
**ORDINARY MEETING
OF
COMMUNITY HEARINGS PANEL
AGENDA**

Time: 11:00am
Date: Tuesday, 10 May 2022
Venue: Ngake (16.09)
Level 16, Tahiwi
113 The Terrace
Wellington

MEMBERSHIP

Mayor Foster (Deputy Chair)
Councillor Calvert
Councillor Day (Chair)
Councillor Foon
Councillor O'Neill
Councillor Paul
Councillor Young

Have your say!

You can make a short presentation to the Councillors, Committee members, Subcommittee members or Community Board members at this meeting. Please let us know by noon the working day before the meeting. You can do this either by phoning 04-803-8337, emailing public.participation@wcc.govt.nz or writing to Democracy Services, Wellington City Council, PO Box 2199, Wellington, giving your name, phone number, and the issue you would like to talk about. All Council and committee meetings are livestreamed on our YouTube page. This includes any public participation at the meeting.

AREA OF FOCUS

The Community Hearings Panel is responsible for receiving submissions from the public on the Trading and Events in Public Places Policy, Verandahs Bylaw, Mountain Bike Tracks Mount Victoria, Economic Wellbeing Strategy and Heritage Strategy.

Quorum: 4 members

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1. Meeting Conduct

1.1 Karakia

The Chairperson will open the meeting with a karakia.

Whakataka te hau ki te uru, Whakataka te hau ki te tonga. Kia mākinakina ki uta, Kia mātaratara ki tai. E hī ake ana te atākura. He tio, he huka, he hauhū. Tihei Mauri Ora!	Cease oh winds of the west and of the south Let the bracing breezes flow, over the land and the sea. Let the red-tipped dawn come with a sharpened edge, a touch of frost, a promise of a glorious day
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At the appropriate time, the following karakia will be read to close the meeting.

Unuhia, unuhia, unuhia ki te uru tapu nui Kia wātea, kia māmā, te ngākau, te tinana, te wairua I te ara takatū Koia rā e Rongo, whakairia ake ki runga Kia wātea, kia wātea Āe rā, kua wātea!	Draw on, draw on Draw on the supreme sacredness To clear, to free the heart, the body and the spirit of mankind Oh Rongo, above (symbol of peace) Let this all be done in unity
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1.2 Apologies

The Chairperson invites notice from members of apologies, including apologies for lateness and early departure from the meeting, where leave of absence has not previously been granted.

1.3 Conflict of Interest Declarations

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as a member and any private or other external interest they might have.

1.4 Confirmation of Minutes

The minutes of the meeting held on 24 March 2022 will be put to the Community Hearings Panel for confirmation.

1.5 Items not on the Agenda

The Chairperson will give notice of items not on the agenda as follows.

Matters Requiring Urgent Attention as Determined by Resolution of the Community Hearings Panel.

The Chairperson shall state to the meeting:

1. The reason why the item is not on the agenda; and

2. The reason why discussion of the item cannot be delayed until a subsequent meeting. The item may be allowed onto the agenda by resolution of the Community Hearings Panel.

Minor Matters relating to the General Business of the Community Hearings Panel.

The Chairperson shall state to the meeting that the item will be discussed, but no resolution, decision, or recommendation may be made in respect of the item except to refer it to a subsequent meeting of the Community Hearings Panel for further discussion.

1.6 Public Participation

A maximum of 60 minutes is set aside for public participation at the commencement of any meeting of the Council or committee that is open to the public. Under Standing Order 31.2 a written, oral or electronic application to address the meeting setting forth the subject, is required to be lodged with the Chief Executive by 12.00 noon of the working day prior to the meeting concerned, and subsequently approved by the Chairperson.

Requests for public participation can be sent by email to public.participation@wcc.govt.nz, by post to Democracy Services, Wellington City Council, PO Box 2199, Wellington, or by phone at 04 803 8334, giving the requester's name, phone number and the issue to be raised.

2. General Business

DRAFT ECONOMIC WELLBEING STRATEGY HEARING

Kōrero taunaki

Summary of considerations

Purpose

1. This report to the Community Hearings Panel asks that panel members recognise the speakers who will be speaking to their submissions regarding the Draft Economic Wellbeing Strategy consultation.

Strategic alignment with community wellbeing outcomes and priority areas

Aligns with the following strategies and priority areas:

- ☐ Sustainable, natural eco city
- ☒ People friendly, compact, safe and accessible capital city
- ☐ Innovative, inclusive and creative city
- ☒ Dynamic and sustainable economy
- ☐ Functioning, resilient and reliable three waters infrastructure
- ☐ Affordable, resilient and safe place to live
- ☐ Safe, resilient and reliable core transport infrastructure network
- ☐ Fit-for-purpose community, creative and cultural spaces
- ☐ Accelerating zero-carbon and waste-free transition
- ☐ Strong partnerships with mana whenua

Strategic alignment with priority objective areas from Long-term Plan 2021–2031

Relevant Previous decisions

On 15 December 2021, Council established the Community Hearings Panel with delegation to hear oral submissions on the Economic Wellbeing Strategy.

Financial considerations

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Nil | <input type="checkbox"/> Budgetary provision in Annual Plan / Long-term Plan | <input type="checkbox"/> Unbudgeted \$X |
|---|--|---|

Risk

- | | | | |
|---|---------------------------------|-------------------------------|----------------------------------|
| <input checked="" type="checkbox"/> Low | <input type="checkbox"/> Medium | <input type="checkbox"/> High | <input type="checkbox"/> Extreme |
|---|---------------------------------|-------------------------------|----------------------------------|

Author	Leteicha Lowry, Democracy Advisor
Authoriser	Stephen McArthur, Chief Strategy & Governance Officer

Taunakitanga

Officers' Recommendations

Officers recommend the following motion

That the Community Hearings Panel:

1. Receive the information.
2. Hear the oral submitters and thank them for their submissions.

Takenga mai

Background

3. Wellington City Council consulted the community on the Draft Economic Wellbeing Strategy from 14 March 2022 to 1 May 2022.

Kōrerorero

Discussion

4. A document comprising all of the speakers' submissions will be provided to panel members and published on the wellington.govt.nz website.
5. The list of speakers and the page number of their submissions is provided in this report.

Ngā mahinga e whai ake nei

Next actions

6. A final draft of the Economic Wellbeing Strategy is scheduled to go to the meeting of the Pūroro Rangaranga | Social, Cultural and Economic Committee on Thursday 2 June 2022 for a decision. The full submission document will be published alongside that meeting's agenda.

Attachments

- Attachment 1. Written Submissions of Oral Submitters

Name	Individual/Organisation	Page Number
Sandamali Gunawardena	Property Council New Zealand	10
Clare Stringer	Environmental Reference Group	22
Rhona Carson	Newtown Resident's Association	27
James Sullivan	Individual	38
Bradley Jackson	Expansion NZ Limited	45
Mika Havel	Individual	52
Nikau Edmond-Smail	Youth Council	59
John Milford	Individual	71
Polly Griffiths	Sustainability Trust on behalf of Waste Free Welly	77
Russell Taylor	Individual	106
Raewyn Hailes	CCS Disability Action Wellington Branch	112
Chris Ford & Angela Desmarais	Disabled Persons Assembly New Zealand	119

Name	Sandamali Gunawardena
Are you making this submission as an individual or on behalf of an organisation?(deleted)	
Are you making this submission as an individual or on behalf of an organisation?	On behalf of an organisation
If you are making this submission on behalf of an organisation, please state the organisation's name:	Property Council New Zealand
I would like to make an oral submission to the Councillors	Yes
If Yes, please provide your email address and phone number so we can arrange a time for your submission	
Do you have a file you would like to upload to support your submission? Upload it here.	YES
What is your employment status?	Employee
Which documents have you read?	Part A: Context, Part B: Draft Strategy, Action Plan, A3 Strategy on a page, Summary
Do you support the overall direction of the strategy? The draft Strategy provides direction for the Council and council-controlled organisations (CCOs) in partnership with mana whenua to support Economic Wellbeing in the city, working alongside the many other organisations, businesses and sector organisations that all play a part.	Somewhat support
Do you support the overall vision of the strategy? The vision sets out our aspirations for Economic Wellbeing in Wellington. Do you support the following vision "Wellington is a dynamic city with a resilient, innovative and low carbon economy that provides opportunities for all and protects our environment".	Somewhat support
Do you have any comments you would like to provide on the overall direction and vision?	
Sustainable Business and Career Pathways We aim to enable Wellingtonians to work within their passions and strengths	Somewhat support
Transitioning to a circular economy We aim to be regenerative by design	Somewhat support
A business-friendly city We aim to be Aotearoa New Zealand's city partner of choice for businesses, investors and developers	Strongly support
Centre of Creativity and Digital Innovation We aim to be Aotearoa New Zealand's centre for creativity and innovation	Neutral
Celebrate our Capital City Status We aim to raise the profile of our Capital City	Somewhat support
A Dynamic City Heart and Thriving Suburban Centres We aim to be a compact city with a dynamic CBD and thriving suburban centres that are economically productive	Strongly support
Do you have any comments you would like to provide on the outcomes? Is anything missing?	

<p>Sustainable Business and Career Pathways Action: Establish a Wellington City Skills and Education Forum for employers and educators to connect, discuss, and collaborate with each other.</p>	Somewhat Important
<p>Sustainable Business and Career Pathways Action: Work with education and construction sectors to close skills gaps in construction.</p>	Very Important
<p>Sustainable Business and Career Pathways Action: Undertake research to understand the drivers for students coming to Wellington and for choosing to leave or stay when entering the workforce.</p>	Somewhat Important
<p>Sustainable Business and Career Pathways Action: Work with local employers and education institutions to increase opportunities for students to explore the city's workplaces and professions.</p>	Somewhat Important
<p>Sustainable Business and Career Pathways Action: Advocate across all industries for the development of skills which will be fit for the future circular economy.</p>	Very Important
<p>Sustainable Business and Career Pathways Action: Explore establishing a Town and Gown Committee(s) where key issues, opportunities and the aspirations of the tertiary sector can be better understood and progressed.</p>	Neutral
<p>Sustainable Business and Career Pathways Action: Explore opportunities to better connect tertiary education providers within the city (business, public, and council), such as knowledge sharing and establishing formal work experience programmes.</p>	Neutral
<p>Sustainable Business and Career Pathways Action: Offer new students and families a 'Welcome to Wellington' package.</p>	Neutral
<p>Sustainable Business and Career Pathways Action: Partner with government agencies, education providers, mana whenua, and employers to: • Identify career pathways and development opportunities. • Support education providers to inspire young people into careers. • Support and enhance work ready programmes and internships, including providing tailored services for diverse communities. • Break down barriers for employment in the disability and Rainbow communities.</p>	Somewhat Important
<p>Sustainable Business and Career Pathways Action: As an employer in the city, we lead by example by: • Designing clear pathways and resources so our staff understand how they can progress their careers through Council. • Partnering with local schools to support curriculum delivery and inspire children with career opportunities. • Partnering with ministry for disabled people to break down employment barriers experienced by the disability community (note that we already work with workbridge on this) • Running intern programmes.</p>	Somewhat Important
<p>Transitioning to a circular economy Action: Partner with mana whenua and Māori to explore a Māori worldview of managing climate change and moving to a circular economy.</p>	Somewhat Important

<p>Transitioning to a circular economy</p> <p>Action: Co-create business sector plans and circular economy sector transition programmes for Wellington's priority business sectors (e.g.: digital technology, screen, tourism). – work with Sustainable Business Network.</p>	Very Important
<p>Transitioning to a circular economy</p> <p>Action: Identify and measure progress against the doughnut economics model.</p>	Neutral
<p>Transitioning to a circular economy</p> <p>Action: Work with Central Government to enable business support funding incentives for businesses committed to a circular economic model.</p>	Very Important
<p>Transitioning to a circular economy</p> <p>Action: Advocate to central government to develop policies and programmes to transition to a circular economy.</p>	Somewhat Important
<p>Transitioning to a circular economy</p> <p>Action: Develop a business and investment attraction strategy and action plan.</p>	Very Important
<p>Transitioning to a circular economy</p> <p>Action: Celebrate local business success stories which contribute to a circular economy.</p>	Somewhat Important
<p>Transitioning to a circular economy</p> <p>Action: Evolve Wellington's placemaking storytelling to amplify examples of progressive businesses making positive change and enhance Wellington City's brand.</p>	Somewhat Important
<p>Transitioning to a circular economy</p> <p>Action: Work alongside Te Papa and WellingtonNZ to attract events and visitors to the new convention and exhibition centre (Tākina).</p>	Neutral
<p>Transitioning to a circular economy</p> <p>Action: Deliver Wellington City's Destination Management Plan through WNZ and contribute to the Wellington Region Economic Development Plan and Wairarapa Destination Management Plan.</p>	Very Important
<p>Transitioning to a circular economy</p> <p>Action: Facilitate sustainable job creation in the Māori economy through our procurement strategy.</p>	Neutral
<p>Transitioning to a circular economy</p> <p>Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling.</p>	Neutral
<p>Transitioning to a circular economy</p> <p>Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling. (deleted)</p>	
<p>A business-friendly city</p> <p>Action: Work proactively with Central Government to amplify business support and research and development (R&D) programmes.</p>	Somewhat Important
<p>A business-friendly city</p>	Neutral

Action: Encourage business and industry organisations to host events and showcase talent to our national and international counterparts and audiences.	
A business-friendly city Action: Consider how we support smaller businesses to build capability and connect with each other and to the circular economy.	Somewhat Important
A business-friendly city Action: Enhance incubation and acceleration services to businesses.	Somewhat Important
A business-friendly city Action: Co-design Council services with relevant and diverse business communities.	Somewhat Important
A business-friendly city Action: Streamline business-targeted Council processes where possible.	Very Important
A business-friendly city Action: Identify the culture shift required to become more business friendly.	Very Important
A business-friendly city Action: Establish business research panel.	Very Important
A business-friendly city Action: Foster our relationship with Seoul to build trade partnership in the creative tech, film and gaming sectors.	Neutral
A business-friendly city Action: Review the International Relations Strategy to establish clear goals for our international relationships to deliver a circular economy.	Neutral
A business-friendly city Action: Collaborate and share knowledge related to relevant issues such as Covid-19 response and developing a circular economy learning and development.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Develop sector profiles to understand future potential (underway).	Neutral
Centre of Creativity and Digital Innovation Action: Broaden the reach of targeted programmes to support emerging digital tech companies to scale up.	Neutral
Centre of Creativity and Digital Innovation Action: Explore opportunities for science and innovation to co-locate and commercialise their research.	Neutral
Centre of Creativity and Digital Innovation Action: Research the benefits and opportunities of sector hubs and shared services models.	Neutral
Centre of Creativity and Digital Innovation Action: Advocate to central government for tax incentives that ensure our city is competitive in the global film and gaming markets.	Neutral
Centre of Creativity and Digital Innovation	Neutral

Action: Work with/support/promote investment in the sector as necessary to support early-stage investment in emerging digital businesses.	
Centre of Creativity and Digital Innovation Action: Review Council's Open Data approach to make more data available in more formats.	Neutral
Centre of Creativity and Digital Innovation Action: Support Screen Wellington to deliver on the Screen Strategy and build industry partnerships and work programmes.	Neutral
Centre of Creativity and Digital Innovation Action: Advocate for faster broadband upload – download speeds especially in business areas.	Neutral
Centre of Creativity and Digital Innovation Action: Develop a plan for attracting business and cultural events to our city and the new convention centre (Tākina).	Very Important
Centre of Creativity and Digital Innovation Action: Redevelop the Opera House into a flexible, modernised venue to service identified gaps in our offerings.	Very Important
Centre of Creativity and Digital Innovation Action: Redevelop the TSB Arena to make sure the Arena can serve as the City's large multi-purpose entertainment and sports venue in the foreseeable future.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Consider investment in Sky Stadium to ensure it remains an attractive competitive venue for the future.	Very Important
Celebrate our Capital City Status Action: Partner with mana whenua, heritage bodies, government institutions and the creative sector to make our Capital identity stories more accessible.	Neutral
Celebrate our Capital City Status Action: Leverage the reputation of our public sector to generate growth opportunities for businesses, events and education.	Somewhat Important
Celebrate our Capital City Status Action: Work with Queer and Rainbow organisations to share stories and provide platforms to enable visibility.	Neutral
Celebrate our Capital City Status Action: Tell the stories related to Parliament and our world-leading social legislation that supports the UNESCO World Heritage status initiative for the Parliamentary precinct.	Neutral
Celebrate our Capital City Status Action: Partner with government institutions to develop their product and customer experience offering.	Somewhat Important
Celebrate our Capital City Status Action: Work better together with other councils in the region to leverage our proximity to central government to influence decision-making.	Very Important
Celebrate our Capital City Status Action: Market Wellington's reputation as the home of New Zealand's transparent, ethical, and democratic public service, and identify opportunities to celebrate our government talent.	Somewhat Important
Celebrate our Capital City Status	Somewhat Important

Action: Engage with central government and with elected members of Council to generate tools and ideas for a better-informed democracy.	
Celebrate our Capital City Status Action: Work with education sector to influence the teaching of public policy and history.	Somewhat Important
A dynamic city heart and thriving suburban centres Action: Develop central city and suburban centre regeneration plans, including exploring an entertainment, artisan and retail experience precinct programme.	Very Important
A dynamic city heart and thriving suburban centres Action: Develop a night-time economy plan.	Neutral
A dynamic city heart and thriving suburban centres Action: Ensure we continue a year-round events programme that consistently supports visitation, vibrancy and spend to our city, including local events.	Very Important
A dynamic city heart and thriving suburban centres Action: Investigate building/creating a weather resilient space for farmers/artisan markets.	Neutral
A dynamic city heart and thriving suburban centres Action: Explore opportunities to activate empty buildings and shop fronts and consider the most critical locations for retail and hospitality activities.	Very Important
A dynamic city heart and thriving suburban centres Action: Review all economic grant funding to ensure it is structured to deliver best outcomes for the Wellbeing of our local community economies.	Neutral
A dynamic city heart and thriving suburban centres Action: Collaborate with mana whenua and creatives to identify and activate through Te Ao Māori and Te Reo, including Tākina, Te Ngākau Civic Square and Te Aro Pa.	Neutral
Do you have any comments you would like to provide on the Actions? Are there any missing?	
Is there anything else we should know before finalising the strategy?	

Property Council New Zealand

Submission on

Wellington City Council's Draft Economic Wellbeing Strategy

21 April 2022

For more information and further queries, please contact
Sandamali Gunawardena [REDACTED] [REDACTED]

Wellington City Council's Draft Economic Wellbeing Strategy

1. Recommendations

- 1.1 Property Council New Zealand ("Property Council") welcomes the opportunity to provide feedback on the Wellington City Council's Draft Economic Wellbeing Strategy ("the strategy"). We recommend that Wellington City Council:
- Reduce the financial burden on businesses in order to achieve a business friendly city;
 - Align the strategy with all other Council plans; and
 - Have on-going conversations with the private sector to fully understand the practical implications of the strategy.

2. Introduction

- 2.1. Property Council is the leading not-for-profit advocate for New Zealand's most significant industry, property. Our organisational purpose is, "Together, shaping cities where communities thrive".
- 2.2. The property sector shapes New Zealand's social, economic and environmental fabric. Property Council advocates for the creation and retention of a well-designed, functional and sustainable built environment, in order to contribute to the overall prosperity and well-being of New Zealand.
- 2.3. We aim to enable opportunities to build sustainable and resilient communities, capable of meeting future needs.
- 2.4. Property is the fourth largest industry in Wellington. There are around \$40.4 billion in property assets across Wellington, with property providing a direct contribution to GDP of \$4 billion (10 percent) and employment for 20,640 Wellington residents.
- 2.5. We connect property professionals and represent the interests of 134 Wellington based member companies across the private, public, and charitable sectors.
- 2.6. This document provides Property Council's feedback on [Wellington City Council's Economic Wellbeing Strategy](#). Comments and recommendations are provided on issues relevant to Property Council's members.

3. Sustainable Business and Career Pathways

- 3.1. Property Council agrees that businesses require easy access to people with skills, experience and knowledge as this drives productivity and innovation. With the impact of COVID-19, this has not been more apparent than now for our members. Our members are facing high levels of skills shortages across many industries including construction. We are pleased to see that this has been highlighted as a priority in the strategy. Our members have found that with a shortage in skills, we see development occurring however it is uncertain whether this is happening to the highest quality. We encourage Wellington City Council to collect data around skills shortages and present this to government. This can be used as a tool to encourage more action in this space.

4. Transitioning to a Circular Economy

- 4.1. Property Council supports co-creating business sector plans and sector transition programmes. We recommend that this involve working with businesses to understand how these programmes can be implemented. It is important to note that the private sector do face some limitations, so we encourage the Council to work closely with us and create initiatives in this space.
- 4.2. We do not believe that refreshing Wellington City's branding is required to improve the economic wellbeing of the city. In order to see business thrive, their financial burden must be reduced along with true collaboration with the business sector and increasing the attractiveness of Wellington as a place to do business. The rating impost to businesses, increasing costs of insurance, skills shortages alongside uncertainty in respect of future seismic requirements and the funding of Let's Get Wellington Moving is not supporting existing businesses or attractive to new businesses.
- 4.3. We support developing a business and investment attraction strategy and plan. This should also be done in conjunction with the business community as it holds a wealth of knowledge which can be utilised in setting long term plans for the city and providing businesses with more certainty.

5. A Business-Friendly City

- 5.1. The strategy notes that it wants business to "generally thrive" and provide more support when businesses are starting up and scaling up. As discussed above, the best way to do this is to reduce the financial burden on businesses alongside increasing their opportunities for growth and greater productivity.
- 5.2. Businesses are facing an increased multitude of costs including development contributions, amendments to the Holidays Act 2003 and in Wellington specifically, the increase to the rating differential proposed in the 2022/23 Draft Annual Plan. The proposal will see the rating differential increase from 3.25 to 3.7 and if adopted, will be the highest rating differential in the country. It is important to make sure that this strategy is aligned with other Council plans to provide certainty to business. Amending the rating differential outside of a Long-Term Plan is not providing long term certainty for business.
- 5.3. Economic wellbeing also includes appropriately managing capital and operational expenditure. We are not seeing this from Wellington City Council at the moment and would appreciate clearer guidance on how these costs will be better allocated to ensure that economic wellbeing in the city can be achieved.
- 5.4. Furthermore, we want to see Wellington City Council push central government to encourage its own employees back into the city. A change in the alert levels may not help business immediately so we would like to see central government lead the way and play a part in revitalising Wellington's vibrancy.

6. A dynamic city heart and thriving suburban centres

- 6.1. We support developing central city and suburban centre regeneration plans, including exploring an entertainment, artisan and retail experience precincts. Creating precincts that enable local cultures to come together enhance cities and help them thrive. Our members would also want

to see a 20-minute green city, a way that allows people to get around and explore the CBD's precincts, in a short 20-minute walk. This can be achieved through coordinated district planning which enables and encourages greenery within the CBD.

7. A revitalised and regenerating city

- 7.1. We support creating a built environment that is safe, attractive, climate and environmentally friendly. Property Council supports the Council's commitment to reduce net carbon emissions to zero by 2050, as this aligns the Government's Climate Change Response (Zero Carbon) Amendment Act 2019. Over the last couple of years, through the guidance of our members, we have seen our advocacy focus expand towards improving sustainability and resilience within the sector. We support the need to reduce emissions within the building and construction sector and acknowledge that there is a lot of work required from Central and Local Government, and the private sector to achieve these goals. It is important to note that the private sector may not have the capital to spend without careful consideration, so we urge that there are on-going conversations with the private sector to deliver on its objectives.
- 7.2. Property Council supports city designs that enhance economic growth and development. We support modernising city venues and drawing people back into the CBD following a difficult two years due to COVID-19. It is important to note that updating city venues may bring to light potential issues such as a need for seismic strengthening. Our members have found that there has been a heavy focus on earthquake prone buildings, however this is an assessment that needs to be done on all buildings.

8. Draft Action Plan

- 8.1. The feedback asked for a list of priorities within the Draft Action Plan. We have ticked the priorities that align with our membership. Please see this below.

9. Conclusion

- 9.1. We support the direction of this strategy but recommend that it be implemented in coordination with other Council plans. We also recommend that the Council have on-going conversations with the private sector to fully understand the practical implications of the strategy.
- 9.2. Any further queries do not hesitate to contact Sandamali Gunawardena, Advocacy Advisor, via email: [REDACTED] or cell: [REDACTED]

Yours Sincerely,



Gerard Earl
Wellington Committee Chair

Outcome 1

Outcome 1: Sustainable business and career pathways

Approach	Proposed Actions	Responsible Organisation
Understand the skills gaps in key industries	Establish a Wellington City Skills and Education Forum for employers and educators to connect, discuss, and collaborate with each other.	Council WNZ
	Work with education and construction sectors to close skills gaps in construction.	Council WNZ ✓
	Undertake research to understand the drivers for students coming to Wellington and for choosing to leave or stay when entering the workforce.	Council
	Work with local employers and education institutions to increase opportunities for students to explore the city's workplaces and professions.	WNZ
	Advocate across all industries for the development of skills which will be fit for the future circular economy.	Council WNZ ✓

Approach	Proposed Actions	Responsible Organisation
Collaboration between Council and education providers	Explore establishing a Town and Gown Committee(s) where key issues, opportunities and the aspirations of the tertiary sector can be better understood and progressed.	Council
	Explore opportunities to better connect tertiary education providers within the city (business, public, and council), such as knowledge sharing and establishing formal work experience programmes.	Council WNZ
	Offer new students and families a 'Welcome to Wellington' package.	Council WNZ CCO
Support rangatahi, young people and disabled community into sustainable and fulfilling careers	Partner with government agencies, education providers, mana whenua, and employers to: Identify career pathways and development opportunities. Support education providers to inspire young people into careers. Support and enhance work ready programmes and internships, including providing tailored services for diverse communities. Break down barriers for employment in the disability and Rainbow communities.	WNZ
	As an employer in the city, we lead by example by: Designing clear pathways and resources so our staff understand how they can progress their careers through Council. Partnering with local schools to support curriculum delivery and inspire children with career opportunities. Partnering with ministry for disabled people to break down employment barriers experienced by the disability community (note that we already work with workbridge on this) Running intern programmes.	Council

Outcome 2

Outcome 2: Transitioning to a circular economy

Approach	Actions	Responsible Organisation
Develop a circular economy change programme	Partner with mana whenua and Māori to explore a Māori worldview of managing climate change and moving to a circular economy.	WNZ Council
	Co-create business sector plans and circular economy sector transition programmes for Wellington's priority business sectors (eg: digital technology, screen, tourism) - work with Sustainable Business Network.	WNZ Council ✓
	Identify and measure progress against the doughnut economics model.	Council
	Work with central government to enable business support funding incentives for businesses committed to a circular economic model.	WNZ ✓
	Advocate to central government to develop policies and programmes to transition to a circular economy.	WNZ
Promote Wellington businesses to attract investment, spending, and tourism that delivers a circular economy	Develop a business and investment attraction strategy and action plan.	WNZ ✓
	Celebrate local business success stories which contribute to a circular economy.	WNZ
	Evolve Wellington's placemaking storytelling to amplify examples of progressive businesses making positive change and enhance Wellington City's brand.	Council WNZ
	Develop and deliver a plan attract business and cultural events and visitors to our city and the new convention and exhibition centre (Takina).	Te Papa WNZ ✓
	Deliver Wellington City's Destination Management Plan through WNZ and contribute to the Wellington Region Economic Development Plan and Wairarapa Destination Management Plan.	WNZ
Support Māori economy to thrive	Facilitate sustainable job creation in the Māori economy through our procurement strategy.	Council
	Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling.	WNZ

Outcome 3: A business-friendly city

Approach	Actions	Responsible Organisation
Deliver business capability and support programmes	Investigate new and innovative ways to support local businesses with strong growth potential.	WNZ & Creative HQ ✓
	Work proactively with Central Government to amplify business support and research and development (R&D) programmes.	WNZ & Creative HQ
	Encourage business and industry organisations to host events and showcase talent to our national and international counterparts and audiences.	WNZ
	Consider how we support smaller businesses to build capability and connect with each other and to the circular economy.	WNZ
	Enhance incubation and acceleration services to businesses.	WNZ
Re-design regulatory services for customers	Co-design Council services with relevant and diverse business communities.	Council
	Streamline business-targeted Council processes where possible.	Council ✓
	Identify the culture shift required to become more business friendly.	Council ✓
Strengthen existing sister-city relationships	Establish business research panel.	Council ✓
	Foster our relationship with Seoul to build trade partnership in the creative tech, film and gaming sectors.	Council
	Review the International Relations Strategy to establish clear goals for our international relationships to deliver a circular economy.	Council
	Collaborate and share knowledge related to relevant issues such as COVID-19 response and developing a circular economy learning and development.	Council

Outcome 4 & 5

Outcome 4: Centre of creativity and digital innovation

Approach	Actions	Responsible Organisation	
Establish Wellington as centre of excellence for digital technology services	Develop sector profiles to understand future potential (underway).	Council WNZ	
	Broaden the reach of targeted programmes to support emerging digital tech companies to scale up.	WNZ	
	Explore opportunities for science and innovation to co-locate and commercialise their research.	WNZ	
	Research the benefits and opportunities of sector hubs and shared services models.	WNZ	
	Advocate to central government for tax incentives that ensure our city is competitive in the global film and gaming markets.	Council	
	Work with/support/promote investment in the sector as necessary to support early-stage investment in emerging digital businesses.	WNZ	
	Review Council's Open Data approach to make more data available in more formats.	Council	
Support our screen sector	Support Screen Wellington to deliver on the Screen Strategy and build industry partnerships and work programmes.	Council WNZ	
	Partner with mana whenua and Te Matarau a Maui to identify opportunities for Māori to increase their skills and capability in the film and screen sector.	WNZ	
	Advocate for faster broadband upload - download speeds especially in business areas.	Council	
Modernise our city venues	Redevelop the Opera House into a flexible, modernised venue to service identified gaps in our offerings.	Council WNZ	✓
	Explore opportunities for the TSB Arena to make sure the arena can serve as the city's large multi-purpose entertainment and sports venue in the foreseeable future.	Council WNZ	✓
	Explore opportunities for big events at Sky Stadium in a post-COVID world.	Council	✓

Outcome 5: Celebrate our Capital City status

Approach	Actions	Responsible Organisation	
Celebrate our Capital City identity	Partner with mana whenua, heritage bodies, government institutions and the creative sector to make our Capital identity stories more accessible.	Council WNZ	
	Leverage the reputation of our public sector to generate growth opportunities for businesses, events and education.	WNZ	
	Work with Queer and Rainbow organisations to share stories and provide platforms to enable visibility.	WNZ	
	Tell the stories related to Parliament and our world-leading social legislation that supports the UNESCO World Heritage status initiative for the Parliamentary precinct.	Council WNZ	
	Partner with government institutions to develop their product and customer experience offering.	WNZ	
	Work better together with other councils in the region to leverage our proximity to central government to influence decision-making.	Council	✓
Leverage being the home of Government	Market Wellington's reputation as the home of New Zealand's transparent, ethical, and democratic public service, and identify opportunities to celebrate our government talent.	WNZ	

Outcome 6

Outcome 6: A dynamic city heart and thriving suburban centres

Approach	Actions	Responsible Organisation	
Actively create experience precincts	Develop central city and suburban centre regeneration plans, including exploring an entertainment, artisan and retail experience precinct programme.	Council WNZ	✓
	Develop a night-time economy plan.	Council	
	Ensure we continue a year-round events programme that consistently supports visitation, vibrancy and spend to our city, including local events.	Council WNZ	✓
	Investigate building/creating a weather resilient space for farmers/artisan markets.	Council	
	Explore opportunities to activate empty buildings and shop fronts and consider the most critical locations for retail and hospitality activities.	Council WNZ	✓
Celebrate our creative culture, Te Ao Māori and Te Reo Māori	Review all economic grant funding to ensure it is structured to deliver best outcomes for the wellbeing of our local community economies.	Council	
	Collaborate with mana whenua and creatives to identify and activate through Te Ao Māori and Te Reo, including Tākina, Te Ngākau Civic Square and Te Aro Pa.	Council	

Submission on WCC draft Economic Wellbeing Strategy

On behalf of the Wellington City Council's Environmental Reference Group (ERG)

Due 1 May 2022

Contact name: Clare Stringer, email [REDACTED], phone [REDACTED]

ERG Email address: c/- Hedi Mueller, Democracy Advisor and contact for WCC ERG
[REDACTED]

Postal address: WCC PO Box 2199 WELLINGTON 6140 Attn: Hedi Mueller

Purpose of the Environmental Reference Group (ERG)

- Advise Council on the best ways to improve Wellingtonians' quality of life environmentally, socially, culturally and economically by protecting and enhancing the local environment.
- Bring knowledge and insight into Council around the environment, including water, energy, waste, biodiversity, urban design and transport management, in the context of Council's roles and priorities.

We wish to be heard if there are public hearings.

General comments (page numbers refer to the summary document)

- We are pleased to see the discussion on page 5 acknowledging the impact of widening gaps and inequality. It is good to hear that Council is shifting thinking from Economic Development to Economic Wellbeing. We hope to see this shift across all future WCC documents.
- However, the language in this document is still very focused on growth and development rather than on a sustainable, balanced and inclusive economy.
- We feel the document misses an opportunity to highlight the number of green jobs and businesses in Wellington. Why could Wellington not aim to be a centre for green jobs and innovation?
- With energy costs increasing and with some WCC buildings still relying on fossil fuels for heating (even newer buildings, disappointingly), it would be good to see stronger language relating to emissions and reductions in energy use.
- The document does not seem strongly linked to Te Atakura or Our Natural Capital - the links and impacts on these strategies do not seem to be adequately addressed.
- There is a missed opportunity in working with key businesses to develop targets for waste reduction, energy and water use etc. With some support from WCC, this could have a major impact. Sustainable procurement across Wellington could also have an impact - for example setting goals for using only sustainable timbers in all businesses (e.g. Forest Stewardship Council approved) or reducing use of non-certified palm oil¹.
- We accept that tourists and visitors will and should return to Wellington. However, we also believe there is a unique opportunity in this post-COVID world

¹ For example, work undertaken in Chester, UK: <https://www.chesterzoo.org/news/chester-named-worlds-first-sustainable-palm-oil-city-2/>

to “build back better”. We would support WCC in asking central government for support to charge a “climate impact fee” for short-stay visitors. Proceeds could be invested in improved city resilience, public transport, etc. There are good examples for this sort of charge in places like Switzerland². If WCC is willing to lobby central government for film industry support, we hope Council’s voice could also be strong on this issue.

Sustainable business and career pathways (p7)

- Aside from saying the City will be a cohesive voice at the Wellington Regional Skills Leadership group, the potential of a coherent, aligned effort with this body is otherwise invisible. The Draft Wellington Regional Workforce Plan that the leadership group released in March 2022, and which has been out for comment, should be a key vehicle through which this WCC outcome is pursued given the similarities in outcomes sought. Its exclusion from these actions is a major missed opportunity, and we seek that this be rectified.
- This section has no reference to green jobs in Wellington - a missed opportunity
- What is WCC’s role in “closing the skills gap in construction” vs the role of central government and industry?
- Two of the bullets in this section are incomplete (in the summary document).

Transitioning to a circular economy (p8)

- The actions in this section are generally weak.
- Central government, as a major contributor to both the City’s GDP (17% being public administration and safety); and employment (also 17%), and further, creating the most jobs and providing the biggest contributor to economic growth (2010-2020) should surely be the first focus of actions towards a circular economy.
- Government departments have also been asked to reduce their carbon footprints: with so much of their buildings, plant, workforce and services based here, this represents a great opportunity for a ‘joined up’ approach with WCC to work with them as city business entities in making real efforts towards a low carbon circular economy. This would also enhance the outcome of celebrating Wellington’s status as the capital city. The lessons learned could then be applied for efforts with other business sectors. We seek that actions be included to realise this major opportunity.
- The action related to attracting events seems to contradict the aim of reducing carbon footprint.
- It would be good to have more clarity on what is meant in some areas. For example, if Wellington will encourage tourism that is sustainable, climate friendly, and socially responsible - does this mean WCC will not promote cruise ships or air travel?
- There are examples from other cities that could be drawn on - e.g. Amsterdam has a materials passport system for future-proofing construction at the end-of-life stage for building/s.³

² See, for example <https://www.myswissalps.com/accommodation/touristtax>

³ <https://www.metabolic.nl/news/circular-economy-materials-passports/>

- Much of the discussion in the “Approach” column relates to branding for the city, tourism, and attracting investment into Wellington. As these are not a direct part of circular economy thinking we suggest these actions are moved to a different section of the document.
- WCC has no direct ability to influence the ownership structure of private businesses (i.e. to be employee owned). And this is also not part of a circular economy. Suggest this is removed or moved to the business-friendly city section.
- Central government legislation is essential for a true shift to a circular economy. We encourage WCC to work closely with MBIE and MfE to best use resources to steer this change. This reality provides further impetus for WCC to work with the government sector on a joint effort towards a circular economy as a major business player in Wellington: this, of itself, will strengthen the understanding of the government sector in seeing what policy change / levers are required.
- A primary focus for WCC to lead the change to a Circular Economy is through internally run projects as demonstrators to local industry and trades working on these projects. This should be celebrated through WCC communications and social media. Examples:
 - Designing facilities to be easily repaired, upgraded, and recyclable
 - Reusing and updating existing buildings and equipment where possible
 - Procurement of goods that follow CE guidelines, e.g. repairable white goods for social housing, repairable library furniture
- Council’s second circular economy priority should be creating the landscape / network for a circular economy to thrive by providing facilities, space, and co-funding where there are significant benefits in education, community, carbon emission reduction, and waste reduction. This needs to be done taking a regional focus: the strategy should make explicit the links to regional efforts that WCC is already a signatory to, e.g such as the Wellington Region Waste Management and Minimisation Plan. Examples of what is required include:
 - Providing a convenient network for residents to drop-off items for recycling at points around the city. For example: e-waste and batteries
 - Improvement and development of the current Tip Shop to divert a larger selection and wider range of goods; and potentially developing this into an education centre and facility for repairing items
 - Community repair workshops
 - Community composting workshops
 - Washing facilities for reusable serve ware and packaging

A Business-friendly city (p9)

- The description of this section says that “we aim to be... city partner of choice for business, investors and developers”.
- This description appears very focused on growth and at odds with ideas of the doughnut/circular economy
- It would be more realistic and more environmentally responsible if Wellington aimed to be the city partner of choice for certain industries and only for sustainable/carbon zero/low carbon development and investment
- Also important here, is making sure that district plan rules and bylaws enable a range of businesses and services to be able to be located both centrally and in

the suburbs: this is a key if we are to realise the '20 minute city' ideal so that people, no matter where they are located, can establish businesses, have access to employment and a full range of services. This is also required to help realise Outcome 6.

- For businesses of significant scale and for businesses that cannot sensibly be located alongside housing (e.g. businesses producing strong smells, noise, etc), the city needs to plan precincts for these now and in the future, on efficient public transport routes.
- Discussion of relationships with sister cities and international relations need to be clearly based on a zero net emissions principle.

Centre of creativity and digital innovation (p10)

- We are interested in what "sustainable events" means in practice. Will events supported by WCC and hosted in Council venues be expected to account for emissions and aim for net zero?

Celebrate our Capital City (p11)

- We largely support these actions; however, we are concerned that there is an overemphasis on promoting international tourism and events. These come with a huge carbon price tag, and we do not agree that WCC should actively promote such events at a time of climate and biodiversity crisis. This is in direct conflict with Te Atakura.
- Refer also to our comments above about partnering with government departments on efforts towards a low carbon circular economy in the section above.

A dynamic city heart and thriving suburban centres (p12)

- We agree with the majority of actions in this section
- There could be an increased emphasis on building and supporting local communities and community hubs, e.g. <https://livingeconomies.nz/solutions>
- The document does not seem to address post-Covid reality and the situation where many people are happier in having a lower carbon footprint through more working at home and spending time locally.
- We believe WCC should support their own staff to reduce their carbon footprint through working from home regularly if they wish to; this may support thriving suburban centres.

Critical influences (p13)

- The regeneration and activation of empty buildings is important, and we are not sure if the document is prioritising retail for these? Given the situation with housing in Wellington, it would be good to see a stronger priority to using any empty spaces in the city for housing where this is possible.
- In regarding the focus on being a liveable city, the strategy would benefit from further strengthening the focus on affordable housing: the strategy identifies the demographic gap that is signalling young people looking to start families are having to leave the city for more affordable living: this is an issue for many businesses and there could be further opportunity, like the partnership the council has with the Wellington Company which has seen apartments built to cater for public sector workers, to explore partnerships with major employers on building quality, affordable homes for young families either in the city centre, or suburbs on public transport routes.

Thank you for the opportunity to provide these comments to you.

WCC Environmental Reference Group

Rhona Carson

Name	Rhona Carson
Are you making this submission as an individual or on behalf of an organisation?(deleted)	
Are you making this submission as an individual or on behalf of an organisation?	On behalf of an organisation
If you are making this submission on behalf of an organisation, please state the organisation's name:	Newtown Residents' Association
I would like to make an oral submission to the Councillors	Yes
If Yes, please provide your email address and phone number so we can arrange a time for your submission	[REDACTED] [REDACTED]
Do you have a file you would like to upload to support your submission? Upload it here.	YES
What is your employment status?	
Which documents have you read?	Part A: Context, Part B: Draft Strategy, Action Plan, A3 Strategy on a page, Summary
Do you support the overall direction of the strategy? The draft Strategy provides direction for the Council and council-controlled organisations (CCOs) in partnership with mana whenua to support Economic Wellbeing in the city, working alongside the many other organisations, businesses and sector organisations that all play a part.	Somewhat oppose
Do you support the overall vision of the strategy? The vision sets out our aspirations for Economic Wellbeing in Wellington. Do you support the following vision "Wellington is a dynamic city with a resilient, innovative and low carbon economy that provides opportunities for all and protects our environment".	Strongly support
Do you have any comments you would like to provide on the overall direction and vision?	We strongly support the aspirational vision - this is the city we want to live in. However we have significant doubts about the whether the draft strategy as outlined would be affective in making the vision reality.
Sustainable Business and Career Pathways We aim to enable Wellingtonians to work within their passions and strengths	Somewhat support
Transitioning to a circular economy We aim to be regenerative by design	Somewhat support
A business-friendly city We aim to be Aotearoa New Zealand's city partner of choice for businesses, investors and developers	Somewhat support
Centre of Creativity and Digital Innovation We aim to be Aotearoa New Zealand's centre for creativity and innovation	Somewhat support

Celebrate our Capital City Status We aim to raise the profile of our Capital City	Somewhat support
A Dynamic City Heart and Thriving Suburban Centres We aim to be a compact city with a dynamic CBD and thriving suburban centres that are economically productive	Somewhat support
Do you have any comments you would like to provide on the outcomes? Is anything missing?	<p>"The outcomes listed above are all desirable, and we wouldn't actively oppose any of them.</p> <p>The problems are with the activities which are proposed in response to these goals."</p>
Sustainable Business and Career Pathways Action: Establish a Wellington City Skills and Education Forum for employers and educators to connect, discuss, and collaborate with each other.	
Sustainable Business and Career Pathways Action: Work with education and construction sectors to close skills gaps in construction.	
Sustainable Business and Career Pathways Action: Undertake research to understand the drivers for students coming to Wellington and for choosing to leave or stay when entering the workforce.	
Sustainable Business and Career Pathways Action: Work with local employers and education institutions to increase opportunities for students to explore the city's workplaces and professions.	
Sustainable Business and Career Pathways Action: Advocate across all industries for the development of skills which will be fit for the future circular economy.	
Sustainable Business and Career Pathways Action: Explore establishing a Town and Gown Committee(s) where key issues, opportunities and the aspirations of the tertiary sector can be better understood and progressed.	
Sustainable Business and Career Pathways Action: Explore opportunities to better connect tertiary education providers within the city (business, public, and council), such as knowledge sharing and establishing formal work experience programmes.	
Sustainable Business and Career Pathways Action: Offer new students and families a 'Welcome to Wellington' package.	
Sustainable Business and Career Pathways Action: Partner with government agencies, education providers, mana whenua, and employers to: <ul style="list-style-type: none"> • Identify career pathways and development opportunities. • Support education providers to inspire young people into careers. • Support and enhance work ready programmes and internships, including providing tailored services for diverse communities. • Break down barriers for employment in the disability and Rainbow communities. 	Very Important

<p>Sustainable Business and Career Pathways</p> <p>Action: As an employer in the city, we lead by example by:• Designing clear pathways and resources so our staff understand how they can progress their careers through Council. • Partnering with local schools to support curriculum delivery and inspire children with career opportunities. • Partnering with ministry for disabled people to break down employment barriers experienced by the disability community (note that we already work with workbridge on this) • Running intern programmes.</p>	Very Important
<p>Transitioning to a circular economy</p> <p>Action: Partner with mana whenua and Māori to explore a Māori worldview of managing climate change and moving to a circular economy.</p>	
<p>Transitioning to a circular economy</p> <p>Action: Co-create business sector plans and circular economy sector transition programmes for Wellington's priority business sectors (e.g.: digital technology, screen, tourism). – work with Sustainable Business Network.</p>	
<p>Transitioning to a circular economy</p> <p>Action: Identify and measure progress against the doughnut economics model.</p>	
<p>Transitioning to a circular economy</p> <p>Action: Work with Central Government to enable business support funding incentives for businesses committed to a circular economic model.</p>	
<p>Transitioning to a circular economy</p> <p>Action: Advocate to central government to develop policies and programmes to transition to a circular economy.</p>	
<p>Transitioning to a circular economy</p> <p>Action: Develop a business and investment attraction strategy and action plan.</p>	
<p>Transitioning to a circular economy</p> <p>Action: Celebrate local business success stories which contribute to a circular economy.</p>	
<p>Transitioning to a circular economy</p> <p>Action: Evolve Wellington's placemaking storytelling to amplify examples of progressive businesses making positive change and enhance Wellington City's brand.</p>	
<p>Transitioning to a circular economy</p> <p>Action: Work alongside Te Papa and WellingtonNZ to attract events and visitors to the new convention and exhibition centre (Tākina).</p>	
<p>Transitioning to a circular economy</p> <p>Action: Deliver Wellington City's Destination Management Plan through WNZ and contribute to the Wellington Region Economic Development Plan and Wairarapa Destination Management Plan.</p>	
<p>Transitioning to a circular economy</p> <p>Action: Facilitate sustainable job creation in the Māori economy through our procurement strategy.</p>	
<p>Transitioning to a circular economy</p>	

Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling.	
Transitioning to a circular economy Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling. (deleted)	
A business-friendly city Action: Work proactively with Central Government to amplify business support and research and development (R&D) programmes.	
A business-friendly city Action: Encourage business and industry organisations to host events and showcase talent to our national and international counterparts and audiences.	
A business-friendly city Action: Consider how we support smaller businesses to build capability and connect with each other and to the circular economy.	
A business-friendly city Action: Enhance incubation and acceleration services to businesses.	
A business-friendly city Action: Co-design Council services with relevant and diverse business communities.	Very Important
A business-friendly city Action: Streamline business-targeted Council processes where possible.	Very Important
A business-friendly city Action: Identify the culture shift required to become more business friendly.	Very Important
A business-friendly city Action: Establish business research panel.	
A business-friendly city Action: Foster our relationship with Seoul to build trade partnership in the creative tech, film and gaming sectors.	Somewhat Important
A business-friendly city Action: Review the International Relations Strategy to establish clear goals for our international relationships to deliver a circular economy.	Somewhat Important
A business-friendly city Action: Collaborate and share knowledge related to relevant issues such as Covid-19 response and developing a circular economy learning and development.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Develop sector profiles to understand future potential (underway).	
Centre of Creativity and Digital Innovation Action: Broaden the reach of targeted programmes to support emerging digital tech companies to scale up.	

Centre of Creativity and Digital Innovation Action: Explore opportunities for science and innovation to co-locate and commercialise their research.	
Centre of Creativity and Digital Innovation Action: Research the benefits and opportunities of sector hubs and shared services models.	
Centre of Creativity and Digital Innovation Action: Advocate to central government for tax incentives that ensure our city is competitive in the global film and gaming markets.	
Centre of Creativity and Digital Innovation Action: Work with/support/promote investment in the sector as necessary to support early-stage investment in emerging digital businesses.	
Centre of Creativity and Digital Innovation Action: Review Council's Open Data approach to make more data available in more formats.	Very Important
Centre of Creativity and Digital Innovation Action: Support Screen Wellington to deliver on the Screen Strategy and build industry partnerships and work programmes.	Very Important
Centre of Creativity and Digital Innovation Action: Advocate for faster broadband upload – download speeds especially in business areas.	
Centre of Creativity and Digital Innovation Action: Develop a plan for attracting business and cultural events to our city and the new convention centre (Tākina).	
Centre of Creativity and Digital Innovation Action: Redevelop the Opera House into a flexible, modernised venue to service identified gaps in our offerings.	
Centre of Creativity and Digital Innovation Action: Redevelop the TSB Arena to make sure the Arena can serve as the City's large multi-purpose entertainment and sports venue in the foreseeable future.	
Centre of Creativity and Digital Innovation Action: Consider investment in Sky Stadium to ensure it remains an attractive competitive venue for the future.	
Celebrate our Capital City Status Action: Partner with mana whenua, heritage bodies, government institutions and the creative sector to make our Capital identity stories more accessible.	Very Important
Celebrate our Capital City Status Action: Leverage the reputation of our public sector to generate growth opportunities for businesses, events and education.	
Celebrate our Capital City Status Action: Work with Queer and Rainbow organisations to share stories and provide platforms to enable visibility.	Very Important
Celebrate our Capital City Status Action: Tell the stories related to Parliament and our world-leading social legislation that supports the UNESCO World Heritage status initiative for the Parliamentary precinct.	Very Important

Celebrate our Capital City Status Action: Partner with government institutions to develop their product and customer experience offering.	
Celebrate our Capital City Status Action: Work better together with other councils in the region to leverage our proximity to central government to influence decision-making.	
Celebrate our Capital City Status Action: Market Wellington's reputation as the home of New Zealand's transparent, ethical, and democratic public service, and identify opportunities to celebrate our government talent.	
Celebrate our Capital City Status Action: Engage with central government and with elected members of Council to generate tools and ideas for a better-informed democracy.	
Celebrate our Capital City Status Action: Work with education sector to influence the teaching of public policy and history.	
A dynamic city heart and thriving suburban centres Action: Develop central city and suburban centre regeneration plans, including exploring an entertainment, artisan and retail experience precinct programme.	
A dynamic city heart and thriving suburban centres Action: Develop a night-time economy plan.	
A dynamic city heart and thriving suburban centres Action: Ensure we continue a year-round events programme that consistently supports visitation, vibrancy and spend to our city, including local events.	Very Important
A dynamic city heart and thriving suburban centres Action: Investigate building/creating a weather resilient space for farmers/artisan markets.	
A dynamic city heart and thriving suburban centres Action: Explore opportunities to activate empty buildings and shop fronts and consider the most critical locations for retail and hospitality activities.	
A dynamic city heart and thriving suburban centres Action: Review all economic grant funding to ensure it is structured to deliver best outcomes for the Wellbeing of our local community economies.	Very Important
A dynamic city heart and thriving suburban centres Action: Collaborate with mana whenua and creatives to identify and activate through Te Ao Māori and Te Reo, including Tākina, Te Ngākau Civic Square and Te Aro Pa.	
Do you have any comments you would like to provide on the Actions? Are there any missing?	
"Please refer to our narrative submission. We wrote the submission using the downloaded pdf of the submission form to refer to in making comments, and I note that this digital form is different - the choices are about whether or not items are important, not whether we support or oppose them - which is the language on the printed form. There were two items we would have opposed - the very first action in the document, and the one about modernising the Opera House. Saying these are unimportant doesn't convey our meaning - which is described in the narrative.	

Another note - one item in the Action Plan - ""Partner with mana whenua and Te Matarau a Maui to identify opportunities for Māori to increase their skills and capability in the film and screen sector."" doesn't appear at all in this digital form. This is an action we support.

As a general comment, a place for commenting on actions after each segment would be useful - the document is too complex for a single commentary at the end to be helpful.

When considering what might be missing, in our narrative submission about transitioning to a circular economy we say ""It would be interesting to have a close look at the policies that govern what the Council, Council-controlled Organisations and Council Contractors are doing. Are all these established with a rigorous focus on the circular economy? Ideally this would be the first consideration when actions are proposed.""

Is there anything else we should know before finalising the strategy?

Please refer to our narrative submission.



Newtown Residents' Association Submission on the Wellington City Council Economic Wellbeing Strategy. May 1st 2022

Introduction

The Newtown Residents' Association has been an Incorporated Society since July 1963. We are residents and business owners from Newtown and the surrounding area, who take a keen interest in the community and local issues. We are concerned with maintaining and improving our area's liveability, connectedness and sustainability and working to make our community a thriving, diverse, great place to live.

Submission

We support the concept of Economic Wellbeing, and applaud Wellington City Council and Wellington NZ for thinking about a strategy for promoting this in Wellington. In spite of this we have doubts about how the proposed actions in this consultation document would lead to the desired outcomes. In many cases it seems too big a task for the Council itself to be responsible for, and wide ranging partnerships across agencies, businesses and Government departments would seem to be necessary.

In the course of exploring this topic we found that in some cases similar work is underway elsewhere, for instance in the Wellington Regional Skills Leadership Group set up by MBIE as one of a national series of RSLGs. We assume that the Council officers responsible for this strategy document are well aware of this and will be working within this framework, but we submit that the proposed Strategy would be more accessible, and ideally more effective, if these interrelationships were acknowledged and included in the proposed actions.

The preamble to the Draft Action Plan says '*.... The actions have not yet been tested for feasibility, level of importance, and funding.*

This is a large number of actions which may not be affordable all at once. We want you to tell us which actions are the most and least important to you. We will then work with Council staff, partners, and the elected members of Council to prioritise what we deliver, how we will deliver it, and when.'

We understand from this that the submitters' support, or otherwise, is important in deciding which actions will be explored further and potentially included in the final strategy. In this submission we have mostly supported actions that the Council itself is responsible for delivering in the course of core Council business, such as the ones that focus on how the Council processes can be more user friendly. We haven't attempted to assign specific responses to the full range of proposed actions, there are too many and it was hard to decide the shades of meaning between 'neutral' and 'somewhat oppose', for instance. However there are a couple where we put 'strongly oppose', as we would like these to be looked at more closely.

I have filled in the submission form, but request that this narrative submission be read alongside it as it contains commentary on the proposals, segment by segment.

Comments on the actions proposed for 'sustainable career pathways'

We have strongly opposed the first action proposed under this heading, because it implies that Wellington City Council plans to take responsibility for establishing a Wellington City Skills and Education Forum. If the action had been to support, contribute to or take part in such a forum we would have 'somewhat supported' it, as we have with most of the other actions under this heading, but the Council pro-actively establishing a Forum for employers and educators would be duplicating work that would be more appropriately done by the Regional Skills Leadership Group, as discussed below.

The activities in this section may well be useful but the problems the activities are designed to solve and/or the expected outcomes aren't well defined. Nor is the way in which these activities will make a difference to Economic Wellbeing. The proposals are a long way from having SMART (Specific, Measurable, Achievable, Realistic and anchored within a Time Frame) goals.

There is an action on page 7 of the Draft Strategy – Part B that we would have strongly supported – '*A cohesive Wellington City voice will be represented at the Regional Skills Leadership Group (RSLG).*' This didn't get included in the Submission Form, and this seems like an odd omission. As far as we can see RSLGs aren't explained in the documents.

We discovered that these groups were proposed by MBIE and have been established nation wide. The proposal to establish these groups was announced in 2019 by the Hon Chris Hipkins, who said "*The Regional Skills Leadership Groups will identify workforce and skills needs in their region, both now and in the future, and advise on actions to cultivate these.*" In 2020 interim appointments were made to the groups and in 2021 the permanent joint chairs were announced for each of the 15 RSLGs.

At about the same time as WCC was developing this strategy and putting it out for consultation the Wellington RSLG was doing the same thing. They have drafted a Wellington Regional Workforce Plan, which opened for consultation at the end of March, closing on 19th April. This plan covers the same or similar territory to the actions in this WCC Strategy. We submit that the WCC (and Wellington NZ) priority should be to work with the Wellington RSLG rather than independently pursue similar activities.

The one set of actions in this 'sustainable career pathways' section that we wholeheartedly support is the one that is about the WCC actions as an employer in the city. However even in this section there are a number of ways in which collaboration with the Wellington RSLG will strengthen the outcomes for all. For instance the RSLG Draft Plan has a proposed action: 'Encourage local councils to implement the Pathways to Employment internship programme for disabled people', which fits nicely with two WCC proposed actions - to break down employment barriers experienced by the disability community and to run intern programmes.

Transitioning to a circular economy

We haven't assigned any 'scores' to the actions in this segment, because we would like to see it revised before decisions are made about which actions should be funded. We think some effective actions, focussing on how the Council itself can set a good example in this area, are missing, and others don't easily belong under this heading.

'A circular economy' isn't clearly defined in the strategy document. Our understanding of a circular economy is that in essence it is about the use and reuse of resources in such a way that waste is avoided or minimised. Only a few of the actions proposed seem to lead to this in any practical, physical fashion. For others the concept of circular economy is at best being used metaphorically, and at worst isn't relevant to the activity – unless the concept of 'circular economy' is defined very broadly indeed. Some of these actions are ones we would support, but the consultation document mixes social

outcomes with environmental outcomes, and from our point of view this lessens the focus on the very important environmental considerations. In a document about Economic Wellbeing the social outcomes could warrant a section of their own. We suggest that the Economic Wellbeing Strategy is rewritten accordingly before it is adopted.

A proposed action in the strategy is to *'Advocate to central government to develop policies and programmes to transition to a circular economy'*. The web page about this consultation has links to work being done in this area by MBIE and by the Ministry for the Environment; these policies and programmes are already being developed, but the WCC consultation document itself has no acknowledgement of this. We would be more convinced about the potential effectiveness of this strategy if it proposed actions to align with the work being done nationally.

A lot of the actions seem to focus on what other businesses are doing, or should do. It would be interesting to have a close look at the policies that govern what the Council, Council-controlled Organisations and Council Contractors are doing. Are all these established with a rigorous focus on the circular economy? Ideally this would be the first consideration when actions are proposed.

As an example we would like the WCC strategy on transitioning to a circular economy to discuss the issues that arise with the expectation that the new District Plan rules will in the near future lead to a substantial increase in building demolition and construction. There are many challenges associated with this when considered in the light of the circular economy. One is the possibility that priority should be given to the reuse and remodeling of existing buildings, before permitting demolition and new construction. Another is that when demolition is inevitable there should be extensive recovery and reuse of the demolition materials. The Council's Solid Waste Management and Minimisation Bylaw 2020 has a requirement for developers to make a waste management and minimisation plan, with consideration of the waste hierarchy, but the requirements for actioning such a plan seem to end with recording what is done. A comprehensive strategy for a circular economy should emphasise the need for facilities to maximise the recovery, reuse or recycling of such materials, but there is no mention of this in this document.

A business-friendly city

In this section the most important actions are the ones that focus on how the Council processes can be more user friendly, and we fully support these.

The consultation Action Plan assigns responsibility for a number of the other actions to Wellington NZ, and this is appropriate as they fall into their sphere of activity, which we would suppose they are already funded for.

We note that the descriptors of success include *'Reliability of core infrastructure (water supply, energy supply, transport) supports business productivity'*, and yet none of the actions address this very important topic.

Centre of creativity and digital innovation

Again, one action we have strongly supported in this segment is the one that is directly about a service that WCC offers – the Open Data approach to making the data held by Council easily available. We also support the Council working with Screen Wellington and Te Matarau a Maui, although we would expect that this would be part of 'business as usual'.

There is also one action we have, at this point, strongly opposed – *'Redevelop the Opera House into a flexible, modern venue'*. This rings alarm bells; we would hope no action would be taken to make significant changes to the Opera House without extensive engagement with all stakeholders, including the public.

Celebrate our Capital City status

The one action we have supported here is the first one, about making our Capital identity stories more accessible. Before this can happen the stories need to be written –or otherwise expressed – and we would support creative ways to encourage this. This could well encompass the other actions which reference story telling, as they would all be part of the whole picture.

We are not opposed to the other actions, but in general we believe that success in realising the overarching objectives of this strategy will in itself lead to well-founded celebration.

A dynamic city heart and thriving suburban centres

In this segment we have considered what actions are likely to help our own local suburban centre to thrive, and our request under this heading is to have locally based planning about all actions that affect our community. In fact there is little of substance here that is focussed on the suburbs, and we would support more work being done to engage communities in this process.

The one action we can immediately support is this: *‘Ensure we continue a year-round events programme that consistently supports visitation, vibrancy and spend to our city, **including local events.**’* We are of course thinking about our own, much celebrated local event – Newtown Festival.

We also support this action – *‘Review all economic grant funding to ensure it is structured to deliver best outcomes for the wellbeing of our local community economies’* although we would like to know more about the parameters of the review, what criteria would be used in judging what the ‘best outcomes’ would be, and who would decide.

Thank you for the opportunity to comment on this proposed strategy.

Yours sincerely

Rhona Carson

President
Newtown Residents’ Association
1st May 2022

Name	James Sullivan
Are you making this submission as an individual or on behalf of an organisation?(deleted)	
Are you making this submission as an individual or on behalf of an organisation?	As an individual
If you are making this submission on behalf of an organisation, please state the organisation's name:	
I would like to make an oral submission to the Councillors	Yes
If Yes, please provide your email address and phone number so we can arrange a time for your submission	
Do you have a file you would like to upload to support your submission? Upload it here.	
What is your employment status?	Employee (21-499 staff)
Which documents have you read?	Part A: Context, Part B: Draft Strategy, Action Plan, A3 Strategy on a page, Summary
Do you support the overall direction of the strategy? The draft Strategy provides direction for the Council and council-controlled organisations (CCOs) in partnership with mana whenua to support Economic Wellbeing in the city, working alongside the many other organisations, businesses and sector organisations that all play a part.	Somewhat support
Do you support the overall vision of the strategy? The vision sets out our aspirations for Economic Wellbeing in Wellington. Do you support the following vision "Wellington is a dynamic city with a resilient, innovative and low carbon economy that provides opportunities for all and protects our environment".	Somewhat support
Do you have any comments you would like to provide on the overall direction and vision?	
The focus appears to have little directly in it about making things better for workers. Businesses do not exist because of their owners or because they're loud. They exist because of people. To best support business the primary aim has to be making Wellington somewhere that people can live comfortably without spending a massive fraction of their income on simply surviving here.	
Sustainable Business and Career Pathways We aim to enable Wellingtonians to work within their passions and strengths	Somewhat support
Transitioning to a circular economy We aim to be regenerative by design	Somewhat support
A business-friendly city We aim to be Aotearoa New Zealand's city partner of choice for businesses, investors and developers	Neutral
Centre of Creativity and Digital Innovation We aim to be Aotearoa New Zealand's centre for creativity and innovation	Somewhat oppose
Celebrate our Capital City Status We aim to raise the profile of our Capital City	Neutral
A Dynamic City Heart and Thriving Suburban Centres	Somewhat support

We aim to be a compact city with a dynamic CBD and thriving suburban centres that are economically productive	
Do you have any comments you would like to provide on the outcomes? Is anything missing?	
Again little focus on people existing without being viewed as some cog in a business. I understand that the focus on this policy is to encourage development, but why should people choose to live here if every single part of their life views them as existing as a replaceable cog for someone else. If we wish to attract driven and creative people we should focus on building an environment where they feel safe to try things out and that if such experiments fail they will not become destitute. Otherwise the wealth generated will flow into just a few hands.	
Sustainable Business and Career Pathways Action: Establish a Wellington City Skills and Education Forum for employers and educators to connect, discuss, and collaborate with each other.	Neutral
Sustainable Business and Career Pathways Action: Work with education and construction sectors to close skills gaps in construction.	Not so important
Sustainable Business and Career Pathways Action: Undertake research to understand the drivers for students coming to Wellington and for choosing to leave or stay when entering the workforce.	Not so important
Sustainable Business and Career Pathways Action: Work with local employers and education institutions to increase opportunities for students to explore the city's workplaces and professions.	Neutral
Sustainable Business and Career Pathways Action: Advocate across all industries for the development of skills which will be fit for the future circular economy.	Somewhat Important
Sustainable Business and Career Pathways Action: Explore establishing a Town and Gown Committee(s) where key issues, opportunities and the aspirations of the tertiary sector can be better understood and progressed.	Neutral
Sustainable Business and Career Pathways Action: Explore opportunities to better connect tertiary education providers within the city (business, public, and council), such as knowledge sharing and establishing formal work experience programmes.	Neutral
Sustainable Business and Career Pathways Action: Offer new students and families a 'Welcome to Wellington' package.	Not so important
Sustainable Business and Career Pathways Action: Partner with government agencies, education providers, mana whenua, and employers to:• Identify career pathways and development opportunities. • Support education providers to inspire young people into careers. • Support and enhance work ready programmes and internships, including providing tailored services for diverse communities. • Break down barriers for employment in the disability and Rainbow communities.	Not so important
Sustainable Business and Career Pathways Action: As an employer in the city, we lead by example by:• Designing clear pathways and resources so our staff understand how they can progress their careers through Council. • Partnering with local schools to support	Somewhat Important

curriculum delivery and inspire children with career opportunities. • Partnering with ministry for disabled people to break down employment barriers experienced by the disability community (note that we already work with workbridge on this) • Running intern programmes.	
Transitioning to a circular economy Action: Partner with mana whenua and Māori to explore a Māori worldview of managing climate change and moving to a circular economy.	Somewhat Important
Transitioning to a circular economy Action: Co-create business sector plans and circular economy sector transition programmes for Wellington's priority business sectors (e.g.: digital technology, screen, tourism). – work with Sustainable Business Network.	Somewhat Important
Transitioning to a circular economy Action: Identify and measure progress against the doughnut economics model.	Somewhat Important
Transitioning to a circular economy Action: Work with Central Government to enable business support funding incentives for businesses committed to a circular economic model.	Very Important
Transitioning to a circular economy Action: Advocate to central government to develop policies and programmes to transition to a circular economy.	Very Important
Transitioning to a circular economy Action: Develop a business and investment attraction strategy and action plan.	Neutral
Transitioning to a circular economy Action: Celebrate local business success stories which contribute to a circular economy.	Somewhat Important
Transitioning to a circular economy Action: Evolve Wellington's placemaking storytelling to amplify examples of progressive businesses making positive change and enhance Wellington City's brand.	Somewhat Important
Transitioning to a circular economy Action: Work alongside Te Papa and WellingtonNZ to attract events and visitors to the new convention and exhibition centre (Tākina).	Unimportant
Transitioning to a circular economy Action: Deliver Wellington City's Destination Management Plan through WNZ and contribute to the Wellington Region Economic Development Plan and Wairarapa Destination Management Plan.	Unimportant
Transitioning to a circular economy Action: Facilitate sustainable job creation in the Māori economy through our procurement strategy.	Somewhat Important
Transitioning to a circular economy Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling.	Somewhat Important
Transitioning to a circular economy	

Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling. (deleted)	
A business-friendly city Action: Work proactively with Central Government to amplify business support and research and development (R&D) programmes.	Very Important
A business-friendly city Action: Encourage business and industry organisations to host events and showcase talent to our national and international counterparts and audiences.	Unimportant
A business-friendly city Action: Consider how we support smaller businesses to build capability and connect with each other and to the circular economy.	Somewhat Important
A business-friendly city Action: Enhance incubation and acceleration services to businesses.	Very Important
A business-friendly city Action: Co-design Council services with relevant and diverse business communities.	Somewhat Important
A business-friendly city Action: Streamline business-targeted Council processes where possible.	Very Important
A business-friendly city Action: Identify the culture shift required to become more business friendly.	Unimportant
A business-friendly city Action: Establish business research panel.	Neutral
A business-friendly city Action: Foster our relationship with Seoul to build trade partnership in the creative tech, film and gaming sectors.	Unimportant
A business-friendly city Action: Review the International Relations Strategy to establish clear goals for our international relationships to deliver a circular economy.	Unimportant
A business-friendly city Action: Collaborate and share knowledge related to relevant issues such as Covid-19 response and developing a circular economy learning and development.	Very Important
Centre of Creativity and Digital Innovation Action: Develop sector profiles to understand future potential (underway).	Not so important
Centre of Creativity and Digital Innovation Action: Broaden the reach of targeted programmes to support emerging digital tech companies to scale up.	Very Important
Centre of Creativity and Digital Innovation Action: Explore opportunities for science and innovation to co-locate and commercialise their research.	Very Important
Centre of Creativity and Digital Innovation	Very Important

Action: Research the benefits and opportunities of sector hubs and shared services models.	
Centre of Creativity and Digital Innovation Action: Advocate to central government for tax incentives that ensure our city is competitive in the global film and gaming markets.	Unimportant
Centre of Creativity and Digital Innovation Action: Work with/support/promote investment in the sector as necessary to support early-stage investment in emerging digital businesses.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Review Council's Open Data approach to make more data available in more formats.	Very Important
Centre of Creativity and Digital Innovation Action: Support Screen Wellington to deliver on the Screen Strategy and build industry partnerships and work programmes.	Unimportant
Centre of Creativity and Digital Innovation Action: Advocate for faster broadband upload – download speeds especially in business areas.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Develop a plan for attracting business and cultural events to our city and the new convention centre (Tākina).	Unimportant
Centre of Creativity and Digital Innovation Action: Redevelop the Opera House into a flexible, modernised venue to service identified gaps in our offerings.	Unimportant
Centre of Creativity and Digital Innovation Action: Redevelop the TSB Arena to make sure the Arena can serve as the City's large multi-purpose entertainment and sports venue in the foreseeable future.	Unimportant
Centre of Creativity and Digital Innovation Action: Consider investment in Sky Stadium to ensure it remains an attractive competitive venue for the future.	Unimportant
Celebrate our Capital City Status Action: Partner with mana whenua, heritage bodies, government institutions and the creative sector to make our Capital identity stories more accessible.	Somewhat Important
Celebrate our Capital City Status Action: Leverage the reputation of our public sector to generate growth opportunities for businesses, events and education.	Somewhat Important
Celebrate our Capital City Status Action: Work with Queer and Rainbow organisations to share stories and provide platforms to enable visibility.	Somewhat Important
Celebrate our Capital City Status Action: Tell the stories related to Parliament and our world-leading social legislation that supports the UNESCO World Heritage status initiative for the Parliamentary precinct.	Neutral
Celebrate our Capital City Status Action: Partner with government institutions to develop their product and customer experience offering.	Neutral
Celebrate our Capital City Status	Very Important

Action: Work better together with other councils in the region to leverage our proximity to central government to influence decision-making.	
Celebrate our Capital City Status Action: Market Wellington's reputation as the home of New Zealand's transparent, ethical, and democratic public service, and identify opportunities to celebrate our government talent.	Unimportant
Celebrate our Capital City Status Action: Engage with central government and with elected members of Council to generate tools and ideas for a better-informed democracy.	Somewhat Important
Celebrate our Capital City Status Action: Work with education sector to influence the teaching of public policy and history.	Unimportant
A dynamic city heart and thriving suburban centres Action: Develop central city and suburban centre regeneration plans, including exploring an entertainment, artisan and retail experience precinct programme.	Very Important
A dynamic city heart and thriving suburban centres Action: Develop a night-time economy plan.	Somewhat Important
A dynamic city heart and thriving suburban centres Action: Ensure we continue a year-round events programme that consistently supports visitation, vibrancy and spend to our city, including local events.	Somewhat Important
A dynamic city heart and thriving suburban centres Action: Investigate building/creating a weather resilient space for farmers/artisan markets.	Somewhat Important
A dynamic city heart and thriving suburban centres Action: Explore opportunities to activate empty buildings and shop fronts and consider the most critical locations for retail and hospitality activities.	Very Important
A dynamic city heart and thriving suburban centres Action: Review all economic grant funding to ensure it is structured to deliver best outcomes for the Wellbeing of our local community economies.	Neutral
A dynamic city heart and thriving suburban centres Action: Collaborate with mana whenua and creatives to identify and activate through Te Ao Māori and Te Reo, including Tākina, Te Ngākau Civic Square and Te Aro Pa.	Somewhat Important
Do you have any comments you would like to provide on the Actions? Are there any missing?	
Wellington already has the critical mass of people and businesses to build from. The biggest limitation on Wellington today is that it is near impossible for people to live here affordably. Wellington has become the San Francisco of the Southern Hemisphere in all the ways it should have never. Many of the actions list things that business organisations should already be doing themselves. Why should government subsidise and do the work for them? Liasing with education providers, highlighting pathways for students, etc. Council should leverage its limited resources instead on the things it can better impact such as simplifying the construction of affordable housing, transport, and supporting the development of new businesses through grants and support for small businesses to grow.	
Is there anything else we should know before finalising the strategy?	

I would strongly recommend council tweaks the layout of the strategy to focus that we will improve the economy of Wellington through supporting the ability of people to live and grow here. Otherwise people will continue to leave for other places where they can not only work but actually live.

Bradley Jackson

Name	Bradley Jackson
Are you making this submission as an individual or on behalf of an organisation?(deleted)	
Are you making this submission as an individual or on behalf of an organisation?	On behalf of an organisation
If you are making this submission on behalf of an organisation, please state the organisation's name:	Expansion NZ Limited
I would like to make an oral submission to the Councillors	Yes
If Yes, please provide your email address and phone number so we can arrange a time for your submission	[REDACTED] [REDACTED]
Do you have a file you would like to upload to support your submission? Upload it here.	
What is your employment status?	Employer (20 staff or less)
Which documents have you read?	Part A: Context, Part B: Draft Strategy, Action Plan, A3 Strategy on a page, Summary
Do you support the overall direction of the strategy? The draft Strategy provides direction for the Council and council-controlled organisations (CCOs) in partnership with mana whenua to support Economic Wellbeing in the city, working alongside the many other organisations, businesses and sector organisations that all play a part.	Strongly support
Do you support the overall vision of the strategy? The vision sets out our aspirations for Economic Wellbeing in Wellington. Do you support the following vision "Wellington is a dynamic city with a resilient, innovative and low carbon economy that provides opportunities for all and protects our environment".	Strongly support
Do you have any comments you would like to provide on the overall direction and vision?	
Sustainable Business and Career Pathways We aim to enable Wellingtonians to work within their passions and strengths	Strongly support
Transitioning to a circular economy We aim to be regenerative by design	
A business-friendly city We aim to be Aotearoa New Zealand's city partner of choice for businesses, investors and developers	Strongly support
Centre of Creativity and Digital Innovation We aim to be Aotearoa New Zealand's centre for creativity and innovation	Strongly support
Celebrate our Capital City Status We aim to raise the profile of our Capital City	Strongly support
A Dynamic City Heart and Thriving Suburban Centres We aim to be a compact city with a dynamic CBD and thriving suburban centres that are economically productive	Strongly support
Do you have any comments you would like to provide on the outcomes? Is anything missing?	

Business is key in all of these. As a business owner in a brand new sector - esports and gaming, there is so much potential for new business and employment but is often overlooked by older generations and written off. We have the biggest industry in the world at our finger tips, and if Wellington wants to be leading innovation and creativity then gaming and digital tech needs to be 100% incorporated and developed.

So many people like myself are passionate, but there is very little in regards to training or support outside traditional routes leaving those people wary of entering into what they love.

Being the Capital, we should be leading by example not Auckland. Wellington is seen from the outside and inside as hippies, not the tech focused region we have already emerging. By showcasing what is already happening in Wellington will create hope for others, and give them the drive to commit to their passion.

Instead of celebrating the restaurants, coffee clubs and fashion stores we should be celebrating the tech industry at the fore front. This is key to encourage youth and empowerment through tech, which is not currently done.

Sustainable Business and Career Pathways Action: Establish a Wellington City Skills and Education Forum for employers and educators to connect, discuss, and collaborate with each other.	Somewhat Important
Sustainable Business and Career Pathways Action: Work with education and construction sectors to close skills gaps in construction.	Somewhat Important
Sustainable Business and Career Pathways Action: Undertake research to understand the drivers for students coming to Wellington and for choosing to leave or stay when entering the workforce.	Very Important
Sustainable Business and Career Pathways Action: Work with local employers and education institutions to increase opportunities for students to explore the city's workplaces and professions.	Somewhat Important
Sustainable Business and Career Pathways Action: Advocate across all industries for the development of skills which will be fit for the future circular economy.	Very Important
Sustainable Business and Career Pathways Action: Explore establishing a Town and Gown Committee(s) where key issues, opportunities and the aspirations of the tertiary sector can be better understood and progressed.	Neutral
Sustainable Business and Career Pathways Action: Explore opportunities to better connect tertiary education providers within the city (business, public, and council), such as knowledge sharing and establishing formal work experience programmes.	Somewhat Important
Sustainable Business and Career Pathways Action: Offer new students and families a 'Welcome to Wellington' package.	Neutral
Sustainable Business and Career Pathways Action: Partner with government agencies, education providers, mana whenua, and employers to:• Identify career pathways and development opportunities. • Support education providers to inspire young people into careers. • Support and enhance work ready programmes and internships, including providing tailored services	Very Important

for diverse communities. • Break down barriers for employment in the disability and Rainbow communities.	
Sustainable Business and Career Pathways Action: As an employer in the city, we lead by example by: • Designing clear pathways and resources so our staff understand how they can progress their careers through Council. • Partnering with local schools to support curriculum delivery and inspire children with career opportunities. • Partnering with ministry for disabled people to break down employment barriers experienced by the disability community (note that we already work with workbridge on this) • Running intern programmes.	Very Important
Transitioning to a circular economy Action: Partner with mana whenua and Māori to explore a Māori worldview of managing climate change and moving to a circular economy.	Very Important
Transitioning to a circular economy Action: Co-create business sector plans and circular economy sector transition programmes for Wellington's priority business sectors (e.g.: digital technology, screen, tourism). – work with Sustainable Business Network.	Very Important
Transitioning to a circular economy Action: Identify and measure progress against the doughnut economics model.	Neutral
Transitioning to a circular economy Action: Work with Central Government to enable business support funding incentives for businesses committed to a circular economic model.	Very Important
Transitioning to a circular economy Action: Advocate to central government to develop policies and programmes to transition to a circular economy.	Somewhat Important
Transitioning to a circular economy Action: Develop a business and investment attraction strategy and action plan.	Very Important
Transitioning to a circular economy Action: Celebrate local business success stories which contribute to a circular economy.	Very Important
Transitioning to a circular economy Action: Evolve Wellington's placemaking storytelling to amplify examples of progressive businesses making positive change and enhance Wellington City's brand.	Very Important
Transitioning to a circular economy Action: Work alongside Te Papa and WellingtonNZ to attract events and visitors to the new convention and exhibition centre (Tākina).	Very Important
Transitioning to a circular economy Action: Deliver Wellington City's Destination Management Plan through WNZ and contribute to the Wellington Region Economic Development Plan and Wairarapa Destination Management Plan.	Very Important
Transitioning to a circular economy	Very Important

Action: Facilitate sustainable job creation in the Māori economy through our procurement strategy.	
Transitioning to a circular economy Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling.	Very Important
Transitioning to a circular economy Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling. (deleted)	
A business-friendly city Action: Work proactively with Central Government to amplify business support and research and development (R&D) programmes.	Very Important
A business-friendly city Action: Encourage business and industry organisations to host events and showcase talent to our national and international counterparts and audiences.	Very Important
A business-friendly city Action: Consider how we support smaller businesses to build capability and connect with each other and to the circular economy.	Very Important
A business-friendly city Action: Enhance incubation and acceleration services to businesses.	Very Important
A business-friendly city Action: Co-design Council services with relevant and diverse business communities.	Very Important
A business-friendly city Action: Streamline business-targeted Council processes where possible.	Very Important
A business-friendly city Action: Identify the culture shift required to become more business friendly.	Very Important
A business-friendly city Action: Establish business research panel.	Very Important
A business-friendly city Action: Foster our relationship with Seoul to build trade partnership in the creative tech, film and gaming sectors.	Very Important
A business-friendly city Action: Review the International Relations Strategy to establish clear goals for our international relationships to deliver a circular economy.	Somewhat Important
A business-friendly city Action: Collaborate and share knowledge related to relevant issues such as Covid-19 response and developing a circular economy learning and development.	Very Important
Centre of Creativity and Digital Innovation Action: Develop sector profiles to understand future potential (underway).	Very Important
Centre of Creativity and Digital Innovation	Very Important

Action: Broaden the reach of targeted programmes to support emerging digital tech companies to scale up.	
Centre of Creativity and Digital Innovation Action: Explore opportunities for science and innovation to co-locate and commercialise their research.	Very Important
Centre of Creativity and Digital Innovation Action: Research the benefits and opportunities of sector hubs and shared services models.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Advocate to central government for tax incentives that ensure our city is competitive in the global film and gaming markets.	Very Important
Centre of Creativity and Digital Innovation Action: Work with/support/promote investment in the sector as necessary to support early-stage investment in emerging digital businesses.	Very Important
Centre of Creativity and Digital Innovation Action: Review Council's Open Data approach to make more data available in more formats.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Support Screen Wellington to deliver on the Screen Strategy and build industry partnerships and work programmes.	Very Important
Centre of Creativity and Digital Innovation Action: Advocate for faster broadband upload – download speeds especially in business areas.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Develop a plan for attracting business and cultural events to our city and the new convention centre (Tākina).	Very Important
Centre of Creativity and Digital Innovation Action: Redevelop the Opera House into a flexible, modernised venue to service identified gaps in our offerings.	Neutral
Centre of Creativity and Digital Innovation Action: Redevelop the TSB Arena to make sure the Arena can serve as the City's large multi-purpose entertainment and sports venue in the foreseeable future.	Very Important
Centre of Creativity and Digital Innovation Action: Consider investment in Sky Stadium to ensure it remains an attractive competitive venue for the future.	Unimportant
Celebrate our Capital City Status Action: Partner with mana whenua, heritage bodies, government institutions and the creative sector to make our Capital identity stories more accessible.	Very Important
Celebrate our Capital City Status Action: Leverage the reputation of our public sector to generate growth opportunities for businesses, events and education.	Very Important
Celebrate our Capital City Status Action: Work with Queer and Rainbow organisations to share stories and provide platforms to enable visibility.	Very Important
Celebrate our Capital City Status	Very Important

Action: Tell the stories related to Parliament and our world-leading social legislation that supports the UNESCO World Heritage status initiative for the Parliamentary precinct.	
Celebrate our Capital City Status Action: Partner with government institutions to develop their product and customer experience offering.	Neutral
Celebrate our Capital City Status Action: Work better together with other councils in the region to leverage our proximity to central government to influence decision-making.	Somewhat Important
Celebrate our Capital City Status Action: Market Wellington's reputation as the home of New Zealand's transparent, ethical, and democratic public service, and identify opportunities to celebrate our government talent.	Very Important
Celebrate our Capital City Status Action: Engage with central government and with elected members of Council to generate tools and ideas for a better-informed democracy.	Very Important
Celebrate our Capital City Status Action: Work with education sector to influence the teaching of public policy and history.	Very Important
A dynamic city heart and thriving suburban centres Action: Develop central city and suburban centre regeneration plans, including exploring an entertainment, artisan and retail experience precinct programme.	Very Important
A dynamic city heart and thriving suburban centres Action: Develop a night-time economy plan.	Very Important
A dynamic city heart and thriving suburban centres Action: Ensure we continue a year-round events programme that consistently supports visitation, vibrancy and spend to our city, including local events.	Somewhat Important
A dynamic city heart and thriving suburban centres Action: Investigate building/creating a weather resilient space for farmers/artisan markets.	Very Important
A dynamic city heart and thriving suburban centres Action: Explore opportunities to activate empty buildings and shop fronts and consider the most critical locations for retail and hospitality activities.	Very Important
A dynamic city heart and thriving suburban centres Action: Review all economic grant funding to ensure it is structured to deliver best outcomes for the Wellbeing of our local community economies.	Very Important
A dynamic city heart and thriving suburban centres Action: Collaborate with mana whenua and creatives to identify and activate through Te Ao Māori and Te Reo, including Tākina, Te Ngākau Civic Square and Te Aro Pa.	Very Important
Do you have any comments you would like to provide on the Actions? Are there any missing?	
You cannot have employment without business. If you want to build more sustainable businesses and employment within our region, you need to properly support business growth and business development at a local level. Provide proper support and time for teams that reach out to every business constantly, to have	

any business fail because they do not have proper support is a failure of the regional development and in turn is a failure of the people through loss of jobs and loss of income. Leading to unsustainable business models and wasted money, more power to the banks.

Supporting business = support the people.

Is there anything else we should know before finalising the strategy?

You should have multiple choice rather than checkboxes for the survey. And written feedback for each page, only two to three feedback spaces in the first couple of pages and then one at the end means a lot of thoughts are lost when clicking through pages.

Mika Herval

Name	Mika Herval
Are you making this submission as an individual or on behalf of an organisation?(deleted)	
Are you making this submission as an individual or on behalf of an organisation?	As an individual
If you are making this submission on behalf of an organisation, please state the organisation's name:	
I would like to make an oral submission to the Councillors	Yes
If Yes, please provide your email address and phone number so we can arrange a time for your submission	
Do you have a file you would like to upload to support your submission? Upload it here.	
What is your employment status?	Student
Which documents have you read?	Part A: Context, Part B: Draft Strategy, Action Plan, A3 Strategy on a page, Summary
Do you support the overall direction of the strategy? The draft Strategy provides direction for the Council and council-controlled organisations (CCOs) in partnership with mana whenua to support Economic Wellbeing in the city, working alongside the many other organisations, businesses and sector organisations that all play a part.	Somewhat support
Do you support the overall vision of the strategy? The vision sets out our aspirations for Economic Wellbeing in Wellington. Do you support the following vision "Wellington is a dynamic city with a resilient, innovative and low carbon economy that provides opportunities for all and protects our environment".	Somewhat support
Do you have any comments you would like to provide on the overall direction and vision?	
I would love to see climate change concerns take more of a core role in shaping this strategy. For young people, the climate crisis looms over everything. It shapes future goals, including career aspirations, whether to start a business, start a family and so forth. I think the focus on a circular economy is a great start but having some more definitive policy and clear direction, as well as transparent and clear ways of measuring Council's progress so the citizens of Wellington can hold their local body accountable will be key.	
Sustainable Business and Career Pathways We aim to enable Wellingtonians to work within their passions and strengths	Strongly support
Transitioning to a circular economy We aim to be regenerative by design	Strongly support
A business-friendly city We aim to be Aotearoa New Zealand's city partner of choice for businesses, investors and developers	Somewhat support
Centre of Creativity and Digital Innovation We aim to be Aotearoa New Zealand's centre for creativity and innovation	Strongly support
Celebrate our Capital City Status We aim to raise the profile of our Capital City	Neutral

A Dynamic City Heart and Thriving Suburban Centres We aim to be a compact city with a dynamic CBD and thriving suburban centres that are economically productive	Somewhat support
Do you have any comments you would like to provide on the outcomes? Is anything missing?	The outcomes are good, but I would again emphasize that climate concerns need to be present in all of these, not just in one.
Sustainable Business and Career Pathways Action: Establish a Wellington City Skills and Education Forum for employers and educators to connect, discuss, and collaborate with each other.	Somewhat Important
Sustainable Business and Career Pathways Action: Work with education and construction sectors to close skills gaps in construction.	Neutral
Sustainable Business and Career Pathways Action: Undertake research to understand the drivers for students coming to Wellington and for choosing to leave or stay when entering the workforce.	Very Important
Sustainable Business and Career Pathways Action: Work with local employers and education institutions to increase opportunities for students to explore the city's workplaces and professions.	Very Important
Sustainable Business and Career Pathways Action: Advocate across all industries for the development of skills which will be fit for the future circular economy.	Very Important
Sustainable Business and Career Pathways Action: Explore establishing a Town and Gown Committee(s) where key issues, opportunities and the aspirations of the tertiary sector can be better understood and progressed.	Very Important
Sustainable Business and Career Pathways Action: Explore opportunities to better connect tertiary education providers within the city (business, public, and council), such as knowledge sharing and establishing formal work experience programmes.	Very Important
Sustainable Business and Career Pathways Action: Offer new students and families a 'Welcome to Wellington' package.	Very Important
Sustainable Business and Career Pathways Action: Partner with government agencies, education providers, mana whenua, and employers to:• Identify career pathways and development opportunities. • Support education providers to inspire young people into careers. • Support and enhance work ready programmes and internships, including providing tailored services for diverse communities. • Break down barriers for employment in the disability and Rainbow communities.	Very Important
Sustainable Business and Career Pathways Action: As an employer in the city, we lead by example by:• Designing clear pathways and resources so our staff understand how they can progress their careers through Council. • Partnering with local schools to support curriculum delivery and inspire	Very Important

children with career opportunities. • Partnering with ministry for disabled people to break down employment barriers experienced by the disability community (note that we already work with workbridge on this) • Running intern programmes.	
Transitioning to a circular economy Action: Partner with mana whenua and Māori to explore a Māori worldview of managing climate change and moving to a circular economy.	Very Important
Transitioning to a circular economy Action: Co-create business sector plans and circular economy sector transition programmes for Wellington's priority business sectors (e.g.: digital technology, screen, tourism). – work with Sustainable Business Network.	Somewhat Important
Transitioning to a circular economy Action: Identify and measure progress against the doughnut economics model.	Somewhat Important
Transitioning to a circular economy Action: Work with Central Government to enable business support funding incentives for businesses committed to a circular economic model.	Very Important
Transitioning to a circular economy Action: Advocate to central government to develop policies and programmes to transition to a circular economy.	Very Important
Transitioning to a circular economy Action: Develop a business and investment attraction strategy and action plan.	Somewhat Important
Transitioning to a circular economy Action: Celebrate local business success stories which contribute to a circular economy.	Neutral
Transitioning to a circular economy Action: Evolve Wellington's placemaking storytelling to amplify examples of progressive businesses making positive change and enhance Wellington City's brand.	Neutral
Transitioning to a circular economy Action: Work alongside Te Papa and WellingtonNZ to attract events and visitors to the new convention and exhibition centre (Tākina).	Somewhat Important
Transitioning to a circular economy Action: Deliver Wellington City's Destination Management Plan through WNZ and contribute to the Wellington Region Economic Development Plan and Wairarapa Destination Management Plan.	Somewhat Important
Transitioning to a circular economy Action: Facilitate sustainable job creation in the Māori economy through our procurement strategy.	Somewhat Important
Transitioning to a circular economy Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling.	Somewhat Important
Transitioning to a circular economy	

Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling. (deleted)	
A business-friendly city Action: Work proactively with Central Government to amplify business support and research and development (R&D) programmes.	Somewhat Important
A business-friendly city Action: Encourage business and industry organisations to host events and showcase talent to our national and international counterparts and audiences.	Neutral
A business-friendly city Action: Consider how we support smaller businesses to build capability and connect with each other and to the circular economy.	Very Important
A business-friendly city Action: Enhance incubation and acceleration services to businesses.	Neutral
A business-friendly city Action: Co-design Council services with relevant and diverse business communities.	Somewhat Important
A business-friendly city Action: Streamline business-targeted Council processes where possible.	Somewhat Important
A business-friendly city Action: Identify the culture shift required to become more business friendly.	Somewhat Important
A business-friendly city Action: Establish business research panel.	Neutral
A business-friendly city Action: Foster our relationship with Seoul to build trade partnership in the creative tech, film and gaming sectors.	Unimportant
A business-friendly city Action: Review the International Relations Strategy to establish clear goals for our international relationships to deliver a circular economy.	Not so important
A business-friendly city Action: Collaborate and share knowledge related to relevant issues such as Covid-19 response and developing a circular economy learning and development.	Very Important
Centre of Creativity and Digital Innovation Action: Develop sector profiles to understand future potential (underway).	Neutral
Centre of Creativity and Digital Innovation Action: Broaden the reach of targeted programmes to support emerging digital tech companies to scale up.	Neutral
Centre of Creativity and Digital Innovation Action: Explore opportunities for science and innovation to co-locate and commercialise their research.	Neutral
Centre of Creativity and Digital Innovation	Neutral

Action: Research the benefits and opportunities of sector hubs and shared services models.	
Centre of Creativity and Digital Innovation Action: Advocate to central government for tax incentives that ensure our city is competitive in the global film and gaming markets.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Work with/support/promote investment in the sector as necessary to support early-stage investment in emerging digital businesses.	Neutral
Centre of Creativity and Digital Innovation Action: Review Council's Open Data approach to make more data available in more formats.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Support Screen Wellington to deliver on the Screen Strategy and build industry partnerships and work programmes.	Not so important
Centre of Creativity and Digital Innovation Action: Advocate for faster broadband upload – download speeds especially in business areas.	Not so important
Centre of Creativity and Digital Innovation Action: Develop a plan for attracting business and cultural events to our city and the new convention centre (Tākina).	Somewhat Important
Centre of Creativity and Digital Innovation Action: Redevelop the Opera House into a flexible, modernised venue to service identified gaps in our offerings.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Redevelop the TSB Arena to make sure the Arena can serve as the City's large multi-purpose entertainment and sports venue in the foreseeable future.	Neutral
Centre of Creativity and Digital Innovation Action: Consider investment in Sky Stadium to ensure it remains an attractive competitive venue for the future.	Not so important
Celebrate our Capital City Status Action: Partner with mana whenua, heritage bodies, government institutions and the creative sector to make our Capital identity stories more accessible.	Very Important
Celebrate our Capital City Status Action: Leverage the reputation of our public sector to generate growth opportunities for businesses, events and education.	Somewhat Important
Celebrate our Capital City Status Action: Work with Queer and Rainbow organisations to share stories and provide platforms to enable visibility.	Very Important
Celebrate our Capital City Status Action: Tell the stories related to Parliament and our world-leading social legislation that supports the UNESCO World Heritage status initiative for the Parliamentary precinct.	Neutral
Celebrate our Capital City Status Action: Partner with government institutions to develop their product and customer experience offering.	Neutral
Celebrate our Capital City Status	Very Important

Action: Work better together with other councils in the region to leverage our proximity to central government to influence decision-making.	
Celebrate our Capital City Status Action: Market Wellington's reputation as the home of New Zealand's transparent, ethical, and democratic public service, and identify opportunities to celebrate our government talent.	Somewhat Important
Celebrate our Capital City Status Action: Engage with central government and with elected members of Council to generate tools and ideas for a better-informed democracy.	Very Important
Celebrate our Capital City Status Action: Work with education sector to influence the teaching of public policy and history.	Somewhat Important
A dynamic city heart and thriving suburban centres Action: Develop central city and suburban centre regeneration plans, including exploring an entertainment, artisan and retail experience precinct programme.	Somewhat Important
A dynamic city heart and thriving suburban centres Action: Develop a night-time economy plan.	Somewhat Important
A dynamic city heart and thriving suburban centres Action: Ensure we continue a year-round events programme that consistently supports visitation, vibrancy and spend to our city, including local events.	Very Important
A dynamic city heart and thriving suburban centres Action: Investigate building/creating a weather resilient space for farmers/artisan markets.	Very Important
A dynamic city heart and thriving suburban centres Action: Explore opportunities to activate empty buildings and shop fronts and consider the most critical locations for retail and hospitality activities.	Very Important
A dynamic city heart and thriving suburban centres Action: Review all economic grant funding to ensure it is structured to deliver best outcomes for the Wellbeing of our local community economies.	Very Important
A dynamic city heart and thriving suburban centres Action: Collaborate with mana whenua and creatives to identify and activate through Te Ao Māori and Te Reo, including Tākina, Te Ngākau Civic Square and Te Aro Pa.	Somewhat Important
Do you have any comments you would like to provide on the Actions? Are there any missing?	
<p>There are several aspects of the strategy I would love to comment on further.</p> <p>Firstly, I am supportive of WCC's plan to provide more opportunities to students by connecting them to businesses and council. WCC is blessed to have two big universities in Massey and Vic, as well as several other tertiary institutions. There is a lot of value in tapping into this talent and it would be great to give students career opportunities as well. A town and gown committee is a great idea, however, I think this committee needs student representation. If the committee exists to provide student opportunities and career pathways, hearing from actual students is important. Tertiary institutions are motivated by profit, so only connecting with universities is not good enough if the goal is to support and encourage students into local business and council careers. A representative from NZUSA, or from local student associations could go a long way to making</p>	

committee decisions better reflect the actual needs of students.

Secondly, the plan to transition to a circular economy is great and I strongly support this move. I would, however, stress the importance of making sure this is a central, key part of all business considerations going forward. Here, there are some actions missing. Council needs to firstly have clear policy directions and plans in place to reduce emissions and waste. Secondly, there needs to be transparent ways of measuring progress in this area so WCC can be held accountable. There also needs to be a shift away from car parks and private vehicle infrastructure and more towards public transport, cycleways and sustainable methods of connecting to businesses.

Finally, I love the emphasis on activating the CBD and having more parks, street markets, public spaces and so forth. As a student who arrived during Covid-19, it would be great to be able to experience Wellington fully. I would encourage WCC to think about how to make these places safe at night. Last year a protest highlighted the prevalence of sexual assault in the CBD, and considering how to make the CBD safe in this respect should be a priority when designing and revitalising public spaces in the CBD.

Is there anything else we should know before finalising the strategy?

I enjoy engaging in local democracy, but I know few students that do. For many of my friends, this process is a battle and is long, slow and boring. Making this whole consultation and submission process more accessible and understandable is critical to more student and youth engagement.

Name	Nikau E-S
Are you making this submission as an individual or on behalf of an organisation?(deleted)	
Are you making this submission as an individual or on behalf of an organisation?	On behalf of an organisation
If you are making this submission on behalf of an organisation, please state the organisation's name:	Wellington City Youth Council
I would like to make an oral submission to the Councillors	Yes
If Yes, please provide your email address and phone number so we can arrange a time for your submission	[REDACTED] [REDACTED]
Do you have a file you would like to upload to support your submission? Upload it here.	YES
What is your employment status?	
Which documents have you read?	
Do you support the overall direction of the strategy? The draft Strategy provides direction for the Council and council-controlled organisations (CCOs) in partnership with mana whenua to support Economic Wellbeing in the city, working alongside the many other organisations, businesses and sector organisations that all play a part.	
Do you support the overall vision of the strategy? The vision sets out our aspirations for Economic Wellbeing in Wellington. Do you support the following vision "Wellington is a dynamic city with a resilient, innovative and low carbon economy that provides opportunities for all and protects our environment".	
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A dynamic city heart and thriving suburban centres	

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Do you have any comments you would like to provide on the Actions? Are there any missing?	
<p>There are several aspects of the strategy I would love to comment on further.</p> <p>Firstly, I am supportive of WCC's plan to provide more opportunities to students by connecting them to businesses and council. WCC is blessed to have two big universities in Massey and Vic, as well as several other tertiary institutions. There is a lot of value in tapping into this talent and it would be great to give students career opportunities as well. A town and gown committee is a great idea, however, I think this committee needs student representation. If the committee exists to provide student opportunities and career pathways, hearing from actual students is important. Tertiary institutions are motivated by profit, so only connecting with universities is not good enough if the goal is to support and encourage students into local business and council careers. A representative from NZUSA, or from local student associations could go a long way to making committee decisions better reflect the actual needs of students.</p> <p>Secondly, the plan to transition to a circular economy is great and I strongly support this move. I would, however, stress the importance of making sure this is a central, key part of all business considerations going forward. Here, there are some actions missing. Council needs to firstly have clear policy directions and plans in place to reduce emissions and waste. Secondly, there needs to be transparent ways of measuring progress in this area so WCC can be held accountable. There also needs to be a shift away from carparks and private vehicle infrastructure and more towards public transport, cycleways and sustainable methods of connecting to businesses.</p> <p>Finally, I love the emphasis on activating the CBD and having more parks, street markets, public spaces and so forth. As a student who arrived during Covid-19, it would be great to be able to experience Wellington fully. I would encourage WCC to think about how to make these places safe at night. Last year a protest highlighted the prevalence of sexual assault in the CBD, and considering how to make the CBD safe in this respect should be a priority when designing and revitalising public spaces in the CBD.</p>	

Is there anything else we should know before finalising the strategy? I

Economic Wellbeing Strategy Submission

To the Wellington City Council
Pūroro Rangaranga | Social, Cultural,
and Economic Committee

April 2022

Wellington City Youth Council

Te Rūnanga Taiohi o te Kaunihera o Pōneke

We wish to appear in person to support our submission.

Contact person:

Nīkau Edmond-Smaill, Youth Councillor

youthcouncil@wcc.govt.nz

c/o Wellington City Council, PO Box 2199, Wellington

Introduction

1. The Wellington City Youth Council (Youth Council) welcomes the opportunity to submit on the Economic Wellbeing Strategy.
2. The submission by Youth Council on the Economic Wellbeing Strategy will address the following topics:
 - a. Transitioning to a Circular Economy
 - b. Celebrating our Capital City Status
 - c. Creating a Business-Friendly City/A Dynamic City Heart and Thriving Suburban Centres
 - d. Sustainable Business and Career Pathways
 - e. A Centre of Creativity and Digital Innovation

Transitioning to a Circular Economy

3. The Youth Council fully supports transitioning to a circular economy.
4. Transitioning to a circular economy will help the city towards reaching its climate goals and attracting and supporting sustainable business.
5. Exploring a Māori worldview of tackling climate change is essential to finding sustainable solutions for everyone. Facilitating sustainable job creation in the Māori economy through procurement strategies is also important to reaching these goals.
6. The Youth Council further supports co-creating business sector plans and sector transition plans and would encourage including youth-led organisations and talking to youth-focussed incubators about strategies towards imbedding circular economy principles into business design.

Celebrating our Capital City Status

7. Overall, the Youth Council strongly supports the Economic Wellbeing Strategy's plan to "Celebrate our Capital City Status".
8. The Youth Council has always encouraged the creation of environments in which young people can feel more comfortable engaging with Wellington's political and historical

establishments. We are therefore pleased to see that the Economic Wellbeing Strategy places a strong emphasis on improving educational accessibility to these spaces.

- a. We believe this move has the capability to improve civics education for young people by rebranding our Government institutions as more transparent places that welcome visitors from all across Aotearoa.
9. The Youth Council also acknowledges the importance of working with Queer and Rainbow organisations to share important stories that have often been overlooked in the past. We believe this will allow Wellington to strengthen our status as a “Queer Capital”, which will have clear benefits to the economy through tourism, while also promoting inclusive attitudes within our city.

A Business-Friendly City

10. Youth Council supports the aim of the WCC to ensure all services and businesses are run smoothly in our city and that they are being developed for the future.
11. We believe that developing these businesses will also help more young Wellingtonians get into the workforce. Such development could be achieved by:
- a. Encouraging more people to shop from local stores.
 - b. Helping younger people in the city to understand and connect with the wider local businesses.
12. We believe that promoting the exchange of ideas with our sister cities would lead to more business opportunities being created within Wellington.
13. Youth Council also encourages creating a plan in which start-up businesses founded by young Wellingtonians are supported by the community.

A Dynamic City Heart and Thriving Suburban Centres

14. The Youth Council welcomes the plan to ensure the entertainment industry thrives in our city.
15. We support the hosting of events and recognize their value to businesses in our CBD.
16. We also want to see more collaboration with Māori in the hosting of cultural events throughout the city.

17. Wellington's nightlife and retail stores are key to making our CBD a thriving place and we endorse efforts to support these businesses and organizations.

Sustainable Business and Career Pathways

18. Youth Council finds importance in increased awareness and promotion of openings available to youth. Rangatahi need to gain relevant experience and perspective in areas such as this to build incentives to stay in the city after studying, and to generally explore all the opportunities our city offers in this new and innovative era.
19. Rangatahi and disabled communities need support from education and/or government agencies to help guide their introduction to positions that offer sustainable financial support and fulfilling careers. Furthermore, it is essential to uplift and provide outlets for passionate students, so they can be guided into a position that applies their strengths.
20. All messages to Rangatahi must be based around support of their passions and interests. We feel it's essential to develop the notion that exterior help is intended for those who aspire to chase both business and arts sectors. Inclusion of all ventures and passions is important and we want our Rangathi to feel heard and supported.

Centre of Creativity and Digital Innovation

21. The Youth Council supports a number of the proposed actions that aim to make Wellington a "Centre of Creativity and Digital Innovation". We would also seek clarification about one of the points made in this section.
22. The Youth Council is in favour of targeted programmes that support emerging tech companies. We believe such programmes have the potential to allow for a more level playing field, while also encouraging young Wellingtonians to get involved in the tech industry.
23. The Youth Council notes that the Economic Wellbeing Plan calls for "tax incentives that ensure our city is competitive in the global film and gaming markets". While we acknowledge the value of international investment, we also strongly believe in the importance of our local creative industries. Because of this, the Youth Council would be interested to hear, more specifically, to whom such tax incentives would and would not apply.

24. The Youth Council strongly supports partnership with mana whenua and Te Matarau a Māui in order to improve the opportunities available for Māori in technology. Taking steps like this is a crucial part of honouring our Te Tiriti o Waitangi obligations and ensuring we have a digital workforce that is representative of our diverse population.

Name	John Milford
Are you making this submission as an individual or on behalf of an organisation?(deleted)	
Are you making this submission as an individual or on behalf of an organisation?	As an individual
If you are making this submission on behalf of an organisation, please state the organisation's name:	
I would like to make an oral submission to the Councillors	yes
If Yes, please provide your email address and phone number so we can arrange a time for your submission	
Do you have a file you would like to upload to support your submission? Upload it here.	
What is your employment status?	Employer (20 staff or less)
Which documents have you read?	Part A: Context, Part B: Draft Strategy, Action Plan, A3 Strategy on a page, Summary
Do you support the overall direction of the strategy? The draft Strategy provides direction for the Council and council-controlled organisations (CCOs) in partnership with mana whenua to support Economic Wellbeing in the city, working alongside the many other organisations, businesses and sector organisations that all play a part.	Strongly support
Do you support the overall vision of the strategy? The vision sets out our aspirations for Economic Wellbeing in Wellington. Do you support the following vision "Wellington is a dynamic city with a resilient, innovative and low carbon economy that provides opportunities for all and protects our environment".	Strongly support
Do you have any comments you would like to provide on the overall direction and vision?	I am pleased WCC has embraced a whole city wellbeing approach and not been afraid to highlight, address issues that impact today and in the future.
Sustainable Business and Career Pathways We aim to enable Wellingtonians to work within their passions and strengths	Strongly support
Transitioning to a circular economy We aim to be regenerative by design	Strongly support
A business-friendly city We aim to be Aotearoa New Zealand's city partner of choice for businesses, investors and developers	Strongly support
Centre of Creativity and Digital Innovation We aim to be Aotearoa New Zealand's centre for creativity and innovation	Strongly support
Celebrate our Capital City Status We aim to raise the profile of our Capital City	Strongly support
A Dynamic City Heart and Thriving Suburban Centres	Strongly support

We aim to be a compact city with a dynamic CBD and thriving suburban centres that are economically productive	
Do you have any comments you would like to provide on the outcomes? Is anything missing?	While the relationship and importance with education providers is highlighted, I still believe it is undervalued and could be leveraged to the benefit of the City.
Sustainable Business and Career Pathways Action: Establish a Wellington City Skills and Education Forum for employers and educators to connect, discuss, and collaborate with each other.	Very Important
Sustainable Business and Career Pathways Action: Work with education and construction sectors to close skills gaps in construction.	Very Important
Sustainable Business and Career Pathways Action: Undertake research to understand the drivers for students coming to Wellington and for choosing to leave or stay when entering the workforce.	Very Important
Sustainable Business and Career Pathways Action: Work with local employers and education institutions to increase opportunities for students to explore the city's workplaces and professions.	Very Important
Sustainable Business and Career Pathways Action: Advocate across all industries for the development of skills which will be fit for the future circular economy.	Very Important
Sustainable Business and Career Pathways Action: Explore establishing a Town and Gown Committee(s) where key issues, opportunities and the aspirations of the tertiary sector can be better understood and progressed.	Very Important
Sustainable Business and Career Pathways Action: Explore opportunities to better connect tertiary education providers within the city (business, public, and council), such as knowledge sharing and establishing formal work experience programmes.	Very Important
Sustainable Business and Career Pathways Action: Offer new students and families a 'Welcome to Wellington' package.	Very Important
Sustainable Business and Career Pathways Action: Partner with government agencies, education providers, mana whenua, and employers to: <ul style="list-style-type: none"> • Identify career pathways and development opportunities. • Support education providers to inspire young people into careers. • Support and enhance work ready programmes and internships, including providing tailored services for diverse communities. • Break down barriers for employment in the disability and Rainbow communities. 	Very Important
Sustainable Business and Career Pathways Action: As an employer in the city, we lead by example by: <ul style="list-style-type: none"> • Designing clear pathways and resources so our staff understand how they can progress their careers through Council. • Partnering with local schools to support curriculum delivery and inspire children with career 	Very Important

opportunities. • Partnering with ministry for disabled people to break down employment barriers experienced by the disability community (note that we already work with workbridge on this) • Running intern programmes.	
Transitioning to a circular economy Action: Partner with mana whenua and Māori to explore a Māori worldview of managing climate change and moving to a circular economy.	Very Important
Transitioning to a circular economy Action: Co-create business sector plans and circular economy sector transition programmes for Wellington's priority business sectors (e.g.: digital technology, screen, tourism). – work with Sustainable Business Network.	Very Important
Transitioning to a circular economy Action: Identify and measure progress against the doughnut economics model.	Very Important
Transitioning to a circular economy Action: Work with Central Government to enable business support funding incentives for businesses committed to a circular economic model.	Very Important
Transitioning to a circular economy Action: Advocate to central government to develop policies and programmes to transition to a circular economy.	Very Important
Transitioning to a circular economy Action: Develop a business and investment attraction strategy and action plan.	Very Important
Transitioning to a circular economy Action: Celebrate local business success stories which contribute to a circular economy.	Very Important
Transitioning to a circular economy Action: Evolve Wellington's placemaking storytelling to amplify examples of progressive businesses making positive change and enhance Wellington City's brand.	Very Important
Transitioning to a circular economy Action: Work alongside Te Papa and WellingtonNZ to attract events and visitors to the new convention and exhibition centre (Tākina).	Very Important
Transitioning to a circular economy Action: Deliver Wellington City's Destination Management Plan through WNZ and contribute to the Wellington Region Economic Development Plan and Wairarapa Destination Management Plan.	Very Important
Transitioning to a circular economy Action: Facilitate sustainable job creation in the Māori economy through our procurement strategy.	Very Important
Transitioning to a circular economy Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling.	Very Important
Transitioning to a circular economy	

Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling. (deleted)	
A business-friendly city Action: Work proactively with Central Government to amplify business support and research and development (R&D) programmes.	
A business-friendly city Action: Encourage business and industry organisations to host events and showcase talent to our national and international counterparts and audiences.	Very Important
A business-friendly city Action: Consider how we support smaller businesses to build capability and connect with each other and to the circular economy.	Very Important
A business-friendly city Action: Enhance incubation and acceleration services to businesses.	Very Important
A business-friendly city Action: Co-design Council services with relevant and diverse business communities.	Very Important
A business-friendly city Action: Streamline business-targeted Council processes where possible.	Very Important
A business-friendly city Action: Identify the culture shift required to become more business friendly.	Very Important
A business-friendly city Action: Establish business research panel.	Very Important
A business-friendly city Action: Foster our relationship with Seoul to build trade partnership in the creative tech, film and gaming sectors.	Somewhat Important
A business-friendly city Action: Review the International Relations Strategy to establish clear goals for our international relationships to deliver a circular economy.	Very Important
A business-friendly city Action: Collaborate and share knowledge related to relevant issues such as Covid-19 response and developing a circular economy learning and development.	Very Important
Centre of Creativity and Digital Innovation Action: Develop sector profiles to understand future potential (underway).	Very Important
Centre of Creativity and Digital Innovation Action: Broaden the reach of targeted programmes to support emerging digital tech companies to scale up.	Very Important
Centre of Creativity and Digital Innovation Action: Explore opportunities for science and innovation to co-locate and commercialise their research.	Very Important
Centre of Creativity and Digital Innovation	Very Important

Action: Research the benefits and opportunities of sector hubs and shared services models.	
Centre of Creativity and Digital Innovation Action: Advocate to central government for tax incentives that ensure our city is competitive in the global film and gaming markets.	Very Important
Centre of Creativity and Digital Innovation Action: Work with/support/promote investment in the sector as necessary to support early-stage investment in emerging digital businesses.	Very Important
Centre of Creativity and Digital Innovation Action: Review Council's Open Data approach to make more data available in more formats.	Very Important
Centre of Creativity and Digital Innovation Action: Support Screen Wellington to deliver on the Screen Strategy and build industry partnerships and work programmes.	Very Important
Centre of Creativity and Digital Innovation Action: Advocate for faster broadband upload – download speeds especially in business areas.	Very Important
Centre of Creativity and Digital Innovation Action: Develop a plan for attracting business and cultural events to our city and the new convention centre (Tākina).	Very Important
Centre of Creativity and Digital Innovation Action: Redevelop the Opera House into a flexible, modernised venue to service identified gaps in our offerings.	Very Important
Centre of Creativity and Digital Innovation Action: Redevelop the TSB Arena to make sure the Arena can serve as the City's large multi-purpose entertainment and sports venue in the foreseeable future.	Very Important
Centre of Creativity and Digital Innovation Action: Consider investment in Sky Stadium to ensure it remains an attractive competitive venue for the future.	Somewhat Important
Celebrate our Capital City Status Action: Partner with mana whenua, heritage bodies, government institutions and the creative sector to make our Capital identity stories more accessible.	Very Important
Celebrate our Capital City Status Action: Leverage the reputation of our public sector to generate growth opportunities for businesses, events and education.	Very Important
Celebrate our Capital City Status Action: Work with Queer and Rainbow organisations to share stories and provide platforms to enable visibility.	Very Important
Celebrate our Capital City Status Action: Tell the stories related to Parliament and our world-leading social legislation that supports the UNESCO World Heritage status initiative for the Parliamentary precinct.	Somewhat Important
Celebrate our Capital City Status Action: Partner with government institutions to develop their product and customer experience offering.	Very Important
Celebrate our Capital City Status	Very Important

Action: Work better together with other councils in the region to leverage our proximity to central government to influence decision-making.	
<p>Celebrate our Capital City Status</p> <p>Action: Market Wellington's reputation as the home of New Zealand's transparent, ethical, and democratic public service, and identify opportunities to celebrate our government talent.</p>	Very Important
<p>Celebrate our Capital City Status</p> <p>Action: Engage with central government and with elected members of Council to generate tools and ideas for a better-informed democracy.</p>	Very Important
<p>Celebrate our Capital City Status</p> <p>Action: Work with education sector to influence the teaching of public policy and history.</p>	Very Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Develop central city and suburban centre regeneration plans, including exploring an entertainment, artisan and retail experience precinct programme.</p>	Very Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Develop a night-time economy plan.</p>	Very Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Ensure we continue a year-round events programme that consistently supports visitation, vibrancy and spend to our city, including local events.</p>	Very Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Investigate building/creating a weather resilient space for farmers/artisan markets.</p>	Somewhat Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Explore opportunities to activate empty buildings and shop fronts and consider the most critical locations for retail and hospitality activities.</p>	Very Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Review all economic grant funding to ensure it is structured to deliver best outcomes for the Wellbeing of our local community economies.</p>	Very Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Collaborate with mana whenua and creatives to identify and activate through Te Ao Māori and Te Reo, including Tākina, Te Ngākau Civic Square and Te Aro Pa.</p>	Very Important
Do you have any comments you would like to provide on the Actions? Are there any missing?	The key is once the plan and outcomes are agreed we are kept well informed of the progress, quick wins, celebrate successes, we are all in this together and want to be part of it.
Is there anything else we should know before finalising the strategy?	I would be very happy to help, contribute to the successful outcome of this plan.

Name	Polly Griffiths
Are you making this submission as an individual or on behalf of an organisation?(deleted)	
Are you making this submission as an individual or on behalf of an organisation?	On behalf of an organisation
If you are making this submission on behalf of an organisation, please state the organisation's name:	Sustainability Trust on behalf of Waste Free Welly
I would like to make an oral submission to the Councillors	Yes
If Yes, please provide your email address and phone number so we can arrange a time for your submission	[REDACTED]
Do you have a file you would like to upload to support your submission? Upload it here.	YES
What is your employment status?	Employer (21-499 staff)
Which documents have you read?	Part A: Context, Part B: Draft Strategy, Action Plan, A3 Strategy on a page, Summary
Do you support the overall direction of the strategy? The draft Strategy provides direction for the Council and council-controlled organisations (CCOs) in partnership with mana whenua to support Economic Wellbeing in the city, working alongside the many other organisations, businesses and sector organisations that all play a part.	Strongly support
Do you support the overall vision of the strategy? The vision sets out our aspirations for Economic Wellbeing in Wellington. Do you support the following vision "Wellington is a dynamic city with a resilient, innovative and low carbon economy that provides opportunities for all and protects our environment".	Somewhat support
Do you have any comments you would like to provide on the overall direction and vision?	
<p>'We recommend that Zero waste is included alongside zero carbon in the zero carbon economies trend. (Part A. p2)</p> <p>We recommend adapting the vision statement to better reflect key drivers of circularity and to position 'circular' economy as the critical objective that will secure all four well beings: economic, environmental, social and cultural.</p> <p>"Wellington is a dynamic city with a resilient and innovative low waste, low carbon circular economy that provides opportunities for all and protects and regenerates our environment".</p> <p>We recommend using the Ellen MacArthur Foundation's 5 Universal Circular Economy Policy Goals as a framework for transformative action: Stimulate design for the circular economy; Manage resources to preserve value; Make the economics work; Invest in innovation, infrastructure and skills; Collaborate for system change.</p> <p>We recommend ambitious actions that address the city's adaptation response and consumption emissions are included in Part B.</p> <p>We recommend the strategy language and framing is adjusted to create a clear and consistent story about how zero waste enables a circular economy. Incorporates a set of specific actions that support the city's emerging network of businesses, organisations and individuals who are using</p>	

zero waste strategies to adapt their business models in line with circular economy principles.

We recommend the strategy contains a specific action that spells out how Council will work together with civil society. A clear statement is also required regarding the working relationship with the Wellington business community (the current focus is Council/CCOs.)

We recommend weaving Circular economy thinking through all six of the strategy's threads. It should also be used as a lens to filter all of the actions outlined in Part B.

We recommend including the Wellington Regional Waste Management and Minimisation Plan alongside Te Atakura in the Table outlining the relationships between the Economic Wellbeing Strategy and other core council plans/strategies.

We recommend the following changes to the critical Influencers to be consistent with the ambition, outcomes and content in the Economic wellbeing strategy.

A liveable city:

- Recommended rewording to "We aim to be a city that values and cares for our environment and our people. To support the wellbeing of our people and environment enabling a high quality of life that is inclusive, diverse and has a strong sense of place is to provide the foundations for our people to thrive and meaningfully participate and contribute in our economy.
- We fully support councils efforts to increase housing supply and improve quality through the Housing Action Plan.

A revitalised and regenerating city:

- We recommend giving zero waste a section of its own in this part and making the language more consistent with the outcomes sought.
- Recommended rewording to "To manage infrastructure and services that enables access to participate in the regenerative circular economy and community activities, we must strengthen our buildings and provide accessible low carbon and resilient zero waste, transport and water infrastructure."
- Change the bullet point and section heading: Invest in future fit transport, zero waste and water systems

We recommend that Council should use it's resources wisely and focus its role in economic wellbeing to be a leader, creating a supportive ecosystem to enable businesses and communities to transition to a circular economy. See: <https://sustaintrust.org.nz/blog/making-wellington-a-circular-city>

Sustainable Business and Career Pathways We aim to enable Wellingtonians to work within their passions and strengths	Strongly support
Transitioning to a circular economy We aim to be regenerative by design	Strongly support
A business-friendly city We aim to be Aotearoa New Zealand's city partner of choice for businesses, investors and developers	Strongly support
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Celebrate our Capital City Status We aim to raise the profile of our Capital City	Strongly support
A Dynamic City Heart and Thriving Suburban Centres	Strongly support

We aim to be a compact city with a dynamic CBD and thriving suburban centres that are economically productive	
Do you have any comments you would like to provide on the outcomes? Is anything missing?	
<p>'We support all the outcomes at a high level but we have the following recommendations and have provided further details in our supporting document.</p> <p>We recommend that all the outcomes should be reframed with a circular economy lens.</p> <p>We recommend that the strategy identifies the relationship between the actions including how actions deliver across multiple outcomes.</p> <p>We recommend a reframing of the circular economy objective p10 part B.</p> <ul style="list-style-type: none"> - Why is this important: Change first sentence to "Wellingtonians are proud of the city's achievements in biodiversity and the commitment to transition to a low waste, low carbon economy." as current wording infers the transition has already been achieved. - Develop a circular economy change programme: Change first sentence "A circular economy will ensure our economic wellbeing in the future and contribute to a zero carbon and zero waste city" to "Zero waste and emissions reduction strategies will enable the transition to a circular economy and contribute to economic wellbeing." <p>We recommend that skills, training and employment for the circular economy are built into the transformation of the vocational training system as well as integrated into educational curricula and training across the board..</p> <p>We recommend that additional circular economy measures of success are incorporated including an assessment of circularity and metrics that capture social and cultural dimensions.</p>	
Sustainable Business and Career Pathways Action: Establish a Wellington City Skills and Education Forum for employers and educators to connect, discuss, and collaborate with each other.	Neutral
Sustainable Business and Career Pathways Action: Work with education and construction sectors to close skills gaps in construction.	Neutral
Sustainable Business and Career Pathways Action: Undertake research to understand the drivers for students coming to Wellington and for choosing to leave or stay when entering the workforce.	Neutral
Sustainable Business and Career Pathways Action: Work with local employers and education institutions to increase opportunities for students to explore the city's workplaces and professions.	Neutral
Sustainable Business and Career Pathways Action: Advocate across all industries for the development of skills which will be fit for the future circular economy.	Very Important
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knowledge sharing and establishing formal work experience programmes.	
Sustainable Business and Career Pathways Action: Offer new students and families a 'Welcome to Wellington' package.	Neutral
Sustainable Business and Career Pathways Action: Partner with government agencies, education providers, mana whenua, and employers to: <ul style="list-style-type: none"> • Identify career pathways and development opportunities. • Support education providers to inspire young people into careers. • Support and enhance work ready programmes and internships, including providing tailored services for diverse communities. • Break down barriers for employment in the disability and Rainbow communities. 	Very Important
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Transitioning to a circular economy Action: Co-create business sector plans and circular economy sector transition programmes for Wellington's priority business sectors (e.g.: digital technology, screen, tourism). – work with Sustainable Business Network.	Very Important
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<p>A business-friendly city</p> <p>Action: Work proactively with Central Government to amplify business support and research and development (R&D) programmes.</p>	Neutral
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<p>A business-friendly city</p> <p>Action: Foster our relationship with Seoul to build trade partnership in the creative tech, film and gaming sectors.</p>	Neutral
<p>A business-friendly city</p> <p>Action: Review the International Relations Strategy to establish clear goals for our international relationships to deliver a circular economy.</p>	Very Important
<p>A business-friendly city</p>	Very Important

Action: Collaborate and share knowledge related to relevant issues such as Covid-19 response and developing a circular economy learning and development.	
Centre of Creativity and Digital Innovation Action: Develop sector profiles to understand future potential (underway).	Neutral
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Celebrate our Capital City Status Action: Partner with mana whenua, heritage bodies, government institutions and the creative sector to make our Capital identity stories more accessible.	Very Important
Celebrate our Capital City Status	Neutral

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Celebrate our Capital City Status Action: Work with Queer and Rainbow organisations to share stories and provide platforms to enable visibility.	Neutral
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A dynamic city heart and thriving suburban centres Action: Explore opportunities to activate empty buildings and shop fronts and consider the most critical locations for retail and hospitality activities.	Very Important
A dynamic city heart and thriving suburban centres Action: Review all economic grant funding to ensure it is structured to deliver best outcomes for the Wellbeing of our local community economies.	Very Important
A dynamic city heart and thriving suburban centres	Very Important

Action: Collaborate with mana whenua and creatives to identify and activate through Te Ao Māori and Te Reo, including Tākina, Te Ngākau Civic Square and Te Aro Pa.

Do you have any comments you would like to provide on the Actions? Are there any missing?

We have provided detailed feedback in our supporting documents.

We note that our feedback is based on the simple overview of proposed actions provided. We are making assumptions about what these will involve based on the limited information to hand. We believe that the success of the actions will depend on how well a circular economy lens is incorporated throughout. The strategy recognises that fundamental change is happening, and the multiple drivers but this thinking doesn't all translate through into the thinking about the actions. More work on the actions required - co-development with the community for external initiatives.

In terms of our prioritisation of the draft list of actions, we have highlighted as very important all those that we think will actually deliver on the circular economy transition and that seek to build the relationship with Mana Whenua. We have adopted a neutral position on all other actions due to our comment above; we do not have enough information about the actions to make an informed assessment.

Is there anything else we should know before finalising the strategy?

We strongly recommend a clear statement about the partnership relationship between WCC and Mana Whenua is a headline section in the Economic Wellbeing Strategy document. We consider the relationship with mana whenua deserves a more prominent place and a more detailed story line.

We have provided further feedback in our supporting documents and we would welcome the opportunity to discuss our recommendations further with the implementation team at Council.

Waste Free Welly is an open and collaborative group of individuals and organisations working to progress the vision of zero waste in the Wellington Region. Our group includes Kaicycle, Nonstop Solutions, Para Kore, Sustainability Trust, The Rubbish Trip, Tiny Plastic Factory and other enterprises, advocates, educators, researchers, NGOs, and consultants who all share the same vision of a zero waste city.

We would like to invite the team to attend the Sustainability Expo taking place at Parliament on the 8th of June supported by Grant Robertson. This event will be showcasing local circular economy and zero waste initiatives already taking place in the city. Please contact [REDACTED] for further details and to RSVP.

Economic Wellbeing Consultation Response - Supporting Document

Overall Direction and Vision of the Strategy



Strength of intent

We were encouraged to see that there was strong intent in Part A of the Strategy to do things differently, including shifting from an economic ‘development’ to a ‘wellbeing’ framework. However, we feel that the strength of this intent was not reflected in the Part B actions.

We recommend that Zero waste is included alongside zero carbon in the *Zero carbon economies* trend. (Part A. p2)

The Global trends section has overlooked waste reduction and resource recovery as a key driver of conscious consumption, environmental protection, destination management and resident pride in their place. [Wellington City has prioritised](#) “accelerating the zero carbon and waste free transition - with communities and the city economy adapting to climate change, development of low carbon infrastructure and buildings and increased waste minimisation.”

A zero waste, zero carbon economy is a circular one. To create this circular economy Wellington City needs to enable an effective resource recovery sector and ensure comprehensive support is available for households, visitors, workers and businesses to change their operating models,

consumption and work habits. Wellington City's brand and reputation as a leader in this space needs to be based on the real life experience of visitors and trading partners who see that circular practices are embedded in everyday life across the city.

We recommend adapting the vision statement to better reflect key drivers of circularity and to position 'circular' economy as the critical objective that will secure all four well beings: economic, environmental, social and cultural.

"Wellington is a dynamic city with a resilient and innovative low waste, low carbon circular economy that provides opportunities for all and protects and regenerates our environment".

Why is a circular economy the most critical objective?

Transitioning to a circular economy requires fundamental change. Climate change, environmental limits, economic drivers and inequality present Wellington City with a set of urgent challenges. This 10 year Economic Wellbeing Strategy needs to outline a coherent response that shifts the city as a whole into a new way of being over the next decade. We agree that a holistic, systems approach is the only viable option. More work needs to be done to understand the interconnected nature of the challenges and opportunities for Wellington's economy.

The circular economy is a powerful crosscutting framework. It helps connect ambitious changes to urban form like: [15 minute cities](#), pedestrianising the city centre and active transport infrastructure. It guides thinking on how to shorten the City's supply chains. It future proofs business development, infrastructure, training/education and community engagement opportunities.

Circular Economy speaks to the need to make the shift to responsible consumption and production systems ([UN SDG #12](#)). We need to transform the way we use our economy in order to resolve our waste, emissions and environmental problems. Applying circular economy and zero waste principles to economic strategy will slow down material flows, design out waste and pollution, regenerate natural and social systems and reduce GHG emissions.

The Circular Economy concept pulls together many different threads to create a coherent theory of change. It has a simple narrative that describes how we can work together across sectors, industries, supply and recovery chains to take action on waste, resource efficiency and emissions. *Circle Economy* describes it as 'society central, resource smart and climate safe'. We congratulate Wellington City Council on its intent to step up, show leadership and establish the policy instruments, procurement practices and regulatory frameworks that advantage circularity over linearity.

We recommend using the Ellen MacArthur Foundation's 5 Universal Circular Economy Policy Goals as a framework for transformative action.

1. Stimulate design for the circular economy
2. Manage resources to preserve value
3. Make the economics work
4. Invest in innovation, infrastructure and skills
5. Collaborate for system change

Central government has adopted the circular economy as a critical element of its waste and climate change policy, and it makes sense for Wellington City Council to align with this. The key barrier to creating a circular economy in Aotearoa is that the status quo favours unsustainable linear practices. Transitioning to a circular economy requires a major regulatory, policy, financial and economic reset.

Zero Waste Europe's vision document [Dare to Imagine a Better Future](#) describes how a circular economy might look if you walked out your front door into it tomorrow. The types of activity that characterise this circular economy of the future are already present in our city. The work we have to do over the next ten years is to reshape Wellington's economy so that it is a better fit for circular enterprise models.

Climate change - adaptation and emissions reduction

We recommend ambitious actions that address the city's adaptation response and consumption emissions are included in Part B.

This Draft Economic Wellbeing Strategy lacks a sense of urgency and strength of action/ambition around climate change. Wellington needs to drastically reduce its emissions over the next ten years. Communities, infrastructure and businesses need to adapt to the impacts of climate change. Action on both mitigation and adaptation need to be a key consideration in the economic wellbeing strategy

Since Te Atakura was developed and signed off in 2019 a lot of work has been done to develop climate change response thinking in Aotearoa. Te Atakura uses a production based approach which focuses on emissions generated within Wellington. This understates Wellington's contribution to climate change. It misses the emissions generated in the production and transport of all the products and materials imported by the city as well as visitor travel.

These 'consumption emissions' contribute to the carbon footprint of Wellington residents, businesses and organisations. There must be an equal focus on actions that tackle these cross-cutting 'consumption-based' emissions generated up the supply chain by business and economic activity. Measuring consumption-based emissions will be a critical tool for tracking Wellington's progress in the transition to a circular economy.

No matter how well Wellington does to reduce emissions, the economy also needs to prepare for how it will respond and adapt to the significant effects of climate change on communities and businesses. The strategy has practically no discussion of this. We would expect the Strategy to

address this, link into other relevant strategies and plans such as Te Atakura, Resilience Strategy and the current review of the District Plan.

Zero Waste strategies

We recommend the economic wellbeing strategy:

- **Language and framing is adjusted to create a clear and consistent story about how zero waste enables a circular economy.**
- **Incorporates a set of specific actions that support the city's emerging network of businesses, organisations and individuals who are using zero waste strategies to adapt their business models in line with circular economy principles.**

We would like to see zero waste as a consistent theme through the set of documents that comprise the Economic Wellbeing Strategy. It is highlighted in some places and missing from others. It needs to be a clear thread that is woven through the document text and the priority actions. (see later section on Critical Influencers for more detail on this)

Zero Waste strategies like resource recovery, waste reduction, repair, reuse, composting, recycling and behaviour change underpin the shift to a circular economy. The elevated ambition in the government's waste policy will drive action and opportunity around waste minimisation. Tools like product stewardship will create new revenue streams and economic opportunities across product supply chains and lifecycles, and the economic wellbeing strategy should seek to identify and capitalise on these.

Conscious consumption, better waste minimisation and reducing plastic pollution are high on New Zealanders priority lists. Waste reduction is a key concern for New Zealanders, taking 3 out of the 10 top spots in the [Kantar Better Futures Report 2022](#). It is the only environment-related issue in the top 10. New generations of business leaders and a deeper focus on corporate social responsibility means that the business community are looking for resource recovery services, advice and support that enable them to deliver on the zero waste expectations of their customers.

Enabling and supporting the development of the emerging zero waste ecosystem in Wellington will form the foundation for the circular economy. Many [enterprises and organisations](#) are already piloting innovative systems, processes, tools, techniques and behaviour change programmes and could expand and replicate with the right tools and support. A strong network of local Zero Waste Hubs could form the backbone of this ecosystem, combining reuse, repair, recycling, composting, product stewardship takeback, behaviour change and community engagement. Examples of such projects are already bringing the circular economy to life in their communities across Aotearoa and could make much faster progress with systemic support.

Using economic development to create wellbeing?

We recommend the economic wellbeing strategy contains a specific action that spells out how Council will work together with civil society. A clear statement is also required regarding the working relationship with the Wellington business community (the current focus is Council/CCOs.)

We are pleased to see that wellbeing and the circular economy are central to the Strategy. However, many of the outcomes and actions appear to fall back into conventional ways of thinking about economic development. We see large gaps in the story about how it will create a strong *local* economy - how does it generate equitable outcomes for the people who live and work in Wellington, as well as environmental wellbeing? A strong economy measured in GDP terms does not guarantee that the economy is generating well being for the local people and environment.

The role of community and social enterprise is missing from the narrative and the actions, despite the strategy highlighting the importance of supporting existing socially conscious enterprises. Community organisations and enterprises offer immense value in helping achieve wellbeing outcomes. Many are already leading the transition to a circular economy in the direction the wellbeing strategy wants to follow. This includes Waste Free Welly, Sustainable Business Network and Welly Urban Food Org members who are delivering on the ground.

The relationship between local scale zero waste initiatives and social, environmental, cultural and local economic benefits are well established. The 61 members of the Zero Waste Network Aotearoa use a community enterprise business model to deliver resource recovery and behaviour change services. They collectively employ 1200 FTE, turn over \$75m and recover 35,000 tonnes of resources each year.

[The Southern Initiative](#) in Auckland and the Ngāti Toa/Ministry of Housing and Urban Development 'Community Wealth Building' project in Porirua are focusing on getting involved in the zero waste/resource recovery space because they see it as a vehicle for community economic development. This includes [training and support](#) for those entering the workforce and a focus on skills development and capability building. The Council is well placed to support such initiatives through its various roles (Part A, p.8).

Auckland Council has been [testing and refining new models for procurement and partnership](#) to achieve valued outcomes: supplier diversity, quality employment for targeted communities, zero waste and emissions reductions and local supplier utilisation. There is value in the Council exploring and adopting these models for using [social procurement](#) to deliver economic well being given the intent to "*provide opportunities for all*".

Strategy alignment

We recommend weaving Circular economy thinking through all six of the strategy's threads. It should also be used as a lens to filter all of the actions outlined in Part B.

We recommend including the Wellington Regional Waste Management and Minimisation Plan alongside Te Atakura [in the Table](#) outlining the relationships between the Economic Wellbeing Strategy and other core council plans/strategies.

The work done to implement the Economic Development strategy needs to be integrated with the workstreams under Te Atakura and the Waste Management and Minimisation plan. All three need to be seen as living documents which inform one another. An adaptive approach needs to be taken to shape, refine and prioritise actions as new information comes to hand and the impacts of actions become visible.

We have hope that this Strategy will recognise the critical relationship between resource recovery and waste and emissions reduction and a sustainable economy. We have noticed that when a waste paper is put to Council, the box signalling whether it contributes to 'dynamic and sustainable economy' is never ticked - yet from our perspective it is essential.

Transitioning to a circular economy will require action across the breadth of Council strategies, from creativity and innovation for new products and services, educational opportunities and career pathways for children and young people, creative and accessible use of the city's spaces for activities like resource recovery and reuse, and supporting uptake of composting and urban farming to create resilience at the same time as greening the city and enhancing biodiversity.

To capture these significant opportunities a circular economy lens needs to inform all the outcomes and actions. In this submission, we provide numerous examples of circular business models and initiatives that could help realise the outcomes in various Council strategies - from reuse projects such as Washing up Welly that reduce emissions and waste from packaging, educational opportunities such as the collaboration between Kaicycle and Papa Taiao, community resilience skills through programmes like RepairED, and numerous circular enterprises such as Reusabowl, Tiny Plastic Factory and Nonstop Solutions (see detailed answer to question 7).

Critical Influencers

To be consistent with the ambition, outcomes and content in the Economic wellbeing strategy we recommend the following changes.

A liveable city

*We aim to be a city that values and cares for **our** environment and our people.*

*To support the wellbeing of our people and environment enabling a high quality of life that is inclusive , diverse and has a strong sense of place is to provide the foundations for our people to thrive and **meaningfully participate and contribute in our economy?***

We would like to see Council integrate resource recovery facilities, zero waste infrastructure and services for businesses, residents and visitors in its thinking about, and delivery of, placemaking and third spaces. This is critical public infrastructure that needs to be in place to deliver on the

city's circular economy and sustainable destination aspirations. Quality of life means having access to the systems that enable people to live zero waste, zero carbon lifestyles.

Zero waste hubs (community recycling centres) are destinations in their own right for locals and visitors. The combination of waste reduction, repair, remaking, reuse and recycling services delivered at the local scale with creative pursuits, arts, crafts and behaviour change is a powerful force for placemaking. (Eg. [Wastebusters](#), [Xtreme Zero Waste](#)). Being able to access these types of services gives householders, businesses and visitors confidence that they are doing their bit to protect and support the local environment they value. It reinforces the city's brand and reputation.

We fully support councils efforts to increase housing supply and improve quality *through the Housing Action Plan*.

A revitalised and regenerating city

We recommend giving zero waste a short section of its own in this part and making the language more consistent with the outcomes sought.

The language in this section, and the set of documents as a whole is inconsistent in relation to zero waste. It would be good to change the wording in the summary section to read:

*"To manage infrastructure and services that enables access to participate in the **regenerative circular** economy and community activities, we must strengthen our buildings and provide accessible low carbon and resilient **zero waste**, transport and water infrastructure."*

And to change the bullet point and section heading

- *Invest in future fit transport, **zero** waste and water systems*

In part B p27-28 Zero Waste is tucked into sections on other matters. It would be better to create a separate subheading and shift all the points that relate to zero waste to one place. It would be a few paragraphs about how Council wants to take the opportunity to deliver zero waste outcomes: something like Deliver on Councils Waste Management and Minimisation Plan to implement future fit zero waste strategies that make reduction, reuse, repair, recycling and composting services accessible to all.

In the section on zero waste on p 28 the line on Investment - focus needs to shift onto enabling and creating better waste minimisation infrastructure, systems and behaviour change programmes to make the transition to a circular economy by reducing waste and emissions (rather than more waste management).

It would be good to flag that Council already has a current [Waste Management and Minimisation Plan \(WMMP\) 2017-2023](#): Waste free together - for people, environment and economy. Councils across the Wellington Region work together to develop a regional WMMP which contains specific actions sections for each council. WMMP's are reviewed and consulted on in

6 year cycles, work is underway on developing the next draft WMMP which will be signed off in 2023.. (para says council is developing a waste strategy)

It would be good to adapt the text *Council already supports many organisations and businesses who are working across the city to reduce waste, including the Sustainability Trust, Kaibosh, Kaicycle, Second Treasures, the Formary and Para Kore.*

The strategy highlights *Centreport has taken the lead in reprocessing and reusing demolition materials following the Kaikoura Earthquake.* An ambitious and proactive approach is required to design out construction and demolition waste given the major infrastructure and construction projects being done across the city including Lets Get Welly Moving, the library and new housing requirements. Currently the majority of construction and demolition waste in Aotearoa ends up in a landfill. Wellington City has little infrastructure available for the management and processing of construction and demolition waste. Construction design must adopt circular economy principles:

- Repurposing existing built assets and building to last;
- That materials specified and used can have a future purpose beyond the life of the built asset;
- That built assets can be easily adapted for different future uses without generating waste;
- That built assets can be easily maintained and repaired without generating waste;
- That built assets can be easily deconstructed so materials can be reused.

WCC role

We recommend that Council should use its resources wisely and focus its role in economic wellbeing to be a leader, creating a supportive ecosystem to enable businesses and communities to transition to a circular economy.

We view Wellington City Council's role in economic wellbeing to be a leader, creating a supportive ecosystem to enable businesses and communities to transition to a circular economy. A critical task for the Council is holding the tension between change and stability - creating a safe space that makes it easier for businesses to make the transition.

Council/CCOs have been given a large remit, with limited resources available Council should focus on areas of control and influence and then partner and create relationships with others. There should be recognition that skills and capacity building needed within Council and COOS to deliver the strategy effectively.

From p8 Part A Can we use this frame as a simple way to capture our points on CE

Council role	Ways it could enable the development of a circular economy	Example in Action
Provider	Favour goods and services that support a	The European Commission has

Council role	Ways it could enable the development of a circular economy	Example in Action
	<p>circular economy. Use a social procurement approach. Work with Central Government on procurement given they are such a large employer and spender in the city. Resource codesign of services with mana whenua and the community.</p>	<p>Good Practice and Guidance for Public Procurement for a Circular Economy that includes a range of case studies. https://ec.europa.eu/environment/gpp/pdf/Public_procurement_circular_economy_brochure.pdf</p> <p>Greater Bendigo has developed one of the first circular procurement policies in Australia</p>
Regulator	<p>Resource enforcement of existing powers that support circular economy e.g. Waste Bylaw. Resource consents on landfill to ban the landfilling of certain waste streams. Increase landfill disposal fees.</p>	<p>The London Plan Guidance Circular Economy Statements puts circular economy principles at the heart of designing new buildings, requiring buildings that can more easily be dismantled and adapted over their lifetime. https://www.london.gov.uk/what-we-do/planning/implementing-london-plan/london-plan-guidance/circular-economy-statement-guidance</p>
Partner	<p>Recognise where local providers can deliver aspects of the strategy e.g. business support consultancy. Partner and collaborate with other stakeholders to achieve outcomes.</p>	<p>Washing Up Welly is a collaboration between WCC / Sky Stadium / WellingtonNZ / Sustainability Trust / Kāpura / Takeaway Throwaways / Buttercup and Nonstop Solutions to create washing infrastructure for events and the hospitality sector.</p>
Facilitator	<p>Support learning and connection between businesses, organisations, mana whenua and other organisations. Using procurement powers to provide small business access to circular goods and services. Facilitate access to spaces for sustainable and circular economy businesses and initiatives at reduced or no rent.</p>	<p>An initiative of Glasgow City Council and Glasgow Chamber of Commerce, Circular Glasgow focuses on learning and connecting businesses. https://www.circularglasgow.com/what-is-circular-glasgow/ The Urban Dream Brokerage is a fantastic project with WCC support that gives space for new ideas from artists, creatives and social practitioners in our cities.</p>
Advocate	Integrate circular economy thinking into	The City of Greater Bendigo has put in place a Circular Economy

Council role	Ways it could enable the development of a circular economy	Example in Action
	<p>all Council strategy and plans e.g. District Plan and Design Guides can influence construction approach.</p> <p>Create a Circular Economy unit so it doesn't become siloed in one part of Council.</p> <p>Educate Council staff about sustainability and circular economy.</p> <p>Raise awareness of success stories already happening in the city.</p>	<p>Coordinator - a cross departmental role.</p> <p>Circular cities and regions are popping up around the globe, one of the first to identify the ambition was Amsterdam.</p>
Funder	<p>Put resources for implementing the strategy, and the objectives into the Long Term Plan.</p> <p>Integrate assessment of sustainability and circular economy into all funding assessments.</p> <p>Make funding available for collaboration.</p> <p>Fund mana whenua to participate.</p> <p>Subsidise CE training and internship opportunities.</p> <p>Provide loans and subsidies for circular economy activities.</p> <p>Provide access to circular economy business support.</p>	<p>https://www.oecd-ilibrary.org/sites/1ba1a5e9-en/index.html?itemId=/content/component/1ba1a5e9-en#section-d1e8549</p>

Strategy Objectives

Relationship between objectives and actions

We recommend that the strategy identifies the relationship between the actions including how actions deliver across multiple outcomes.

We felt more work needs to be done to identify how actions may deliver on multiple outcomes. For example, through a circular economy lens, actions such as developing innovative training and enterprise opportunities contribute to the outcomes of Sustainable business and career pathways, A business-friendly city, Centre of creativity and digital innovation, and Celebrate our Capital City Status. Wellington could develop itself as a national hub for circular economy skills training and innovation, capitalising on the city's strong digital sector and start-up culture.

Skills, training and employment for the circular economy

We recommend that skills, training and employment for the circular economy are built into the transformation of the vocational training system as well as integrated into educational curricula and training across the board.

We were pleased to see several mentions of skills training opportunities across different outcomes, but we feel that the scope of the opportunities through a circular economy lens could be expanded to cope with the scale of changes to our economy that will be required.

Reducing our reliance on resource extraction to power our economy will see some industries and jobs wind down and create more localised, people-powered jobs. That means remembering and rekindling old skills, and strengthening new ones - from growing kai and composting, to repairing and collaborating, systems change, reverse logistics, design and recycling.

These skills are just as important as the hard physical assets that sit alongside. They must be built into the transformation of the vocational training system as well as integrated into educational curricula and training across the board. Countries like Scotland have already started to consider [employment and skills pathways for a circular economy](#).

We need transformative policy, regulation and investment to favour circular, local-scale business models and build the capacity, skill and knowledge base for the transition from a linear, extractive and exploitative world to a regenerative, circular and equitable world. Investing in building the institutional, human and social capital required to change the ways we behave in all our roles needs to be a key priority.

Funds should also be invested to develop a network of local-scale resource recovery and behaviour change hubs - to reduce consumption emissions by encouraging local reuse, repair, circular economy behaviours and connection. Building up networks of local behaviour change expertise will be critical to supporting communities to embrace change during the transition to a low carbon, low waste economy. This network of hubs will also provide a supportive ecosystem for local circular business models and innovations.

The economic wellbeing of Wellington is of course interdependent on the economic wellbeing of Aotearoa NZ. The Economic Wellbeing Strategy should be reflective of this. E.g.: High and rising food costs will continue to impact the wellbeing of Wellington City residents. Mitigating this by supporting more urban food production as well as the regenerative shift in the wider primary sector is essential to safeguard the wellbeing of our city's residents and economy.

We recommend that additional circular economy measures of success are incorporated including an assessment of circularity and metrics that capture social and cultural dimensions.

We would like to see the addition of new KPIs and measures of success that capture the needs and opportunities for a circular economy, to ensure we make adequate progress in the transition. In particular, we need to get better at measuring what circularity looks like beyond waste minimisation, how it aligns with emissions reduction goals through Te Atakura.

One key way to measure circularity is through Material Flows Analysis. This can be done at the [city](#), [region](#), national and global scale (countries like [Scotland](#) do this already). This tells us how many tonnes of raw materials are being fed into the economy. It can also be used to create a

[circularity index](#) - e.g. global economy is 8.6% circular and needs to be about 17% if we are going to stay within 1.5 degrees of warming.

At the city level, Amsterdam has set a target to reduce the use of raw materials: *By 2030, there must be a 50 percent reduction in the use of primary raw materials*. They recognise that the fewer virgin raw materials that flow into the economy the less damage to ecosystems and biodiversity loss is caused by extraction. The longer materials and products stay in circulation the fewer raw materials are required to make new items. So they are focusing on the inputs as well as the outputs of their production and consumption system.

The Stockholm Environment Institute is currently drafting its urban circularity assessment framework ([SEI, 2020](#)), while the Platform for Accelerating the Circular Economy (PACE) has convened key stakeholders, and works to harmonise approaches to measuring the progress and impacts of a circular economy transition ([PACE, 2021](#)). The United Nations Environment Programme (UNEP), Ecocity Builders, and the World Council on City Data (WCCD) worked with Brussels Environment to develop a framework to improve monitoring of the city-region's circular economy plan ([UNEP, 2019](#)).

Measures of success for a circular economy should go beyond conventional measures. Research by [Dorte Wray](#) from the Zero Waste Network examined the combined environmental, cultural, social and economic dimensions to waste minimisation activities including local place making and job creation. Consideration of the Government's [Living Standards Framework](#), which encompasses similar measures, would enable national comparisons of progress to be measured. Incorporation of the Sustainable Development Goals would align progress with our global commitments.

Integrating Circular Economy into the Outcomes, Measures of Success and Actions

We recommend that all the outcomes should be reframed with a circular economy lens.

Below we have provided further detail, applying our vision to the outcomes i.e. what would it take to make each outcome sustainable, circular, regenerative

Sustainable Business and Career Pathways:	
What would this outcome look like with a CE lens?	<ul style="list-style-type: none">• Change from 'sustainable' to 'future' business and career pathways.• Use the term sustainable to relate to combined social, economic and environmental outcomes.• Young people want to work to make a change for future - WCC has an opportunity to support sustainable career pathways• Recognise that the transition to a circular economy can create a wide variety of jobs across sectors.• Recognise that the transition to a circular economy will need a focus on core business skills that will enable the transition. Training for new and underdeveloped skills will be needed to power the workforce for

	<p>the circular economy.</p> <ul style="list-style-type: none"> • Skills development needed with existing workforce as well as at secondary and tertiary education level. • Skills development needed cross sector - particularly in enabling sectors like construction. • While very important, people choosing to live in the city goes beyond housing affordability. People want thriving communities, green spaces, public and active transport infrastructure that improves quality of life throughout our city, enabling people to live close to or sustainably access where they work, study, and socialise. • Support for collaboration; individuals are only one part of how you create an ecosystem that enables this transition and makes it easy for each individual to flow through with little cost and risk. Needs to go the next step and become support the development of ecosystem
What would success look like?	<p>Wellington recognised as an education hub for sustainable career pathways fit for the future.</p> <p>Wellington recognised as a place for circular careers, and also digital innovations for the circular economy (interconnection with other outcomes).</p> <p>Measures:</p> <ul style="list-style-type: none"> • Current list are BAU “what success looks like” indicators with no reference to circular economy or sustainability. • Growing number of jobs and training opportunities in circular & environmental sectors. • Attracting circular economy investment. • Sustainable Development Goals/Living Standards Framework
Actions	<ul style="list-style-type: none"> • Apply CE lens to existing actions. • Pay for internships / someone to support with the recruitment and mentoring of interns. • Plan and resource for how future skills and training will be developed and provided taking into consideration existing work. • Carbon literacy skills development.
Examples of what is already happening	<ul style="list-style-type: none"> • Kaicycle and Papa Taiao Earthcare have developed the Urban Regenerative Agriculture course in Wellington. Urban regenerative agriculture courses like this provide a pathway for young urban-dwellers to enter the primary sector and support its transition to sustainable and regenerative practices. This is beneficial both within and beyond the city. Wellington City is an education and population centre and thus has the opportunity and responsibility to support the wider transition to a circular economy across all sectors, regionally and nationally. Sustainability Trust is developing their EcoCentre into a Climate Action Centre that will provide opportunities for learning outside the classroom and for corporate groups. • There are existing innovation, leadership and entrepreneur initiatives (with and without WCC support) that are considering how we need to think and work differently: <ul style="list-style-type: none"> ○ GHD Smart Seeds Programme: a design-led innovation

	<p>program empowering emerging leaders to co-create integrated solutions to complex challenges.</p> <ul style="list-style-type: none"> ○ Entrepreneurs in Action ○ Climathon. ● Sustainability in Brewing was a WCC funded collaboration between craft brewers, Sustainability Trust and Connective Impact to conduct sustainability baseline assessments and identify collaborative sustainability transition projects. Garage Project is taking the lead on project with Again Again on reusable flagons.
Resources	<ul style="list-style-type: none"> ● https://www.zerowastescotland.org.uk/content/circular-economy-skills-demand-scottish-manufacturing ● https://www.frontiersin.org/articles/10.3389/frsc.2021.787076/full

Transitioning to a circular economy	
What would this look like with a CE lens?	<ul style="list-style-type: none"> ● Very positive to see the circular economy identified in the strategy, see earlier comments. ● Zero waste services sector recognised as a priority sector to enable transition to circular economy. ● Circular economy should filter through all other outcomes, but has its own set of required actions. ● A metric for measuring circularity within the economy should be agreed and measured. ● Support, investment, regulation is put in place and resourced to make the economics work for circular practices. ● There is no mention of the role of the Waste Minimisation and Action Plan for enabling and supporting the circular economy. ● Positive to see opportunity for Māori economy highlighted. ● Good opportunities can be created throughout the city and beyond through the council approach to procurement, important that these are open to the Māori economy. ● Recognition for the businesses/organisations in Wellington that are already providing business support to transition e.g. Sustainability Trust, Kaicycle, Nonstop Solutions. ● Text changes: Needs to include zero waste in the text p10(12) part B Bullet point list <i>Ensure our procurement practices enable a zero waste zero carbon circular economy</i> ● Text changes: <i>And Investigate and act on opportunities to shift to zero waste strategies and systems (eg food, construction and demolition) Instead of waste management</i> ● <i>And Work with Central government to enable business support and funding incentives for businesses committed to a circular business economic model</i> ● Sustainable tourism needs to be within planetary boundaries. ● Not clear why the bulk of the tourism actions are under this objective.
What would	<ul style="list-style-type: none"> ● The expectation of business in the city is for high sustainability performance and low carbon.

success look like?	<ul style="list-style-type: none"> • The circularity of the Wellington economy is increasing. • Increased resilience in supply chains. • Increase in community cohesion. <p>Measures:</p> <ul style="list-style-type: none"> • Measure of circularity e.g. materials flow analysis. • Growing number of jobs and training opportunities in circular & environmental sectors. • Growing number of businesses/social enterprises adopting circular economy business models. • Total consumption based city greenhouse emissions per capita (tonnes) – decreasing trend • Kg of total waste per person - decreasing trend (to take account of waste avoided). • Measures around regeneration, reuse, local food systems, community cohesion, resilience. • Sustainable Development Goals/Living Standards Framework
Actions	<ul style="list-style-type: none"> • Create a circular economy officer/team at Council and build skills and capacity across Council departments. • Build on what is already happening to create a thriving circular ecosystem. Celebrate local success and identify how it can support some actions already identified (e.g. events & Tākina, celebrating local success). • Identify the partnerships and relationships that can support the transition - ensure this includes those already delivering a circular economy in the city. E.g.: Para Kore as a partner supporting Mana Whenua, Waste Free Welly members. • Business capability and support programme (outcome 3) provide small business with training and support for circular and sustainable business working with local partners. • Tell the story about ambition and targets (e.g. measuring circularity, what's already happening and how these need to grow) to communicate a genuine commitment that Wellington is aiming to do better for Papatūānuku (and avoid greenwash) - e.g. there's some great stuff happening, but we need to go much further as a city (shape the Wellington brand to have strong ambition) • Integrate support for existing and nascent initiatives as part of business investment attraction strategy and action plan (not just about bringing in external people). • Work with Waste Free Welly members on the reuse economy, supporting development of Washing Up Welly to service events, hospitality, grocery retail and supply (link with WMMP). • Work with Waste Free Welly members on development of the resource recovery network (link with WMMP) including identifying sites and opportunities for activities for these sites. • Work with Waste Free Welly members on local-scale organics collection and composting tied to food production (linked to WMMP and

	<p>Wellington's Sustainable Food Initiative).</p> <ul style="list-style-type: none"> • Work with Waste Free Welly members on behaviour change including Sustainability Trust's Climate Action Centre. • Work with Waste Free Welly members on business sector plans and circular economy sector transition programmes (outcome 2 action 2).
What is already happening ?	<ul style="list-style-type: none"> • Waste Free Welly is an open and collaborative group of individuals and organisations progressing a vision of zero waste for the city. The group is working on three priority areas: community composting and local food systems, resource recovery networks and the reuse economy. • Waste Free Welly is working with Council on a co-development process for the revised Waste Management and Minimisation Plan. • Collectively the parties involved with Waste Free Welly are delivering a number of collaborative projects across the city including: <ul style="list-style-type: none"> ◦ Washing Up Welly (highlighted in Q3 response) ◦ Parliamentary Sustainability Expo focusing on Circular Economy (due to be held on 9th June). ◦ RepairED, a repair programme involving Sustainability Trust, Hopper Refill, Make Room and Consumer NZ. • Sustainability Trust partners with businesses, social enterprise and community groups to provide a hub for resource recovery.
Resources / case studies	<ul style="list-style-type: none"> • Zero Waste Cities: https://zerowastecities.eu/ • Circular Taiwan Network: https://circular-taiwan.org/en/ • Circular Glasgow: https://www.circularglasgow.com/ • Consumers Beyond Consumption: coalition, including city authorities, collaborating to empower consumers to access innovative consumption models. One priority is to develop a playbook for cities to test and enable integrated reuse systems on the ground: https://www.weforum.org/projects/consumers-beyond-disposability • Greater Bendigo Circular Economy and Zero Waste Policy: https://www.bendigo.vic.gov.au/About/Document-Library/circular-economy-and-zero-waste-policy-pdf • Waikato Regional Council (2021). The journey to a circular economy in the Waikato region https://www.waikatoregion.govt.nz/assets/WRC/TR202134.pdf

A business friendly city	
What would this look like with a CE lens?	<ul style="list-style-type: none"> • There is huge potential for Council to attract inward investment if there is a genuine commitment to innovation, future skills and circular economy transition. • An economy that is measured on success metrics beyond GDP. • A focus on shortening supply chains. • Businesses understand circular economy business models, and models of growth that don't require increase in consumption.

What does success look like?	<p>Wellington's economy is regenerative. The success of Wellington's economy is measured in metrics other than GDP.</p> <p>Measures:</p> <ul style="list-style-type: none"> • Sustainable Development Goals/Living Standards Framework. • Growing number of businesses/social enterprises adopting circular economy business models. • Total consumption based city greenhouse emissions per capita (tonnes) – decreasing trend
Actions	<ul style="list-style-type: none"> • Apply CE lens to existing actions. • Make sure co-design of Council services is true co-design and includes social enterprise and community groups. • Business capability and support programme (outcome 3) provide small business with training and support for circular and sustainable business working with local partners. Make sure that the economic consultancy focuses on circular economy/sustainability and recognises local providers of these services. • Design, or build on existing, innovation business support that is fit for purpose for businesses whose whole model relates to sustainability services. Focus incubation and acceleration services on action based small business not predominantly tech-focused which currently dominates the incubation/acceleration industry. • Create an ecosystem for innovation by providing support for collaboration. Greatest potential can come through collaboration but lack of support and funding is a barrier. The Waste Free Welly initiative was made possible due to a lot of time given freely by organisations who are already poorly resourced. • Public goods need to be in place for businesses to thrive. Businesses like Sustainability Trust are struggling to hire staff due to the cost of housing and living in Wellington. People want housing affordability, thriving communities, green spaces, public and active transport infrastructure that improves quality of life throughout our city, enabling people to live close to or sustainably access where they work, study, and socialise. • Identify a sister city that is already working on a circular economy transition.
What is already happening?	<ul style="list-style-type: none"> • Wellington's Climathon has been an incubator for new circular business including Reusabowl, RefillNZ, The Tiny Plastic Factory and Collaborate. • Sustainability Expo focused on Circular Economy being held at Parliament on 9th of June to showcase business already active in this area. • Business networking: Sustainability Trust Green Team Gatherings and CoGo Tech4Good.
Resources	<ul style="list-style-type: none"> • Zero Waste Cities: Zero Waste Cities - A continuous effort to phase out waste

	<ul style="list-style-type: none"> Yorkshire Circular Lab: Yorkshire Circular Lab (leeds.ac.uk)
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Centre of creativity and digital innovation	
What would this look like with a CE lens?	<ul style="list-style-type: none"> Innovation in digital infrastructure to enable new circular enterprises e.g. sharing services, inventory tracking and logistics etc) Digital innovation is also in the sustainability and impact space e.g. CoGo, Mevo. Modernisation and operation of venues is zero waste. Building, refurbishment and exhibitions are planned to design out waste. Modernisation and operation of film studios as zero waste. Social procurement is used to secure services with circular economy and sustainability objectives. Exhibitions and events supported all contribute and align with Te Atakura and circular economy transition - support and enable climate action by residents and visitors. The role of the arts in communicating on climate change and climate action is recognised and supported. Community creativity is supported. Collaboration across the creative sectors on circular economy approaches.
What success looks like?	<p>Wellington City is recognised for its low carbon and zero waste creative sector.</p> <p>Wellington City is recognised as an incubator for circular economy enabling digital technologies.</p> <p>Measures: (see previous outcomes)</p> <ul style="list-style-type: none"> Growing number of businesses/social enterprises adopting circular economy business models. Decrease in waste and litter.
Actions	<ul style="list-style-type: none"> Apply CE lens to existing actions. Use technology to unlock new value from the circular economy. Circular economy innovation hub. Targeted organisational support focus on sustainability and CE transition. Resource recovery network/zero waste hubs to support the creative sector.
What is already happening	<ul style="list-style-type: none"> Urban Dream Brokerage - https://www.urbandreambrokerage.org.nz/ A Place for Local Making - localmaking.org Climate Action Centre - Sustainability Trust has funding from WCC as well as contributing funding from its own profits to create a Climate Action Centre to support behaviour change in the city. It will involve multiple collaborations with local businesses including CoGo. Nonstop Solutions - https://www.nonstopsolutions.co.nz/

Resources	<ul style="list-style-type: none"> • Washing Up Welly: Sky Stadium; Venues Wellington, Sustainability Trust, Kāpura, Takeaway Throwaways, Buttercup and Nonstop Solutions are working together to introduce reusable servicewear for city events. Each of the partners brings unique skills and capability to the successful delivery of the project. • Waste Free Waterfront - https://www.scoop.co.nz/stories/AK2012/S00218/wastefree-waterfront-launches-in-wellington-for-use-your-own-cup-day.htm • https://trackzero.nz/ • https://artistsandclimatechange.com/organizations/
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Celebrate our Capital City status	
What would this look like with a CE lens?	<ul style="list-style-type: none"> • Potential for Wellington to be an education & training centre for careers in the circular economy. • Roles of the central government in circular economy transition identified. • Government presence in the city leveraged in relation to the circular economy and zero waste policy. • Commitment to circular economy and zero waste demonstrated by becoming part of a global network for cities making circular economy and zero waste commitment. • Work with science and uni sectors to create innovative products and services - like measurement tools - that can be sold/shared with other places.
What success looks like	<ul style="list-style-type: none"> • See metrics highlighted in earlier sections.
Actions	<ul style="list-style-type: none"> • Promotion of circular economy/low waste business to the Central Government. • Work with the Central Government on procurement. • Push the Central Government to be a leader in terms of sustainable construction. • Declaration of the city to be a zero waste circular city.
What is already happening	<ul style="list-style-type: none"> • Waste Free Welly members provide support and advice to Government e.g. Sustainability Trust working with Government clients on CNGP in zero waste transition, Zero Waste Network Director of External Affairs. • Sustainability Expo at Parliament on the 8th of June focused on the Circular Economy.
Resources	<ul style="list-style-type: none"> • Zero waste strategies will be critical to achieve the transition, and organisations like GAIA and Zero Waste Europe have created practical Zero Waste Masterplans to assist cities with their ambitions.

	<ul style="list-style-type: none"> • https://www.c40.org/declarations/zero-waste/
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A dynamic city heart and thriving suburban centres	
What would this look like with a CE lens?	<ul style="list-style-type: none"> • Ambitious expectation around circular practices at events and waste minimization requirements established. • Resource recovery centres, zero waste/circular services and shops accessible to city & suburbs (long-term, anchor services not pop-up) • Events with circular economy / climate action lens. • Buildings utilised with activities that align with circular economy, repair, reuse, refill, recycle. • Decision making in Council, and co-design process, supports local place making / 15 minute neighbourhoods. • Design standards support the creation of shared spaces / third spaces. See 'living buildings standards'
What does success look like	<ul style="list-style-type: none"> • See metrics highlighted in earlier sections.
Actions	<ul style="list-style-type: none"> • Link with WMMP, Waste Free Welly, business development and others to deliver resource recovery network/Zero Waste Hubs. • Focus on winter events to ensure a year round programme. • Economic grant funding with circular economy objectives.
What is already happening	<ul style="list-style-type: none"> • Kaicycle - community hub focused on local food systems. • Sustainability Trust - community hub focused on resource recovery. • Hopper Refill - community hub focused on reuse. • RepairEd - programme of repair cafes and skills workshops with support from WCC. • Benchspace - social enterprise developing a community workshop. • Community involvement in development of Newtown Workingmen's Bowling Club.
Resources	<ul style="list-style-type: none"> • Co-design in Aotearoa New Zealand: a snapshot of the literature, 2020. https://knowledgeauckland.org.nz/media/1900/co-design-in-aotearoa-new-zealand-a-snapshot-of-the-literature-s-mark-p-hagen-tsi-june-2020.pdf • https://living-future.org/lbc/ • https://www.gov.scot/policies/climate-change/climate-challenge-fund/

Additional comments

Mana Whenua

A clear statement about the partnership relationship between WCC and Mana Whenua needs to be a headline section in the Economic Wellbeing Strategy document. This is mentioned in the

direction statement in Q1 and appears in the last para on p5 Part A: The Strategic Context. There is also a small paragraph on page 8.

We consider the relationship with mana whenua deserves a more prominent place and a more detailed story line. We note that ‘lifting the presence of mana whenua and Māori’ and “telling authentic local stories” are common themes in Part B. The strategy document itself would be a good place to start.

It would be useful to have a section outlining who the mana whenua relationship is with, why it is important, what the key drivers and changes are for Mana Whenua and how this partnership relationship has influenced the economic wellbeing strategy. The introduction to Part A covers off quite a few different drivers of change, influences and activities to create a sense of context. Many of these are minor in relation to the importance of the stories of Mana Whenua around economic opportunities and priorities.

The Introduction to Part B says the business community have already had significant input into the strategy, we assume mana whenua have had a similar opportunity. If so it would be useful to flag this in the first paragraph to give their input weight.

We are unsure why ‘Support Māori economy to thrive’ is only under the circular economy objective rather than overarching and woven throughout.

It’s important that mana whenua are adequately resourced to have the level of input and influence on the strategy and implementation that they should have.

Additional reading

- Waste Free Welly (2021) - Circular Economy Infographic and Plans for a Resource Recovery Network - <http://localmaking.org/what-would-a-resource-recovery-network-for-poneke-look-like/>
- Waste Free Welly (2021) Draft Zero Waste Plan - <http://localmaking.org/wp-content/uploads/2022/03/A-Zero-Waste-Plan-for-Wellys.pdf>
- <https://www.oecd.org/environment/waste/OECD-G20-Towards-a-more-Resource-Efficient-and-Circular-Economy.pdf> - Chapter 7 - The role of cities towards the circular economy transition
- https://assets.website-files.com/5d26d80e8836af7216ed124d/5d26d80e8836af7603ed12af_Circle%20Economy%20-%20The%20role%20of%20municipal%20policy%20in%20the%20circular%20economy.pdf - The Role of Municipal Policy in the Circular Economy

Name	Russell Taylor
Are you making this submission as an individual or on behalf of an organisation?(deleted)	
Are you making this submission as an individual or on behalf of an organisation?	As an individual
If you are making this submission on behalf of an organisation, please state the organisation's name:	
I would like to make an oral submission to the Councillors	Yes
If Yes, please provide your email address and phone number so we can arrange a time for your submission	[REDACTED]
Do you have a file you would like to upload to support your submission? Upload it here.	
What is your employment status?	Employee, Contractor, Retired
Which documents have you read?	
Do you support the overall direction of the strategy? The draft Strategy provides direction for the Council and council-controlled organisations (CCOs) in partnership with mana whenua to support Economic Wellbeing in the city, working alongside the many other organisations, businesses and sector organisations that all play a part.	
Do you support the overall vision of the strategy? The vision sets out our aspirations for Economic Wellbeing in Wellington. Do you support the following vision "Wellington is a dynamic city with a resilient, innovative and low carbon economy that provides opportunities for all and protects our environment".	Strongly support
Do you have any comments you would like to provide on the overall direction and vision?	Question the need for growth-the guesstimates of projected population growth are flawed
Sustainable Business and Career Pathways We aim to enable Wellingtonians to work within their passions and strengths	Somewhat support
Transitioning to a circular economy We aim to be regenerative by design	Strongly support
A business-friendly city We aim to be Aotearoa New Zealand's city partner of choice for businesses, investors and developers	Strongly oppose
Centre of Creativity and Digital Innovation We aim to be Aotearoa New Zealand's centre for creativity and innovation	Somewhat support
Celebrate our Capital City Status We aim to raise the profile of our Capital City	Strongly oppose
A Dynamic City Heart and Thriving Suburban Centres We aim to be a compact city with a dynamic CBD and thriving suburban centres that are economically productive	Somewhat oppose

Do you have any comments you would like to provide on the outcomes? Is anything missing?	
Sustainable Business and Career Pathways Action: Establish a Wellington City Skills and Education Forum for employers and educators to connect, discuss, and collaborate with each other.	Very Important
Sustainable Business and Career Pathways Action: Work with education and construction sectors to close skills gaps in construction.	Somewhat Important
Sustainable Business and Career Pathways Action: Undertake research to understand the drivers for students coming to Wellington and for choosing to leave or stay when entering the workforce.	Not so important
Sustainable Business and Career Pathways Action: Work with local employers and education institutions to increase opportunities for students to explore the city's workplaces and professions.	Somewhat Important
Sustainable Business and Career Pathways Action: Advocate across all industries for the development of skills which will be fit for the future circular economy.	Very Important
Sustainable Business and Career Pathways Action: Explore establishing a Town and Gown Committee(s) where key issues, opportunities and the aspirations of the tertiary sector can be better understood and progressed.	Not so important
Sustainable Business and Career Pathways Action: Explore opportunities to better connect tertiary education providers within the city (business, public, and council), such as knowledge sharing and establishing formal work experience programmes.	Not so important
Sustainable Business and Career Pathways Action: Offer new students and families a 'Welcome to Wellington' package.	Not so important
Sustainable Business and Career Pathways Action: Partner with government agencies, education providers, mana whenua, and employers to: <ul style="list-style-type: none"> • Identify career pathways and development opportunities. • Support education providers to inspire young people into careers. • Support and enhance work ready programmes and internships, including providing tailored services for diverse communities. • Break down barriers for employment in the disability and Rainbow communities. 	Not so important
Sustainable Business and Career Pathways Action: As an employer in the city, we lead by example by: <ul style="list-style-type: none"> • Designing clear pathways and resources so our staff understand how they can progress their careers through Council. • Partnering with local schools to support curriculum delivery and inspire children with career opportunities. • Partnering with ministry for disabled people to break down employment barriers experienced by the disability community (note that we already work with workbridge on this) • Running intern programmes. 	Not so important
Transitioning to a circular economy	Somewhat Important

Action: Partner with mana whenua and Māori to explore a Māori worldview of managing climate change and moving to a circular economy.	
Transitioning to a circular economy Action: Co-create business sector plans and circular economy sector transition programmes for Wellington's priority business sectors (e.g.: digital technology, screen, tourism). – work with Sustainable Business Network.	Somewhat Important
Transitioning to a circular economy Action: Identify and measure progress against the doughnut economics model.	Not so important
Transitioning to a circular economy Action: Work with Central Government to enable business support funding incentives for businesses committed to a circular economic model.	Somewhat Important
Transitioning to a circular economy Action: Advocate to central government to develop policies and programmes to transition to a circular economy.	Very Important
Transitioning to a circular economy Action: Develop a business and investment attraction strategy and action plan.	Not so important
Transitioning to a circular economy Action: Celebrate local business success stories which contribute to a circular economy.	Very Important
Transitioning to a circular economy Action: Evolve Wellington's placemaking storytelling to amplify examples of progressive businesses making positive change and enhance Wellington City's brand.	Somewhat Important
Transitioning to a circular economy Action: Work alongside Te Papa and WellingtonNZ to attract events and visitors to the new convention and exhibition centre (Tākina).	Not so important
Transitioning to a circular economy Action: Deliver Wellington City's Destination Management Plan through WNZ and contribute to the Wellington Region Economic Development Plan and Wairarapa Destination Management Plan.	Neutral
Transitioning to a circular economy Action: Facilitate sustainable job creation in the Māori economy through our procurement strategy.	Very Important
Transitioning to a circular economy Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling.	Not so important
Transitioning to a circular economy Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling. (deleted)	
A business-friendly city	Somewhat Important

Action: Work proactively with Central Government to amplify business support and research and development (R&D) programmes.	
A business-friendly city Action: Encourage business and industry organisations to host events and showcase talent to our national and international counterparts and audiences.	Unimportant
A business-friendly city Action: Consider how we support smaller businesses to build capability and connect with each other and to the circular economy.	Very Important
A business-friendly city Action: Enhance incubation and acceleration services to businesses.	Don't know
A business-friendly city Action: Co-design Council services with relevant and diverse business communities.	Unimportant
A business-friendly city Action: Streamline business-targeted Council processes where possible.	Unimportant
A business-friendly city Action: Identify the culture shift required to become more business friendly.	Unimportant
A business-friendly city Action: Establish business research panel.	Unimportant
A business-friendly city Action: Foster our relationship with Seoul to build trade partnership in the creative tech, film and gaming sectors.	Don't know
A business-friendly city Action: Review the International Relations Strategy to establish clear goals for our international relationships to deliver a circular economy.	Not so important
A business-friendly city Action: Collaborate and share knowledge related to relevant issues such as Covid-19 response and developing a circular economy learning and development.	Very Important
Centre of Creativity and Digital Innovation Action: Develop sector profiles to understand future potential (underway).	Somewhat Important
Centre of Creativity and Digital Innovation Action: Broaden the reach of targeted programmes to support emerging digital tech companies to scale up.	Unimportant
Centre of Creativity and Digital Innovation Action: Explore opportunities for science and innovation to co-locate and commercialise their research.	Very Important
Centre of Creativity and Digital Innovation Action: Research the benefits and opportunities of sector hubs and shared services models.	Very Important
Centre of Creativity and Digital Innovation	Unimportant

Action: Advocate to central government for tax incentives that ensure our city is competitive in the global film and gaming markets.	
Centre of Creativity and Digital Innovation Action: Work with/support/promote investment in the sector as necessary to support early-stage investment in emerging digital businesses.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Review Council's Open Data approach to make more data available in more formats.	Very Important
Centre of Creativity and Digital Innovation Action: Support Screen Wellington to deliver on the Screen Strategy and build industry partnerships and work programmes.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Advocate for faster broadband upload – download speeds especially in business areas.	Not so important
Centre of Creativity and Digital Innovation Action: Develop a plan for attracting business and cultural events to our city and the new convention centre (Tākina).	Unimportant
Centre of Creativity and Digital Innovation Action: Redevelop the Opera House into a flexible, modernised venue to service identified gaps in our offerings.	Not so important
Centre of Creativity and Digital Innovation Action: Redevelop the TSB Arena to make sure the Arena can serve as the City's large multi-purpose entertainment and sports venue in the foreseeable future.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Consider investment in Sky Stadium to ensure it remains an attractive competitive venue for the future.	Not so important
Celebrate our Capital City Status Action: Partner with mana whenua, heritage bodies, government institutions and the creative sector to make our Capital identity stories more accessible.	Not so important
Celebrate our Capital City Status Action: Leverage the reputation of our public sector to generate growth opportunities for businesses, events and education.	Unimportant
Celebrate our Capital City Status Action: Work with Queer and Rainbow organisations to share stories and provide platforms to enable visibility.	Not so important
Celebrate our Capital City Status Action: Tell the stories related to Parliament and our world-leading social legislation that supports the UNESCO World Heritage status initiative for the Parliamentary precinct.	Unimportant
Celebrate our Capital City Status Action: Partner with government institutions to develop their product and customer experience offering.	Unimportant
Celebrate our Capital City Status Action: Work better together with other councils in the region to leverage our proximity to central government to influence decision-making.	Very Important
Celebrate our Capital City Status	Very Important

Action: Market Wellington's reputation as the home of New Zealand's transparent, ethical, and democratic public service, and identify opportunities to celebrate our government talent.	
<p>Celebrate our Capital City Status</p> <p>Action: Engage with central government and with elected members of Council to generate tools and ideas for a better-informed democracy.</p>	Very Important
<p>Celebrate our Capital City Status</p> <p>Action: Work with education sector to influence the teaching of public policy and history.</p>	Very Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Develop central city and suburban centre regeneration plans, including exploring an entertainment, artisan and retail experience precinct programme.</p>	Unimportant
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Develop a night-time economy plan.</p>	Somewhat Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Ensure we continue a year-round events programme that consistently supports visitation, vibrancy and spend to our city, including local events.</p>	Somewhat Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Investigate building/creating a weather resilient space for farmers/artisan markets.</p>	Very Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Explore opportunities to activate empty buildings and shop fronts and consider the most critical locations for retail and hospitality activities.</p>	Somewhat Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Review all economic grant funding to ensure it is structured to deliver best outcomes for the Wellbeing of our local community economies.</p>	Very Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Collaborate with mana whenua and creatives to identify and activate through Te Ao Māori and Te Reo, including Tākina, Te Ngākau Civic Square and Te Aro Pa.</p>	Somewhat Important
Do you have any comments you would like to provide on the Actions? Are there any missing?	to be continued
Is there anything else we should know before finalising the strategy?	to be continued

Raewyn Hailes

Name	Raewyn Hailes
Are you making this submission as an individual or on behalf of an organisation?(deleted)	
Are you making this submission as an individual or on behalf of an organisation?	On behalf of an organisation
If you are making this submission on behalf of an organisation, please state the organisation's name:	CCS Disability Action Wellington Branch
I would like to make an oral submission to the Councillors	Yes
If Yes, please provide your email address and phone number so we can arrange a time for your submission	[REDACTED]
Do you have a file you would like to upload to support your submission? Upload it here.	
What is your employment status?	Employee (21-499 staff)
Which documents have you read?	Part A: Context, Part B: Draft Strategy, Action Plan, A3 Strategy on a page
Do you support the overall direction of the strategy? The draft Strategy provides direction for the Council and council-controlled organisations (CCOs) in partnership with mana whenua to support Economic Wellbeing in the city, working alongside the many other organisations, businesses and sector organisations that all play a part.	Somewhat support
Do you support the overall vision of the strategy? The vision sets out our aspirations for Economic Wellbeing in Wellington. Do you support the following vision "Wellington is a dynamic city with a resilient, innovative and low carbon economy that provides opportunities for all and protects our environment".	Somewhat support
Do you have any comments you would like to provide on the overall direction and vision?	
<p>The overall vision of the strategy looks great on paper.</p> <p>In the Wellington region there are a combined total of 345,573 people. Of those who are disabled, 11,430 are 18-64 years old and 11,358 are 65+ years. 35.8% of disabled people aged 18-64 years earn less than \$15,000 annually compared to 19.9% of non-disabled people in the same age group. 18.0% of disabled people aged 65+ year earned less than \$15,000 annually in comparison with 11.5% of non-disabled people in the same age bracket. 11.9% of working aged disabled people earn more than \$70,000 annually compared with 29.9% of their non-disabled peers.</p> <p>Disabled New Zealanders report they do not get a fair go. They do not get the same opportunities as non-disabled people.</p> <p>In the 2013 Disability Survey, disabled people compared to non-disabled people:</p> <ul style="list-style-type: none"> Ø were more likely to have no qualification and less likely to have a bachelor's degree or higher; Ø had higher unemployment and lower labour force participation; Ø were more likely to have lower incomes and live in lower-income households; Ø were less likely to report a high level of life satisfaction; Ø were less likely to feel safe at home or in their neighbourhood; Ø were twice as likely to be the victim of violent crime; Ø were more likely to report being discriminated against and more likely to be discriminated 	

<p>against more than three times over a twelve-month period.</p> <p>Ongoing collaboration and codesign with people with disability is essential to the Economic Wellbeing Strategy moving from aspirational to providing practical opportunities for all people of Wellington.</p>	
<p>Sustainable Business and Career Pathways We aim to enable Wellingtonians to work within their passions and strengths</p>	Strongly support
<p>Transitioning to a circular economy We aim to be regenerative by design</p>	Somewhat support
<p>A business-friendly city We aim to be Aotearoa New Zealand's city partner of choice for businesses, investors and developers</p>	Somewhat support
<p>Centre of Creativity and Digital Innovation We aim to be Aotearoa New Zealand's centre for creativity and innovation</p>	Somewhat oppose
<p>Celebrate our Capital City Status We aim to raise the profile of our Capital City</p>	Somewhat support
<p>A Dynamic City Heart and Thriving Suburban Centres We aim to be a compact city with a dynamic CBD and thriving suburban centres that are economically productive</p>	Somewhat support
<p>Do you have any comments you would like to provide on the outcomes? Is anything missing?</p> <p>Digital Innovation may not be a priority for people with disability. While it is a way of current life for many there are also many who are excluded. Planning should include endeavors to bridge the digital divide.</p> <p>In the 2018 NZCVS, 17% of people with disabilities indicate having no internet access compared to the full sample where just 5% have no internet access. These large gaps in internet access for those who live in social housing and for people with disabilities are potentially amenable to policy interventions.</p>	
<p>Sustainable Business and Career Pathways Action: Establish a Wellington City Skills and Education Forum for employers and educators to connect, discuss, and collaborate with each other.</p>	Very Important
<p>Sustainable Business and Career Pathways Action: Work with education and construction sectors to close skills gaps in construction.</p>	Neutral
<p>Sustainable Business and Career Pathways Action: Undertake research to understand the drivers for students coming to Wellington and for choosing to leave or stay when entering the workforce.</p>	Somewhat Important
<p>Sustainable Business and Career Pathways Action: Work with local employers and education institutions to increase opportunities for students to explore the city's workplaces and professions.</p>	Very Important
<p>Sustainable Business and Career Pathways Action: Advocate across all industries for the development of skills which will be fit for the future circular economy.</p>	Very Important
<p>Sustainable Business and Career Pathways Action: Explore establishing a Town and Gown Committee(s) where key issues, opportunities and the aspirations of the tertiary sector can be better understood and progressed.</p>	Somewhat Important
<p>Sustainable Business and Career Pathways</p>	Somewhat Important

Action: Explore opportunities to better connect tertiary education providers within the city (business, public, and council), such as knowledge sharing and establishing formal work experience programmes.	
Sustainable Business and Career Pathways Action: Offer new students and families a 'Welcome to Wellington' package.	Not so important
Sustainable Business and Career Pathways Action: Partner with government agencies, education providers, mana whenua, and employers to: <ul style="list-style-type: none"> • Identify career pathways and development opportunities. • Support education providers to inspire young people into careers. • Support and enhance work ready programmes and internships, including providing tailored services for diverse communities. • Break down barriers for employment in the disability and Rainbow communities. 	Very Important
Sustainable Business and Career Pathways Action: As an employer in the city, we lead by example by: <ul style="list-style-type: none"> • Designing clear pathways and resources so our staff understand how they can progress their careers through Council. • Partnering with local schools to support curriculum delivery and inspire children with career opportunities. • Partnering with ministry for disabled people to break down employment barriers experienced by the disability community (note that we already work with workbridge on this) • Running intern programmes. 	Very Important
Transitioning to a circular economy Action: Partner with mana whenua and Māori to explore a Māori worldview of managing climate change and moving to a circular economy.	Very Important
Transitioning to a circular economy Action: Co-create business sector plans and circular economy sector transition programmes for Wellington's priority business sectors (e.g.: digital technology, screen, tourism). – work with Sustainable Business Network.	Somewhat Important
Transitioning to a circular economy Action: Identify and measure progress against the doughnut economics model.	Neutral
Transitioning to a circular economy Action: Work with Central Government to enable business support funding incentives for businesses committed to a circular economic model.	Somewhat Important
Transitioning to a circular economy Action: Advocate to central government to develop policies and programmes to transition to a circular economy.	Somewhat Important
Transitioning to a circular economy Action: Develop a business and investment attraction strategy and action plan.	Somewhat Important
Transitioning to a circular economy Action: Celebrate local business success stories which contribute to a circular economy.	Neutral
Transitioning to a circular economy	

Action: Evolve Wellington's placemaking storytelling to amplify examples of progressive businesses making positive change and enhance Wellington City's brand.	
Transitioning to a circular economy Action: Work alongside Te Papa and WellingtonNZ to attract events and visitors to the new convention and exhibition centre (Tākina).	Somewhat Important
Transitioning to a circular economy Action: Deliver Wellington City's Destination Management Plan through WNZ and contribute to the Wellington Region Economic Development Plan and Wairarapa Destination Management Plan.	Somewhat Important
Transitioning to a circular economy Action: Facilitate sustainable job creation in the Māori economy through our procurement strategy.	Very Important
Transitioning to a circular economy Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling.	Somewhat Important
Transitioning to a circular economy Action: Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology and enable authentic storytelling. (deleted)	
A business-friendly city Action: Work proactively with Central Government to amplify business support and research and development (R&D) programmes.	Somewhat Important
A business-friendly city Action: Encourage business and industry organisations to host events and showcase talent to our national and international counterparts and audiences.	Somewhat Important
A business-friendly city Action: Consider how we support smaller businesses to build capability and connect with each other and to the circular economy.	Very Important
A business-friendly city Action: Enhance incubation and acceleration services to businesses.	Somewhat Important
A business-friendly city Action: Co-design Council services with relevant and diverse business communities.	Very Important
A business-friendly city Action: Streamline business-targeted Council processes where possible.	Somewhat Important
A business-friendly city Action: Identify the culture shift required to become more business friendly.	Somewhat Important
A business-friendly city Action: Establish business research panel.	Somewhat Important
A business-friendly city	Somewhat Important

Action: Foster our relationship with Seoul to build trade partnership in the creative tech, film and gaming sectors.	
A business-friendly city Action: Review the International Relations Strategy to establish clear goals for our international relationships to deliver a circular economy.	Very Important
A business-friendly city Action: Collaborate and share knowledge related to relevant issues such as Covid-19 response and developing a circular economy learning and development.	Very Important
Centre of Creativity and Digital Innovation Action: Develop sector profiles to understand future potential (underway).	Very Important
Centre of Creativity and Digital Innovation Action: Broaden the reach of targeted programmes to support emerging digital tech companies to scale up.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Explore opportunities for science and innovation to co-locate and commercialise their research.	Neutral
Centre of Creativity and Digital Innovation Action: Research the benefits and opportunities of sector hubs and shared services models.	Not so important
Centre of Creativity and Digital Innovation Action: Advocate to central government for tax incentives that ensure our city is competitive in the global film and gaming markets.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Work with/support/promote investment in the sector as necessary to support early-stage investment in emerging digital businesses.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Review Council's Open Data approach to make more data available in more formats.	Very Important
Centre of Creativity and Digital Innovation Action: Support Screen Wellington to deliver on the Screen Strategy and build industry partnerships and work programmes.	Somewhat Important
Centre of Creativity and Digital Innovation Action: Advocate for faster broadband upload – download speeds especially in business areas.	Very Important
Centre of Creativity and Digital Innovation Action: Develop a plan for attracting business and cultural events to our city and the new convention centre (Tākina).	Somewhat Important
Centre of Creativity and Digital Innovation Action: Redevelop the Opera House into a flexible, modernised venue to service identified gaps in our offerings.	Not so important
Centre of Creativity and Digital Innovation Action: Redevelop the TSB Arena to make sure the Arena can serve as the City's large multi-purpose entertainment and sports venue in the foreseeable future.	Somewhat Important
Centre of Creativity and Digital Innovation	Not so important

Action: Consider investment in Sky Stadium to ensure it remains an attractive competitive venue for the future.	
Celebrate our Capital City Status Action: Partner with mana whenua, heritage bodies, government institutions and the creative sector to make our Capital identity stories more accessible.	Somewhat Important
Celebrate our Capital City Status Action: Leverage the reputation of our public sector to generate growth opportunities for businesses, events and education.	Very Important
Celebrate our Capital City Status Action: Work with Queer and Rainbow organisations to share stories and provide platforms to enable visibility.	Very Important
Celebrate our Capital City Status Action: Tell the stories related to Parliament and our world-leading social legislation that supports the UNESCO World Heritage status initiative for the Parliamentary precinct.	Somewhat Important
Celebrate our Capital City Status Action: Partner with government institutions to develop their product and customer experience offering.	Somewhat Important
Celebrate our Capital City Status Action: Work better together with other councils in the region to leverage our proximity to central government to influence decision-making.	Very Important
Celebrate our Capital City Status Action: Market Wellington's reputation as the home of New Zealand's transparent, ethical, and democratic public service, and identify opportunities to celebrate our government talent.	Very Important
Celebrate our Capital City Status Action: Engage with central government and with elected members of Council to generate tools and ideas for a better-informed democracy.	Very Important
Celebrate our Capital City Status Action: Work with education sector to influence the teaching of public policy and history.	Somewhat Important
A dynamic city heart and thriving suburban centres Action: Develop central city and suburban centre regeneration plans, including exploring an entertainment, artisan and retail experience precinct programme.	Very Important
A dynamic city heart and thriving suburban centres Action: Develop a night-time economy plan.	Very Important
A dynamic city heart and thriving suburban centres Action: Ensure we continue a year-round events programme that consistently supports visitation, vibrancy and spend to our city, including local events.	Very Important
A dynamic city heart and thriving suburban centres Action: Investigate building/creating a weather resilient space for farmers/artisan markets.	Somewhat Important
A dynamic city heart and thriving suburban centres Action: Explore opportunities to activate empty buildings and shop fronts and consider the most critical locations for retail and hospitality activities.	Very Important

<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Review all economic grant funding to ensure it is structured to deliver best outcomes for the Wellbeing of our local community economies.</p>	Somewhat Important
<p>A dynamic city heart and thriving suburban centres</p> <p>Action: Collaborate with mana whenua and creatives to identify and activate through Te Ao Māori and Te Reo, including Tākina, Te Ngākau Civic Square and Te Aro Pa.</p>	Somewhat Important
<p>Do you have any comments you would like to provide on the Actions? Are there any missing?</p>	
<p>Suburban revitalisation should not be the second tier. Thriving suburban communities will house the local people who first support the growth of the CBD. Connecting suburbs with the city by great transport options is integral to the success of the plan. The high profile business and education plans should not forget the need for all levels of employment providing opportunities for all people to contribute and thrive.</p>	
<p>Is there anything else we should know before finalising the strategy?</p>	

Disabled Persons Assembly NZ



April 2022

To Wellington City Council

Please find attached DPA's submission on the Economic Wellbeing Strategy

Disabled Persons Assembly NZ

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Introduction

The Disabled Persons Assembly NZ (DPA) is a pan-impairment disabled person's organisation that works to realise an equitable society, where all disabled people (of all impairment types and including women, Māori, Pasifika, young people) are able to direct their own lives. DPA works to improve social indicators for disabled people and for disabled people to be recognised as valued members of society. DPA and its members work with the wider disability community, other DPOs, government agencies, service providers, international disability organisations, and the public by:

- telling our stories and identifying systemic barriers
- developing and advocating for solutions
- celebrating innovation and good practice

The submission

DPA welcomes the opportunity to submit on the Wellington City Council's Economic Wellbeing Strategy.

DPA is pleased to see that Council has acknowledged disabled people's perspectives in the WCC Economic Wellbeing Strategy document., including the barriers we face to our participation in everyday life, such as access to the physical and built environment in, for example, the placement of signs on footpaths and lack of access to buildings, information, and communication. However, Council needs to better acknowledge the role that disabled people play economically as workers, consumers, and entrepreneurs within the city's economy and should act to facilitate the removal of any remaining barriers to doing so.

The barriers disabled people face to our full economic participation can be seen in the disproportionate rate of unemployment for disabled people in New Zealand, with

around 290,000 disabled New Zealanders between the ages of 15-64 recorded as not currently working. Only 22% of disabled people are employed, and 70% of those not working would like to be employed.¹ In the greater Wellington region, 22% are disabled, which equates to an estimated 114,000 people.² However, this number is much higher when accounting for population growth. These percentages are even higher for Māori when considering age adjustment, with 32% of Māori adults represented in disability data.

DPA supports the main aims of the Strategy and welcomes references made to the need to improve areas such as skills development and career pathways for disabled people within the local workforce. However, in Part B of the Draft Strategy, there are few references made to other economic issues facing disabled people, let alone women, LGBTI+, youth/students and ethnic peoples as marginalised communities. There needs to be greater reference made under the objective of building a business-friendly city to recognising the role that LGBTI+, youth and disabled-run businesses are already making to the Wellington economy and the need to continually nurture and support them. These groups should be a full part of the economic vision for the city going forward and, therefore, accommodating the specific economic needs and issues faced by these communities is vital if the city is to build a more inclusive economy.

Our focus in this submission is on the needs and interests of disabled people whilst recognising that there are people within our community who identify as disabled and are multiply marginalised, i.e., as disabled LGBTI+, disabled women, or disabled youth/tamariki, etcetera.

Overall, we are supportive of the Economic Wellbeing Strategy's proposed outcomes of:

- Outcome 1: Sustainable business and career pathways
- Outcome 2: Transitioning to a Circular Economy

¹ Ministry of Social Development. (2020). *Working Matters: An Action Plan to ensure disabled people and people with health conditions have an equal opportunity to access employment*. Retrieved from: <https://www.msd.govt.nz/documents/what-we-can-do/disability-services/disability-employment-action-plan/working-matters-2020-spreads.pdf>

² Statistics New Zealand. (2013). *New Zealand Disability Survey*. Retrieved from: <http://archive.stats.govt.nz/~media/Statistics/browse-categories/health/disabilities/2013-disability-survey-results/2013-disability-survey-word-version.docx>

- Outcome 3: A Business-Friendly City
- Outcome 4: Centre of creativity and digital innovation
- Outcome 5: Celebrate our Capital City Status
- Outcome 6: A dynamic city heart and thriving suburban centres

More specifically, DPA welcomes the initiatives recommended under Outcome 1 to support disabled people and rangatahi/youth into sustainable and fulfilling careers. We also welcome Council's commitment to supporting programmes which will open sustainable career pathways into the WCC (Wellington City Council) itself through internship programmes as is the case with the opening of the Skills Centre in partnership with Fulton Hogan. However, there is a need to extend this recognition to mature workers seeking to return to the labour market and whom still have considerable contributions to make. This would assist many disabled people who are seeking to return to the workforce after a period of rehabilitation/training, for example if they have acquired their impairment through injury.

Stemming from this, DPA specifically welcomes the proposal to partner with the new Ministry for Disabled People (working title) to break down employment barriers for disabled people. However, there is a strong need for Council to engage with disabled-led and young disabled people's led employment and training initiatives as part of this. An example of this is Mahi Tika – Equity in Employment, an employment programme being piloted by DPA in the Waikato region, where disabled people mentor other disabled people on their journey into the employment or training of their choice.

DPA is currently exploring options for a wider rollout of Mahi Tika – Equity in Employment and would be happy to engage in discussions with the WCC around its potential implementation in the Wellington City and Greater Wellington regions.

DPA fully supports Objective 2 in terms of the Transition to a Circular Economy as being important in moves to maintain economic activity but in a way which balances the principles of ecological sustainability and social justice as we navigate climate change. Indeed, disabled people are one of the groups most heavily impacted by

climate change and will stand to be more so if it intensifies.³ Therefore, we believe that Council should involve disabled people and disabled people's organisations (DPOs) in discussions around developing programmes which will help build the circular economy in Wellington.

DPA believes that if Objective 3 of building a more Business Friendly City is to be realised that the barriers to disabled people to accessing the local economy as both consumers and employees need to be removed. Aligned with this, the Council's regulatory agencies should work in collaboration with disabled people and our organisations in reaching out to the business community and other associated stakeholders to progressively remove all physical and attitudinal barriers to the participation of disabled people in the local economy. The ultimate objective should be to create a city which is universally accessible and designed for the inclusion of all people, including disabled people. Furthermore, businesses and organisations which are led and/or owned by disabled people should be supported through all phases of their establishment, development and growth through a programme of social procurement led by the WCC and central government and Māori authorities.

In terms of Outcome 4 around the idea of building Wellington up to be a centre of creativity and digital innovation, DPA welcomes the proposal to support businesses and organisations to make their digital offerings more accessible and inclusive to a wide range of people and customers and this should include to disabled people. To this end, Council, through social procurement and other processes, should seek to support disabled-led and owned digital start-ups whose end goal is to remove the various digital barriers faced by disabled people, amongst others.

DPA welcomes the proposals under Objectives 5 and 6 of Celebrate our Capital City Status and that of building a dynamic city heart and thriving commercial centres. We note that the Strategy proposes the creation of experience precincts and activity spaces which is something that we welcome. However, DPA reiterates that any experience precincts or spaces should be universally accessible and co-designed in partnership with disabled people and our organisations. As part of this process, we

³ Schulte, C. (2020, March 28). People With Disabilities Needed in Fight Against Climate Change. Retrieved from <https://www.hrw.org/news/2020/05/28/people-disabilities-needed-fight-against-climate-change#:~:text=People%20with%20disabilities%20are%20at,said%20in%20a%20recent%20report.>

would like to see support for experience precincts/spaces and events created by the disabled community that celebrate the disability community.

United Nations Convention on the Rights of Persons with Disabilities (UNCRPD)

The UNCRPD Articles most relevant to our submission are:

- Article 4.3 Involving disabled people and our organisations in decisions that affect us
- Article 9: Accessibility
- Article 19: Living independently and being included in the community
- Article 20: Personal mobility
- Article 24: Education
- Article 27: Work and employment
- Article 28: Adequate standard of living and social protection

The New Zealand Disability Strategy 2016-2026 outcomes most relevant to our submission are:

- Outcome 1: Education
- Outcome 2: Employment and social security
- Outcome 5: Accessibility
- Outcome 6: Attitudes

Wider impact on Disabled People

DPA believes that having more disabled people as both earners and consumers will contribute to lifting economic growth as, for example, it was estimated by the NZ Institute of Economic Research in 2017 that the removal of accessibility and other barriers to our economic participation could boost national GDP by an estimated \$1.4 billion per year.

That is why having disabled people as full participants within Wellington's economy and recognising our value will be beneficial for the city in terms of its annual GDP.

Our specific recommendations are designed to help realise this goal.

DPA's recommendations

Recommendation 1: DPA recommends that Council engage with disabled people's organisations, such as DPA, around the potential role they can play in helping bring disabled-led employment programmes into the Greater Wellington region and in partnering with it as a vocational/employment choice for disabled people alongside existing programmes.

Recommendation 2: DPA recommends that disabled people should have the option of being part of paid internship and apprenticeship programmes offered by Council and industry partners. The public sector should set a standard of best practice in the employment of disabled people that encourages the private sector to do so. DPA also fully supports partnering with government agencies, the private sector and mana whenua to better support young people and older people into careers and tailor these services to better serve these communities.

Recommendation 3: DPA recommends that Council should include mature/older workers, including those who identify as disabled people, in any initiatives to develop career pathways for disabled people and other employment disadvantaged groups.

Recommendation 4: DPA recommends that Council should engage in discussions around the creation of a circular economy with both DPA and other disabled people's organisations being involved.

Recommendation 5: DPA recommends that Council engages in social procurement with disabled person-led enterprises. It is particularly important to engage with disabled Māori to ensure self-determination in employment outcomes for tangata whaikaha and to promote Māori-led enterprises as outlined in the strategy.

Recommendation 6: DPA recommends that Council should support disabled person-owned and/or led digital start-up ventures, especially those which are dedicated to removing the digital barriers facing disabled people.

Recommendation 7: DPA recommends that Council, working in partnership with disabled people and our organisations, should reach out to the local business community to remove the barriers within the built and physical environment and to

also improve the responsiveness of the local private sector towards disabled people as both customers and/or employees.

Recommendation 8: DPA recommends that Council create opportunities for disabled people to create experience precincts/spaces and events that celebrate the disability community which celebrate the contributions that disabled people make to both Wellington and Aotearoa.

Conclusion

Overall, DPA welcomes this strategy as the beginning of a journey towards greater economic participation and prosperity for all Wellingtonians. Disabled people should be involved as full partners in this journey as employees, business owners and customers. All the barriers which prevent us from being full participants in the city's economy should be gradually removed so that we can play our full role as equal partners and citizens. Both the Regional Policy Advisor/Acting Wellington Kaituitui and Kaitohtohu Whakawhanake – Research and Development Advisor are available to be reached out to over this strategy and for any hearings associated with it.