identify what our 'story' is so we can accurately tell potential immigrants why others have moved here and why they might consider it too. We propose that we work with them to develop this narrative and a plan around how to tell it and who to tell it to.

Telling the Wellington story is a critical aspect to the Screen and Digital Centre of Excellence strategy, and we have initiated a major project on this to be delivered in 2011.

Grow Wellington is of the view that the 'digital' aspect to this story is one component of the larger Wellington story - a significant part of it, but a part nonetheless.

We would welcome any research and resources the WCC has that might feed into this process that might improve the results of our efforts in 2011.

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We would, however, strongly advise against a second story being propagated, and one that focuses solely on Wellington's digital story. It would be duplicative, and send mixed messages to our clients and the market we are seeking to influence.

3. Investigate sister city relationship and/or connections with Silicon Valley City/s.

We currently have sister city relationships with Beijing, Xiamen and Sakai. The success of these relationships has been in developing business links and professional exchange programmes. A programme to either develop strong connections or sister city relationships with a city or cities in the Silicon Valley region could help with export of digital product as well as strengthening our reputation and promoting travel and knowledge exchange between the two areas.

4. Connect Wellington businesses with overseas businesses.

A plan to connect businesses with export opportunities might include:

- *finding out what the barriers are for Wellington businesses in exporting digital product overseas*
- *ensuring that emerging business understand how to access programmes available from Central Government, NZ Trade and Enterprise and Grow Wellington*
- *identifying whether further targeted initiatives need to be established*
- *identifying the most effective method/s to do this*

5. Use networks to connect to New Zealanders and New Zealand supportive people around the world.

This would entail a stronger link with Kea Network for both Council and Wellington businesses. One idea that has been raised is to develop a high quality graphic resource that can be used to recruit talent overseas. Doing this in partnership with Kea and Wellington based recruitment agencies is an example of an initiative that could entice talented Wellingtonians back to Wellington.

Each of these action points seems to be driving at the same goal - to connect Wellington business with international opportunities. This is a strong focus of Grow Wellington, particularly, with our strategic focus on high-growth, export-oriented businesses.

- o Grow Wellington has, for the last five years, owned and operated the AnimFX-NZ conference. It achieves this by supporting the NZGAV trust - a US and NZ group of industry

professionals who run the conference and its ongoing professional network. This conference is an opportunity for Wellington businesses, large and small, to connect with suppliers, customers, talent, ideas and investors from around NZ, Australian, Asian and North American entertainment industry players. This programme leverages Grow Wellington's investment with NZTE and MSI investment, ensuring the event has the resources it needs to succeed.

- o Grow Wellington, through its negotiations on the film fund previously mentioned, has secured offshore capital investment with Asian and US partners. This provides a stepping stone for local entities to build on relationships with those with a demonstrated appetite for connecting with Wellington screen and digital sector businesses, either as customers, suppliers or investors. Grow Wellington is facilitating those interactions on an ongoing basis.
- o Grow Wellington supports the visit of key industry professionals to conferences in NZ, in partnership with central government.
- o Film Wellington is an organisation dedicated to securing production activity from offshore, and facilitating their filming in the Wellington region.
- o Grow Wellington has undertaken a project to encourage Wellington business to extract greater value from the Kea Network, with a pilot programme underway for 10 businesses, many of which were in the screen, digital and ICT sector.
- o Grow Wellington is undertaking a special project to partner with Silicon Valley expatriate New Zealanders, both to increase the business-to-business interactivity and knowledge sharing between the two regions, and to help attract key talent 'back home' to Wellington.
- o Grow Wellington this year undertook an industry-consultation exercise with the Kea network, facilitated by Sir Stephen Tindall to determine the barriers NZ firms were facing in exporting, and a priority sector was the digital sector. These findings were implemented into the Business Growth team operational model for 2011 onwards.
- o Grow Wellington offers a bespoke service for connecting businesses of all sizes with the right international connections that can help improve their offshore success. Where appropriate, we will direct clients to the centrally funded routes available to them, and support them through their experience with these programmes. We do this in close

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The remainder of this section deals with the Wellington City Council draft strategy sub-points. Grow Wellington is working in those areas in the manner shown below.

1. Foster education in innovative digital sectors and link education to industry needs. *Nearly every IT or digital company we have spoken to has expressed frustration in securing staff with the desired skills. There appears to be a number of factors contributing to this. There is a shortage of talent in the digital sector in Wellington, both in technically skilled people and in management. WelTec has attempted to address some of the needs of Wellington businesses in their courses through their creative technologies programme. Victoria University has been primarily focussed on law and politics in the past but has recently begun to move into creative technology and Massey has Creative Arts, Business and Science courses at its Wellington Campus. A detailed plan to provide educators with the information they need from employers, that will inform their decisions around course availability can assist in this area. In addition consideration of other training methods and initiatives such as Summer of Tech and Catalyst Academy can provide a more targeted 'Wellington' solution. An example of how we could develop a plan to address this, is to stock take current local regional and national initiatives, develop an understanding from employers about what is working, what isn't and what we can do to address any gaps. We then need to agree with educators and employers how to proceed. This could be led by Grow Wellington with support from Wellington City Council.*

To use the language of this draft strategy, 'making Wellington the place where talent wants to live' is a key component for Grow Wellington's activities in supporting the screen and digital Centre of Excellence, and has been for several years. Grow Wellington's current activity for boosting talent in the screen and digital sector as part of our Centre of Excellence programme is split into three areas. We help to:

1. **attract** talent
2. **nurture** talent
3. **retain** talent.

Employers say talented employees are difficult to find in this sector (and though Grow Wellington hears this message in every sector in which we operate, it is natural that the screen and digital sector should feel this pain more acutely, given the pace of change inherent in its market).

Anecdotally, we hear that employers have a current talent shortage of highly skilled technical, creative and management level employees. This

current shortage cannot be solved in sufficient time by long-term solutions. Institutional educational shifts can only produce a solution in five to ten years time.

Grow Wellington's activities, therefore, acknowledge both the immediate problem and long-term issue. Firstly, we help businesses **attract** talent to fill vacancies that provide immediate value. Secondly, we help **nurture** local talent to build the long term talent pool in Wellington as a result of our education programmes. Finally, we help businesses **retain** talent by increasing the amount of work, level of work and number of opportunities for workers and their partners, operating on the assumption that great work retains great employees.

The projects below contribute directly and indirectly to these strategic objectives. Our delivery of the education aspects of our Centre of Excellence strategy is spread over a range of levels (from undergraduate and school leaving internships, through to the world's most advanced PhD research). Each providing to industry needs in a different manner and with a different pay-back period.

- o In conjunction with central government through the Ministry of Science and Innovation, we have helped the University of Victoria develop and then implement its business case for a Computer Graphics programme – one that will put Wellington at the global forefront of masters and doctorate research in computer graphics. Grow Wellington co-financed the start up costs of this programme, alongside the University and MSI. The feeder programmes at an undergraduate level are already underway. Note: this programme is not intended to provide entry-level staff for digital companies, but senior staff in leading creative-technical positions. It will provide research that can be utilised by local businesses to preserve their competitive advantage. Grow Wellington will help to commercialise any research that spawns new business opportunities. This programme is supported by leading digital companies, such as Weta Digital, Sidhe and Unlimited Realities.
- o Grow Wellington continues to support the Summer of Tech programme. This programme provides real business experience for our region's best tech graduates. Summer of Tech has been operating for six years, and continues to expand in its impact on students and engagement with the sector. This is run with the support of Xero, Kiwibank and Aviat Technologies. 500 registered graduates applied and 40 companies accepted 70 graduates in 2010.

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- **Infrastructure**— we have encouraged Avalon Studios to refocus its efforts on attracting international customers and co-production opportunities to the region, rather than focussing on a declining domestic television market.
- **Central Govt**—we are the regional partner for delivery of research funding and capability development. This is directly applicable to a growing digital business community.

4. Grow Wellington activity as relevant to the draft Digital Strategy

WCC Objective 1 - Make Wellington the place where talent wants to live.

Grow Wellington, through its Screen and Digital Centre of Excellence programme, undertakes a considerable amount of work in this area.

Firstly, our strategy of supporting this sector as a Centre of Excellence is based on the assumption that great talent is lured primarily by great work. This is what attracts talent here and/or keeps it here. The prospect of great work also provides motivation for local talent to develop and stay. Great work pays well and stimulates hearts and minds.

Most of Grow Wellington's work, therefore, aims to support businesses and individuals to do great work, which in turn can lead to expanding revenues, more robust business models, increased profitability and higher salaries.

Great work needs to be paid for. So one of our streams of work is to increase the revenues and investment capital available to businesses in the sector.

Projects we are undertaking to achieve increases in investment capital and revenues for our clients include:

- Seeding and project managing a US\$500m digital content financing vehicle, with a team of world-leading talent from the US, China and Wellington. Grow Wellington in partnership with this team has successfully raised a (confidential) eight figure sum into the fund.

This is a project that could shift the balance from fee-for-service activity to a mixture of this *and* content ownership. Through ownership comes greater potential to participate in profits, greater control over competitive market forces and greater

sustainability than is available in the current models for many of even the best digital businesses in the Wellington region.

This fund will finance primarily (though not solely) Wellington-based production of film, television and video gaming and new media content, to be distributed on a global basis. It will call upon local goods and service providers, which helps build our talent pool and track-record. The certainty of cash flow provided by the fund allows for de-risked private investment in talent development and infrastructure provision, reducing the need for ongoing public support in these aspects of sector development.

- Grow Wellington is in the process of establishing a smaller budget, slate financing investment instrument for entertainment content. This is to ensure that there is a pathway to success available to the emerging generation of creative entrepreneurs who are not currently as well connected to international financing and distribution markets.

Both of these entertainment financing instruments increase activity in the screen and digital sector, and allows for increased private investment in new technologies. These new technologies keep Wellington at the front of a fast-moving game. It allows talent to be working on cutting-edge solutions to creative, technical and business problems. And be paid. This attracts talent.

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2. Grow Wellington's strategy for supporting the digital sector

On the mandate of the Wellington Regional Strategy (WRS), Grow Wellington aims to grow the regional economy by connecting, inspiring and facilitating to grow Wellington businesses. Part of our execution involves *specialised* support for certain sectors, the other part *general* support for businesses. Grow Wellington runs three Centre of Excellence programmes which commits a higher level of investment for sectors that warrant particular focus. One of these is the screen and digital sector, chosen for its potential to continue to add considerable value to our economy and shine a light on our innovative region.

The target of this particular screen and digital Centre of Excellence programme is to 'double the revenues of the sector in a decade', or to assist the screen and digital sector to grow from a \$500m to a \$1bn revenue sector by 2020.

How do we implement this strategy? Alongside industry leaders, we create, manage and finance projects that help to provide:

- o capital
- o infrastructure
- o talent/capability
- o policy settings
- o national and international connectivity
- o leadership

to businesses in the region so that they may increase their revenues, maximise profitability, reward their labour force and grow their international market success.

We also seek to ensure that the industry is complete and sustainable in the sense that it has all of the following:

- o world-class firms
- o developing SMEs
- o tertiary educators
- o cutting edge research entities
- o services and support networks
- o commercialisation and incubation support

The funds enabling this activity are, in large part, provided to Grow Wellington by WCC, through its WRS contributions. A very significant part of the benefit of this activity accrues to and will accrue to areas within the WCC local authority boundaries, given the often city-centric desires of businesses and individuals attracted to this sector. This success creates demand for other industries in the region.

3. Summary of Grow Wellington's key actions to support the sector

- o **Finance** – we have seeded and are in the process of capital raising on a US\$500m slate financing vehicle for film, television and video gaming content.
- o **Infrastructure and connectivity** – we have launched a coworking space, BizDojo, for creative businesses, independent workers and small businesses with capacity for 50 resident businesses. This is a central CBD facility that links Wellington screen and digital sector businesses to a national (and soon, international) network of collaborators.
- o **Education** – We have helped develop the business case, co-financed and are about to launch a masters and doctorate level programme in Computer Graphics at the University of Victoria. We will help to commercialise the research that is produced through this programme.
- o **International collaboration** – we continue to financially and operationally support AnimFX – a conference connecting Wellington and NZ's gaming, animation and visual effects businesses to global opportunities. This is in its fifth successive year.
- o **Incubation** – we continue to provide an incubator, Creative HQ, which has a strong focus on developing screen, digital and technology businesses with international market potential.
- o **Business advisory services** – we provide a team of business advisors to help emerging screen and digital businesses to grow, by connecting them with customers, suppliers, advisors, investment and talent from Wellington, NZ and around the world.
- o **Internships** – we continue to support an internship matching programme, Summer of Tech, for local graduates to be put in touch with local work opportunities.
- o **Communities** – we continue to support Unlimited Potential, an industry group which organises events and builds a community for ICT and technology businesses and workers.
- o **Film Wellington** – we continue to run Film Wellington, which promotes the region as a 'film friendly' destination and provides a one-stop-shop for supporting filmmakers on a day-to-day basis.

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Introduction

The WCC may find the following paper useful in developing its Digital Strategy.

Firstly, congratulations. Grow Wellington really supports the WCC increasing its focus on helping to make Wellington a creative digital city. There is much to be done at a regional and local level to support businesses and citizens as our society and economy moves towards an increasing use of and reliance upon digital technologies, for work and play.

Secondly, we can help - both in the formation of the Digital Strategy and the execution required to deliver on its promise.

This document describes what Grow Wellington currently does to support the city and the region's digital economy.

It should provide some context as the City contemplates *what* its strategic aims should be and *how* it seeks to achieve them. It should also provide a basis for detailed discussion with Grow Wellington on implementation of whatever objectives and actions the WCC chooses to pursue as a result of its Digital Strategy process.

This document is structured to:

1. summarise some key messages for WCC
2. describe Grow Wellington's broad strategy for sector support and summaries its key activities
3. summarise the key actions we have undertaken recently to support the sector
4. describe some of the projects that Grow Wellington undertakes in detail. These descriptions are arranged to link to the most relevant sections of the draft Digital Strategy.

1. Key Messages

- WCC should take the lead in implementing a digital strategy and should ensure it works with partners to deliver the strategy. There are clear opportunities for WCC to carry out some implementation and equally there are some opportunities already being carried out.
- This Digital Strategy is an opportunity for WCC to catalyse some world-changing projects that create a step change in the attractiveness of Wellington for businesses and citizens. - We would welcome the opportunity to develop game-changing initiatives in partnership with the city. The city is best placed and best resourced to deliver at this very strategic level, eg working with Cisco to implement a revolutionary healthcare system based on world leading IT.

- Grow Wellington is already doing much of what is contemplated in parts of this draft strategy related to business development, and has been for a number of years. As the WCC considers its involvement in the sector, we should remain mindful of this and ensure the two organisations operate in a manner which augments rather than duplicates each organisation's work.
- Grow Wellington is focussed on business support, talent attraction and international connectivity, our clients – the businesses of this city - see this as a regional and a city approach. Currently, Grow Wellington can be a one-stop-shop for business support, and this is a very effective approach for our clients that we would seek to preserve in the interests of simplicity and effective use of ratepayer funds.
- We are constantly seeking to improve our offering and deliver to meet the needs of our clients. We would welcome suggestions for new programmes and enhancements to existing programmes that we could put resources to. This could be a very effective way to deliver more immediate results on this strategic work, rather than by committing resources to developing additional business units that seek similar ends.
- Grow Wellington would encourage the WCC to focus on those strategic objectives that would best be considered 'civic'. Grow Wellington continues to focus on delivering value to businesses. With the WCC focussing on 'civic' projects that accelerate a digital Wellington, and Grow Wellington focussing on business support for the sector, we believe we can achieve greater things and contribute to a more vibrant community; a Centre of Excellence that seeks not to be on the front page of the Dominion Post but on the front page of the Wall Street Journal.
- In summary, to address the three main objectives in WCC's Digital Strategy:
 - "Make Wellington the place where talent wants to live" – Grow Wellington is already doing this
 - "Inspire shared knowledge and development of ideas and creativity" – WCC should lead this (except linking businesses to investors)
 - "Make Wellington a world leading place for creativity" – WCC should lead this

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- o partnership with NZTE and MSI. Grow Wellington is the 'one-stop-shop' for business advice in this area, and can connect creative entrepreneurs with whatever they need in terms of public and private support for their business.
- o Grow Wellington has piloted a series of Asian education exchange programmes, however this programme was terminated. We believe that internship level relationships are not the level of international relationship that can result most directly in deal flow.
- o Grow Wellington has undertaken a series of MoUs with Asian entities to establish closer economic relationships. Generally, we believe we have been successful in turning these into real economic outcomes for our clients. These 'sister city' type relationships based on public sector partnerships, rather than private sector partnerships, are not our focus. We support our clients to international opportunities.
- o We direct our clients to NZTE's in-market resources as appropriate to their needs.

WCC Objective 2 – Inspire knowledge, ideas and creativity

1. Make Wellington a leader in freely providing civic data for use and manipulation. *Wellington City Council has recently made much of its GIS data freely available for anyone to see, use, develop and manipulate. Provision of civic data enables developers and programmers to develop applications that benefit residents and tourists in and around the city. The more access is provided to data free of charge, the less we are restricted by the custodian of the data's vision for its use. This can lead to application and use that would otherwise be unthought-of and leads to a much greater citizen participation in, and enhancement of civic activity.*

Grow Wellington has no involvement in this activity and does not own/manage civic data. If WCC considers this important, this is a civic opportunity that the WCC would be well placed to deliver with no Grow Wellington involvement.

2. Promote collaboration and access to global experts

Webstock, AnimFX, FullCodePress, Unlimited Potential and Ignite Wellington are all events that are successful and work well in the Wellington technical environment. Working to extend this selection, fill the gaps and extend the great reputation that Wellington is getting for attracting inspiring speakers from around the world, is critical to growth of our digital reputation as well as being a catalyst for creation of digital ideas. We have a fabulous opportunity with the calibre of people that are attracted to speak at some of these Wellington events. However as well as increasing the opportunities to attract such people, we also need to do more to ensure that they can speak highly of Wellington as a digital city when they return home.

Grow Wellington inspires knowledge, ideas and creativity by initiating and supporting industry groups and events that seek to do this.

For example, we have set up and funded the NZ Gaming Animation and Visual Effects Trust. This group runs AnimFX, which inspires knowledge, ideas and creativity in the gaming, animation and visual effects markets.

Grow Wellington is the key funder and a key organiser of Unlimited Potential, which provides a community and organises events that improve the business opportunities for its 3,500 members, all entrepreneurs or workers in the IT, screen and digital sectors. A most recent event saw Tim Train, from multi-billion dollar gaming business, Zynga, speak to Unlimited Potential's members.

Grow Wellington has been involved with industry in pitching for a digital conference with 9,000 estimated attendees, however, we were unsuccessful because of our distance from the market.

We collaborate with global experts in other ways, which have been mentioned in the 'connecting to international opportunities' section....

- We co-run and co-fund AnimFX
- We connect businesses to international opportunities through our Business Growth team and central government agencies
- We run seminar series with international speakers, in conjunction with central government funding agencies
- We host international speakers and concierge their visits
- We help to develop educational programmes that utilise foreign expertise, such as the Victoria University computer graphics programme.

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3. Develop easy mechanisms to link investors, businesses and ideas.

Many Wellington digital businesses have established good links within the global market for their product, however initially making those links can be difficult. NZTE and Grow Wellington have programmes to assist businesses to connect with their potential export markets, however both these organisations have defined parameters in which they operate. A plan to ensure that Wellington technology businesses have easy access to markets to sell their product, either through existing programmes or by enabling further programmes if gaps are apparent, is an initiative that can be developed under this strategy.

The ability for start up businesses to access investment funding is hindered by a reluctance to take risks, inability to identify funders and restricted funding opportunities. Ensuring people have access to information on who to approach for funding and how to make that approach can be addressed by ensuring access to information on how to access existing funders like Angel Investors, and if required encouraging more investors to locate in Wellington or take an interest in Wellington businesses.

Grow Wellington has a range of activities which could be considered to be directly and indirectly contributing to this strategic objective.

- Grow Wellington recently partnered with BizDojo to provide a coworking space for independent workers, creative freelancers and innovative small businesses in our capital. Residents join a national network of breakthrough businesses and talented people supported by the infrastructure they need, and connected to the advice and support that helps them grow their business. There is capacity for 50 creative businesses in this facility. There is room to expand if demand dictates.
 - Grow Wellington has seeded a large scale investment for the screen and digital sector, in partnership with industry. This has previously been described.
 - Grow Wellington can be a first point of contact for businesses seeking investment, ideas and connections to other businesses. The full suite of services available through our Business Growth team, and our sector specific guidance provided by staff in the Film Wellington, Screen and Digital sector teams is too extensive to list here. Essentially, we offer a bespoke service targeted to the needs of individual clients in which we match them to any available public sector support, and connect them to the innovation community we are building in Wellington so that they may help each other.
- Grow Wellington supports Creative HQ, the region's incubator. Creative HQ has a strong focus on supporting digital sector and creative businesses and some of its greatest success stories have been in this sector.
 - Grow Wellington supports Angel HQ – a community of Angel investors. When businesses are ready, it promotes them to this investment group. There is a strong focus on promoting screen and digital opportunities to this group.
 - Grow Wellington helps to fund the Young Producers' network in Wellington, dedicated to increasing the opportunities for emerging digital content producers in the region.

Grow Wellington does not operate with defined parameters that would restrict business operating in this sector from using our services to help it connect with their international markets. We do, however, focus on high-growth, export oriented businesses because of their ability to add economic value to the region's economy.

4. Prioritise homemade product – Wellington businesses supply Wellington organisations.

Wellington, like a lot of New Zealand cities, suffers from a certain amount of 'cultural cringe'. We have amazing talent and expertise here, but often don't even look to see what is available locally to fill our requirements. Without suggesting that Wellington organisations should ever compromise on quality, we can encourage policies that allow recognition of local provision. Allowing local provision to factor into consideration when assessing our digital needs can have a major flow-on effect for Wellington companies, allowing them to establish references for their product. If the product is proven locally it is more likely to be able to be sold nationally and internationally.

Grow Wellington has no involvement in this activity. Our purchases from digital sector suppliers are small. This is a civic opportunity that the WCC would be well placed to deliver.

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4. Encourage digital technology companies to test in Wellington.

In the same way that making our civic data available can lead to civic participation and innovation, technology testing can lead to product ideas and application invention that we may not be able to anticipate. While Telecom has largely moved its head office functions to Auckland, its technology laboratory remains in Tory Street, Wellington. This can potentially be a stepping stone to promoting Wellington as a city that supports technology innovation. A plan to target more involvement across the sector in testing and experimenting with new technology ideas could result in leading edge application and product development.

Wellington central city is compact with a highly educated population. This provides an opportunity for technology companies to do 'contained' testing and the availability of emerging technologies in the city will in turn provide opportunities for application developers to be one step ahead in experiencing and responding to emerging platforms.

A plan can look at whether the city would like to be a place that is easier for technology companies to try out new infrastructure options and bring the innovations out of laboratories and into the city.

Grow Wellington is currently involved in a project led by its Centre of Excellence team to attract Asian entertainment companies to the Wellington region, building off existing expertise we have in the entertainment sector.

5. Have a robust IT and communications continuity plan.

We are all aware of the risks of natural disaster in Wellington. While there is considerable work being done to ensure safety of people and resilience of basic infrastructure, we also need to ensure that should such an event occur we have robust plans for business continuation.

We propose a stock-take of current plans including central government then, if necessary, development of options that provide the ability for Wellington businesses and social organisations to resume operating as quickly as possible.

This might include looking at technology infrastructure redundancy within the city and into and out of the city, offsite storage of essential data and operational 'hubs' that can be accessed by multiple users.

Grow Wellington has no involvement in this area. WCC would be well placed to deliver on this strategic objective.

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5. Visual expression of Wellington's digital culture through the city.

If we agree that Wellington's future can be enhanced by expanding its digital outputs, then it needs to be patently visible that this is our chosen path. Expressing our digital creativity is critical to the reputational development of the city. Our digital talent should be self evident when planning a visit to Wellington, when stepping off a plane at Wellington Airport, and when walking through Wellington CBD. We propose development of a plan that includes 'in your face' digital art and digital commerce exhibits. Including demonstrations and communications.

Grow Wellington has no involvement in this activity. We do not fund content directly. This is a civic opportunity that the WCC would be very well placed to deliver. We would suggest there is considerable overlap here with the Arts and Culture team, and we support both teams' efforts in this regard.

WCC Objective 3 - Wellington - the place for digital activity.

We are not sure that this is an effective or descriptive heading for this section, but our comments focus on two aspects that are discussed in the supporting text – infrastructure and business attraction.

1. Develop joint strategies with digital infrastructure providers to establish Wellington's premier digital status.

This proposed action is a suggestion for a different approach to enhancing technology infrastructure in Wellington. It is suggested that we develop agreements with the ISP's and Telecommunications companies to provide the outcomes we want for the city. The rationale for this is that it allows us to engage with the service providers on a basis that does not limit their participation by restricting the technology used. In this way we can maximise the benefits of all the technologies available and encourage providers to maximise their existing networks. Understanding the nature of barriers to Wellington having the fastest possible broadband speeds would be the first step and would allow us the opportunity to address issues that slow us down.

Grow Wellington thinks this section would benefit from further clarification.

2. Develop enabling digital infrastructure.

Wellington has a great head start underpinned by the previous Council investment in CityLink cable, however the advantage of that is eroded every day as other cities lay more and more fibre. While we have good IT infrastructure in comparison to other New Zealand cities, that comparison is irrelevant when we are targeting global markets. The central government Ultra Fast Broadband project is progressing, but ensuring that there is a good argument for prioritising Wellington and ensuring that infrastructure in Wellington connects to good infrastructure to the rest of the world, is important for ensuring that we are the best city for the location of world class digital businesses.

Grow Wellington has had some involvement in the Broadband Operating Group. The WCC would be well placed to deliver on this goal.

3. Make access to technology available to all – privately or through community groups.

Access to the internet and to technology tools provides opportunities for individuals and organisations to extend their knowledge and experiences. We propose the development of a plan to ensure that internet access is available in Wellington's public places, that access and equipment is available to everyone through libraries and community venues and that there are initiatives to ensure our communities work together so that social organisations have the right tools and web presence to support their activities.

Grow Wellington has no involvement in internet/connectivity provision for community groups and citizens. The WCC is well placed to deliver to this.

Philippa Bowron

From: Daniel Spector [daniels@catalyst.net.nz]
Sent: Thursday, 28 July 2011 6:14 p.m.
To: Philippa Bowron
Cc: Don Christie; Mike O'Connor
Subject: Catalyst IT response to the Wellington Digital Strategy draft

Dear Philippa-

My Directors and cohort at Catalyst IT are pleased to see Wellington City Council (WCC) considering the future and how to best position our beloved home as a focal point for digital industry. Like WCC, we know that this must be central to all of New Zealand's growth if New Zealand is to be a truly sustainable country in the 21st century.

We appreciate the opportunity to give input to the Wellington Digital Strategy and note that it is a draft document. As such, we will do our best to provide a useful contribution.

Unfortunately, our current impression is that this policy is largely a marketing exercise, one appears visionary, but practically lacks "teeth". We truly hope in the end that the Digital Strategy receives the true mandate to act that is essential for our City's success.

From here, we will address issues point-by-point using the Digital Strategy Draft format as a guide.

Introduction:

The lines of which-company-is-in-what-sector are blurry. The over-granularisation of the technology industries seems artificial and unnecessary. It is our view that Wellington has huge strengths in the areas Auckland is credited for, specifically Communications and IT consultancy. This response is being written from one such "IT consultancy", Catalyst IT, with more than 120 staff here in Wellington. Catalyst IT realise that we are likely being considered as a "developer" for the purposes of this document, but our business is far more expansive than that. We are up the road from InterGen which is nearly as large as us. FXNetworks, located on The Terrace, is a critical player in the communications industry and will likely do \$40M in revenue this year. Drawing artificial geographical or industry lines diminishes the importance of industry that is already here.

The final sentence of the introduction is key: *"The expertise for a number of the proposed initiatives lie outside Council, but it is appropriate that Council is aware of barriers to implementation and act wherever possible to enable the best outcomes for Wellington City."*

To enable the best outcomes, continuous engagement with the IT sector is critical. The high-level basis of this strategy appears to have been one round table meeting chaired by the mayor. That is not enough.

We will keep this point in mind when addressing the rest of the report, but it seems that a lot of things that WCC seems to be targeting as goals in the draft strategy are, in fact, beyond the range of influence of a city government. WCC needs to provide actual considerations of how to approach these goals, lest they seem too aspirational.

Aims & Strategy responses:

1. **Make Wellington the place where talent wants to live.**

When considering this, Wellington must measure itself against cities with similar strategies and similar lifestyle offerings – especially Vancouver, Canada. Catalyst IT has specific suggestions, based on our talent acquisition experiences.

Talent that is moving to Wellington wants to live in affordable, warm, insulated housing. Most of the talent we want to attract comes from places where these building standards are the norm. Inferior housing is a serious, critical issue. We routinely lose talent acquired at great cost and effort because of this key point.

We must make it possible for talent to get here and stay here long-term. Wellington, in cooperation and with the support of Wellington businesses, must campaign for a change to the procedures and rules around NZ immigration. Many talented people who want to live in Wellington, can't.

Of especial note, Weta Digital almost exclusively employs contractors. As soon as these one year or one project contracts are complete, the talent has to leave the country, even if they want to stay and start a tech company. The labour/immigration rules must be changed to reflect the realities of the needs of the Wellington technology world if we want this particular talent to stay after their brief contracts are up. This is imperative.

To have Wellington be a long-term residential and career-building destination, talent wants to see powerful commitment to the industry from local and central government. This commitment is not evident in this draft strategy, nor in Central Government's. Specifically, talent is encouraged by including the following in city and national government policy:

A stated commitment to help New Zealand stay attractive to talent

- A stated commitment to a thriving and well supported digital sector
- A more “clean and green” image, as well as a clean and green reality
- Work to keep our police force unarmed
- Constant improvement in our healthcare system
- Continue to draw more technical, artistic and cultural events to Wellington
- Better, more reliable public transportation and designated urban "green" bike lanes.

When considering this question, Wellington must measure itself against cities with similar strategies and similar lifestyle offerings – especially Vancouver, Canada and Portland, Oregon.

2. Inspire shared knowledge and development of ideas and creativity.

This section especially suffers from narrowing the perception of “digital activity” too far. Focus is good, but not to the point of excluding areas where we are already competitive.

The key aspect of inspiring talent about Wellington is getting the talent to Wellington in the first place. We have three key recommendations to support this section:

- **Get talent to Wellington events.** Current events are great, but more must be done to get talent here for those events. NZTE should be promoting these events internationally. Perhaps Wellington could work with AirNZ and local hoteliers to create three-day stopover packages for people flying to Auckland or Australia as their final destination (much as Singapore does). Once the travellers are here, they will see what there is to get excited about.

Digital trade missions. While Wellington already has sister cities and trade missions to foreign countries, perhaps one of these could become *strictly* digitally focused. In addition to highlighting

Wellington companies to potential customers overseas, a way could be found to at the same time participate in foreign job fairs or somesuch and, again, actually talk up Wellington directly to the talent.

- **Education and entrepreneurship.** Also worthy of consideration is stimulating entrepreneurship in teenagers and actually promoting or supporting efforts like Catalyst's Open Source Academy program (Incorrectly called the “Catalyst Academy” in the draft document) to teach teens actual, real-world programming skills. Further, we must get on track with teaching technical skills to our kids beyond just how to use proprietary applications. Albany Senior High School in Auckland is perhaps the only school in New Zealand which understands **and delivers** the educational necessities around truly current technology. Deputy Principal Mark Osbourne is eager to be a resource for helping other schools move into the 21st century.

Finally – and don't ever overlook this point - A LOT of talent is already here and we have to make it more attractive and easier for talent to stay.

Make Wellington a world leading place for digital activity.

Wellington, like forward thinking cities the world over, should make a commitment to using local skills and technology companies where possible, use open source software where possible to reduce costs and drive innovation, and have city data open-by-default and automatically available under the appropriate Creative Commons license.

ENGAGE LOCAL TECHNOLOGY COMPANIES – To build local technology capacity the council needs to make use of that capacity. There is no operational policy to do this and seemingly no political direction to adopt such a policy. We should learn from overseas governments and cities that do make a big effort to engage local businesses.

TALK TO TECHNOLOGISTS. Hard geeks, not just capitalists or – worse – lawyers. Why do we not have a city sponsored “Metropolitan Area Wireless Network”? Why is the only free internet in the city provided by a private corporation in one limited region?

Catalyst was part of a consortium that attempted to get free wifi of the ground three years ago. Businesses were committed to giving away bandwidth but the council indicated it was not interested in the initiative. It was only when this became an election issue that WCC changed its stance. The questions raised are, “how sustainable is the current initiative?” and “how will it be spread?” There is no free wifi in the public library, for example.

Why is the internet available in our best hotels for usurious rates inferior to the internet available for free at a coffee shop in Vietnam or Thailand? We look at the Third World and the Wellington region's terrible internet isn't just a public area issue – high-priced internet with ridiculous bandwidth caps, and bad national policies such as Sections 92 A & C scare away talent and investment. Seriously, if it is cheaper for an organisation to fly a senior staff member via business class to the US to deliver data than to just upload it, there is a major problem.

It pleases and impresses us that the Council proposes to use the library system as a venue for technology and communal gathering point for technologists. It would be better if the library itself used the world's top free library management software, Koha – instead of spending \$600,000 on foreign proprietary software.

Procurement – especially the fact that this particular spend decision was made independent of a public process – is a key issue that needs aggressive consideration. The whole WCC procurement system needs an overhaul, and not by the people who are inside the system. When technology requirements get to RFP, the way the RFPs are written is often *de facto* discriminatory to SMEs and

New Zealand based organisations. The topic is too large for a full discussion here, but the whole topic of end-to-end digital procurement **MUST** be a centrepiece of any Wellington Digital Strategy.

Further, the Parliamentary subcommittee on Patents recommended banning software from eligibility for patent. The City of Wellington, as part of its digital strategy should contact central government to support banning software patents because allowing these will cripple any digital growth strategy. Speaking as one of the leading open source software development organisations on Earth, **patents are the enemy of digital innovation** and the city should do all it can to support the subcommittee's recommendation to government. We are happy to provide references and further information to substantiate this important point.

Wellington – like forward thinking cities the world over – should make a commitment to using local skills where possible, use open source software whenever the opportunity presents itself and have city data open-by-default and automatically under the appropriate Creative Commons license.

Action Plans:

Most of the relevant points were covered above. Catalyst IT recommends separately considering the following points:

Grow Wellington seems important or even key to the implementation of this plan, but needs to better develop its credibility across the existing business sector. Again, a longer topic that is out of the scope of this response.

As technologists, Catalyst IT considers that digital exports are still incorrectly thought of as having the same background considerations as physical exports, especially across points 3 & 4 under “Action Plans”. The production, sale, and export of digital product represents a paradigm shift. While the key tools are certainly marketing and innovation related, the way these tools are applied for success is completely different.

1. Investigate sister city relationship and/or connections with Silicon Valley City/ies.

Catalyst IT needs a better understanding of the benefits of current sister city relationships and are curious as to why Wellington is limiting consideration to the Silicon Valley. It is a key centre of digital activity, but we already have existing relationships with Beijing and Xiamen which are also digital innovators. Are there other territories we should be considering for this?

1. Make Wellington a leader in freely providing civic data for use and manipulation.

A nice start, but too timid. Catalyst IT recommends making Wellington data “transparent and accessible by default” and making all government action fully transparent, including webcasts of all council sessions and no closed door sessions.

1. Develop easy mechanisms to link investors, businesses and ideas.

The market digital technology seeks is not a physical, limited-commodity market, but and the language of this section does seem to give that impression. While our sales are often based on relationships, what we need most to reach the digital marketplace is talent and bandwidth.

Again, Catalyst IT are a large, self-funded company and not as urgently in direct need of cash resources as Wellington's start-ups are. That said, Wellington business needs to better develop a culture of entrepreneurship and appropriate risk-taking that starts in early childhood education and continues throughout life.

1. Visual expression of Wellington's digital culture through the city.

Any "Hollywood-like" sign on the hill by the airport marks us as poseurs and unoriginal. We have local talent – some of the best on Earth – who would be thrilled for the opportunity to create new public sculptures, murals and installations that would far better display the originality and innovation that would be of interest to the type of talent Wellington is trying to attract. Let's dedicate ourselves to the things that make Wellington innovation and fresh in the greater world view.

1. Develop enabling digital infrastructure.

Look to the Third World for guidance. How is it that organisations like <http://www.inveneo.org/> can set up nationwide village-to-village high-speed broadband for places like Malawi and Laos for a pittance when everything costs a fortune here? We are over-reliant on listening to profit-motivated companies and consultants with an agenda to push. We are long overdue for some truly out-of-the-box thinking about how to address these issues.

4. Encourage digital technology companies to test in Wellington.

This section conveys the feeling that perhaps technical testing and market and product testing are being treated as interchangeable in Wellington. That said, yes, Wellington should actively seek – worldwide – to be a focal destination for product and market testing, digital or not.

Interestingly, to the best of our knowledge, Telecom outsources a significant amount of their testing to Indian companies so the mention of them here is... curious.

1. Have a robust IT and communications continuity plan.

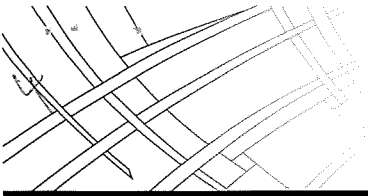
This is absolutely critical. Please don't trust it to any vendor or consultant currently advising or supplying WCC. This is another area requiring utterly fresh thinking.

We hope that this feedback is useful. Catalyst IT are, quite literally, very heavily invested in the success of Wellington as a centre of digital excellence and we are eager to do whatever we can help this process over the coming months, years and decades.

That said, Catalyst IT, like many companies has choices and realities to constantly consider about location. We currently have growing subsidiaries in Sydney, Australia and Brighton, UK. We – easily and unfortunately - can see a future where Wellington becomes too disconnected and too wrapped up in a 1970s era mentality of physical construction for us to maintain our head office in this city.

Thank you for your obvious efforts consideration and outreach,

Daniel Spector
Catalyst IT



Memorandum

Date: Monday 22 August 2011 File ref: (1215/13/IM)
To: **Philippa Bowron - Senior Strategy Advisor**
From: **Fiona Dunlop - Committee Adviser**
Subject: **Makara/Ohariu Community Board - Submission to the Draft Digital Strategy**

Please find attached the submission from the Makara/Ohariu Community Board to the Draft Digital Strategy.

Fiona Dunlop
Committee Adviser
Democratic Services
DDI 803-8205
FAX 801-3020
EMAIL Fiona.dunlop@wcc.govt.nz

Makara/Ohariu Community Board Submission on Wellington City Council's Wellington Draft Digital Strategy

1. The Makara/Ohariu Board wished to be consulted in the draft stages of the Digital Strategy. The Board considers itself a key stakeholder for Council across a range of policies, plans and strategies.
2. Access to adequate and reliable telecommunications services are a key issue in rural Wellington. This includes weather proof telephone (land line) services, mobile phone reception and access to internet.
3. There are a number of small businesses in the Makara/Ohariu area and almost 300 households.
4. An approximate estimate of 80,000 people visit Makara coast each year. It is one of Wellington's five major recreational areas.

Issues with Internet Access

5. There is limited mobile phone coverage, no cable and poor quality, weather affected phone lines. A limited number of households have coverage for mobile wireless. Dial up internet is too slow to load many websites or download large PDF's, for example Council plans and consultation documents. The rural roll out mainly provides a better service to a limited number of households around already established and serviced hubs. For many ratepayers the only potential broadband service is via a satellite services.
6. Issues with satellite internet include
 - Affordability. Satellite internet is particularly expensive, and affordable only for high income households. There are significant installation costs, small data caps and high rates per MB.
 - Satellite in the main delivers 'slow' broadband, with significant delays as the signal travels. Faster broadband is over \$200 per month.
 - Satellite receivers struggle with the high wind, high corrosion environment

Social Inclusion

7. It is necessary to have broadband access to conduct ordinary every day business, and participate as a citizen.
8. Government and Council service design is predicated on access to broadband internet to conduct every day business.
9. Council identifies it role as enabling. The ways it will do so include
 - ensuring all financial transactions can be conducted online
 - making civic data available
 - using web and It interactions to increase civic participation
 - removing barriers

To become users of the digital business benefiting from Council investment in the Digital Strategy Council demands connected citizens.

The citizens of Wellington are mobile and wireless. They carry their access to email, internet, social networks, music and phone everywhere.

Christine Grace
Chair
Makara/Ohariu Community Board
410 Makara Road
MAKARA

Kylie Paish

From: Philippa Bowron on behalf of BUS: wellington2040
Sent: Friday, 19 August 2011 10:39 a.m.
To: Kylie Paish
Subject: FW: Draft Wellington Digital Strategy - submission by SeniorNet Wellington

From: Colin Archer [mailto:ColinArcher@xtra.co.nz]
Sent: Thursday, 18 August 2011 9:48 p.m.
To: BUS: wellington2040
Subject: Draft Wellington Digital Strategy - submission by SeniorNet Wellington

WELLINGTON 2040**DRAFT WELLINGTON DIGITAL STRATEGY****Submission to: Wellington City Council****From: SeniorNet Wellington**Introduction

SeniorNet Wellington is an Incorporated Society with a mission to foster opportunities for older adults to embrace and keep pace with emerging technologies that will not only enrich their lives but also enable them to effectively and efficiently share their knowledge and wisdom in the community

Initial comment

Wellington City is congratulated on commissioning the report. Its coverage is comprehensive but appears to lack inclusion of the elderly population who, with acquired computer skills, can contribute to the digital welfare of the City.

Strategy

The strategy refers to Wellington City as a great place to live and encourages home-grown talent to stay. Mention should also be made of developing initiatives to encourage citizens when retired and approaching retirement to stay in Wellington to:-

- Pass on their skills as volunteers to community organisations - an essential life-blood of Wellington City
- Encourage those people with talent to stay in Wellington to share skills and knowledge with older people not only in the commercial world but also in the community
- Help others learn of updated technology for their future involvement in the City

Wellington – a leading place for digital activity

A free to use Wifi network is to be strongly commended. One way of encouraging community participation and involvement is to introduce Wifi into community halls and similar venues for public access – particularly for community seminars and meetings.

The proposal in the Draft Strategy *“to ensure that internet access is available in Wellington’s public places, that access and equipment is available to everyone through libraries and community venues and that there are initiatives to ensure our communities work together so that social organisations have the right tools and web presence to support their activities”* is fully supported.

Wellington – where talent wants to live – fostering innovative digital sectors

The Draft Strategy refers to a shortage of talent in the digital sector and offers initiatives to address that issue. Opportunity should also be taken to attract older people, with technological talent, to stay in Wellington, or move here. As Wellingtonians they can share their skills and experience not only in the commercial sector but assist, as volunteers, older people to participate in the digital growth of the City.

Tell the Wellington digital story

Perhaps a story to potential immigrants, or intending residents, is that Wellington City has a digital facility that enables older adults to be a vigorous and important part of the community.

Inspire knowledge, ideas and creativity

Free access to data is fully supported as part of a strategy to not only provide greater citizen participation but also encourage people to stay in Wellington as a great place to live, work and play. It is also important that such free access also enable older people to freely contribute their digital skills and knowledge as part of the vitality of the City.

I trust this submission will be helpful

Colin Archer
Chairman SeniorNet Wellington
18 August 2011
Ph 04 478 6559



Ref # 142

Kylie Paish

From: Philippa Bowron on behalf of BUS: wellington2040
Sent: Wednesday, 17 August 2011 2:27 p.m.
To: Kylie Paish
Subject: FW: Digital Strategy - Feedback

From: Mark Horgan [mailto:mark.horgan@actrix.co.nz]
Sent: Sunday, 14 August 2011 11:18 p.m.
To: BUS: wellington2040
Subject: Digital Strategy - Feedback

Hi. Emailing as the WCC Wellington2040 website Digital Strategy feedback form presents the 2040 feedback form.

I like the strategy and its 3 focus areas. As for a descriptor, 'Wellington Creative Digital Capital' is perhaps underselling Wellington as "Absolutely, Positively, The Coolest Little Creative Capital in the World !" Digital is just a part of the story (important, but really just INFRASTRUCTURE) – Its what we do with it that counts !

A few comments on some of the possible action plans:

1. Foster education in innovative digital sectors and link education to industry needs. Think secondary as well as tertiary education providers – let's get the younger generation working on Welly's greatness !!! It's their creative digital juices we need to give energy and life to this idea. So I suggest that Grow Wellington could look to engage the region's secondary and tertiary students on Wellington's digital future. The WCC could sponsor a category in the next Digital NZ Mix and Mash competition, and/or sponsor an innovative competition based on Wellington data @ www.kaggle.com/.
2. Inspire knowledge, ideas and creativity. 1. Make Wellington a leader in freely providing civic data for use and manipulation. Yep, The WCC could sponsor a category in the next Digital NZ Mix and Mash competition, and/or sponsor an innovative competition based on Wellington data @ www.kaggle.com/.
3. Wellington - the place for digital activity. 1. Develop joint strategies with digital infrastructure providers to establish Wellington's premier digital status. Yep, build on things such as Wellington's National Library of New Zealand being an early Sun Microsystem's Centre of Excellence.

Great stuff. Let's go ! Wellington is "Absolutely, Positively, The Coolest Little Creative Capital in the World !"

Best regards,
Mark Horgan

Mark Horgan
Tel: +64 (0)21 71-8436
Email: Mark.Horgan@actrix.co.nz
Principal Consultant
Knowledge Management & Engineering Consultants
Member of the Institute of Management Consultants <www.imcnz.org>

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Sir John Anderson

x

Philippa Bowron

From: Kerry Verberne [kerry.verberne@jaa.co.nz]

Sent: Thursday, 14 July 2011 4:32 p.m.

To: Philippa Bowron

Dear Philippa

Nice to hear from you and thank you for sending a copy of the draft Wellington Digital Strategy you have been working on.

As requested I provide some brief thoughts as follows:-

- The identification of the opportunity is good
- I assume the audience is the Wellington City Council (plus WRC?)
- It appears the proposal will have to go hand in hand with the development of Broadband.
- Grow Wellington is a facilitator, while they could assist the fostering of education/link to industry needs, this initiative will probably require institutional ownership of this process, including education (VUW/Weltech/Massey) and industry (Chamber of Commerce)
- The other action plans/inspire knowledge, ideas and creativity need to be tested in regard to "the consumer" and the relevance to the "customer/consumer".

Hope you are enjoying working at the Council.

Best wishes

John

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Philippa Bowron

From: Paul Callaghan [Paul.Callaghan@vuw.ac.nz]
Sent: Tuesday, 28 June 2011 1:52 p.m.
To: Philippa Bowron
Subject: Re: Wellington Digital Strategy

Philippa

This is all great-BUT-as I said to Celia, don't forget high tech manufacturing. I know we are very good at digital, but it is more than that. Indeed Weta Workshop (as opposed to Weta digital) is all about manufacture and craft.

We can make physical things as well!!!
best
Paul

On 28/06/2011, at 1:30 PM, Philippa Bowron wrote:

Hello again!

I have just read your column in today's paper and thought you might be interested in a read of the draft digital strategy that I used your wording in, as it aligns very well with what you are saying.

Attached is a pdf.

I would welcome any feedback you have from a strategic perspective or with respect to actions and priorities.

Also please feel free to distribute to anyone you think may be interested. I have hard copies I can send out if preferred or I am awaiting an e-book version that should be ready by tomorrow.

Hope you are well

Kind regards
Philippa

-----Original Message-----

From: Paul Callaghan [mailto:Paul.Callaghan@vuw.ac.nz]
Sent: Wednesday, 13 April 2011 5:22 p.m.
To: Philippa Bowron
Subject: Re: Wellington Digital Strategy

That would be fine!

Sent from my iPhone

On 13/04/2011, at 4:45 PM, "Philippa Bowron"
<Philippa.Bowron@wcc.govt.nz<mailto:Philippa.Bowron@wcc.govt.nz>> wrote:

Hi Sir Paul,

My name is Philippa Bowron, I work in Strategy at Wellington City Council.

I have recently been formulating a digital strategy for Wellington City. Due to a shortage in time and resources, I've taken the approach of speaking with as many clever and diverse people

across the digital sector as I can, collecting their ideas and then using that to construct a strategy and ideas for actions. My defence is I am very open with everyone who I am taking ideas from about my intent!

I was recently having a discussion with someone and was trying to express coherently what I mean by the section of the strategy that is about "attract and retain talented people and innovative digital business to Wellington" and that person said "Oh you mean what Paul Callaghan says about "the place where talent wants to live".

So I am writing to ask you if I can exchange my rather fumbly wording with your much better wording and rename that section "Make Wellington the place talented people want to live"?

Kind regards
Philippa

Philippa Bowron
Senior Strategy Advisor
Wellington City Council
04 803 8530
021 227 8530

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<WCC9785_Digi Strat_LR_2.pdf>

Paul T. Callaghan
Alan MacDiarmid Professor of Physical Sciences School of Chemical and Physical Sciences
Victoria University of Wellington Wellington New Zealand

Fax 64-4-4635237
Tel 64-4-4635945
e-mail paul.callaghan@vuw.ac.nz<mailto:paul.callaghan@vuw.ac.nz>

Philippa Bowron

From: Paul Feenstra [paul@Paulfeenstra.com]
Sent: Wednesday, 6 July 2011 12:27 p.m.
To: Philippa Bowron
Subject: Re: Wellington draft Digital Strategy

Hello Philippa,
Congratulations to you, the Mayor and Wellington City Council for the refreshing approach to "Digital Strategy" The Paper is forward thinking and progressive, if other regions within New Zealand had this approach then the challenges we now face would seem insignificant. National participation by all cities is essential for the realization of the outlined aims and goals.

As the Entertainment sector is my area of speciality, I am aware of some of the challenges facing this industry within the Wellington region. Recent discussions with local industry leaders have highlighted the need for a capability assessment/study on what the Wellington entertainment industry has to offer. Inquiries made by US media content producers have shown that no-one knows what services are available and to what level of capability those services can deliver.

A reliable, quick and accessible broadband service brings connectedness to our customers and vendors. The transfer of media data should not be an obstacle, given the approach and vision of WCC, then it wont be. International customers can feel assured by this vision and implementation; but that alone will not generate business here. My own relocation back to Wellington after 25 years working in Hollywood has shown that New Zealand is distinct, our industry is unique and our work does not always follow best practices as employed in other countries. Many Wellington entertainment related businesses are international capable, their level of expertise is determined by technical criteria and international experience. There is no system or data currently available that has collated that information to encourage and secure new international customers through an online resource.

I fully support the concept of bringing experienced immigrants to Wellington, the Digital Strategy paper correctly addresses this, without them, it will not be possible to solicit international customers. Without a job, it is unlikely they can be encouraged to relocate here. My own experience has shown this to be a major concern.

I suggest that WCC look closely at performing a capability study that analyzes specific technical abilities of Wellington based, digital related, entertainment support services. This study requires a strong advanced level of knowledge of what international customers expect in best practices, technical ability and experience. The capability study should be performed by a person familiar with all those points.

I am willing to discuss aspects of that capability study with Wellington City Council, and offer my services to undertake that study if requested.

Warmest Regards
Paul



NZ mobile 21 243-8788 : Email Paul@Paulfeenstra.com : Skype - Paul W. Feenstra

Philippa Bowron

From: Brian Calhoun [brian@unbounded.org]
Sent: Friday, 15 July 2011 3:49 p.m.
To: Philippa Bowron
Subject: Re: Wellington Digital Strategy

Hi Philippa,

So I've put together some feedback for you, which is below. I just got back from a meeting with the mayor and Tina where we talked about the Digital Strategy among a few other things.

My notes below are terse (they were for me to refer to when talking to the mayor), but represent what I consider are good, bad, and head-scratching components. I also mention some concrete things that I strongly believe need to be done by or assisted by WCC.

I'm more than happy to elaborate on any of the below. And I'm willing to help get some of these things done in perhaps a consulting-arrangement fashion, if that's amenable to council.

Have a great weekend!

All the best,

Brian

digital strategy notes

- good: There are many small digital creative companies in Wellington currently operating successfully in a global market. We consider that deliberate growth of these activities can bring advantages in economic and social development to Wellington City, while also contributing to green aspirations.
- good: top strategy is "make wgtm place where talent wants to live"
- good: "Make Wellington a leader in freely providing civic data for use and manipulation." Ok, how about recycling routes for mix & mash competition?
- ??? how do you actually do the actions listed?
 ex: strategy: "Make wgtm a world leading place for digital activity": encourage digital tech companies to test in Wgtm"
- how is that world-leading? what does it mean?
 "A plan can look at whether the city would like to be a place that is easier for technology companies to try out new infrastructure options and bring the innovations out of laboratories and into the city." ???
- bad: the city's development over next 30 years?! Try 5, at least for Digital Strategy pieces
- need: contests, venues, better housing (require double-glazing), get rid of data caps local traffic
- lack of good housing (drafty, damp, unheated, uninsulated) is a major reason why many immigrants go back home

Summary

19/08/2011

Digital strategy & WGTN 2040 both suffer from being far too aspirational in the sense of describing what a much bigger and more world-leading city might accomplish. But the paths to get there are tepid, abstract, and merely describe general outcomes. They also don't address real issues facing wgtN that prevent it from achieving the strategic goals put forth: housing, competitive culture, internet data caps.

On 28/06/2011, at 5:41 PM, Philippa Bowron wrote:

Hi Brian,

I hope this finds you well.

You may recall some time ago we had a meeting here at WCC and discussed, amongst other things, a Digital Strategy for Wellington. After many more conversations with characters around the sector I managed to compile a document and am now looking for feedback on the proposed strategy, ideas for actions, and thoughts on what we should prioritise.

You will recognise some of the things we talked about in here. If you are keen to stay involved, I'd be grateful for your feedback.

Kind regards
Philippa

Philippa Bowron
Senior Strategy Advisor
Wellington City Council
04 803 8530
021 227 8530

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<WCC9785_Digi Strat_LR_2.pdf>

Smart Wellington Submission

The council is to be commended on its visionary approach to Wellington's Future and reading the document Toward 2040: Wellington Digital Strategy is an inspiring forward looking document.

Summary

I support the proposed intent but I think it is also important to think of Digital issues in a more holistic way going beyond the creative IT industries. This could include:

- Wellington's strong relationship with government;
- taking advantage of strong legislation to drive high standards in government led technology;
- issues of technology related to the quality of the Council's interventions such as tendering and e-waste.

Supporting the Creative technology sector

There is much to be gained by focusing on and supporting the creative digital industries and in contrasting the technology approaches taken by the other 2 major cities Auckland and Christchurch. I support the proposals made for support of the gaming and film sector including web design, gaming, applications, film, music, digital art and web tools.

IT conferences

I support and the proposal that Wellington seek to be a prominent venue for technology conferences. Conferences such as Web Stock, GOVIS and the Unix conference have been held in Wellington. While this focus could be developed a greater success could be offered if the council were to extend the strategy to offer the opportunity to excel in offering virtual conferencing for all kinds of organisations rather than technology conferences for technology companies. day conference)

Conferences and carbon emissions

A cost-effective carbon neutral conference including international speakers has already taken place in the Town Hall. (The Govis 2008 one). Ensuring that the council can offer, advanced technology facilities such as conference venues with web capability, video and streaming simultaneous coverage would allow participation from anywhere in the world. This would support low carbon-use, internationally collaborative conferences. This could be an important aspect of keeping Wellington connected in a low-carbon world. While Skype is now ubiquitous for personal telephone and video conferencing-connections the capability to run multi-site conferences

with remote participants is still far from the usual practice in conference settings. Partnering with local suppliers of this equipment and capability could be as commonplace as partnering with a catering provider at events centres and would provide a step change for effective connected conferencing in the city.

Going beyond conferences and the creative sector.

However I believe that the vision falls short of what is possible. I would like to see the council adopt some broader and more ambitious targets. I had the good fortune to meet Richard Naylor when I first visited NZ in 1986 and at that stage he was already thinking of the initiative that formed City Link. The council already has a history of IT innovation and an example of a successful "spin-off" IT company.

Making public datasets open – a caution

New Zealand's early adoption of open data models for public data have ensured that a number of local companies are developing new applications using public sector data. The government's endorsement of this approach was made official this week.

I think there is a need for caution in making public data available freely. It is of no benefit to the council or ratepayers if a third party company adds a modest but useful additional element to public data and then the council later has to buy back the modestly enhanced data many times. The company's own model is sustainable but only as a drain on ratepayers who are impacted by ongoing and unnecessary costs. This has been the case for central government where third party companies have made modest improvements to public mapping data, address data and NZ case law data. The government (and tax-payers) have paid many times for small enhancements to once public data. The essence of any agreement should be on fair dealing and partnership. The real opportunity is that the council should support local companies to use Wellington's public data to develop applications and tools that can be sold in other settings.

Local companies that supply and support public sector technology.

IT companies providing services to government are currently unrecognised in the strategy. Over the past decade the NZ government has developed a wide variety of innovative information technology systems together with local companies. Licensing agreements have ensured that these companies own the intellectual property (IP) that they have created because of the government's "hand's off" approach to owning IT information technology IP.

Government legislation and direction has caused the development of good quality IT and digital resources and build significant skills in the companies that support them. This has included the following examples but there are many others in diverse areas:-

- In the areas of geo-spatial data manipulation for Land Information New Zealand.
- The National Digital Heritage Archive in Electronic Publications Management at the National Library.
- Document management systems used by the New Zealand government and local authorities have been developed to meet New Zealand's exacting Public Records Act. As an example Silent One is a Wellington based company whose document management software has been developed to meet these exacting standards.

Open Source companies.

Wellington has many companies with an international impact, whose business models are based on open source technology.

Examples of the software are:

Mahara is a professional development tool that has a worldwide usage and which was developed in Wellington

Moodle is an educational software, developed in Australia but widely used in New Zealand.

Silverstripe is a Wellington company that now has offices in Australia developing websites based on using its own open source content management system that is used by websites worldwide.

Catalyst is a Wellington Based IT company whose focus is on using Open Source solutions of many kinds. Their work includes support of the leading open source library management software was developed locally called Koha.

Including such companies in the remit of the strategy would strengthen it.

Improving access to technology and content through library services

I think that the digital services to ratepayers should be recognised and improved through the strategy. The Wellington City Libraries offering via its website is impressive but the services available within libraries have fallen behind other metropolitan centres. For example Christchurch City Libraries have much greater availability of internet and media enabled technology with far greater functionality in their

public central and branch libraries. Using the in-library technology is more expensive than in other centres. It is important that Wellington catch up and pass what is available in other New Zealand cities. Libraries can support study and the gaining of employment skills but this needs investment in technology.

Council tenders and commissioning

The council could include its own tenders and commissioning in the strategy and encourage other organisations to do the same. This would involve ensuring that its tendering and purchasing processes do not discriminate against local companies. A [recent news story](#) implies that this is not always the case. On the part of IT managers there is a reluctance to move away from the big multi-nationals even though local solutions can be better, cheaper, based on open standards (as opposed to proprietary solutions) and to be more responsive to requirements. There are a number of options what would assist Wellington to support innovative local companies. One example would be to measure tender responses against criteria that include the level of partnering with locally owned IT companies.

Information Sovereignty

There are benefits to owning and maintaining data within our own jurisdiction rather than using so called 'cloud computing' solutions. The New Zealand Government has taken a cautious approach to information ownership with the result that New Zealand public data is largely hosted within the country. This is important not only for government but also in the commercial sector because, while hosting software in the cloud is often less expensive, the potential down-side is that the information is managed under another country's laws. New Zealand owned IT companies such as [Datacom](#), whose international Headquarters are in Wellington, are hosting complex mission critical web-sites and systems in mirrored data-centres here and in Auckland.

Data warehousing using renewable energy.

There is another aspect to the dematerialising of the economy that the draft strategy discusses. New Zealand's regulatory regime provides a high level of confidentiality and security protection for data. This coupled with the high proportion of renewable energy used to power data centres locally compared with overseas could make New Zealand hosted data attractive both in New Zealand and beyond.

When the [Pacific Fibre link](#) – a privately owned fast data connection to Australia is commissioned there are opportunities to promote data centres here that are less carbon intensive than those in Australia and further afield.

E-waste

Wellington has the opportunity once again to take a lead. It led being an earlier adopter of e-day but the central government support to this initiative has so far has been less than robust. The city council could once again show leadership by stopping the dumping of e-waste to land-fill and levying a small charge to take back electronic items. It could negotiate the kind capacity to ensure that "e-waste" is properly recycled.

Creative about - not just creative.

Wellington as an creative and innovation capital must go further than being creative about the creative industries. These are other opportunities that would allow the city to be creative about a wide range of opportunities.

An obvious link would be in ensuring that there is integration between the IT and the Smart Green City strategy. Using technology creatively to achieve environmental objectives could include using technology to help achieve environmental outcomes such as:

- Smart metering and power control in council buildings.
- Waste measurement and management.
- Investigating whether a carbon accounting service for office buildings would make those with lower environmental running costs more attractive.
- Investigating the means to reward ratepayers and businesses who can demonstrate changes towards carbon neutrality.
- Developing and improving the level of earth-quake preparedness in the city.

Thank you for the opportunity to submit on the Wellington Digital Strategy. Please feel free to call me if you have any questions about this submission.

Jan Rivers, 86, Parkvale Road, Karori, Wellington 04 9773680 - submitted in a personal capacity.

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Philippa Bowron

From: David Clearwater [david.clearwater@gmail.com]
Sent: Sunday, 14 August 2011 5:03 p.m.
To: Philippa Bowron
Subject: Submission for WCC 2040 Digital Strategy

Hi Philippa,

As promised, a quick summary of my key thoughts on the WCC 2040 Digital Strategy.

I think the strategies themselves are appropriate, and fairly represent our community's hopes for digital and Wellington.

My thoughts:

1. Our success in achieving this vision will depend mostly on our ability to engage the various disparate stakeholders that have an interest in our vision. While there are some initiatives that will make sense to be driven by the WCC, much more could be achieved if the Council takes a facilitation role in bringing the different voices together. This could take the form of a steering group, or reference group, or working party that can provide direction, resources, and engagement of the broader community. Theory U offers a good model for how this kind of complex change with many stakeholders can be managed. I believe there are enough passionate individuals in Wellington that would be happy to pick this up and run with it, and it would be quite possible to set up this group with goal of it being self-funded (facilitation and coordination being the key resources needed) within a number of months. The challenge here would be to make it a genuinely useful forum rather than a bureaucracy or talk-shop. Participant selection and professional facilitation would be the key.

2. Crowd-funding (loans or capital, rather than donations) could be a significant addition to the early-stage start-up market. This is gaining traction overseas, so there are existing models we could apply. It probably needs a private sector solution more than anything, I suspect.

3. The single biggest determinant of mid-late stage start-up success is the quality of the leadership. A coaching or mentoring programme for digital entrepreneurs could provide more specific and practical value for growing and stabilising these businesses. Many local entrepreneurs lack for the breadth of commercial knowledge and acumen that exists in more experienced business people. Vistage (formerly known as TEC) run a great programme internationally that we could model ourselves on.

Hope that's clear enough, any questions, give me a yell!

Kind regards,

David Clearwater
021 244 9531

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Philippa Bowron

From: Bruce Nicol [bruce.nicol@clear.net.nz]
Sent: Friday, 12 August 2011 4:02 p.m.
To: Philippa Bowron
Subject: Your Digital Strategy

Hi Philippa

It was lovely to meet you at the breakfast meeting yesterday.

We are most impressed with your document on the Digital Strategy.

We strongly endorse the need for trained people. Trained in all aspects of being mature and reliable and trustworthy.

It is such a nightmare to find people who have the skills, motivation for hard work and emotional maturity to see the opportunities for their doing good collaborative work.

There are many people coming out of these course, who unfortunately seem to prefer working at the Warehouse than digging in in the area that they have spent years training in.

We had about 1,000 interested in a position last year but none really was up to scratch.

We enjoy giving young people the opportunity to grow with us, but they seem to believe that they are ready to go, with their piece of paper. We will employ anyone who showa they can do the job, not needing to look at the CV. Just can you deliver.

Actually they may need several years to do the work, but also to learn to be reliable, trustworthy and to see that it is the success with your present work that may lead to your position at 'Weta' for example.

I think the training organisations may need to rethink their 'bums on seats' to actually producing reliable workers.

Let us hope your document gets things generating.

Bruce Nicol

bruce.nicol@clear.net.nz

Director of Pixelhouse.co.nz

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Philippa Bowron

From: Wayne Norrie [wayne.norrie@xtra.co.nz]
Sent: Wednesday, 10 August 2011 12:58 p.m.
To: BUS: wellington2040
Subject: Feedback on toward Wellington 2040

thanks for a great site.

I can agree with most items.

I would like to offer a refinement to the draft digital strategy.

I think the label of "creative digital capital" is too narrow, and most people think this reflects only the games, media, movie sector.

I think there is a real opportunity to make Wellington the "Hi Tech" ecosystem for the country - which includes the creative, but also expands it to software as well.

I do not accept Auckland has this mantle, and CHCH is definitely more electronics.

If we can create a "Hi Tech" ecosystem (similar to Aviation in Hamilton) then we will attract highly paid talent, that can sell services/products globally while working in the greatest capital of the world.

We have the environment (small, wired, beautiful), precedence with many substantial companies in this space choosing wellington - Aftermail, Fronde, Optimisation, Xero, Core Technologies, i-ligh to name but a few and already covers over 1000 employees.

We can attract and build hundreds of such companies, which could become a financial backbone for Wellington.

This is further supported by Central government moving more towards private sector services which will be delivered from Wellington businesses.

Science feeds are strong from Vic, IRL, Gracefields, etc. Strong incubator feeds via Creative HQ and a strong Angel and VC community - arguably the strongest in NZ.

No area/city in NZ yet owns this space. All the ingredients are present. The time is ripe to grab it.

Please consider such in the wonderful vision for Wellington.

thank you.

Wayne Norrie

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POSITIVELY WELLINGTON TOURISM

Submission on

WELLINGTON CITY COUNCIL
Draft Digital Strategy

19 August 2011



INTRODUCTION

Positively Wellington Tourism (PWT) is the capital's official tourism organisation. It is a charitable trust principally funded by the Wellington City Council and has extensive partnerships with the private sector. PWT's role is to create economic and social benefit for Wellington by working with the private sector to market the city as an attractive visitor destination.

As the agency responsible for promoting and developing Wellington as a visitor destination, PWT believes it important to make its views known in relation to proposed council activity that could influence its operations, as well as Wellington's overall tourism development and marketing over the coming year.

PWT would like to thank Wellington City Council (WCC) for its ongoing support. The confidence WCC has shown in how PWT markets Wellington as a destination of choice for international and domestic visitors is appreciated.

Positively Wellington Tourism's digital vision, set out in the Digital Strategy, is:

To tell a story of Wellington that makes people want to experience it for themselves and share it with others

In order to achieve this vision, PWT relies on WCC to provide ongoing financial, industry, infrastructural and strategic support. Without this support Wellington's tourism industry would not be as strong as it is today. PWT is confident that Wellington will achieve and continue to deliver this vision and the organisation's *Statement of Trustee Intent 2011-2012* reflects this confidence. To maximise the current and potential marketing and product development successes ongoing support will be required.

PWT supports the Draft Digital Strategy. There are however a number of activity initiatives that we would like to make specific reference to.

Our submission is as follows:

PWT has been ardent in its use of digital channels and media to promote Wellington. It is a key focus of the organisation as it looks to innovate and maintain Wellington's position as New Zealand's regional leader in destination marketing. The resources provided to PWT allow Wellington to project the vibrancy of its digital community to the rest of the world; this and continuing to do so should be identified in the strategy.

Make Wellington the place where talent wants to live.

PWT supports the strategy's aim to retain our talented people and target immigrants that are talented in digital creativity. As suggested, Wellington's strengths such as a strong events calendar and a vibrant city centre provide a catalyst through which Wellington is able to be promoted to domestic and international visitors as a place of innovation and creativity. The success of events such as Brancott Estate World of Wearable Arts and the International Arts Festival help to reinforce to visitors that Wellington is an appealing place to both visit and live. We applaud the strategy's aim of using the digital sector to entice skilled people to live and work in the city. The growth in visitor numbers to Wellington over the last decade is the result of the city and the tourism sectors investment in marketing – largely through PWT. The city and this strategy should build upon the platform created to further tell people from beyond Wellington of the excellence and creativity of our digital community.

Inspire shared knowledge and development of ideas and creativity

PWT applauds the aim of sharing knowledge and the development of ideas and creativity both locally and internationally. An additional measure which would strengthen this aim is through attracting more international digital conferences to the city. Getting Wellington on the IT/digital conference circuit would open up significant opportunities for Wellington and the digital sector. PWT's Wellington Convention Bureau should be identified as a key partner in achieving this aim.

Develop and tell Wellington digital story

PWT has worked with Grow Wellington in the past on developing a Wellington Story, and PWT were a key driver to getting the websites of Grow and PWT linked together through common navigation (see WellingtonNZ.com). PWT believes that through the resources provided by council and the tourism sector it has created a clear 'Wellington' story for the city as a visitor destination. It should now be identified how we can build on this, using the digital assets and brand developed for Wellington, to tell this story of Wellington in the digital sector and indeed other sectors in a highly connected manner. This will demonstrate how our city is a great place to live, work, invest and visit.

Inspire knowledge, ideas and creativity

PWT supports the strategy's aim of making information and data, such as GIS, available to the public. The interaction with digital channels and the consumption of digital information is ubiquitous in today's society. However the extent to which people can actually benefit from digital information depends on its accessibility and price can certainly be a barrier to accessing information. Enabling access to otherwise restricted or costly digital information/channels will seek to foster (and share) knowledge, ideas and creativity on an exponential scale.

Thank you for the opportunity to submit on the draft Digital Strategy. We wish to be heard in support of our submission.

Yours sincerely

A handwritten signature in black ink that reads "David Perks". The signature is written in a cursive style with a large initial 'D' and a trailing flourish.

David Perks
CEO
Positively Wellington Tourism

Computer Clubhouse Trust

51 Othello Drive, Otara
Auckland 2023

Submission to the Wellington 2040 Digital Strategy

Friday 19 August 2011

Executive Summary

First of all, the Computer Clubhouse Trust acknowledges the tino rangatira and kaitiaki o Te Tangata Whenua o te Upoko o te Ika a Maui in the Poneke/Wellington rohe. The Trust commends Her Worship the Mayor Celia Wade-Brown, councillors and community for your foresight and future focused approach to providing for the social, economic, cultural and environmental well-being of your communities.

This submission is in support of the Wellington 2040 Digital Strategy. However, the Trust suggests some additional contextual principles and pragmatic concepts to enhance the anticipated outcomes and actions to support the development and deployment of the strategy.

We suggest that the strategy includes or adopts the following principles and/or concepts:

1. **Digital Fluency:** The Strategy places digital fluency as a cornerstone to realizing the strategy and moves beyond mere digital literacy.
2. **Digital Inclusion:** The Strategy ensures individuals, communities especially underserved groups have access to, and the fluency to use and create using Information and Communication Technologies (ICT) and tools enabling them to fully participate in and benefit from the knowledge/ideas economy.
3. **Focus on underserved communities:** The Strategy is a platform to assist underserved communities to transform their social, economic and cultural well being through technology. Technology would facilitate a step change for these communities.
4. **Advocacy on Ultra Fast Broadband Deployment:** The council continues to advocate and engage with the Crown, Line Fibre Companies, Telco Provider and other Crown entities to deployment the fibre closer to underserved communities. The following areas are potential positive outcomes that may be derived from this deployment.
 - i. Social enterprise: The Strategy provides greater opportunity and scope for social and commercial enterprises through technology.
 - ii. Connected communities: The Strategy provides greater opportunity for communities to engage with each other locally and globally. In a civic context this would also include being connected in the democratic process of local and central government.
 - iii. Community Infrastructure: The Strategy provides opportunity for private sector, third sector, government or joint ventures to develop technology infrastructure to support and connect communities and businesses using fibre or wireless solutions such as wi-fi or wi-max.

Thank you for the opportunity to proffer our suggestions.



Background

The Computer Clubhouse Trust first of all acknowledges the tangata whenua iwi o Te Upoko o te Ika a Maui:

- Ngati Raukawa ki te Tonga
- Te Atiawa ki Whakarongotai
- Ngati Toa Rangatira
- Te Atiawa/Taranaki ki te Upoko o te Ika a Maui
- Ngati Kahungunu
- Rangitaane.

The Trust commends Her Worship the Mayor Celia Wade-Brown and the councillors for the work of the council on behalf of the city.

The Computer Clubhouse Trust is a registered third sector charitable organisation founded in 2004. The Trust has been working over the last seven years to develop social and economic transformation in underserved communities using technology. The Trust has been developing and delivering Computer Clubhouses which are creative and semi-structured programme for youth 10 – 18 years to foster creativity and innovation using high-end technology. A computer clubhouse is more like an artist's studio than a technology centre. The Computer Clubhouse is part of an international network of 100+ clubhouses in over 23 countries. There are currently five (5) clubhouses with a sixth in the process of being built in Auckland. The Trust is establishing a footprint of 12 clubhouses across the country over the next 18 months.

The Trust acknowledges and recognises the social and cultural capital that is in abundance within our underserved communities. The Trust has formed relationships with communities across the country and has been invited by these communities to establish computer clubhouses to provide a safe place for young people and communities to engage in creative, innovative and explorative learning and enterprise.

In the Wellington region we have a clubhouse in the Naenae community in partnership with the Hutt City Council. We are keen to explore with the communities in Wellington and alongside the Wellington City Council opportunities to engage.

The Trust supports the Wellington 2040 Digital Strategy and commends the Council for being proactive in creating a vision for the city and country that is full of promise and excitement.

We suggest the following additions to the digital strategy document. These additions are contextual principles and concepts that in our view will enhance the value proposition of the strategy and implementation of related actions.

Digital Fluency vs Digital Literacy: Digital literacy falls short of realising the level of competencies and skills acquisition that is required to make this strategy workable and achievable. As a distinction digitally literate people know how to use ICT tools however digital fluent people know how, what, when and why we use these tools. Digital fluency is about transformational understanding of technology not transactional understanding of the tools.

Digital Inclusion vs Exclusion: The strategy must also be intentional in ensuring individuals, communities especially underserved groups have access to, and the fluency to use and create using Information and Communication Technologies (ICT) enabling them to participate in and benefit from this strategy. Technology will continue to have a role as a useful tool today, tomorrow and into the future therefore it is important that the strategy recognises inclusion as a core principle of this strategy.

Focus on Underserved Communities: The greatness of any society is how it intentionally responds and cares for its underserved population. Asset Based Community Development dispels the deficit or reductionist view of underserved community's as empty or lacking of assets useful in economic development. It is a paradigm/model that recognises the inherent assets (tangible and intangible) of our communities and the opportunity to leverage those assets to mobilise social and economic development. Wellington of 2040 should be a place where the term "underserved" is a historic term that was mitigated or resolved through the enabling of this strategy.

High Speed Fibre Connections or Ultra Fast Broadband (UFB): The strategy provides an opportunity to actively engage communities to transform their quality of life, socially, economically, culturally and through their environment. The deployment of UFB needs to intentionally include underserved communities and not solely focus the initial deployment to residences in higher socio-economic communities. The council as a stakeholder on behalf of its communities needs to highlight and advocate the socio-economic benefits that early deployment in underserved communities will provide for creating a strong and productive local economy. The deployment of this technology infrastructure will allow a step change in providing opportunities for:

- i. Social Enterprise development
- ii. Connecting communities locally and globally
- iii. Developing opportunities for Public, Private Partnerships to develop IT infrastructure where communities have ownership.

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WCC Draft Digital Strategy

A submission from the Wellington City Council's Accessibility Advisory Group

The Council is to be congratulated for this far sighted approach to developing a technologically literate city.

What the strategy needs to make clear is that there is a large and increasing population of people with impairments, all who have the potential to contribute and benefit from the strategy.

There is a significant exodus of (technologically literate) Wellington people retiring to the North. Many of those people should be encouraged to stay in Wellington to share their skills with other older people, and the community in general.

This strategy provides a great opportunity for lifelong learning. Keeping an active mind has been shown to prolong a healthy life and allow people with impairments to rely less on Council community services.

The *"proposal to ensure that internet access is available in Wellington's public places, that access and equipment is available to everyone through libraries and community venues and that there are initiatives to ensure our communities work together so that social organisations have the right tools and web presence to support their activities"* is fully supported. This commentary aligns with the statements in the previous paragraph. Community support must be inclusive i.e. tools must be available in public and community places that allow those with impairments to have equal access to the internet (in the technical and physical sense).

We tend to underestimate the significant social role that volunteers and voluntary organisations play in the life of our City. The strategy should recognise the added value those individuals and groups provide to the City.

By providing free public internet access, the Council has the opportunity to get a better and more representative view on City issues and a wider participation than in the past. The strategy should emphasise Council services that can be accessed through its web related services. These are not well advertised or accessible at present

Opportunity should also be taken to attract older people, with technological talent, to stay, come back to Wellington, or move here, to share their skills and experience not only in the commercial sector, but in assisting as volunteers, older people to participate in the digital growth of the City.

Any digital strategy should create an awareness of the needs of those with impairments. For example, with those with sensory impairments, technology can greatly facilitate access to information and engagement with WCC services. Investing wisely, and ensuring that technology and information takes account of visual, cognitive and hearing impairments is a smart way to work.

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Philippa Bowron

From: Ross Peat [ross.peat@klickex.com]
Sent: Wednesday, 3 August 2011 10:29 a.m.
To: Philippa Bowron
Subject: Wgtn plan

Hi Philippa,

Nice to hear from you....and thanks for your thoughts and feedback on KlickEx. We'll be reworking our site shortly but for now we're focussed on bringing a large Pacific partner into play!

I've had a v quick look at your doc - good to see the niche positioning around the Ak and Ch strategies and the focus on council enablement. One thing that Ak spent a lot of time an effort on was the logistics of rolling fibre and how best to co-ordinate the planning, consenting, codes etc to make the whole process easier and faster. And also tying in WCC capital works for roading and footpaths to get fibre laid at the least possible disruption and cost. Expanding the infrastructure enablement elements of your plan, where councils can add a lot of value, might be something for you to consider.

Cheers...Ross

On 07/27/11 6:38 PM, Philippa Bowron wrote:

Hi Ross,

In case you dont remember me - I used to be Gvt Relations Manager at BCL! I wanted to touch base about a couple of things...

- some feedback on KlickX, awesome idea and I am telling anyone who is travelling o/s to use it. The FAQ section on the website could use a short explanation of how to withdraw the \$ as that seems to be the most frequently asked question I've heard!

- secondly I'm working on a digital strategy for Wellington City, be grateful if you have time if you could take a quick look and let me know what you think <http://www.wellington2040.co.nz/making-it-happen/digital-strategy>

- thirdly if you find yourself in Wellington with time for a coffee let me know philippa.bowron@wcc.govt.nz or 04 8038530

Cheers

Philippa

Ross Peat

Chief Executive Officer

KlickEx Corporation Limited

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31/08/2011



Philippa Bowron

From: Donald Clark [donald.clark@reannz.co.nz]
Sent: Sunday, 3 July 2011 3:18 p.m.
To: Philippa Bowron
Cc: donald.clark
Subject: Digital Strategy Feedback

Philippa

A few comments / observations on the Digital Strategy i picked up at the library - saw it had your name on it!

pg 5

Like the overall summary picture here. Strategy pathway 1 and 3 read as very tangible; I found the middle one "Inspire shared...." not as easily understandable.

pg 11

Was it a conscious decision to leave out reference to some of the strong central govt digital assets / stakeholders in WLG? National Library, Film Archive, Radio NZ's digital catalogue, MCH (Te Ara etc). Seems that - although less directly economic engines - these sorts of activities require similar skills, infrastructure etc as the more 'economic' ones. The deeper the local digital ecosystem, the more attractive the place will be for people to come. Could do with a mention on related events also.

pg 15

I would make the link here to the built environment legacy and future strategies - Welly's urban design is increasingly a draw card - and one that WCC is heavily responsible for.

pg 16

Found paras 2 and 3 a little vague to be honest. [the plans on page 24 were much clearer / more tangible]

pg 17

Absolutely agree. Free wifi one thing. The hotel thing is a real pisser to overseas experts and a great one to identify.

An early action could be for WCC to broker a favourable group ISP deal for all Welly hotels and encourage it's take-up - "low cost, high cap". Would really differentiate from AKL on this.

pg 21

I also note the recent work between Weta and VUW - resulting in some new joint courses between Design and Computer Science.

I would be careful here not to miss out on the "hard engineering" aspects - when I seek network engineers, or speak to those wanting help, there is a huge demand for the hard coders / hackers (programming, storage, database, network etc etc) - not just the web and interface designers and graphic artists! We need strong skills and resources across the WHOLE stack.

pg 24

RE 1: could maybe sponsor a few mashup contests to encourage / stimulate the use of the open data sets

pg 25

RE 4: maybe a bit more precise "prefer wellington-made if of similar quality and value"

RE 5: love this idea

pg 27

RE 4: My experience is that a whole bunch of other companies are much more likely to be ready, willing, able and interested in using Wellington as a digital-lab than TelecomNZ. They are a behemoth. I like the idea of having a "passport / defined process" where all the consenting, user group, permits etc etc is all sorted out in advance. If a company with a new product / service to try can rock up to a liaison office at the WCC and within a week or two be getting real test data that could be really valuable.

RE 5: Good points - I'd strongly advocate a look at the physical resilience of the fibre and IX / PoP infrastructure around Wellington / Hutt Valley to understand where resilient options are, where new plugin points would be.. Eg Lambton House on Lambton Quay is a major node... high risk.

Only other thing would be to convene briefing with Welly digital participants - with Trademe, Weta, Xero, FX Networks, ourselves, Silverstripe, NatLib etal - there is some very serious large-scale / global digital experience....

That's me - hope this was useful

If you want to talk more - give me a yell

cheers

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