

PROJECT PLAN FOR **SMART ECONOMY** REVIEW

(Western Bay Of Plenty Sub-Regional Economic Development Strategy)

2011-12

PROCESS

1. Project plan and timeline approved by Tauranga City Council, Western Bay of Plenty Council and Priority One Board.

2. Facilitated Workshop

- What has been achieved since the strategy was first adopted.
- What has changed (eg sub-regional growth, economic performance, infrastructure development, availability/cost of land (business & residential), development of tertiary education, communications technology, new opportunities for collaboration, etc);
- What are the current and emerging issues and sectors, including prevailing economic challenges over the next 5-10 years;
- Identification of new opportunities;
- Alignment with other strategies/plans (eg Bay of Connections, SmartGrowth, Priority One's business plan, economic development strategies of local authorities); and
- Impact of the developing central North Island / Auckland / Waikato / Bay of Plenty growth and opportunities.

3. Invitees

Local Authority Elected Members & Senior Staff

- Tauranga City Council
- Western Bay of Plenty District Council
- Bay of Plenty Regional Council

Priority One Board & Members

Smart Economy Action Group Members & Boards:

- Tauranga Chamber of Commerce
- Export NZ BOP
- SBN
- NZ Trade & Enterprise
- EMA
- Bay of Plenty Tertiary Partnership
- Western Bay of Plenty Tertiary Providers Forum
- Katch Katikati
- Te Puke Economic Development Group

Bay of Connections Governance Group

Bay of Connections Sector Representatives (2-3 x reps per sector):

- Freight Logistics
- Energy
- Aquaculture
- Coastal Marine
- ICT (champion is Brett Roberts)
- Specialised Manufacturing (CEO & Board of TiDA)
- Food / Horticulture

City Centre Action Group Members & Boards (not included elsewhere)

- Tauranga Mainstreet
- Creative Tauranga
- Tourism Bay of Plenty
- Bay of Plenty Property Council
- Bay of Plenty Tertiary Partnership (see SEAG re SG)

NZ Kiwifruit Growers

Tauranga Marine Industry Assn board

Federated Farmers

Bay of Plenty District Health Board (incl Clinical School)

SmartGrowth Strategic Partners Forum

Population Ageing Technical Advisory Group

Business Women's Network

Iwi representatives

Young professionals groups (various forums)

4. Reference Group

- Establish a reference group (maximum 15-18 people) comprising representatives from each of the local authorities, business leaders in key sectors and business support organisations. Seek those interested from the facilitated workshop and shoulder-tap others, as appropriate.
- Hold a series of workshops with the reference group to review the strategy in light of feedback, including:
 - Removing actions that have been completed or are no longer relevant;
 - Including new actions to reflect changes in the economy since the 2007 review;
 - Including new actions from emerging sectors and identified opportunities;
 - Identifying priority actions for the next three years; and
 - Reviewing the vision and mission statement.
 - Review alignment of draft strategy with Bay of Connections, SmartGrowth and SmartTourism.

5. Amend the Smart Economy strategy and implementation plan to reflect the outcomes of the workshops.

6. Present the revised strategy and implementation plan to the Smart Economy Action Group and other organisations that have lead agency responsibilities for consideration and refinement.
7. Present the revised strategy and implementation plan to Tauranga City Council, Western Bay of Plenty District Council, the Bay of Plenty Regional Council and the Priority One Board for feedback with a view to obtaining endorsement and sign off to the direction of the plan.
8. Complete the review and commence implementation of the revised Smart Economy strategy and implementation plan.

TIMELINE

Facilitated workshop (business & civic leaders, support agencies)	Mid July 2012
Establish reference group	Late July 2012
Reference group workshops	August 2012
First draft of strategy including amendments	Early October 2012
Reference group consider and endorse draft strategy	Early October 2012
Present to Smart Economy Action Group and lead agencies and receive endorsement by such agencies of the actions that they are to lead and /or support	Mid October 2012
Present to local authority partners and Priority One board	Late Oct/early Nov 2012
Ratification of revised strategy & sign off	End 2012