



## BAY OF CONNECTIONS

ONE REGION . ONE GOAL . ONE FUTURE

### Factsheet

- The Bay of Plenty Regional Growth Study (RGS) identifies a range of short to mid-term opportunities that could assist in increasing investment, employment, and incomes in the region
- The RGS has been commissioned by the Ministry of Business, Innovation and Employment (MBIE), together with the Ministry for Primary Industries (MPI), working in partnership with the Bay of Connections on behalf of the region
- Its purpose is to identify opportunities across a range of sectors and assess how they might be progressed by the private sector, local and central government, and non-government organisations
- The RGS brings together knowledge held by local business people, iwi/Maori, stakeholders and economic development agencies, and combines that knowledge with official data and independent economic analysis
- The Bay of Plenty RGS was written by independent consultants MartinJenkins
- There has been considerable regional involvement throughout the development of the study, with more than 60 interviews with stakeholders from across the region
- The study covers the wider Bay of Plenty including Rotorua, Whakatane, Kawerau, Opotiki, Tauranga, Western Bay and Taupo
- The study found the Bay of Plenty economy is well positioned for sustainable growth due to its large number of enviable natural resources, including a favourable climate, abundant renewable geothermal energy and water resources from coastal and lake environments
- Partnering closely with Maori to develop their asset base in the region will be a significant part of tapping into economic potential in the region
- Its central location is another comparative advantage, plus its access to productive land and marine areas, support from well-developed infrastructure and is seen as an attractive place to live
- Despite these favourable factors, the Bay of Plenty economy has lagged behind other regions over recent years in terms of GDP and employment growth
- The RGS has identified a number of direct (aimed at particular industry sector or specific project) and enabling (aid the overall operating environment) opportunities for the region:
  - Direct opportunities include forestry, horticulture (kiwifruit, avocado and apiculture/honey), agriculture and related processing for those industries, visitor economy and specialised manufacturing
  - Enabling opportunities include improving water management, use of geothermal energy, transport infrastructure and digital technology uptake, education and skills, public agency support for the business sector, and increasing the productivity of Maori land



## BAY OF CONNECTIONS

ONE REGION . ONE GOAL . ONE FUTURE

- The Bay of Plenty will need to work together to remove obstacles to grow and make opportunities a reality for the good of the whole region
- The Bay of Plenty RGS is one of three such studies to be commissioned by the government, alongside Northland and Manawatu-Wanganui; the Bay of Plenty RGS is the second study to be launched, after the Northland Regional Growth Study in February 2015
- Next steps include the development of a regional action plan, which will prioritise the opportunities identified, as well as develop a plan for implementation
- The action plan will be developed by local, regional, and government stakeholders and include how, when and by whom these actions will be implemented
- The development of the action plan will involve engagement with businesses and industries across the region and is expected to be completed by September
- The management of the study will be overseen by a steering group comprised of MBIE, MPI, NZTE, Bay of Plenty Regional Council and Bay of Connections. A RGS Governance Group and RGS Action Group will be set up for the development of the Action Plan, which will then be dis-established once the plan is completed. The implementation plan will determine those involved in the next phase