



MEDIA RELEASE

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For immediate release

Royal Society report shows Rotorua on the right track

Rotorua is flagged as a key area for multi-million dollar sustainable energy production in a new report by the Royal Society of New Zealand.

The report urges the development of a national energy strategy that includes electricity generation from renewable sources and backs public-private partnerships to drive innovation on energy and environmental issues.

Rotorua BrightEconomy Board chairman Bryce Heard said the report (NOTE: Covered in today's NZ Herald) showed that Rotorua is on the right track in working towards sustainable local energy generation, in conjunction with private sector partners.

"The Royal Society report identifies the region around Rotorua as the North Island's main area with land suitable for growing energy crops," Mr Heard said. "The finding strongly supports the work of the BrightEconomy Board in identifying energy generation as one of the district's natural advantages.

"The report bases its recommendations on the need to counter increasing global energy shortages and price volatility, and the effects of climate change. Both of these issues have been major drivers in the BrightEconomy Board economic growth strategy for Rotorua."

The Board has listed sustainable energy generation as an important area of focus for local economic growth.

The Royal Society report echoes the BrightEconomy work. It recommends growing crops for bio-fuel production, using pine forestry wastes and developing renewable, zero carbon electricity generation sources such as hydro, geothermal and wind power.

It also recommends collaborative research and development involving industry, community and government research.

The Rotorua BrightEconomy Board, composed of business and community leaders, has placed strong emphasis on innovative research and development through partnerships between business, local government and central government funding to develop economic growth opportunities that use Rotorua's natural advantages.

"The Royal Society report is a strong endorsement of the BrightEconomy strategy," Mr Heard said.

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