



**Smart Economy**  
 Facilitator • Priority One  
 Western BOP Strategy  
[www.smarteconomy.co.nz](http://www.smarteconomy.co.nz)  
[www.priorityone.co.nz](http://www.priorityone.co.nz)

**Key Sectors**  
 Food  
 Marine  
 ICT

**Implementation Partners**  
*BOP (District Health Board)*  
 Bay of Plenty Polytechnic  
*Department of Labour*  
*Environment Bay of Plenty*  
*Export NZ BOP*  
*Food Bay of Plenty*  
 Western Bay of Plenty ICT Cluster  
*Industry Training Organisations*  
 Kiwifruit Post Harvest Group  
*New Zealand Trade & Enterprise*  
 NZ Kiwifruit Growers Inc  
 Smart Transport Corridors  
*Sustainable Business Network*  
 Tauranga Chamber of Commerce  
 Tauranga City Council  
 Tauranga Marine Industry Assn  
 Te Puke Fast Forward  
*Te Puni Kokiri*  
 Tertiary Education Commission  
 University of Waikato  
 Western Bay of Plenty District Council

*\* Italicised partners operate cross regionally*

**Bright Economy**  
 Facilitator • Rotorua District Council  
 Rotorua / Lakes District  
[www.rotorua-business.com](http://www.rotorua-business.com)

**Key Sectors**  
 Tourism  
 Forestry  
 Energy

**Eastern BOP Economic Development Plan**  
 Facilitator • TOI EDA  
[www.toi-eda.co.nz](http://www.toi-eda.co.nz)

**Key Sectors**  
 Aquaculture  
 Maori Economic Development

**Bay of Connections** is the Bay of Plenty's regional economic development strategy, agreed by the Regional Governance Group (consisting of private sector representatives from the three sub-regions) and implemented by the Management Group consisting of the heads of Priority One, Toi EDA and Rotorua Economic Development Unit, facilitated by Environment Bay of Plenty.