

**17 August 2021**

**Tauranga**

**Smart Growth Appoints New Strategic Advisor**

Smart Growth, the organisation providing Bay of Plenty with a unified direction and voice, has announced the appointment of Kelvin Norgrove as Strategic Advisor.

Mr Norgrove, of Strateg.Ease Ltd., is a specialist in strategic planning for local government, having worked in various strategic and economic development roles in Auckland, Waikato, and the Bay of Plenty. Some of his recent clients include the Independent Māori Statutory Board (Auckland) and the Ministry of Business, Innovation and Employment. His extensive experience in growth planning and social and economic policy will be a real asset to the Smart Growth vision for western Bay of Plenty.

SmartGrowth Chairman Mr Peter Winder said, “We are thrilled to have Kelvin join our team at Smart Growth. His previous experience in urban planning and policy is just what we need to execute Smart Growth’s vision of developing a great place to live, learn, work and play”.

“I am really looking forward to facing the challenges that lie ahead for Smart Growth,” Mr Norgrove said.

“The Bay of Plenty is a beautiful region with huge economic and social potential, and I feel very privileged to have the opportunity to contribute to that.”

Kelvin Norgrove replaces Ken Tremaine in the Strategic Advisor role.

Ken has been with Smart Growth since 2001 and has made a considerable impact in his time there. The team thanks Ken for his hard work and dedication to Smart Growth and wish him all the best in his next endeavour.

Mr Norgrove takes over the role later this month.

ENDS.

**About SmartGrowth:**

Smart Growth provides a unified vision, direction and voice for the future of the western Bay of Plenty as we develop a great place to live, learn, work and play. SmartGrowth is a partnership of Bay of Plenty Regional Council, Tauranga City Council, Western Bay of Plenty District Council, Central Government and tangata whenua. The SmartGrowth Strategy is focused on implementation and future thinking. It has a 50-year horizon with particular focus on the next 30 years.