



# The Rotorua BrightEconomy Advisory Board

*Welcomes you back to the*

## ***Rotorua Economic Growth Opportunities Forum 2006***

*“ Please take a seat”*





# ***BrightEconomy Advisory Board Economic Framework***

***“An insight into the economic growth framework the BEAB has developed over the past 10 months”***



***Bryce Heard***  
***Chairperson – BrightEconomy Advisory Board***

# Introduction

- **The importance of a framework for growth**
- **How we developed our framework**
- **The interactive nature of our framework**
- **There are no ‘quick fixes’**
- **The role of BEAB**
- **The next steps**
- **Today’s workshops**



# Sustainable economic development

- **More than creating jobs**
- **Improve standard of living**
- **Infrastructure, business retention, new industries**
- **Higher incomes, better jobs, more productive enterprises, a strong tax base**
- **Build on Rotorua's strengths**

# The team



**Bryce Heard**  
Chairman



**Michelle Rendall**  
Deputy Chair



**Malcolm Short**  
Board Member



**Dr Margriet Theron**  
Board Member



**Ray Cook**  
Board Member



**Sandra Kai Fong**  
Board Member



**Lidi Schiefelbusch**  
Board Member



**Lachlan McKenzie**  
Board Member



**Harvey James**  
Board Member



**Tupara Morrison**  
Board Member



**Neville Nicholson**  
Board Member



# Original five themes

- 1. Add value to the existing primary drivers – agriculture, forestry, tourism**
- 2. Dynamic place to attract & retain investment & immigrants**
- 3. Business environment – remove barriers**
- 4. Education & skills – upskill & retain the workforce**
- 5. Build networks – partnerships, funders, investors, structures, inter-regional**



# Original 10-year targets

- **Per capita GNP, average income & community wellbeing to exceed national averages**
- **% of unemployment & key industry growth to better national averages**
- **2003 skills gap reduced 40% by 2010**
- **Positive population growth**
- **Rotorua is THE place to live, do business and move to**

BrightEconomy

Rotorua

Leading prosperity naturally



= "ALL THINGS TO ALL PEOPLE"!

WE HAD TO DEVELOP A  
SCREENING/PRIORITISING  
MECHANISM



# Vision & framework

**Economic vision & framework became vital**

**A framework would enable us to:**

- **set priorities**
- **set realistic future directions**
- **focus on the best fields for Rotorua**
- **align our own disparate thinking**
- **not waste our scarce resources**



# We used "Future Insights"

- **Rigorous process using global future scenarios**
- **Timeframe chosen to suit needs 10-15yrs**
- **Recurrent drivers identified in scenarios**
- **Relevant drivers for our purposes selected**
- **Local factors overlaid**
- **Best fields for development were identified**



# Our relevant drivers of change

- **Energy prices & supply volatility**
- **More frequent and severe weather events**
- **Changing lifestyles, work styles and families**
- **Increasing global disruptions and anxiety**
- **Global and NZ economic conditions**
- **NZ infrastructure investment lags**
- **Technological change**
- **Global water shortages**
- **Geological instability (local driver)**
- **Strengthening role of Maori (local driver)**



# Nine-point framework

## Three existing **primary** economic drivers

- *Tourism*
- *Agriculture*
- *Forestry*



# Nine-point framework

Six new *fields* of opportunity for Rotorua

- *Bio-materials*
- *Local energy generation*
- *Water*
- *Land use optimisation*
- *Immigration & lifestyle investment*
- *Research & development*



# Bio-materials

## Drivers of change: Global

### ***Energy supply & price volatility***

- = oil & energy shortages
- = high energy materials out!
- = low energy materials in!

### ***Extreme weather***

- = climate change/greenhouse gases
- = Kyoto protocols
- = fossil fuel burning out

## National

### ***Energy supply & price volatility***

- = NZ exposed – imports oil
- = plant-based fuels and materials

### ***Extreme weather***

- = carbon taxes & credits
- = carbon sequestration in
- = carbon emissions out
- = standards favour wood (etc)
- = innovative bio-materials emerge

## **Rotorua's comparative advantages**

- = centre of NZ forest industry
- = arable land & farming knowledge
- = Scion & bio-materials strategy

## Opportunity: Bio-materials

- = a 21<sup>st</sup> Century global revolution is coming
- = can NZ repeat 20<sup>th</sup> Century NZ forestry revolution?
- = land use, forestry, manufacturing opportunities
- = turn threat to opportunity



# Nine-point framework

## Locally generated energy

### Drivers of change: National

**Infrastructure investment lags**  
= insufficient power generation  
= fragile distribution network

### Global

**Extreme weather**  
= risk to lake levels  
= risk to distribution network  
**Energy supply price (oil)**  
= rising energy costs

### **Rotorua's comparative advantages**

= Geothermal fields  
= Bio-energy (forestry/crops)  
= Local hydro (Kaituna)

### Opportunity:

### **Locally generated energy**

= Use generation - efficiency  
= Self-sufficiency in 100% renewable energy  
= Turn threat to opportunity



# Nine-point framework

## Immigration & lifestyle

### Drivers of change: National

#### ***Lifestyles & workstyles***

- = avoid the urban crush
- = personal security issues exceed income concerns

### Global

#### ***Lifestyles & work styles***

#### ***Energy prices & volatility***

#### ***Disruptions & anxiety***

- = insecurity – national & personal
- = terrorism & crime
- = wars over oil & water
- = emigration, Europe/South Africa
- = safe haven seekers
- = clean & green seekers

### **Rotorua's comparative advantages**

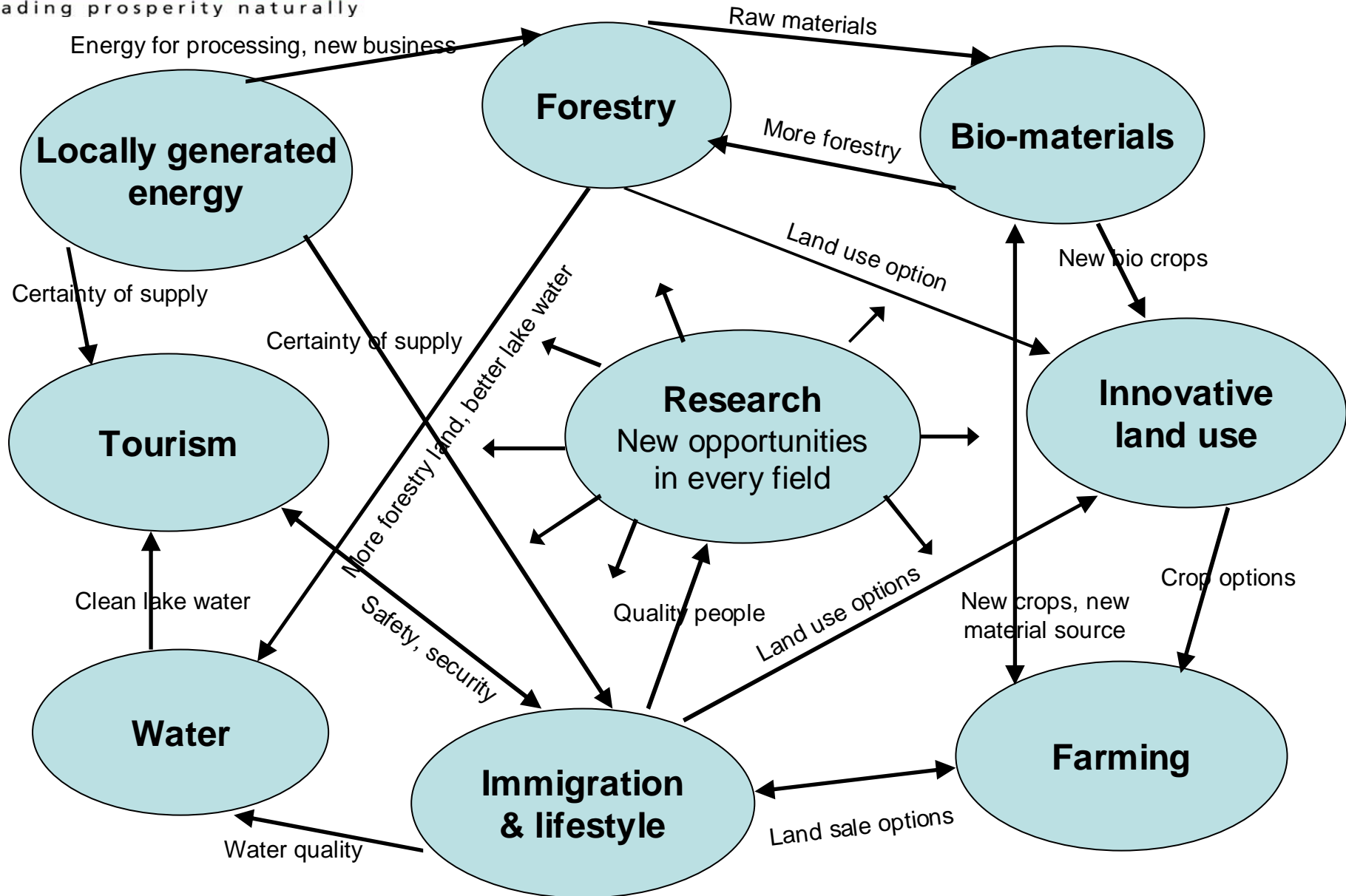
- |                     |                   |
|---------------------|-------------------|
| = Rural lifestyle   | = City advantages |
| = Secure            | = Clean & green   |
| = Work-life balance | = Value for money |

### Opportunity: Immigration & lifestyle

- = Quality (skilled) immigrants
- = Lifestyle & semi-rural housing
- = Land use ramifications



# 9 fields are inter-related





# The First Five steps

1. Understand strategic direction & opportunities identified by community ✓
2. Understand key drivers of change that will shape future ✓  
Nine-point economic framework for future
3. Identify truly sustainable opportunities ✓
4. Communicate  
Research opportunities, identify what we can influence, identify and help remove barriers  
Identify key stakeholders to drive opportunities
5. Facilitate specific activity in each field of opportunity



# 2006/07 actions

- **Locally generated energy:**
  - *Current position & opportunities analysis report* by March 07
- **Immigration & lifestyle:**
  - *Perception survey* of Rotorua as a place to live, work, learn, invest and do business report by October 06
  - *Rotorua live, work, learn, invest & do business marketing strategy* by Dec 06
- **Biomaterials:**
  - *Business case* for development of the “Innovative Materials Centre” by Dec 06
- **Water:**
  - **Quality:** Nutrient Harvesting : Nitrogen Export - Work with SCION in the development of proof of concept, prototype and product development options and facilitate the development of business cases in this area.
  - **Quantity:** Analysis to understand the sustainable economic development water capacity for growth in the Rotorua district by Dec 06



# 2006 actions

- **Land use optimisation:**
  - *Economic analysis study* of alternative land use options available to land owners in the district by March 07
- **Research & development:**
  - *R&D profile raising campaign* and a clear *Rotorua R&D funding access programme* by March 07
- **Relationships & communication:**
  - *Rotorua Economic Forum* – August 10 2006 - today!
  - *Communication strategy* highlighting nine-point framework
  - *Build relationships* with
    - Key sector groups
    - Central and local government
    - Key community groups & business organisations
  - BrightEconomy Appointment and Review Panel – reporting

# A word of warning!

- **There are no panaceas:**
  - Rotorua's economy has been stagnant for decades
  - Don't expect quick-fix solutions – there are none
  - Problems are deep rooted
- ***However:***
  - Solutions are available
  - Requires insightful thinking/screening
  - Lots of research to validate
  - Considered, planned investment case development
  - Engagement with community stakeholders



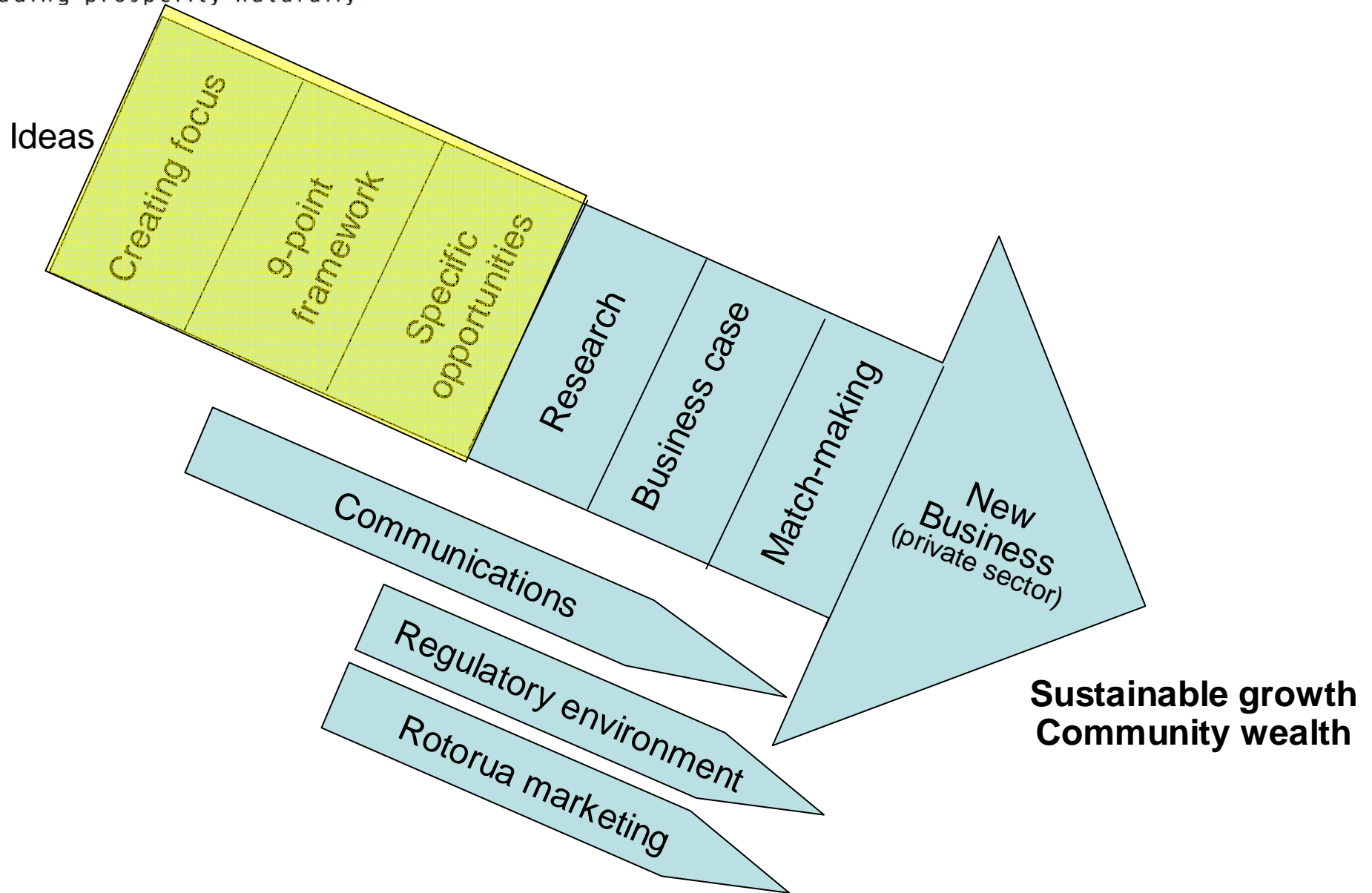
# Our role

- Leadership
- Communication
- Advice and evaluation
- Facilitation





# The next steps





# Breakout workshops

## Purpose

- Explain where we are up to
- Engage with you about specific opportunities
- Get your input/ideas
- Register of interested parties to work in each field
- Build networks and linkages

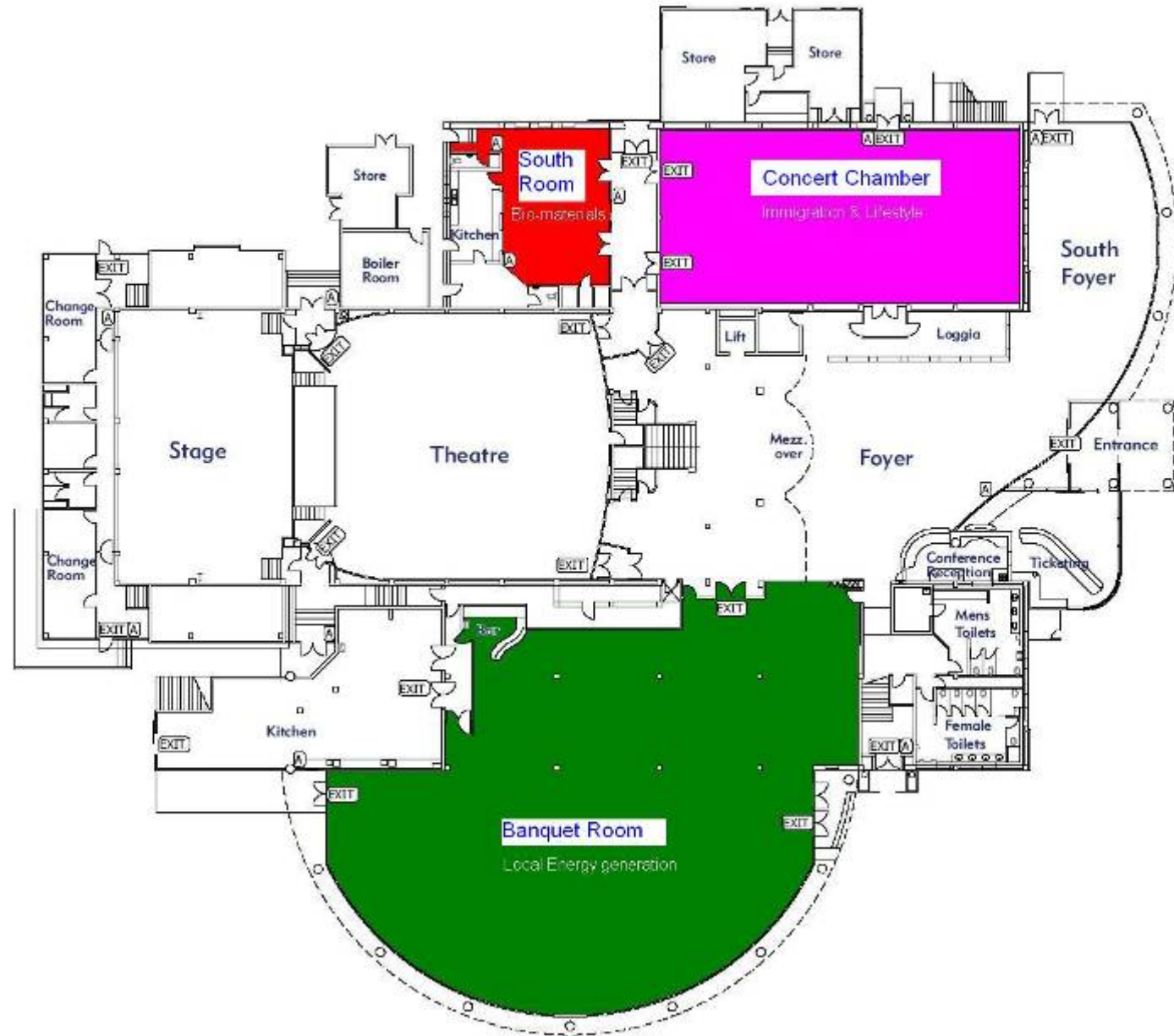


# Breakout workshops

## Colour-coded badges

- **Local energy generation: Green – Banquet Room – Neville Nicholson**
- **Immigration & lifestyle: Pink – Concert Chamber – Lidi Schiefelbusch**
- **Biomaterials: Red – South Room – Bryce Heard**
- **Land use optimisation: Brown – West Room – Malcolm Short – (1<sup>st</sup> floor)**
- **R&D/Water: Blue – East Room 1 – Tupara Morrison & Lachlan McKenzie (1<sup>st</sup> floor)**

# Ground Floor





# First Floor (Upstairs)

