
REPORT 3
(1215/52/IM)

DIGITAL STRATEGY – REPORT BACK FROM CONSULTATION

1. Purpose of Report

This report recommends that SPC refers the Digital Strategy to Council for adoption.

The Digital Strategy suggests that we undertake a series of activities to significantly increase creative digital activity and visibility in Wellington with the aim of gaining global recognition as a creative digital city. It outlines activities that are proposed over the next two years, some of which can be undertaken within existing resources and in partnership with others, and some that are proposed to be included in the 2012/22 Long Term Plan deliberations as new initiatives.

2. Executive Summary

Consistent with work on the Toward2040: Smart Green Wellington to position the city for the future, officers have investigated how Wellington can leverage off its creative reputation and the digital head start we have as a city, through the development and implementation of a Digital Strategy.

Substantial targeted engagement was undertaken in the formation of the draft Strategy, including an ICT forum hosted by the Mayor. Combined with targeted engagement during the consultation period undertaken between June and August 2011, there is broad awareness and support for it throughout the digital sector.

Feedback from meetings, discussions and submissions have been incorporated in the proposed final Strategy document (**attached**), and have informed the development of an implementation plan that is outlined in the final Strategy. Many of the activities can be undertaken within existing resources and in partnership with others. Some of the activities have budget implications and officers propose that these be developed for consideration as new initiatives as part of the 2012/22 Long Term Plan deliberations

3. Recommendations

Officers recommend that the Strategy and Policy Committee:

1. *Receive the information*
2. *Note the written submissions on the draft Digital Strategy, attached as Appendix 2 to this report, and the individuals and organisations consulted with during engagement on the draft Digital Strategy as outlined in section 5.3 of this report.*
3. *Note that the attached Digital Strategy incorporates changes as a result of the following specific points developed from public feedback:*

Content-related edits

- i) *Acknowledgement that implementation of the Strategy has the ability to increase older peoples' contribution to economic outcomes in the city as well as people with accessibility difficulties.*
- ii) *Outline how it will affect specific groups of people if it becomes reality.*

The additional of an action plan, including input to

- iii) *increase the visibility and promotion of Wellington's digital sector*
 - iv) *increase the variety of events relating to the use of digital technology*
 - v) *get internet access into Makara*
 - vi) *make sure communities have access, especially communities that are currently underserved*
 - vii) *work together to find ways to help the innovative companies and talented people in the city stay and grow successfully in Wellington City.*
4. *Agree to delegate to the Chief Executive and the ICT Portfolio leader the authority to make changes to the Digital Strategy required as a result of the decisions of this Committee*
 5. *Recommend to Council that it:*
 - a. *adopt the Digital Strategy (attached as Appendix 1 to this report)*
 - b. *delegate to the Chief Executive and the ICT Portfolio leader the authority to make any changes to the Digital Strategy required as a result of the decisions of Council*

- c. *agree that officers should move to implement the actions set out the Strategy, subject to recommendation 5(d)*
- d. *agree that those actions with budget implications (as indicated in the **attached** Strategy) be developed as new initiatives for consideration in the 2012/12 draft Long Term Plan deliberations*
- e. *agree that the actions to implement the Digital Strategy be reviewed in time to inform the 2015/25 Long Term Plan.*

4. Background

In 2006 Council developed an ICT policy to inform Councils ICT contribution to e-government, e-democracy and to the city's economic development.

In deciding whether to refresh or review this policy, there was a sense that a better opportunity existed, to establish a city Digital Strategy in the context of Wellington2040. The digital area has been identified as one of potential significant future strength for Wellington, particularly in response to the 'i-city' megatrend identified by the Wellington 2040 research.

The Councillor workshop on economic priorities to 2015 held in May 2011 identified the challenge of generating jobs and investment in Wellington. Officers consider the digital area is one that the Council can, working in partnership with the sector, develop to evolve Wellington to be a creative digital city.

The steps taken to date in establishing a Digital Strategy for Wellington have involved:

- Establishing the current strengths of Wellington's digital sector
- Establishing what differentiates Wellington digital culture from other cities
- Finding out what we are doing well and what the barriers are to doing more of those things
- Collating ideas from the sector for making Wellington stand out from other cities as a place of digital innovation.
- Publishing a Draft Digital Strategy, approved for consultation by SPC Committee on 9 June 2011
- Further engagement on the draft Strategy between June and August 2011
- Analysing feedback and adjusting the Strategy, with an emphasis on the development of actions to begin implementing the Strategy – the subject of this paper.

5. Discussion

5.1 Why a Digital Strategy?

The development of a Digital Strategy allows Wellington as a city to focus investment and effort in order to exploit our strengths and leverage off those of other New Zealand cities.

As a small city that is a significant distance from global markets, we need to be very clear about what we are good at and how we differentiate ourselves from other cities around the world as well as other cities around the globe.

Our ongoing economic success is reliant on us being able to punch above our weight. The best way to do this is to make sure we avoid trying to be best at everything and focus our efforts where our natural strengths lie. This about understanding what we do well and creating an environment for activities aligned with our strengths to thrive.

The Digital Strategy seeks to articulate an agreement of what those strengths are and what needs to be done to create the best environment for success.

5.2 What is the Digital Sector?

For the purpose of this strategy we have loosely considered the digital sector to include digital infrastructure, web design, screen, gaming, application development, digital art, digital sculpture, digital display, coding and anything else that uses data technology as a foundation.

The Grow Wellington Regional Outlook report released in 2009 states:

The sector employed 4,000 FTEs in 2008, or 1.8 percent of the Regional workforce. These workers produced 3.7 percent of GDP (\$844 million), suggesting an average labour productivity far higher than the Regional average.

5.3 Consultation and Engagement

We engaged on the draft Digital Strategy alongside Wellington2040. The draft Strategy was added to the Wellington2040 Website and was available in print form along with Wellington2040 material throughout the engagement period.

We received 19 written submissions, which are **attached** as Appendix 2 to this report. In addition, officers met and discussed the Strategy with the following individuals and organisations:

Organisation	Name
Bizdojo	Inas Duvnjak

Organisation	Name
	Nick Shewring
Catalyst	Daniel Spector*
Chorus	Graeme Delaney
CityLink	John Heard
	Patrick Sharp
	David Struthers
	Brian Phillips
Clicke Suite	Emily Loughlan
Computers In Homes	Filemoni Timoteo*
	Mike Usmar
	Di Das
	Laurence Zwimpfer
Creative HQ	Steve O'Connor
Crown Fibre Holdings	Rowen McMahon
	Anna Verboeket
Digital Consultant	Bert Aldridge
DNA	David Clearwater
Downstage	Hilary Beaton
Future Steps	Dr J Morgan Williams
Gen-i	Jim Lindsay
	Tom Le Grice
Geospatial Custodian, Land Information New Zealand	Kevin Sweeney
Gravelroad	Neil de Wit*
	Paul Desborough
Greater Wellington Regional Council	Paul Kos*
	Melanie Thornton
	Daran Ponter
Greenbutton	Chris Teeling
Greenstone Treasures	Bill Rawiri
Grow Wellington	Sven Pannel
	Nigel Kirkpatrick*
Haines	Damian Sainsbury
InternetNZ	Vikram Kumar
Klickex	Ross Peat
Letting Space	Sophie Jerram
	Mark Amery
LINZ	Mary Sue Severn
MED	Brad Ward
MusicHype and 3months	Nick Rowney
NZ Post	Barry Polley
NZRise	Brian Calhoun*
Opposition ICT Spokesperson	Clare Curren

Organisation	Name
Porirua Council	Chris Lipscombe
ProjectKit	Kit O'Connor
REANNZ Science Network	Donald Clarke*
Science Media	Peter Griffin
Shift	Brian Smith
StoryBox	Richard Appierdo
	Mark Westerby
Summer of Tech	Ruth McDavitt
TeamTalk	David Ware
Telecom	Paul Leslie
Telecom Wholesale	Andrew Thrift
TradeMe	Alex Fala
TUANZ	Paul Brislen
	Katherine Hall
VicLink	Sophie Howard
Victoria University	Sam Hoben
	Stuart Haseldon
	Diane Brand
	Peter Thirkil
	Simon Fraser
	John Hine
	Nigel Bates
Voco	John Wallace
	Vaughan Baker
Web Fund	Dave Moskovitz
Webstock	Mike Brown
	Natasha Lampard
Wellington ICT	Noel Mendoza
Wellington MP	Grant Robinson
MacDiarmid Institute	Paul Callaghan*

*these individuals and organisations also provided written submissions.

The feedback received from the meetings and submissions indicate a strong desire to increase the visibility and promotion of Wellington's digital sector; increase the variety of events relating to the use of digital technology; and to work together to find ways to help the innovative companies and talented people in the city stay and grow successfully in Wellington City. The actions we propose undertaking over the next two years are a reflection of this.

There were submissions from groups that have accessibility issues associated with disability or aging who submitted that the Strategy has the ability to increase their contribution to economic outcomes in the city. We have altered some of the wording in the strategy to reflect this.

We also received advice that the Strategy could be improved by outlining how it will affect specific groups of people if it becomes reality. We have inserted a paragraph in the 'aim' to partly achieve this without considerably lengthening the document.

5.4 Where do we start?

It is envisaged that the roles of Council will focus largely on enabling, promotion, and leadership. The expertise for a number of the proposed initiatives lie outside Council, but it is appropriate that Council is aware of barriers to implementation and act wherever possible to enable the best outcomes for Wellington City.

As a result of engagement conversations, officers have developed proposed actions under each of the 3 focus areas for the Strategy – *Make Wellington the place where talent wants to live; Inspire shared knowledge and development of ideas and creativity; and Make Wellington a world-leading place for Digital activity.*

Many of the actions can be undertaken within existing resources, and in partnership with others, such as Grow Wellington, tertiary providers and the private sector. Some actions will require new resources – these have been indicated in the attached Strategy - and officers propose that these be developed as new initiatives for consideration in the 2012/22 Long Term Plan deliberations.

Examples of the actions are:

- Call for submissions for a world-class digital art instalment in Wellington to reflect our commitment to being a creative digital city
- Bid for international conferences and events that will enhance Wellington's digital reputation – such as the Digital Earth Summit that Wellington City Council successfully secured for 2012 in partnership with LINZ
- Investigate opportunities to encourage more international investors to locate in Wellington or take a commercial interest in Wellington digital businesses
- Work with the region, Crown Fibre Holdings and Chorus to get Ultra Fast Broadband rolled out quickly in high priority areas in Wellington
- Look at piloting GIS data modelling of the city to collate information that will assist emergency services and disaster recovery organisations in the event of disaster.

5.5 Financial Considerations

Officers propose that actions with budget implications be developed as new initiatives for consideration as part of the 2012/22 Long Term Plan

deliberations. Several actions can be undertaken, or led by Council in partnership with others, within existing resources.

5.6 *Climate Change Impacts and Considerations*

The draft strategy proposes measures that would potentially reduce our city's climate change impact over time. Digital business and activity is generally considered to be a means of reducing harmful emissions from economic activity over time.

5.7 *Long-Term Council Community Plan Considerations*

The Digital Strategy would inform Council's Long-Term Plan – see section 5.5.

6. Conclusion

The draft Digital strategy has been compiled by pulling together ideas, thoughts, plans and issues from people working in a range of areas across the sector.

There has been a great deal of encouragement and enthusiasm from the people and organisations that we have talked to – they overwhelmingly endorse the Council showing leadership by developing the Strategy, and look forward to being involved in its implementation.

Contact Officer: *Philippa Bowron, Senior Strategy Advisor*

Supporting Information

1) Strategic Fit / Strategic Outcome

The Digital Strategy proposes an evolution to a Creative Digital Capital providing options for progression for our artists and creative's as well as developing and retaining talented technology people in the city.

It is consistent with and complementary to the Wellington 2040 project and with the outcomes of the Councillors workshop on economic priorities to 2015.

2) LTCCP/Annual Plan reference and long term financial impact

The Strategy will inform the priorities and new initiatives in the 2012/22 Long Term Plan.

3) Treaty of Waitangi considerations

N/A

4) Decision-Making

The Digital Strategy seeks inform council in its decision making, and is not a Significant decision.

5) Consultation

a) General Consultation

*Consultation has been undertaken with the sector as outlined in section 5.3 of this report. Written submissions are **attached** as Appendix 2.*

b) Consultation with Maori

No targeted consultation with mana whenua in this engagement period, however we have had previous discussion with mana whenua in the context of Wellington 2040 and the Smart Green direction

6) Legal Implications

There are no legal implications.

7) Consistency with existing policy

The Digital Strategy is a review of and replaces the Council's ICT policy document agreed in 2006, expanded to encompass more activity and a view of the city's digital sector.