



## ENRICHING LIVES

**Wheako Pōneke**

Experience Wellington

### ENRICHING LIVES MEANS...

Our experiences spark emotion, curiosity and reflection: connecting communities, people and ideas.

**We are proud to be the beating heart that nourishes the city and its people.**

### EXPERIENCE WELLINGTON FLOURISHES MEANS...

Our business is strong, future proofed, and true to our purpose, vision, and values.

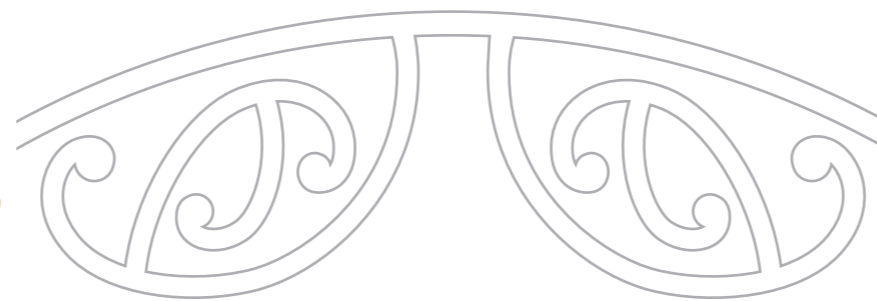
**We resource what's important for our organisation to thrive.**



## EXPERIENCE WELLINGTON FLOURISHES

**Tukua kia rere**

Allow to fly



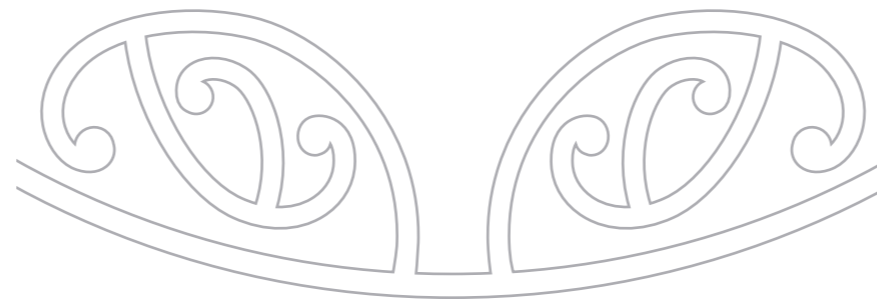
## OUR PURPOSE

Working together with and for Wellington to create remarkable experiences that generate vitality, strengthening the city we love



## OUR VISION

Engaged, curious communities



## EMBRACING TE AO MĀORI

**Ma te huruhuru te manu ka rere**

Adorn the bird with feathers so that it may fly

### EMBRACING TE AO MĀORI MEANS...

We are committed to Te Tiriti o Waitangi and support tangata whenua as kaitiaki.

**There is a Māori dimension to everything we do.**



### MAHITAHĪ MEANS...

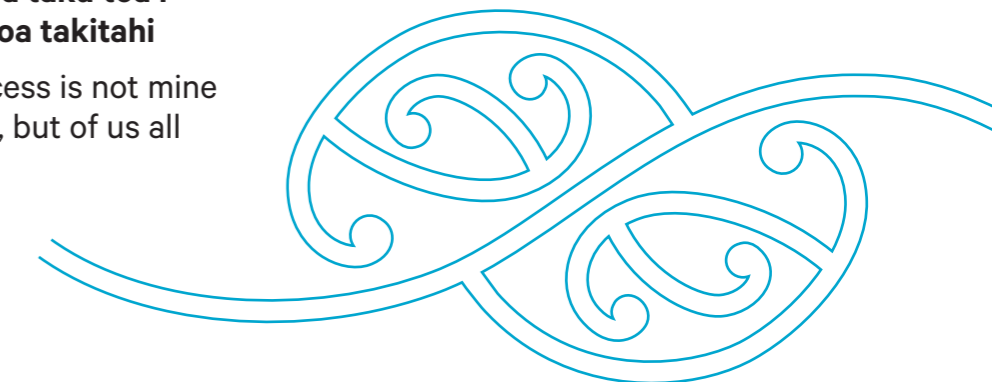
Our success comes from our combined expertise and strengths.

**We are one team who have each other's backs.**

## MAHITAHĪ

**Ehara taku toa i te toa takitahi**

My success is not mine alone, but of us all



# TE MAHERE RAUTAKI O WHEAKO PŌNEKE

Experience Wellington Strategic Plan 2021-2024



## ENRICHING LIVES

### WE ACHIEVE THIS THROUGH:

- Making connections that keep people coming back.
- Taking insightful data-driven decisions.
- Engaging with new and diverse audiences and communities.
- Being recognised as a leader in education and learning
- Taking risks and breaking new ground.

### WHAT'S DIFFERENT:

- A vibrant programme sits at the centre of our corporate planning cycle.
- Our planning is informed by our insights, vision, purpose and values; and has an 18-month lead time.
- We forge strong links with our audiences that encompass every aspect of their journey with us.
- We work purposefully across the organisation to build relationships with new and diverse audiences and communities.
- We develop a sector-leading learning offering for children and young people.

## EMBRACING TE AO MĀORI

### WE ACHIEVE THIS THROUGH:

- Developing and implementing a Māori engagement strategy.
- Building meaningful relationships with mana whenua.
- Implementing our Māori employment strategy.
- Developing and reflecting an Experience Wellington tikanga in our practices and values.

### WHAT'S DIFFERENT:

- A growing number of our experiences enable our audiences and our people to see, feel and connect with Te Ao Māori.
- Onsite and online Experience Wellington touchstones (website, signage, welcome) reflect our commitment to Te Ao Māori.
- The number of staff who identify as Māori grows.
- Te Reo, tikanga Māori and Te Tiriti o Waitangi training is in place.

#### WHAT DOES THE KŌWHAIWHAI PATTERN MEAN?

The four priorities are represented as Ngā Hau e Whā, four winds of Wellington that guide and support the sails of our waka. The winds are made of kōwhaiwhai in the kōiri pattern, which symbolises nurturing growth through reflection and discovering new ways forward.

## MAHITAHĪ

### WE ACHIEVE THIS THROUGH:

- Identifying and implementing better ways of working together as one team
- Providing ongoing opportunities for our people to achieve, develop and learn.
- Building trust and confidence in each other to deliver.
- Providing a healthy, safe, and high performing organisation for our people.

### WHAT'S DIFFERENT:

- Our staff engagement increases from 6.7 to 8.0/10.
- We have a zero-harm culture.
- The Executive Leadership Team work collectively to address issues raised via staff engagement surveys.
- New values support our mahi and our behaviours bring these to life.
- Our learning and development opportunities, internal communications and support systems are underpinned by our values and strategic plan.

## EXPERIENCE WELLINGTON FLOURISHES

### WE ACHIEVE THIS THROUGH:

- Setting smart, data-led targets that stretch us.
- Continuously improving systems and processes.
- All staff consider the financial and environmental impact of their decisions.
- Understanding and celebrating our value.
- Nurturing loyal stakeholders.

### WHAT'S DIFFERENT:

- Our business systems review is complete and delivers efficiencies for staff, stakeholders, and the bottom line.
- Our use and procurement of resources is connected across the organisation.
- Our commercial opportunities deliver maximum impact.
- We retain our Carbon Zero accreditation and reduce our waste and power consumption.
- Our stakeholders are engaged, and fundraising revenue grows.