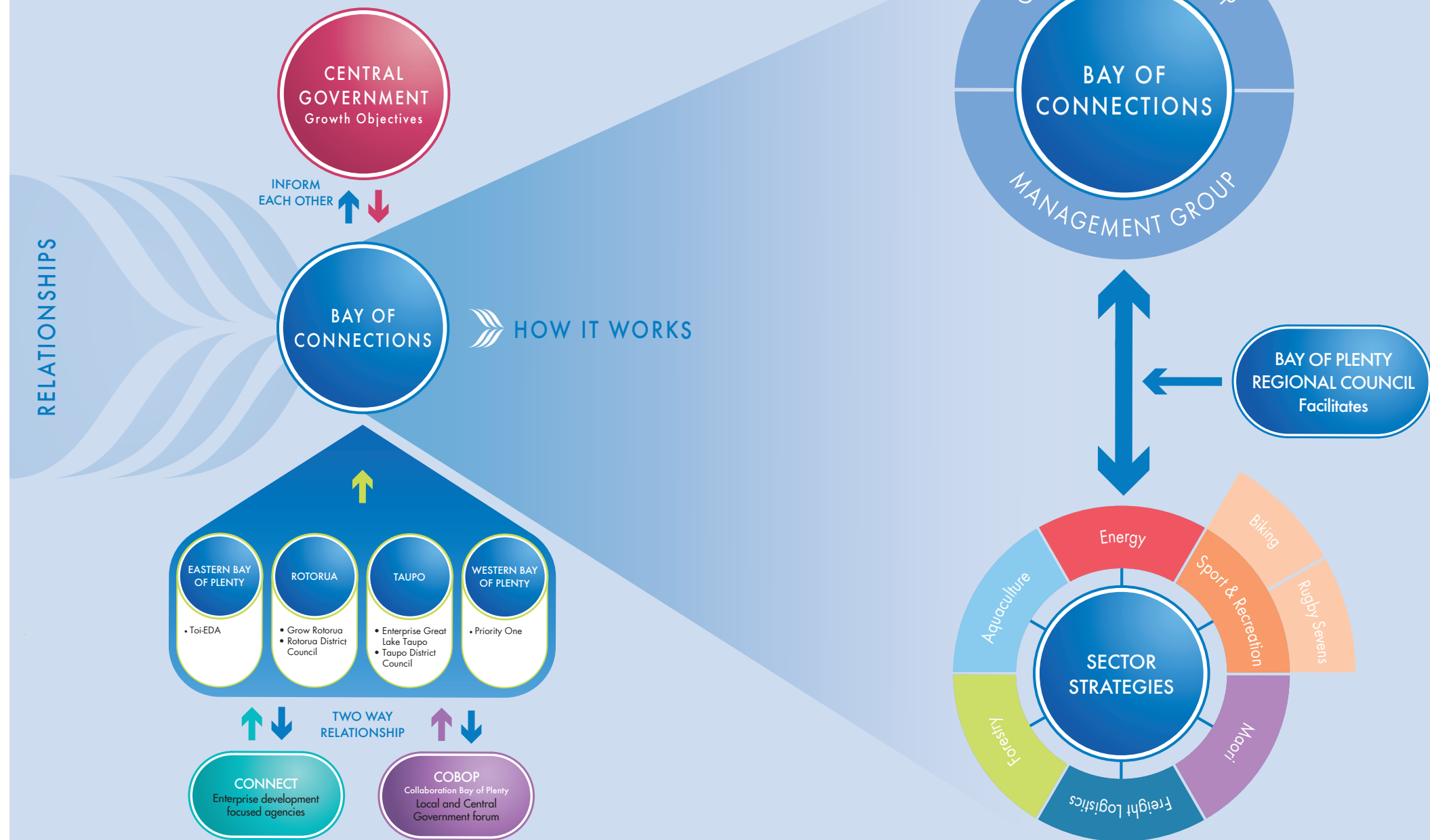


BAY OF CONNECTIONS MODEL



GOVERNANCE GROUP		MANAGEMENT GROUP		SECTOR GROUPS	
<ul style="list-style-type: none">• 3 Business• 4 Economic development• 2 Maori business• 1 Local government		<ul style="list-style-type: none">• Bay of Plenty Regional Council• 4 Economic development agencies• 1 New Zealand Trade & Enterprise		<ul style="list-style-type: none">• Aquaculture• Energy• Forestry• Freight Logistics• Sport & Recreation• Biking• Rugby Sevens• Maori	
EASTERN BAY OF PLENTY		ROTORUA		TAUPO	
TOI-EDA <i>Sub-Regional Economic Development Agency</i> <ul style="list-style-type: none">• Supporting and developing key industry sectors• Attracting people to live, work and play in the Eastern Bay• A valued and creditable resource to the region• Education & skills• Networked economy		ROTORUA SUSTAINABLE ECONOMIC GROWTH STRATEGY <i>Sub-Regional Economic Growth Strategy</i> <ul style="list-style-type: none">• Lift the reputation of Rotorua as a leader in the forest industry, tourism, geothermal and agricultural sectors to ensure Rotorua is recognised as:<ul style="list-style-type: none">- Preferred lifestyle destination- An attractive and easy place to invest and do business, and- A district with an enabling regulatory environment		ENTERPRISE GREAT LAKE TAUPO <i>Tau po Economic Development Agency</i> <ul style="list-style-type: none">• Support existing businesses• Attract or create new businesses• Create Jobs	
SMART ECONOMY <i>Sub-Regional Economic Development Strategy</i> <ul style="list-style-type: none">• Innovation & entrepreneurship• Lifestyle• Business environment• Education & skills• Networked economy					
PARTNERS		PARTNERS		PARTNERS	
<ul style="list-style-type: none">• Bay of Plenty Regional Council• COBOP• CONNECT• Eastern Bay Chamber of Commerce• Export NZ Bay of Plenty• Horticulture cluster• Kawerau District Council• Kawerau Enterprise Agency• Kawerau Industrial Symbiosis• Mataatua Assembly• Motu Trails Charitable Trust• Ngati Tuwaretoa• NZ Trade and Enterprise• Opoitiki District Council• Opoitiki Marine Advisory Group• Sustainable Business Network• Te Puni Kokiri• Te Runanga o Ngati Awa• Te Wananga o Awanuiarangi• Tourism cluster• Whakatane District Council		<ul style="list-style-type: none">• Bay of Plenty & Waikato Regional Councils• Export NZ Bay of Plenty• Grow Rotorua Ltd (Rotorua Economic Development Agency)• Iwi, including but not limited to: Pukerao Oruwhata Trust, Ngati Whakaue commercial entities, Te Arawa Lakes Trust, Te Arawa Group Holdings Ltd, Federation of Maori Authorities, Te Pumatatanga o Te Arawa Trust and other relevant Te Arawa entities• Relevant Government departments• Rotorua business community with a particular focus on the following sectors:<ul style="list-style-type: none">- Forest Industry- Tourism- Geothermal- Agriculture• Rotorua Chamber of Commerce• Rotorua District Council• Rotorua Tourism committee• Scion and other relevant science, research & development entities• Sustainable Business Network• Te Puni Kokiri• The councils, economic development agencies and relevant planning agencies of the upper North Island of NZ• Waiairiki institute of Technology and other relevant education and workplace skills providers		<ul style="list-style-type: none">• Agriculture and Aquaculture industry• CRI's – GNS Science and Scion• Department of Conservation• Destination Great Lake Taupo• EDA's and District Councils• Energy industry• Entrepreneurs and Investors• Events Capital• Export NZ Bay of Plenty• Forestry and Wood processing industry• Lake Taupo Arts Festival Trust (Erupt Events)• Maori - Iwi, hapu & land trusts• Ministry for Foreign Affairs and Trade• Ministry of Primary Industries• National Government• NZ Trade and Enterprise• Regional Councils – Bay of Plenty and Waikato• Sustainable Business Network• Taupo Chamber of Commerce• Taupo District Council• Tertiary providers – Waiairiki, Waikato Uni• Tourism Industry• Town Centre Taupo	
PARTNERS		PARTNERS		PARTNERS	
<ul style="list-style-type: none">• Ag/Hort sector• Bay of Plenty Polytechnic• Bay of Plenty Regional Council• COBOP• CONNECT• Creative Tauranga• EMA• Export NZ Bay of Plenty• Katch Katikati• Ministry of Business, Innovation & Employment• Ministry of Social Development• NZ Trade & Enterprise• Priority One• SmartGrowth• Sustainable Business Network• Tauranga Chamber of Commerce• Tauranga City Council• Te Puke Economic Development Group• Te Puni Kokiri• Tertiary Education Commission• Tertiary Partnership• Tourism Bay of Plenty• Western Bay of Plenty District Council• Tertiary Providers• Western Bay of Plenty District Council					
COBOP (Collaboration Bay of Plenty) - Local and Central Government					
PARTNERS					
<ul style="list-style-type: none">• Accident Compensation Corporation• Bay of Plenty District Health Board• Bay of Plenty Regional Council• Careers New Zealand• Department of Child, Youth and Family• Department of Conservation• Department of Corrections• Department of Inland Revenue• Department of Internal Affairs• Family & Community Services• Housing NZ Corporation• Kawerau District Council• Lakes District Health Board• Ministry for Primary Industries• Ministry of Business, Innovation and Employment• Ministry of Education• Ministry of Health• Ministry of Justice• Ministry of Social Development• Ministry of Youth Development• NZ Fire Service• NZ Police• NZ Trade and Enterprise• NZ Transport Agency• Opoitiki District Council• Rotorua District Council• Taupo District Council• Tauranga City Council• Te Puni Kokiri• Tertiary Education Commission• Western Bay of Plenty District Council• Whakatane District Council• Work and Income NZ					
CONNECT - Enterprise development focused agencies					
PARTNERS					
<ul style="list-style-type: none">• Bay of Plenty Polytechnic• Bay of Plenty Regional Council• Eastern Bay Chamber of Commerce• EMA Northern• Export NZ - Bay of Plenty		<ul style="list-style-type: none">• Grow Rotorua• Institute of Directors - Bay of Plenty• Kawerau Enterprise Agency• Maori Business Network• Ministry of Business, Innovation and Employment: Science and Innovation Group		<ul style="list-style-type: none">• Ministry of Social Development• NZ Trade and Enterprise• Priority One• Rotorua Chamber of Commerce• Rotorua District Council• Sustainable Business Network• Tauranga Chamber of Commerce• Te Puni Kokiri• Toi-EDA• Tourism Bay of Plenty• Waiairiki Institute of Technology• Western Bay of Plenty District Council	



THE BAY OF CONNECTIONS MODEL

WHAT IS THE BAY OF CONNECTIONS?

The Bay of Connections is a regional growth strategy. It is simple and aspirational. It's about having a prosperous region driven by sustainable sectors. The aim is to establish and implement sector-based strategies that generate more job growth. It's also about growing a strong and vibrant community, encouraging collaboration between business and industry, improving well-being, and encouraging innovation and leadership. And it's about identifying and capturing areas of growth and opportunity.

The Bay of Connections identifies the key strengths and areas of opportunity for the region – from both developed and developing sectors.

Sector strategies are now in place for Aquaculture, Forestry & Wood Processing, Freight Logistics, and Energy. Each strategy is developed by an industry-led advisory group. Strategies for Sport & Recreation, (including Rugby Sevens and Biking), and the Maori Economy are in development.

The Bay of Connections is seen as a successful regional economic development model. The key reason for its success is the philosophy of collaboration, co-operation and partnership that is at its heart. The concept of *connections* is the key driver with regional, national and sector-wide relationships creating new and exciting opportunities.

WHAT IS THE BAY OF CONNECTIONS REGION?

The Bay of Connections region covers the wider Bay of Plenty region, including Rotorua, Western Bay of Plenty, Eastern Bay of Plenty, and Taupo. It covers 34,000 square kilometres of land and sea.

WHO IS INVOLVED IN THE BAY OF CONNECTIONS?

The Bay of Connections is led by a Governance Group of ten members – three from business, four from the economic development agencies, two Māori business representatives and a local Government representative. The Governance Group is supported by the region's economic development agencies, councils, New Zealand Trade and Enterprise, and the Bay of Plenty Regional Council, which provides overall project leadership, advice and support to the strategy.

WHY IS IT WORKING?

The Bay of Connections provides a simple framework for the region to work together even better, to achieve greater economic growth. Together, the region has the scale to be nationally and internationally significant. Quite simply, it just makes sense to work together.

The success of the Bay of Connections is simple:

- It is industry-led, bringing together some of the strongest business leadership in the wider region
- It has strong governance and advisory groups
- A willingness to work together, and a regional, national and international perspective
- We have removed the boundaries between local regions and sectors
- The strong philosophy of collaboration, co-operation and partnership that is at its heart