

# Our Strategic Approach

## WHY WE DO WHAT WE DO.

Wellington is on a roll. We're a city with great character, a dynamic environment, thriving cultural and artistic life, superb parks and urban spaces, outstanding events and attractions, and a business sector that is performing well and creating jobs.

Our role as a Council is to maintain these advantages and help build new ones, in line with the wishes of the people of Wellington. That's what this plan is about.

## VISION

Our overall vision is to position our city as Creative Wellington – Innovation Capital: a positive, globally competitive city that's a great place to live, visit and do business.

This vision is supported by several guiding principles:

- city foundations – providing excellent infrastructure and facilities, including an efficient transport system
- sustainability – ensuring our actions today don't compromise the future well-being of the city or its residents
- quality of life – nurturing a city environment that makes Wellington a great place to live, work and play

- sense of place – preserving and enhancing all that makes Wellington special, such as its dramatic scenery and its compact urban form
- international competitiveness – making Wellington a world-class place to live, work, visit, invest and do business in, and helping maintain its 'edge' as a creative city
- collaborative leadership – working in partnership with other organisations to achieve our aims.

Our vision guides our decisions about the services we provide and the projects we support.

## HOW WE DECIDE WHICH PROJECTS TO SUPPORT

In determining which projects to support for 2005/06, we took a strategic approach. We reviewed our existing services to ensure they were providing value for money and benefit to residents. We considered the need to manage the city's finances and assets prudently. And for each new proposal, we considered:

- its overall contribution to the social, cultural, environmental and economic well-being of Wellington and its people
- its contribution to our vision for Wellington

- its consistency with current Council policies
- whether it is needed to fulfil contractual or legal obligations
- how urgent it is – whether we'll achieve more benefits or reduce costs by implementing it in 2005/06 instead of deferring it
- its relationship to existing Council initiatives and levels of service
- how much it costs
- what options there are for funding and delivering it
- what risks are involved
- the findings of reviews of the way we manage key assets
- the feedback we received from residents during the consultation period.