

BrightEconomy column, Rotorua Daily Post 27 July 2006

FORUM OFFERS NEW LOOK AT ROTORUA'S FUTURE

By Bryce Heard, Chairman, Rotorua BrightEconomy Advisory Board

The Rotorua Economic Growth Opportunities Forum on 10 August will feature a powerful new way of looking at the threats and challenges Rotorua faces over the next 10-25 years, and what we can do about them.

The BrightEconomy Advisory Board has been working since September last year to identify these threats and turn them into economic growth opportunities for Rotorua.

Business people who attend the Forum will be given opportunities to participate in developing new business directions and strengthening existing industries for the benefit of our whole community.

Rotorua has a range of natural and competitive advantages that can offer a range of opportunities for secure, prosperous and sustainable lifestyles that many others in the developed world would envy.

Through the Future Insights process the BrightEconomy Board has identified many of the concerns that will drive global and national investment and development over the next two decades.

The Board has matched these threats and concerns with Rotorua's special advantages to identify economic growth opportunities to attract and develop new and stronger enterprises that will bring more and better paid jobs, population growth and lifestyle opportunities to the district and the region.

The Rotorua Economic Growth Opportunities Forum will set out the drivers of change, the competitive advantages and the areas of opportunity, and will give the business community an opportunity to participate in building our prosperity.

To register for the Forum, go to <http://www.rotorua-living.com> or phone 348-4199 and ask to register for the Forum.