

THE **KEY** TO TAURANGA'S FUTURE



**UNLOCKING OUR
POTENTIAL**



WELCOME FROM PRIORITY ONE

ECONOMIC DEVELOPMENT
ORGANISATION, PRIORITY ONE,
IS DELIGHTED TO

WELCOME

PRIME MINISTER

RT HON JOHN KEY

TO TAURANGA.

WE LOOK FORWARD
TO SHOWCASING SOME OF THE
INITIATIVES WE ARE WORKING
ON WITH YOUNG PROFESSIONAL
PEOPLE WHO HAVE CHOSEN
TO LIVE AND WORK IN THE BAY,
CONTRIBUTING TO BUSINESS
GROWTH AND SUCCESS.

Covering Tauranga and Western Bay of Plenty, Priority One was established by the business community and receives a third of its funding from business membership, making it a unique structure for an economic development organisation in New Zealand. It is also contracted to deliver economic outcomes by Tauranga City and Western Bay

of Plenty District Councils. The underlying philosophy of Priority One leadership by the business community in partnership with local government to deliver sound economic development strategies and outcomes.

Priority One is focused on strategically growing the sub-region's economic depth beyond an historic reliance on population growth as our key economic driver, as well as bringing more diversity to an economy that is highly reliant on the kiwifruit sector. To achieve this, Priority One uses the partnership it has built between the business community and local authorities to progress initiatives that build strategic and defensible competitive advantages targeting the retention and attraction of businesses, in particular those that are highly productive, employing skilled and talented staff, and paying higher wages and salaries. These businesses will assist in achieving a balanced, dynamic economy to

ensure we are at the leading edge in the national and international competition for economic growth.

The Young Professionals Forum was established by Priority One in 2008 to engage the sub-region's younger professionals in the importance of economic development and to ensure their voice is heard on issues affecting the region's growth and development. Membership has grown rapidly to over 250 people. The forum has been actively involved in local politics, including meeting with elected members to better understand the issues the sub-region is facing and making submissions to planning processes to provide their views on how they would like to see the city develop.



DAN NECKLEN

Dan Necklen is a co-founder of 4good, a charitable trust which was established after Dan's 2 year old son Max was diagnosed with Leukaemia in 2010.

4good is a micro-giving platform which makes giving easy for everyday New Zealanders. The 4good concept is simple, donors give just \$4 per month to 4good, and each month 4good distribute 100% of the total amount raised to a different recipient charity,

with the charity being determined through voting on 4good's Facebook page.

**4GOOD HAS DONATED OVER
\$16,000 TO 20 DIFFERENT
CHARITIES SINCE JULY 2011.**

Dan was recently awarded Tauranga's Young Innovator of the Year award for his work with the trust.



KIMBERLEY CLELAND



Kimberley Cleland is involved in the local Tauranga community helping to facilitate solutions for a positive future.

LOCALLY, SHE IS INVOLVED IN HELPING DEVELOP AND IMPLEMENT PROJECTS THROUGH ENVIROHUB BAY OF PLENTY, TRANSITION TAURANGA AND LETS GET GROWING COMMUNITY GARDENS.

Kimberley works at Tauranga City Council in Waste Minimisation Programmes looking at how to help households, organisations and schools reduce waste to landfill. She is passionate about people learning to grow their own food and building a sharing economy around models of “collaborative consumption”.

Kimberley is excited about what we can do locally to meet these challenges.

SHELDON NESDALE

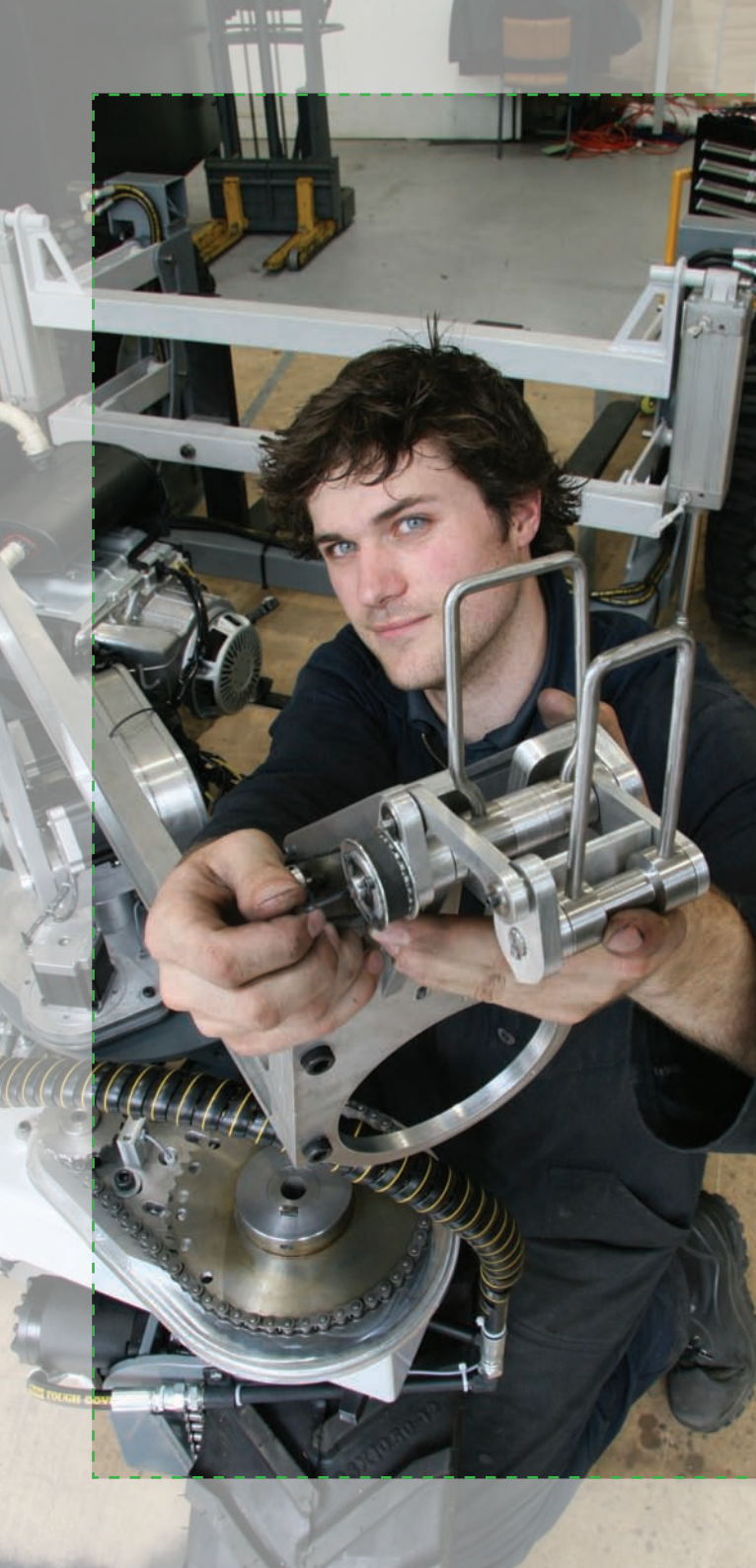
Sheldon Nesdale was first introduced to StartUp Weekend in Auckland as a participant two years ago and was so inspired by the concept that he initiated Tauranga’s first StartUp Weekend in September 2012. Its huge success has generated high demand for participation in the next StartUp Weekend to be held 5-7 July 2013. StartUp Weekend is just one of the many

entrepreneurship and innovation-focussed events in which he is involved.

SHELDON IS PASSIONATE ABOUT TAPPING INTO OPPORTUNITIES AND ENCOURAGING OTHERS TO BECOME INVOLVED IN NEW INITIATIVES.

Sheldon’s other interests include: SME marketing, business incubators, co working spaces, online communities and TEDx.

THE THREE BIGGEST CHALLENGES KIMBERLEY SEES FOR THE FUTURE ARE: ADAPTING TO CLIMATIC CHANGES; BUSINESS IN A WORLD WITHOUT CHEAP OIL; AND FINDING RENEWABLE SOURCES OF ENERGY TO PROVIDE FOR AND TRANSPORT OUR GROWING POPULATIONS.



ALISTAIR SCARFE

Alistair Scarfe is the CEO and a Director of Robotics Plus Ltd (RPL), a start-up hi tech engineering company developing smart automation solutions.

MECHANISATION IS EMERGING AS A STRATEGIC AND COMPETITIVE NECESSITY IN MANY INDUSTRIAL SECTORS, ESPECIALLY THOSE WITH HIGH SEASONAL, OR SHORT TERM, LABOUR DEMANDS.

RPL will provide high level automation solutions to these sectors. High level operational functionality (our strategic advantage) is achieved through the integration and interpretation of sensor technologies that enable RPL's systems to achieve an advanced level of awareness.

RPL's current key project is the development of an Autonomous Kiwifruit Harvester (AKH). This machine will address many labour issues within horticulture. The AKH was the subject of Alistair's PhD thesis and has been independently assessed as the most advanced automated harvesting system in the world (by a representative from the Washington State University Centre for Precision and Automated Agricultural Systems (CPAAS) and the Washington State Tree Fruit Research Commission). It also featured in the New Zealand Trade and Enterprise 2011 Innovation Showcase. RPL is currently applying for joint funding through Callaghan Innovation to commercialise the AKH and is exploring a joint venture deal with an American group to develop harvesting technology for apples.

ROGIER SIMONS



**ROGIER SIMONS IS GENERAL
MANAGER RETAIL AT POWERSMART
THE SOLAR ELECTRICITY SPECIALISTS
WITH THE VISION TO CHANGE THE
WORLD BY BRINGING PASSION
AND INNOVATION TO THE
POWER INDUSTRY.**

PowerSmart is a multi-award winning solar integrator with over 10 years of design, installation, commissioning and project management experience in the global solar electricity industry, with a range of work from residential to utility scale systems. Their experience includes working for government agencies across several nations as well as specific experience with remote systems and extreme environments.

Last year the company completed the award-winning Tokelau Renewable Energy Project, one of the world's largest off-grid solar power systems, enabling Tokelau to become 100% solar powered.

PowerSmart has installed systems on 31 schools for the ACT Solar Schools program, in which the ACT Government is providing funding for schools to install solar systems, and is currently working on projects in Costa Rica and the Pacific, as well as the growing New Zealand residential market.

Rogier leads a team of vibrant and dynamic staff, committed to giving people more power and more choice when it comes to their energy, literally giving power to the people.

BLYTHE REES-JONES



Blythe Rees-Jones is a leader in the design field with a string of varied capabilities and experiences, directing his focus on integrating applied research and sustainable design methodologies within the development of new products, services and product service systems.

**MUCH OF BLYTHE'S WORK REVOLVES
AROUND DEEP EMPATHY FOR PEOPLE
AND OUR ENVIRONMENT.**

Blythe's capabilities encompass a broad end to end skill set, from research to understanding, insight to idea, prototype to product and ultimately commercialisation and in-market success. Blythe works across many sectors including consumer products,

outdoor apparel and sporting equipment, medical and healthcare, furniture, interior, textiles and new material development. The one commonality is how he looks at opportunities and the process that he goes through to make it real. So far many of these ideas have helped make people laugh, dance, play and move better, excel at sports, prevent and overcome injury and illness, facilitate rehabilitation, creating new tools and devices that push the boundaries of human potential.

Blythe was the recipient of the 2009 New Zealand Merino Biella Masters Scholarship for his design involvement with Merino and he has won several national and international design awards.



TIMOTHY ALLEN

Timothy has 20 years experience in the research, development and management of new products and services across a wide range of industries from high value manufacturing to life sciences in New Zealand.

MATT COWLEY



MATT WANTS TO SEE MORE YOUNG PEOPLE BEING EXCITED ABOUT THEIR INVOLVEMENT IN SHAPING THEIR COMMUNITY.

Matt Cowley is currently campaigning to be elected onto Tauranga City Council in the upcoming local body elections. He has also been voted Tauranga's current Young Employee of the Year for his contributions to the region and on-going voluntary service to the community.

Matt's inspiration to run for Council came from the

sense of pride young people demonstrated for their city during the Rena grounding incident. Matt wants to continue this momentum to tackle other big issues facing Tauranga City.

The greatest overall success of Matt's campaign will be getting young people excited about shaping the future of Tauranga City.



He has researched, presented and consulted to some of New Zealand's leading companies on how to achieve more out of their innovation and commercialisation programmes.

TIMOTHY IS RESULTS DRIVEN AND SEES SUCCESSFUL COMMERCIALISATION AS THE ULTIMATE RECOGNITION OF A JOB WELL DONE.

A KEY ISSUE FACING THE CITY IS THE ABILITY TO ATTRACT AND RETAIN YOUNG PEOPLE TO LIVE, WORK AND PLAY IN TAURANGA. THE LOCAL ECONOMY IS DEPENDENT ON ENGAGED YOUNG PEOPLE.



CARLTON BIDOIS

Carlton Bidois is the current Deputy Chair of Ngati Ranginui Iwi, one of the three main Iwi of Tauranga Moana. He also represents Ngati Ranginui on several local government advisory committees.

CARLTON'S PASSION FOR TAURANGA IS FOR ITS PEOPLE AND ENVIRONMENT. HE AIMS FOR HIS WORK TO CONTRIBUTE TO THE ECONOMIC PROSPERITY, CULTURAL INTEGRITY AND ENVIRONMENT THAT BRANDS TAURANGA.

A large portion of Carlton's time is spent promoting one of New Zealand's largest cross cultural research projects, the Manaaki Taha Moana Research Project,

a research programme to restore and enhance coastal ecosystems and their services. Carlton believes investment in tertiary education, research, science and innovation are vital to the future of Tauranga.

Carlton was also part of the Environmental Planning Team established to deal with the initial impact of the Rena grounding. "The Rena incident has definitely driven home the importance of our fragile coastal environments, not only to the people of Tauranga, but to its economic drivers, such as the Port of Tauranga and local business".

As an Iwi Coordinator on the Rena Recovery Project, Carlton works with experts from Waikato and Canterbury Universities, Awanuiarangi, Bay of Plenty Polytechnic and NIWA. This research programme includes 16 student scholarships, made up of five internships, three summer school scholarships, five masters in science, and three doctorates. The programme has also provided opportunities for young Maori to integrate Matauranga Maori and Western Science as they study.

CARLTON BELIEVES WE CAN ALL WORK TOGETHER TO ENSURE TAURANGA IS A PLACE FOR GENERATIONS TO LIVE, WORK AND PLAY.



REUBEN WOODS

Reuben Woods is the Director of WOODS – The Creative Agency; an award winning agency with the ambitious vision to design the future of the Bay of Plenty. They lead the way by helping medium to large scale businesses compete nationally and internationally through their unique approach, which brings together strategy, creativity and design to build brands with a real difference.

Their ability to communicate complex ideas with simplicity means WOODS are the agency of choice for many businesses in the economic development field. Brands they have developed include: Priority One – the Western Bay of Plenty’s economic development agency; Bay of Connections – the region’s economic development strategy; NZTE and Kawerau District Council – Industrial Symbiosis; Geothermal New Zealand;

and PowerSmart – New Zealand’s leading solar electricity business.

AS PART OF THEIR VISION TO GROW DESIGN IN THE REGION, WOODS HAVE INSTIGATED NUMEROUS TRAINING AND EDUCATIONAL INITIATIVES, HELPING TO FOSTER A CULTURE OF CREATIVITY AND INNOVATION. THEY HAVE COORDINATED EVENTS BRINGING WORLD-LEADING EXPERTS TO THE BAY OF PLENTY TO SHARE THEIR DESIGN AND CREATIVITY.

WOODS have also been a driving force behind the inception and growth of the annual Young Innovator Awards established by Priority One’s INSTEP programme in 2009 – which continues to encourage creativity amongst the region’s youth.



SARAH MARTIN

Sarah is the Founder and Manager of Urban Dance Youth Trust, which provides young people in the Bay of Plenty the opportunity to grow, develop, create and express through Urban Street Dance. It uses Hip Hop dance as the vehicle to nurture transferable life skills for young people who are realising their dreams and positively impacting the community. Urban



Dance Youth Trust dancers are improving their schooling through the discipline they learn in the studio.

THERE IS POTENTIAL ECONOMIC BENEFIT TO A COMMUNITY WHEN YOUNG PEOPLE ARE POSITIVELY ENGAGED IN HEALTHY RECREATIONAL ACTIVITIES. URBAN DANCE WILL KEEP LIFTING THE SIGHTS OF YOUNG PEOPLE TO WHAT THEY CAN ACHIEVE.

MICHELLE McCARTHY

Michelle McCarthy is Projects Manager at Priority One - the economic development agency for Tauranga and the Western Bay of Plenty. Michelle is contributing to creating a culture of innovation and commercialisation in the region through establishing and managing Ignition - Tauranga's first co-working space. Ignition brings together entrepreneurs and creative business people in a central, shared office environment to network, collaborate and increase their business productivity.

Ignition currently has 14 members and aims to increase this number through targeting out-of-town business people and increasing engagement with other co-working spaces around New Zealand.

THE DEMAND FOR A CO-WORKING SPACE IN TAURANGA TO MEET THE NEEDS OF AN INCREASING NUMBER OF ENTREPRENEURS AND SELF EMPLOYED BUSINESS PEOPLE WAS IDENTIFIED BY A BREAKFAST GROUP OF YOUNG AND ENTREPRENEURIAL PROFESSIONALS.

Ignition was established by Priority One to service this need, as well as to contribute to supporting areas of focus critical to the region's economic development. These include: a vibrant city-centre, research and tertiary development, sub-regional skills attraction and business attraction and retention strategies.



PRIORITY ONE YOUNG PROFESSIONALS

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