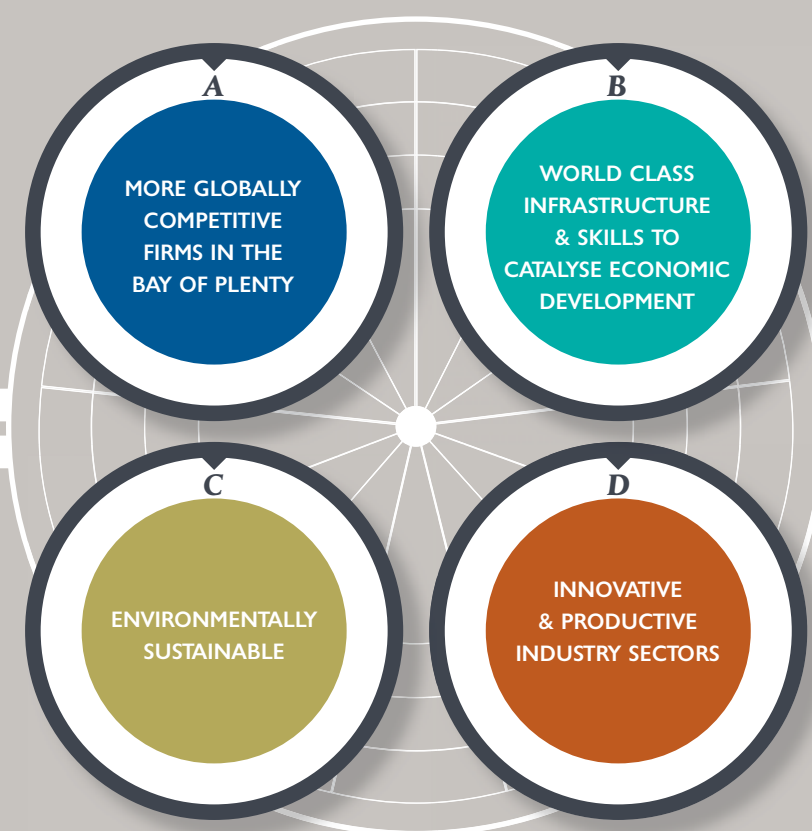


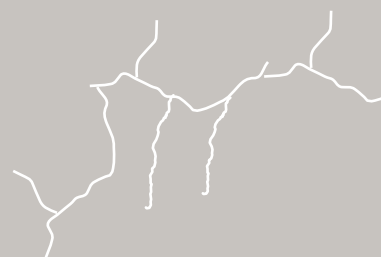
Our Key Areas of Focus

The strategy has been developed around a clear vision, mission and values supported by our four themes.

The following diagrams outline the themes:

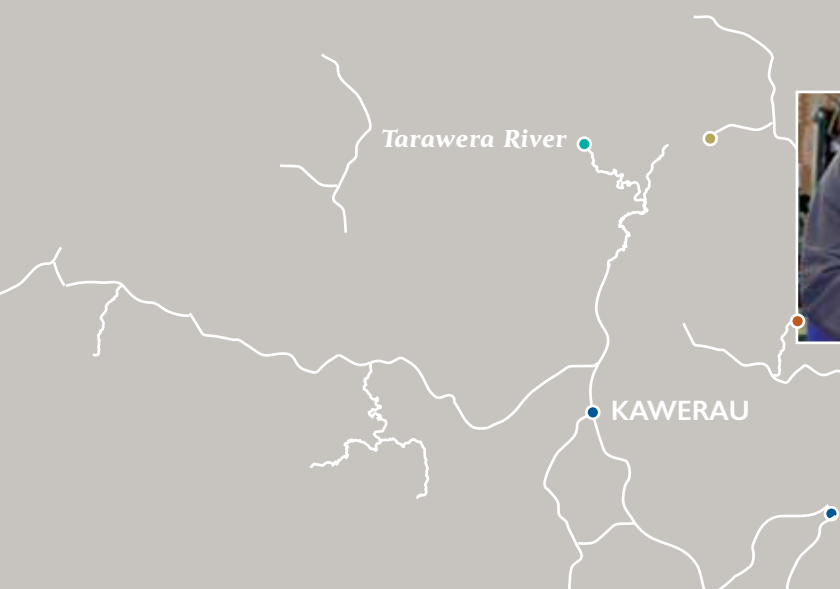
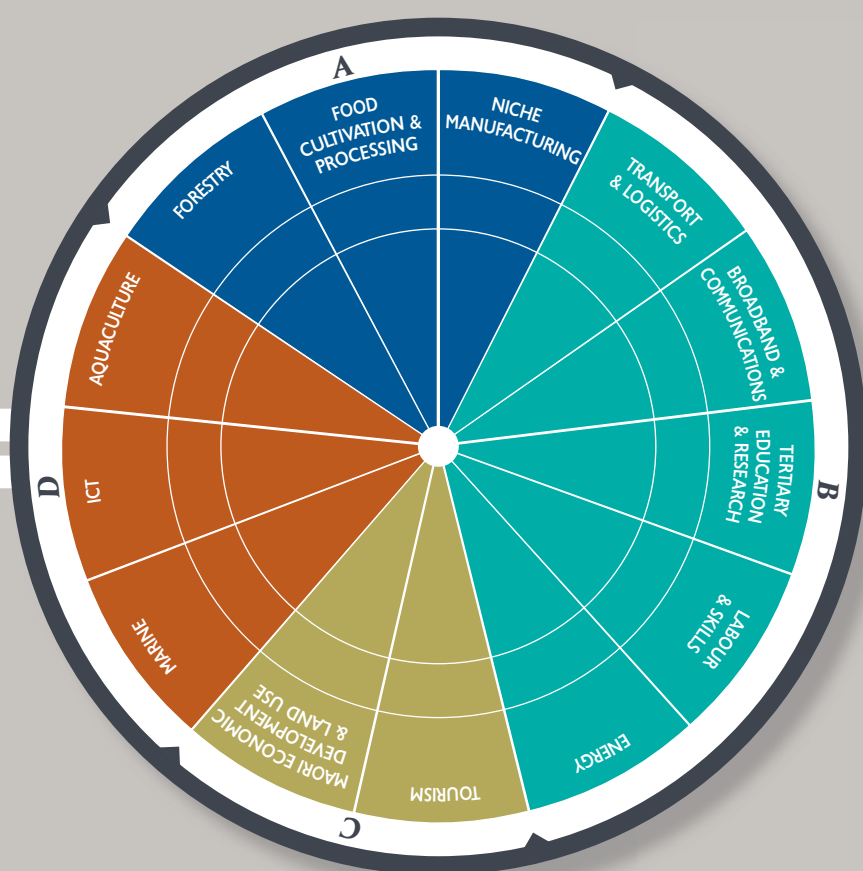


The spirit of working together that exists in the Bay of Plenty on a regional, business and community level is the foundation of our future and the further growth and development of our region.



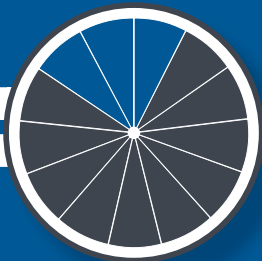
It is within these four themes that the 13 key areas of focus are allocated and which then form the basis of strategy direction and implementation.

The following diagrams outline key areas of focus:



Our Key Areas of Focus ~ Defined

A ➤ More globally competitive firms in the Bay of Plenty



FORESTRY

Alignment with Rotorua and Bay of Plenty\Biomaterials – natural materials innovation.

FOOD & CULTIVATION PROCESSING

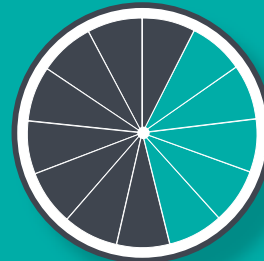
Alignment across the region. Innovation Centre (Food, Horticulture & Nutraceuticals, and Innovation Park).

NICHE MANUFACTURING

Become the centre of excellence for metallurgy. Establish an applied powder metallurgy centre with associated training facilities – likely to be at the Bay of Plenty Polytechnic.



B ➤ World class infrastructure & skills to catalyse economic development



TRANSPORT & LOGISTICS

Support the establishment of appropriate infrastructure to ensure that economic development is not constrained (ie roading, broadband, industrial land, energy, Port of Tauranga and Rotorua International Airport).

BROADBAND & COMMUNICATIONS

Support the implementation of the regional broadband project to meet the needs of business, research institutions, education providers and others.

TERTIARY EDUCATION & RESEARCH

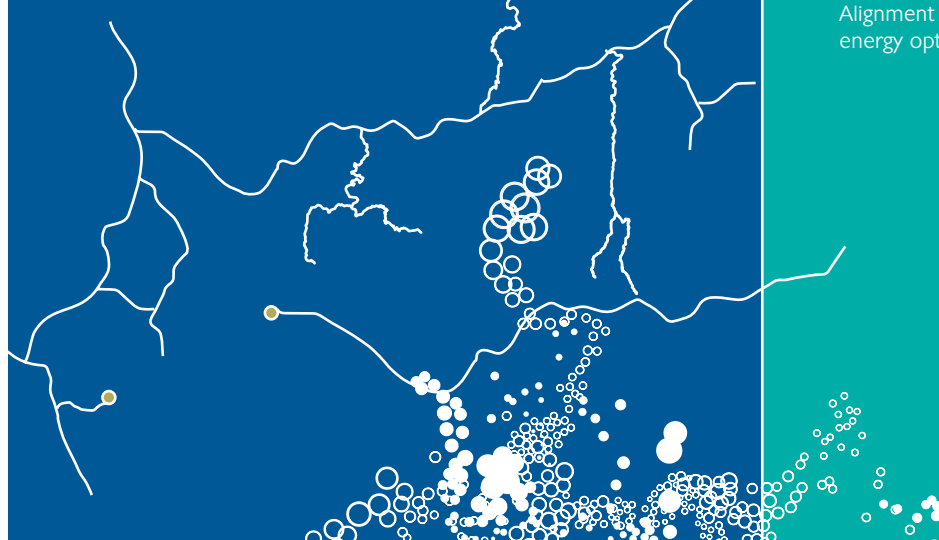
Progress the development of regional partnerships with targeted tertiary and research institutions that support and accelerate innovation and entrepreneurship and assist to internationalise the region's businesses.

LABOUR AND SKILLS

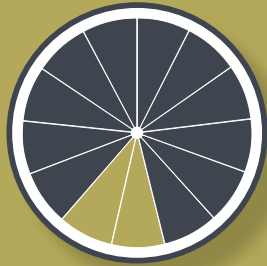
Attract and develop the required skill resource to meet industry needs. Representatives from government and the economic development agencies to set up a Bay of Plenty Skills working group and agree on a terms of reference for how we will work together on regional skills issues, agree on priority areas, and integrate the regional development work with the New Zealand Skills Strategy.

ENERGY

Alignment between the sub-regions, and investigate sustainable energy options for the future.



C *Environmentally sustainable*



TOURISM

Build on the brand being developed by Rotorua International Airport and surrounding regional tourism organisations to develop an integrated strategy.

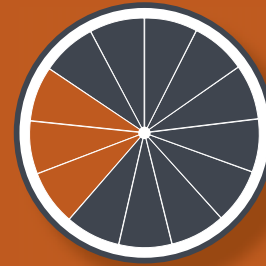
MAORI ECONOMIC DEVELOPMENT & LAND USE

Support the development of structures and skills to maximise economic growth and development for Maori, including initiatives for efficient land utilisation and energy development.

ROTORUA

Lake Rotorua

D *Innovative & productive industry sectors*



MARINE

Develop the Harbour Central Marine Precinct.

INFORMATION & COMMUNICATION TECHNOLOGY

Link ICT businesses throughout the region to maximise collaborative opportunities and stimulate business growth. Opportunities for businesses to share resources and collaborate on tenders for national and international projects.

Attract ICT research providers.

AQUACULTURE

Establish a significant Aquaculture industry in the Eastern Bay of Plenty, and investigate options for a Harbour Entrance in Opotiki.





Our Key Areas of Focus ~ Priorities

Given the range of focus areas and recognising resource limitations and that focus areas are at different stages of development, not all of them can be actioned at the same time.

Therefore a matrix has been developed to provide a general prioritisation guide for key focus areas.

The matrix has a range of criteria by which focus areas have been assessed and these include:

- national sector alignment
- existing and collective regional strengths
- readiness to progress in next 12 months
- potential economic impact

Other considerations include whether focus areas are enabling for others to proceed or are dependent on other focus areas being worked on first.

PRIORITISATION MATRIX

	A			B		
	FORESTRY	FOOD CULTIVATION & PROCESSING	NICHE MANUFACTURING	TRANSPORT & LOGISTICS	BROADBAND & COMMUNICATIONS	TERTIARY EDUCATION & RESEARCH
National Sector Alignment	2	3	2	3	3	3
Builds on existing and collective regional strengths	3	3	2	2	2	2
Readiness (Able to progress a key initiative within 12 months)	1	3	1	1	3	2
Potential Economic Impact (adding value to our commodity base)	2	3	3	2	3	3
SUB-TOTAL	8	12	8	8	11	10
OTHER CONSIDERATIONS						
Enabling (Supports delivery of key areas of focus)				✓	✓	✓
Dependencies (Reliant on minimal external factors eg., legislation, central govt funding)	✓	✓	✓		✓	

PRIORITISATION GUIDE

1 LOW

2 MEDIUM

3 HIGH

C**D**

	LABOUR & SKILLS	ENERGY	TOURISM	MAORI ECONOMIC DEVELOPMENT & LAND USE	MARINE	INFORMATION & COMMUNICATION TECHNOLOGY	AQUACULTURE
	3	2	2	3	3	3	3
	2	2	3	2	3	2	3
	3	2	2	3	3	2	3
	3	3	2	3	3	3	2
	11	9	9	11	12	10	11
	✓	✓		✓		✓	
	✓	✓	✓		✓	✓	