Economic Wellbeing Strategy – Action Plan

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| **CODE** | **Description** | **Delivery Agency** |
|  | **Outcome 1: Sustainable Business and Career Pathways** |  |
|  | *We aim to enable Wellingtonians to have equal opportunities to find meaningful, fairly paid and inclusive work* |  |
| **1.1** | **Priority Actions** |  |
| 1.1.1 | **Career Matching** – Connecting educators and employers to develop the right skills for the city and provide opportunities for students gain experience. | WellingtonNZ |
| 1.1.2 | **Practice what we preach** – Ensure council’s procurement strategies, career pathways, sustainability practices and activity programmes are supporting the delivery of the Economic Wellbeing Strategy. | WCC |
| **1.2** | **Additional Actions** |  |
| 1.2.1 | Work with education and construction sectors to close skills gaps in construction. | WellingtonNZ |
| 1.2.2 | Undertake research to understand the drivers for students coming to Wellington and for choosing to leave or stay when entering the workforce. | WCC |
| 1.2.3 | Advocate across all industries for the development of skills which will be fit for the future circular and zero carbon economy. | WCC / WNZ |
| 1.2.4 | Build strong relationships with tertiary education providers to support education aspirations and enhance Wellington's reputation as a city that welcomes students. | WCC |
| 1.2.5 | Offer new students and families a ‘Welcome to Wellington’ package. Workshop with students to work out what? | WCC / WNZ |
| 1.2.6 | 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. | WellingtonNZ |
| 1.2.7 | 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: Transitioning to a zero carbon circular economy** |  |
|  | *We aim to be regenerative by design* |  |
| **2.1** | **Priority Actions** |  |
| 2.1.1 | **Co-create business sector plans** – Work with business sectors to develop a plan for the sector including transitioning to a circular economy. | Council |
| 2.1.2 | **Partner with Māori and mana whenua** – Partner to build the Māori economy, and explore a Māori worldview of a circular economy. | Council |
| **2.2** | **Additional Actions** |  |
| 2.2.1 | Identify and measure progress against the doughnut economics model. | Council |
| 2.2.2 | Advocate for Central Government to enable business support funding incentives for businesses committed to a circular economic model. | Council |
| 2.1.3 | Advocate to central government to develop policies and programmes to transition to a circular economy. | Council |
| 2.2.3 | Develop a business and investment attraction strategy and action plan. | WellingtonNZ |
| 2.2.4 | Celebrate local business success stories which contribute to a circular economy. | WellingtonNZ / Council |
| 2.2.5 | Evolve Wellington’s placemaking storytelling to amplify examples of progressive businesses making positive change and enhance Wellington City’s brand. | WellingtonNZ / Council |
| 2.2.6 | Develop and deliver a plan to attract business events and exhibitions and visitors to our city and the new convention and exhibition centre (Tākina). | WellingtonNZ |
| 2.2.7 | Deliver Wellington City’s Destination Management Plan through WNZ and contribute to the Wellington Region Economic Development Plan and Wairarapa Destination Management Plan. | WellingtonNZ |
| 2.2.9 | Facilitate sustainable job creation through an inclusive local procurement approach that enables local eco-systems for Māori & Pasifika, disabled community and local businesses, and enables circular economy practices. | WCC |
|  | **Outcome 3: A Business-Friendly City** |  |
|  | *We aim to be Aotearoa New Zealand’s city partner of choice for businesses, investors and developers* |  |
| **3.1** | **Priority Actions** |  |
| 3.1.1 | **City champions** – Find business leaders across the city that can engage strategically with Council staff and lead the city narrative. | Council |
| 3.1.2 | **Building business relationships** – Build enduring relationships with businesses throughout the city, providing opportunity to listen and help navigate within the council departments. | Council |
| 3.1.3 | **Nurture small businesses** – Provide assistance through tailored training and transitioning to a post-covid circular economy. | WNZ / Council |
| 3.1.4 | **Become customer-centric** – Deliver customer-centric Council processes, systems and interactions. Co-design Council services with relevant and diverse business communities. Streamline business-targeted Council processes where possible. | Council |
| 3.1.5 | **Advocate for insurance improvements –** Work with the Wellington business community and Wellington NZ to advocate for better insurance outcomes. | Council |
| **3.2** | **Additional Actions** |  |
| 3.2.1 | Investigate new and innovative ways to support local businesses with strong growth potential. | WNZ & Creative HQ |
| 3.2.2 | Work proactively with Central Government to amplify business support and research and development (R&D) programmes. | WNZ & Creative HQ |
| 3.2.3 | Partner with business and industry organisations to host events and showcase talent to our national and international counterparts and audiences. | WNZ |
| 3.2.4 | Enhance incubation and acceleration services to businesses. | WNZ |
| 3.2.5 | Identify the culture shift required to become more business friendly. | Council |
| 3.2.6 | Establish business research panel. | Council |
| 3.2.7 | Foster our relationship with Seoul to build trade partnership in the creative tech, film and gaming sectors. | Council |
| 3.2.8 | Review the International Relations Strategy to establish clear goals for our international relationships to deliver a circular economy. | Council |
| 3.2.9 | Collaborate and share knowledge related to relevant issues such as Covid-19 response and developing a circular economy learning and development. | Council |
|  | **Outcome 4: Centre of Creativity and Digital Innovation** |  |
|  | *We aim to be Aotearoa New Zealand’s  centre for creativity and innovation* |  |
| **4.1** | **Priority Actions** |  |
| 4.1.1 | **Nurture small businesses** – Provide assistance through tailored training and transitioning to a post-covid circular economy. Broaden the reach of targeted programmes to assist emerging digital tech companies to scale up. | Council / WNZ |
| 4.1.2 | **Vital venues** – Redevelop Opera House to meet audience needs for a wider mix of entertainment, including filling the need for a mid-sized venue and the TSB arena into Wellington’s premium arena, to stage a wider mix of performance events and provide an enhanced customer experience. | Council / WNZ |
| **4.2** | **Additional Actions** |  |
| 4.2.1 | Develop sector profiles to understand future potential (underway). | Council / WNZ |
| 4.2.2 | Broaden the reach of targeted programmes to support emerging digital tech companies to scale up. | WNZ |
| 4.2.3 | Explore opportunities for science and innovation to co-locate and commercialise their research. | WNZ |
| 4.2.4 | Research the benefits and opportunities of sector hubs and shared services models. | WNZ |
| 4.2.5 | Advocate to central government for tax incentives that ensure our city is competitive in the global film and gaming markets. | Council |
| 4.2.6 | Attract investment in the sector as necessary to support early-stage investment in emerging digital businesses. | WNZ |
| 4.2.7 | Review Council’s Open Data approach to make more data available in more formats. | Council |
| 4.2.8 | Support Screen Wellington to deliver on the Screen Strategy and build industry partnerships and work programmes. | Council / WNZ |
| 4.2.9 | 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 |
| 4.2.10 | Advocate for faster broadband upload – download speeds especially in business areas. | Council |
| 4.2.11 | Invest in major events across all our venues to drive visitors, brand and social outcomes. | WellingtonNZ / Council |
| 4.2.12 | Work with mana whenua to enhance the Wellington narrative to embed mana whenua viewpoints and drive visitation to local venues including Wellington Museum, Zealandia, Te Aro Pa, etc. | Experience Wellington / Te Wharewaka / mana whenua |
| 4.2.13 | Partner with Te Matarau a Maui and mana whenua to enable authentic storytelling. | WellingtonNZ |
| 4.2.14 | Partner with Te Matarau a Maui and mana whenua to build capability of Māori in digital technology | WellingtonNZ |
|  | **Outcome 5: Celebrate our Capital City Status** |  |
|  | *We aim to raise the profile of our Capital City* |  |
| **5.1** | **Priority Actions** |  |
| 5.1.1 | **Capital connection** – Work alongside central government agencies to develop education tourism events and products. | Council / Experience Wellington / Tertiary Providers |
| **5.2** | **Additional Actions** |  |
| 5.2.1 | Partner with mana whenua, heritage bodies, government institutions and the creative sector to make our Capital identity stories more accessible. Part of destination management plan (hero project) | Council / WNZ |
| 5.2.2 | Work with Queer and Rainbow organisations to share stories and provide platforms to enable visibility. | WCC |
| 5.2.3 | Tell the stories related to Parliament and our world-leading social legislation that supports the UNESCO World Heritage status initiative for the Parliamentary precinct. (in application) | Council / WNZ |
| 5.2.4 | Leverage Wellington's climate action reputation and profile the innovative businesses leading the way. | WNZ / Council |
| 5.2.5 | Work better together with other councils in the region to leverage our proximity to central government to influence decision-making. | Council / WNZ / GW |
| 5.2.6 | Promote 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: 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* |  |
| **6.1** | **Priority Actions** |  |
| 6.1.1 | **A Curated City** – Provide strategic overview and coordination. Share a compelling vision for the regeneration of the city centre, collaborate to drive action, investment and engagement, and mitigate the impact on businesses whilst work takes place. | Council |
| **6.2** | **Additional Actions** |  |
| 6.2.1 | Develop central city and suburban centre regeneration plans, including exploring an entertainment, artisan and retail experience precinct programme. | Council |
| 6.2.2 | Develop a night-time economy plan. | Council |
| 6.2.3 | Invest in a year-round events programme that consistently encourages visitation and spend to our city, including local events, that add to the city's vibrancy and build Wellington's reputation. | Council / WNZ |
| 6.2.4 | Investigate developing a weather resilient space/s for farmers/artisan markets, could include indoor playgrounds for kids. | Council |
| 6.2.5 | Explore opportunities to activate empty buildings and shop fronts and consider the most critical locations for retail and hospitality activities. | Council |
| 6.2.6 | Increase targeted regular street cleaning, maintenance and beautification activity of the city centre to ensure it remains an attractive destination. | Council |
| 6.2.7 | Review all economic grant funding to ensure it is structured to deliver best outcomes for the Wellbeing of our local business communities. | Council / WNZ |
| 6.2.8 | Collaborate with mana whenua and creatives to identify and activate through Te Ao Māori and Te Reo, including Tākina, Te Ngākau Civic Square, Te Matapihi and Te Aro Pa. | Council |
| 6.2.9 | Ensure the Courtney Pl entertainment precinct is enhanced to make it more attractive and safe for locals and visitors. | Council |
| 6.2.10 | Broaden relationships and foster connections to widen representation of creative communities and develop a range of event offerings and use of spaces | Council |
| 6.2.11 | Work with businesses to connect with the arts and creative sector to enable collaboration projects and commissioning’s | Council |
| 6.2.12 | Leverage our laneways programme to develop social spaces and playgrounds and provide enabling support to businesses do the same | Council |
| 6.2.13 | Collaborate with arts and culture sector to embed climate action into bring climate action and sustainability into life | Council |
| 6.2.14 | Development response plan to proactively mitigate negative impacts on residents and businesses from major infrastructure and development | Council |
| 6.2.15 | Taking a precinct approach to collaborating with businesses to ensure character of areas and businesses and communities thrive. | Council |
| 6.2.16 | Expand Poneke Promise and ensure the Poneke Promise has input from businesses. | Council |