

News Release

Friday 5th August 2005



'BrightEconomy' advisory board members announced

ROTORUA 05.08.05: Rotorua has a new economic advisory board to assist in driving future economic growth and to oversee implementation of the district's recently developed economic development strategy known as the 'BrightEconomy' project.

Mayor Kevin Winters today announced the names of the members appointed to the inaugural 'BrightEconomy' advisory board, including recently appointed board chair, Bryce Heard.

"This is a very impressive group of people by anyone's standards," said Mayor Winters speaking on behalf of the appointment panel that considered all the nominations submitted. "It has been a tough job to whittle down all the names we had, to just eleven people in all. However we now have a group which represents an enormous breadth of experience and skills, and a wide cross-section of backgrounds and interests. "Despite those varied backgrounds, they certainly have one key element in common – an absolute belief in the future of Rotorua as a great place to live, work, invest and do business. The Rotorua District Council, and indeed the people of Rotorua, are indebted to these eleven people for being prepared to put their hands up to play a vital part in ensuring Rotorua's has a sound economic future."

Mayor Winters also said "that he would like to pay tribute to the excellent effort and time put into the appointment process over the past two months from the appointment and review panel consisting of Peter Guerin (RDC), Warren Harford (Tourism Advisory Board), Christa George (Rotorua Chamber of Commerce), Tom Walters (Te Arawa FOMA), Scotty Watson (Retail Rotorua), David Sandford (forest & wood processing sector) Gifford McFadden (federated Farmers) and once appointed Bryce Heard.

Incoming advisory board chair Bryce Heard says he's delighted with the board selections made and looking forward to getting down to work with the new team.

"They are all successful community leaders with enviable track records. It is a great mix of talents to work with."

"We've got a huge amount of work ahead of us as we set out to implement the innovative 'BrightEconomy' strategy. This new advisory board is going to play a pivotal role in planning the future direction of Rotorua's economy."

The 'BrightEconomy' Advisory Board members are:

Bryce Heard, board chairman.

Former Chief of Forest Research, Business development consultant, La Grouw Corporation; owner/operator of Kaharoa deer stud farm

Ray Cook:

A well known local entrepreneur, developer and tourism related industry leader. Managing Director of Royal Lakeside Novotel Rotorua, Ibis Hotel Rotorua and R&B Consultants Ltd; Director on the Rotorua Regional Airport Company and member of the Rotorua Tourism Advisory Board.

Harvey James:

Director and CEO of NZ Tourism and BOP Sustainable Business award winning Waimangu Volcanic Valley; former president of Rotorua Promotion Society; Board member BOP Sustainable Business Network and foundation member of the NZ Sustainable Business Council.

Lachlan McKenzie:

Owner operator of Kaharoa dairy farm; director Prospero Farms Ltd; member of the Ministerial Small Business Advisory Group; and recently appointed national vice president of Dairy Farmers NZ.

Tupara Morrison:

Acting CFO/GM corporate services, Scion Group; deputy chair Waiariki Institute of Technology

Neville Nicholson:

General manager Skyline Skyrides Ltd; chairman Rotorua Tourism Advisory Board

Michelle Rendall:

Director, Michelle Rendell & Associates; Chair of the Bay of Plenty/ Waikato Institute of Chartered Accountants.

Malcolm Short:

Chairman Pukeroa Oruawhata Trust; chairman Ngati Whakaue Education Endowment Trust Board; chairman Te Arawa Federation of Maori Authorities

Dr Margriet Theron:

President Rotorua Chamber of Commerce; trustee NZ Speech Board; board member NZ Water Environment Research Foundation

Sandra Kai Fong:

Previous long term partner in McKechnie Quirke and Lewis Legal firm, now part-time consulting; Rotorua trustee on the BOP Community Trust

Lidi Schiefelbusch:

Director Harcourts Blue Diamond Real Estate, Rotorua; and a diverse international real estate background

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