



MEDIA RELEASE

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For immediate release

BrightEconomy Board launches economic opportunities forum

The Rotorua BrightEconomy Advisory Board will hold a major economic opportunity forum for more than 200 business and community leaders on 10 August 2006 at the Rotorua Convention Centre.

“Those who attend the Forum will be among the first to hear a nine-point economic framework that sets out major existing and new business opportunities that can bring new jobs and sustainable, balanced, long-term development for the benefit of all of Rotorua’s citizens,” said the BrightEconomy Board chairman, Bryce Heard.

“The Opportunity Forum has real potential to help make the most of our present economic strengths and add new capacity for the benefit of all.”

The Opportunity Forum will present the results of 10 months of intensive work by the Board members and Destination Rotorua Economic Development.

The Board has identified some big issues that Rotorua, New Zealand and the world face over the next two decades, matched them against Rotorua’s special competitive advantages and assets, and come up with a range of sustainable business and investment opportunities.

“We have developed a strategic framework to chart economic growth opportunities for sustainable prosperity in Rotorua over the next 20 years,” Bryce Heard said.

“The framework is based on extensive analysis of the global and local drivers of change over the next two decades. From there, the Board has developed six areas of focus to encourage sustainable economic development.

“The goal is to improve the standard of living and quality of life of Rotorua citizens, through a long-term approach to building economic and community capacity.”

“We have a vision of leading prosperity naturally,” Bryce Heard said.

The Forum will encourage participation through six concurrent workshops to allow all those attending to develop their understanding of the opportunities and test ideas.

It will feature a presentation by Finance Minister Michael Cullen, focusing on regional development, following an entertaining and thought-provoking opening by renowned motivational speaker Heidi Ward-McGrath.

Those interested in attending the Forum can register their interest on-line, via www.rotorua-living.com, or by calling Destination Rotorua Economic Development, phone 07-348-4199.

The BrightEconomy Advisory Board, established in September 2005 under a memorandum of understanding with the Rotorua District Council, is made up of 11 leading Rotorua business people, working with Destination Rotorua Economic Development.

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