

Bay of Connections

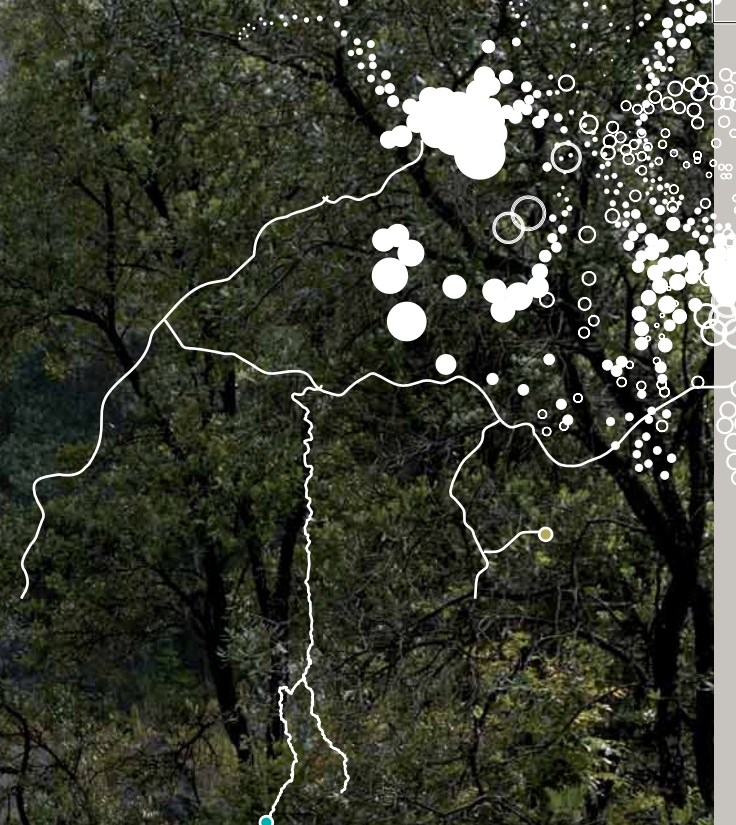
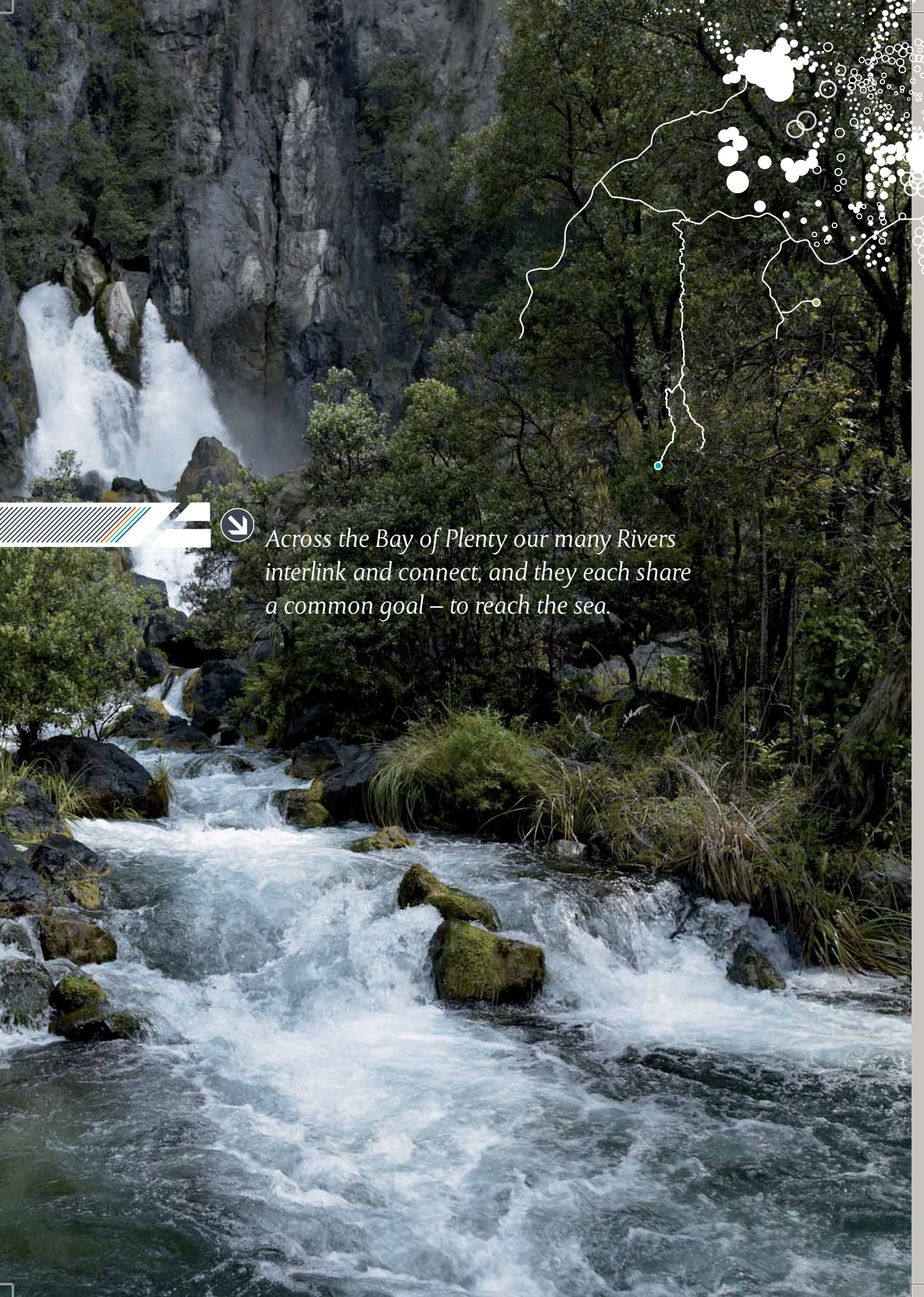
One region. One goal. One future.

Bay of Plenty Regional Strategy 

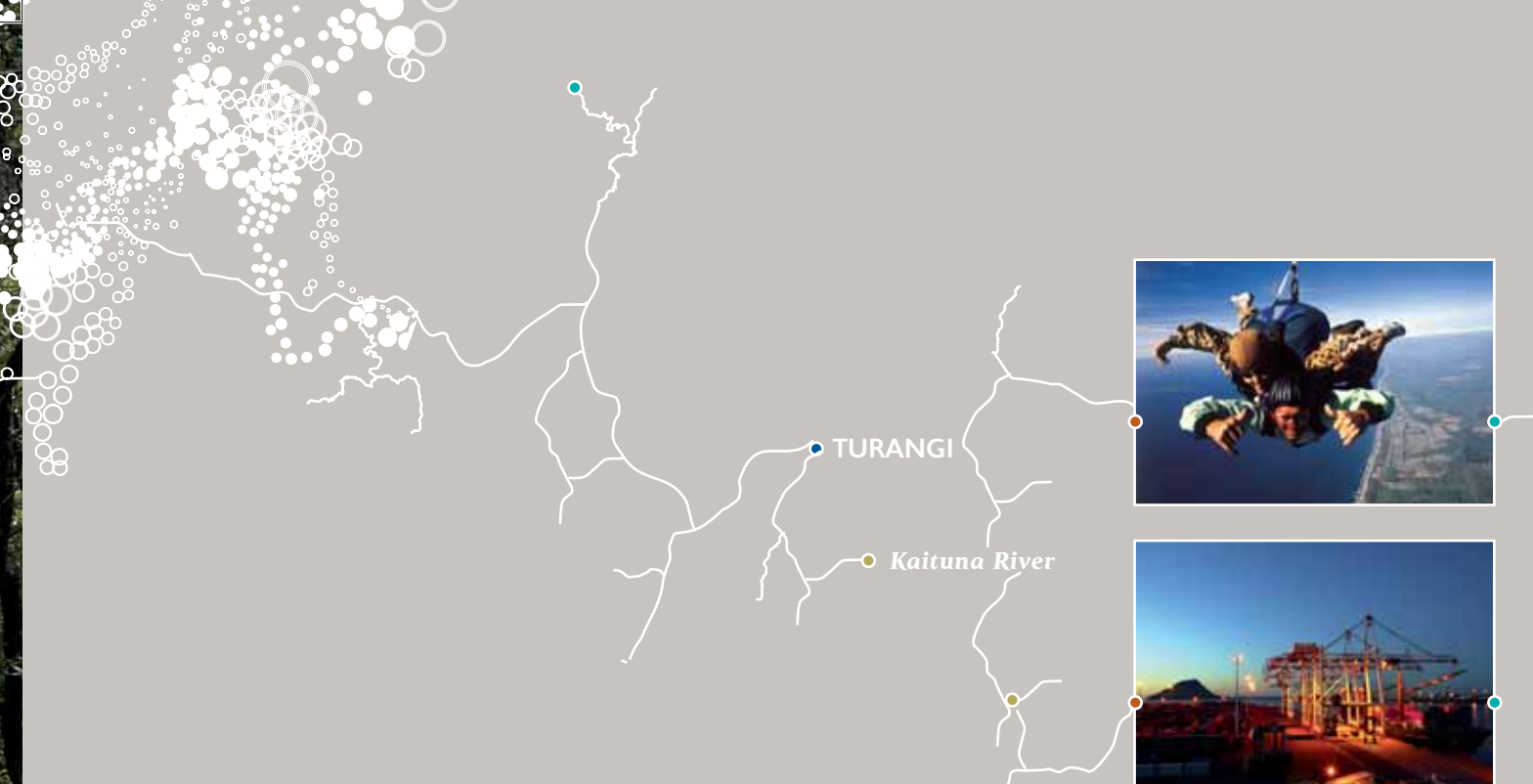
AN ECONOMIC GROWTH STRATEGY
FOR A SUSTAINABLE FUTURE

LONG TERM PLAN





Across the Bay of Plenty our many Rivers interlink and connect, and they each share a common goal – to reach the sea.



Like our Rivers, our people are also connected towards a common goal – the sustainable economic growth and development of our region and well-being of our people.

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Our Purpose

OUR VISION

The Bay of Plenty – the most dynamic and progressive region – where we work together to achieve economic prosperity, a sustainable environment and improved well-being for all people.

OUR MISSION

To deliver a progressive Regional Economic Development Strategy that inspires new and existing initiatives, builds on collective regional strengths, and through partnership and collaboration preserves and enhances our natural and unique Bay of Plenty environment.

OUR VALUES

As a region we will work in our communities with integrity, respect, honesty and transparency and in a friendly and inclusive manner.



TE ARAROA






Raukokore River

From the mountains to our great lakes, through our forests and out into the ocean, the Natural Environment of Bay of Plenty is renowned internationally for its natural beauty, diversity, and its economic advantages.

The Bay of Plenty



LEGEND

	REGIONAL BOUNDARY
	DISTRICT BOUNDARY
	STATE HIGHWAY
	URBAN AREA
	RIVER



Our Current Objectives



10 Year High Level Outcomes

The people of the Bay of Plenty enjoy socio-economic success:

- 1** Per capita GDP in the region has grown faster than the national average.
- 2** Average household income has increased faster than the national average.
- 3** There has been a major reduction of households in the bottom quartile of national income.
- 4** Stakeholders and agencies collaborate in effective partnerships.
- 5** Sustainable business practices are increasing.
- 6** There has been significant progress in advancing all key areas of focus.

The result - people, young and old are happy to stay and invest their futures in the Bay of Plenty because it is the best place to live, work and play.

Steeped in Cultural history, the Bay of Plenty today is a vibrant place to live and is increasingly making the rest of New Zealand and the world sit up and take notice. The opportunities for business and growth in this innovative and fast growing region are going from strength to strength.

WHAKATANE

Whakatane River





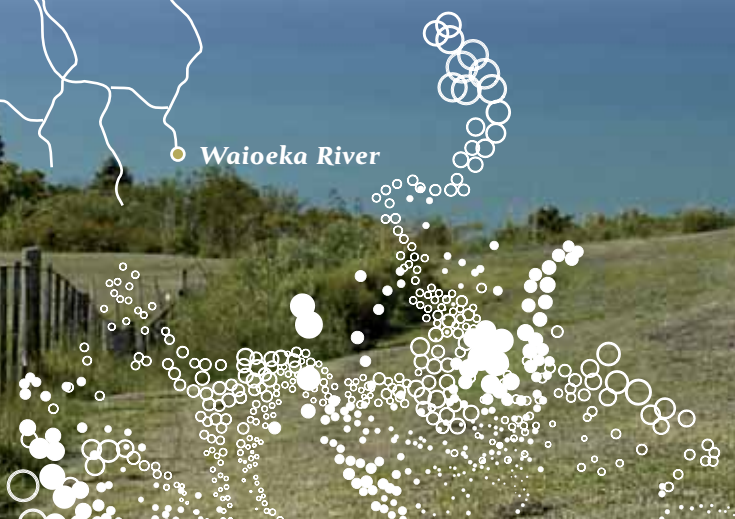
Economic Opportunities

- 1** Improving productivity growth.
- 2** Increasing average household income levels.
- 3** Attracting highly productive, higher skilled and globally competitive businesses to the sub-region.
- 4** Rapidly addressing skill shortages in key industry sectors.
- 5** Ensuring areas of available commercial land are targeted towards integrated business and industrial parks.
- 6** Continuing progression of tertiary education and research partnerships to drive innovation and entrepreneurship.
- 7** Improving industry participation in education and training.
- 8** Driving relevant and leading edge tertiary provision to attract and retain young people.
- 9** Realising the full potential of key industry clusters.
- 10** Supporting legislative changes to maximise the utilisation of multiple owned Maori land.



OPOTIKI

Waioeka River



Our Guiding Principles

Strategy Implementation

- 1** Commitment to a sustainable economic development approach.
- 2** Commitment to a collaborative ad partnership approach in respect of strategy implementation.
- 3** Recognition that successful economic development outcome will require the support and contribution of a range of local and central government agencies, community organisation and the business sector.
- 4** Commitment to encourage economic development initiatives throughout the region regardless of location.
- 5** Commitment to establish and implement agreed regional economic development priorities.
- 6** Promote the concept of wealth creation and undertake implementation to support this.
- 7** Commitment to encourage and support improved local government services and approaches that support investment and wealth creation in the region.
- 8** Encourage and promote alignment of strategies of public and private sector agencies to assist with the effective implementation of economic development initiatives.
- 9** Promote and support use of public/private partnerships for the funding and operation of major infrastructure.



*Mt Maunganui
Main Beach*

MT MAUNGANUI



The driving force behind the Economic Growth of our region is our people coming together and moving ahead towards a mutually beneficial future.

