

# **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-Smail, 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

# Wellington City Youth Council

Te Rūnanga Taiohi o te Kaunihera o Pōneke

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.

## **Wellington City Youth Council**

Te Rūnanga Taiohi o te Kaunihera o Pōneke

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.

# **Wellington City Youth Council**

Te Rūnanga Taiohi o te Kaunihera o Pōneke

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.