

'In Wellington, businessman and publisher Jack Yan is competing against mayor Kerry Prendergast, who has announced she wants a fourth term, after last year saying she didn't.'

—Sunday Star-Times, April 18, 2010



An open letter, July 2010

If for one moment you've wondered what it would take to turbocharge Wellington ...

If you've seen the incremental mistakes being made year after year and thought,
no—that's not the city we want ...

If you've always wanted to take part in a political campaign for the city you love
but have always felt shut out ...

This is an invitation in the best sense of the word.

Jack Yan is in the running to be Wellington's new Mayor. In the next three months Jack will be turning his campaign over to the people of Wellington who are calling for change. In an "open source" approach to his campaign, that call is going out to you today.

Who is Jack? Jack Yan is not another professional politician. Nor is he standing for office to become yet another City Council "official". Jack is an independent, savvy go-getter with a young heart and an old head. At 37, he has been relentlessly successful in the international business of branding—be it as book author (*Beyond Branding*, London: Kogan Page 2003), font designer, speaker, business mentor or magazine publisher (*Lucire*, since 1997). From his childhood home of Rongotai, Jack offers an unmatched energy through his work ethic, his creative thinking, his design sense, his deep networks nationally and internationally, and above all, his vision and passion for the human capital and potential of Wellington.

Jack backs the judgement of the myriad professional, working and neighbourhood-based communities of Wellington to tell him what it will take to build the Wellington we want. A Wellington free of the prevailing lid on open, socially innovative and entrepreneurial thinking.

So as a Wellingtonian here's your invitation to take part in the 'open source' Back Jack campaign by visiting www.yourwellington.org

As a prompt all that's being asked for is your response to any of these simple questions.

- If you could be Mayor of Wellington for a year what would you change?
- From your point of view, what's the part of living or working in Wellington that could be celebrated more or improved most?
- What question do you most want the next Mayor of Wellington to answer?

Given the community you live and work in, you may of course want to do more to take part in changing the Mayoralty and the Council in Wellington to ensure that we move from being 'governed' to being 'represented'.

You may have creative ideas for the way the Back Jack campaign can reach more people. You may even want to offer your direct support. Every idea and every offer will be fed into the campaign.

Building the city we want begins with running the campaign you want.

From the Back Jack 2010 Team

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yourwellington.org