

Waitakere City

DigitalCity.Strategy



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Harnessing the full potential of ICT in pursuit of equitable and sustainable development for all in Waitakere City.



vision

Waitakere City is a place where all citizens are able to harness the full potential of information and communication technology (ICT) in pursuit of equitable and sustainable development.

target

By 2016 all residents, businesses and communities in Waitakere City, who wish to, will have:

<i>Connection</i>	Access to a broadband connection.
<i>Confidence</i>	The skills to use ICT effectively, be information literate and can access timely, relevant and appropriate training to improve their skills.
<i>Content</i>	Access to appropriate content in a timely manner, including locally developed content, and have the skills needed to create their own content should they wish to do so.

scope

This is not a Waitakere City Council strategy. It is intended as a stakeholder “owned” document that sets outcomes and a framework for working together for all of those agencies and people involved in ICT in Waitakere City. The strategy will provide a direction to those stakeholders, including Council, in terms of their own strategies, work programmes and action plans.

background

We need to build a dynamic society and a dynamic economy that supports our economic, social and environmental goals. To do this, the Digital City Strategy focuses on:

- Waitakere City as an attractive place to live, work, do business, invest and visit.
- Investment and partnerships leading to new businesses, growing businesses and more jobs, our communities becoming better and safer places and our environment being preserved and enhanced in a sustainable way that is beneficial to all.
- At the heart of this strategy lies knowledge and innovation enabled through new technology and equitable access to that technology.

The Digital City Strategy is the result of much work already undertaken in Waitakere City. It has also been influenced by the New Zealand Government's Digital Strategy (www.digitalstrategy.govt.nz) and the Declaration of Principles from the 1st World Summit on the Information Society (www.wsis.org).

Immediate action to more fully embrace ICT is required. The cost to Waitakere City of doing nothing is great. The best evidence can be found in the widening gap between those cities, regions and countries that have embraced the information society and those that have not. It is no longer

appropriate or relevant to assume that one organisation (either public or private) can provide all of the solutions needed. Future success lies in partnerships that provide connectivity and content and help ensure all citizens have the skills they need. Opportunities will come from a wide range of sources; they will require new partnerships and new ways of working. The Digital City is a learning city where a clear vision allows new ideas to emerge, ideas to be shared, our successes to be promoted and replicated and all our actions to be evaluated.

ICT underpins much of the social, economic, environmental and cultural future of our city. This strategy provides a high-level road map for future community, business, Council and government partnerships that lead us toward achieving our vision. Having access to ICT is a key enabler for increasing productivity in business. New communication networks also mean opportunities for more flexible living, working and learning. In parallel to the increased uptake of ICT by informed users, ICT is becoming embedded in our children's futures through their schooling and future employment opportunities. A digital future is a reality. ICT provides the ability to take on a new way of living on a number of levels. The Digital City Strategy is not just about technology, it is about the provision of information and communication in an

electronic form, the benefits that can accrue from this and the changes that need to be made in the community to attain those benefits.

Waitakere City Council, along with representatives of communities and businesses, all play an integral role in promoting the Digital City Strategy, so that limited resources are focussed effectively, synergies are easily recognised, projects do not re-invent the wheel and outcomes are clearly defined, measurable and measured. We recognise that ideas for using and promoting ICT are plentiful but funding and resources are limited and achieving new projects that are sustainable in the long term can be difficult. With this in mind, this strategy lays the groundwork for a framework of collaboration, partnership and support so that long term progress can be maintained.

The Digital City Strategy defines our digital landscape. Further work is now needed to align existing programmes and projects within this framework. Adoption of the Digital City Strategy by key stakeholders requires the ideas contained in this strategy to be operationalized, in some cases by individual parties and in some cases through partnerships or other collaborative examples. Issues of governance around these public/private partnerships must be worked through.

model

To deliver the Digital City we must build on four core concepts:

<i>Our actions need focus</i>	We must concentrate our efforts and coordinate the delivery of solutions that have the greatest impact on improving ICT in Waitakere City. This will require rigorous prioritisation of projects backed up by the support and involvement of stakeholders.
<i>We have to work smarter</i>	Opportunities exist to fund and staff projects but they are often limited. By working together we can maximise the efficient use of time, people and money.
<i>We must mobilise support for change</i>	Establishing broad and effective ownership of the Digital City Strategy in Council, businesses and the community is the best way to ensure words are turned into actions and actions into results. Everyone with a stake in the future success of the city at every level must be involved and this strategy must become part of the political debate.
<i>We need to simplify and streamline</i>	Clarify roles and responsibilities and keep processes simple. Where resources are constrained a dollar spent on process can be a dollar less spent on delivery.

stakeholders

Delivering the Digital City Strategy will involve many stakeholders:

- Business
- Central government
- Community agencies and groups
- Council
- Education sector
- Individual citizens

These stakeholders will provide the ideas and resources; project skills, support services and funding. Some will provide the ideas – the spark, others will lead the implementation and many more will benefit from the outcomes both directly and indirectly. Just as every community is different and has different needs, each project will be uniquely moulded to the community it serves; ideally it will be designed by its stakeholders.

This Digital City Strategy acts as an anchor and a conduit. It will help stakeholders to foster solutions and connect diverse projects by providing a framework and direction that will assist in ensuring that projects are nurtured and supported and that knowledge and good practice is available to everyone involved right across the city. If we can connect ambition, resources and good ideas then we can transform them into lasting change. Above all the Digital City Strategy underpins a drive for stronger cohesion, working for the benefit of all.

barriers and limitations

It is inevitable that there are some areas of this strategy that will be beyond our direct control. In particular, our ability to influence telecommunications network providers is demonstrably limited. We are, at this stage at least, at the mercy of

'market forces', and are working with an inherited legislative framework that supports the dominant owner of the telecommunications network as the provider of choice.

moving forward

The next step is to facilitate consultation with stakeholders and to promote and engage them in the Digital City vision. Consultation will involve:

- Work Raft Trust
- InfoTech call to Action Forum
- Waitakere Online Editorial Board
- Waitakere City Council (including Library and Information Services)
- Enterprise Waitakere and business representatives
- Unitec New Zealand
- Central Government (to ensure alignment between the Digital City Vision and the whole-of-Government Digital Strategy)
- Telecommunications Companies (including wholesale providers and Internet Service Providers)
- Other interested community/city stakeholders
- Other interested education sector stakeholders

actions

<i>Consultation</i>	Publish the draft Digital City Strategy and facilitate feedback.
<i>Endorsement</i>	Seek support from the key stakeholders to formally recognise the Digital City Strategy and its synergies with their individual strategies, frameworks, and action plans.
<i>Promotion</i>	Promote the Digital City Vision and highlight genuine business and community needs, the solutions to those needs, the building of capabilities through the increased uptake and effective use of ICTs, and the range of products and services available.