

## Economic Development Plan | 2011 |



### GOAL 1 Attract people to work, live and play in the Eastern Bay of Plenty

#### Objectives

- Implement Toi-EDA Eastern Bay of Plenty tourism strategy.
- Attract more people to visit and live in the region
- Identify, support and grow events that attract visitors and promote the Eastern Bay of Plenty.
- Promote conference opportunities.

#### Actions

- Maintain a representative body for the tourism sector.
- Build tourism operator capability.
- Develop new products and experiences that appeal to niche markets.
- Strengthen the co-operative marketing relationships within and outside the three districts.
- Develop and implement a marketing and digital marketing plan.
- Continue the web based immigration campaign.
- Co-ordinate event activity within the three districts.
- Assist and advise on effective event delivery.
- Develop marketing activity for each event.
- Maintain events calendar.
- Identify funding opportunities.
- Attract corporate and association conferences.

### GOAL 2 Encourage alignment of Maori economic development activity and Toi-EDA activity

#### Objective

- Foster Maori participation in economic development.

#### Actions

- Work with iwi to develop Maori cultural tourism products.
- Develop a relationship with Central North Island forestry group.
- Work with owners to maximise returns from geothermal assets.
- Support Te Urewera Touring Route project.

### GOAL 3 Support and develop industry

#### Objectives

- Add value to forestry and wood processing sector.
- Increase awareness of funding available for R&D projects.
- Support the establishment of an aquaculture industry in EBOP.
- Identify and develop relationship and linkages with key industry players.
- Support existing business and encourage expansion.
- Attract new business and industry.
- Foster and develop industry and sector clusters.

#### Actions

- Forestry processing promotional package launched and investors targeted.
- Aquaculture industry promoted to wider regional and national stakeholders.
- Provide - BITC Mentor Programme, BIZ , economic monitoring.
- Promote local trade and business.
- Support initiatives to retain major employers.
- Attract key business/industry.
- Align training and education with employment needs.
- Contract economic development expertise to develop and implement projects.

## GOAL 4 Advocate for improved infrastructure and transportation

### Objectives

- Improve access to the region.
- Capture opportunities for EBOP around high productive road infrastructure.
- Facilitate hotel development.
- Support the councils infrastructure initiatives.
- Advocate for improved Broadband coverage and usage.
- Support the development of a cycleways and walkways.

### Actions

- Advocate for improved air services.
- Lobby for road and bridge upgrades on SH2.
- Investigate the need for full service truck stop mid-way between East Coast and Tauranga.
- Work with Town Vision Advisory Board on hotel feasibility.
- Lobby and support Whakatane and Opotiki harbour developments and Kawerau industrial land rezoning.
- Lobby for resilience of broadband supply.
- Support Motu cycleway.
- Undertake feasibility study of Whakatane coastal cycleway.
- Lobby DOC and WDC to improve Nga Tapuwae o Toi track.

## GOAL 5 Foster communication with the community and partners

### Objective

- Implement public relations and communications strategy.
- Align Toi-EDA activity with BOP regional activity.

### Actions

- Enhance Toi-EDA brand and encourage ownership of brand.
- Communicate the mandate, strategic intent and goals of Toi-EDA.
- Encourage feedback from stakeholders.
- Utilise the information from the BOP RPP sector analysis to guide the EBOP efforts.

## GOAL 6 Secure and diversify the Toi-EDA funding base

### Objectives

- Secure continued funding from WDC, KDC, ODC and BOPRC.
- Obtain support for projects from iwi forum, associated clusters, industry and events.
- Develop key projects and secure funding from outside agencies.

### Actions

- Make submissions to the councils LTTCP and annual plans.
- Meet with CEs and other potential funding sources.
- Promote projects and marketing activity that iwi, clusters, industry and business will support.
- Make funding applications.

### Toi-EDA Key Projects

- > Forestry processing attraction
- > Transport and transport services
- > Motu trail cycleway
- > Whakatane coastal cycleway

- > Web based immigration campaign
- > Demographic study (Stage 2)
- > Regional energy project
- > Aquaculture

- > Whakatane hotel
- > Redevelopment of www.whakatane.com
- > Whakatane Visitor Guide 2011/2012
- > Marketing and digital marketing campaign

### Toi-EDA Organisation Directory

#### Trustees

Jeremy Gardiner - Chair  
 Anthony Olsen  
 Don Riesterer  
 Alan Cairns  
 Tony de Farias  
 Des Fermah  
 Russell George

#### Staff

Mary Hermanson    Manager  
 Telephone 07 306 2031

William Stewart    Marketing Manager  
 Telephone 07 307 2050

Mike van der Boom    Events Manager  
 Telephone 07 307 2050

#### Address

Whakatane Information Centre  
 Corner Kakahoroa Drive and Quay Street  
 PO Box 349  
 Whakatane 3158

