

# Guide to Membership Benefits

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**Priority One**  
Tauranga  
Moana



# Nau mai Welcome

**Te pai me te whai rawa o  
Tauranga Moana ki te ao**

***The prosperity and splendour  
of Tauranga Moana to the world***

Growing the value of the Western Bay of Plenty economy in an intelligent way; creating a prosperous, sustainable region that contributes to improved social, cultural, and environmental outcomes benefiting everyone in our rohe.

Priority One, the Western Bay of Plenty's economic development agency, has a clear purpose: to drive an economy underpinned by skilled talent, innovation, sustainability, and collaboration. We provide tools, develop connections, and deliver on an economic strategy that informs future plans and spatial development across the region.

**Priority One is proudly  
independent, working with  
organisations of all sizes  
and across all sectors.**

The organisation is substantially funded by business members and individuals who are committed to seeing positive change through increased economic prosperity across our community.

In partnership with the sub-region's local authorities, we were established in 2001 by the Tauranga and Western Bay of Plenty business community. Our unique structure allows us to bridge the gap between authorities, communities and business.

Everything we do is underpinned by our aspirations for the Western Bay of Plenty, progressing fresh opportunities to fulfil the region's economic objectives, as well as the needs of our members.

# Priority One kaupapa

**As the economic development agency for the Western Bay of Plenty, Priority One reflects a partnership between business, communities, Iwi/Māori and local authorities.**

Priority One's core role is to build sub-regional prosperity in a sustainable manner. Lifting the earning capacity of people in our community is critical; to do this, we need to grow and attract high-value organisations and industries, create more higher paying jobs, and encourage our people into these opportunities. We must also ensure we grow with intelligence as a region, catering to business and our wider community.

To deliver value to our members, Priority One executes work plans across several key sectors, including Talent Attraction and Investment, Innovation, Education, Māori Economic Development, City Centre Rejuvenation, Sustainability and Infrastructure.

The broad scope of our kaupapa provides a robust platform for us to operate at a strategic level. We remove roadblocks, connect those that need to meet, seek critical information for the benefit of our members, and develop work plans to ensure meaningful, sustainable growth across organisations and sectors within the region.



# Priority One strategic work areas



## **Talent Attraction and Investment**

A key driver of business growth in Tauranga Moana, Priority One takes a leadership role in bridging the existing skills gap in our workforce and preparing our region for future demands as the working population ages. We deliver strategic projects to attract skilled talent into the region and enable cross-sector collaboration to grow and retain local talent.



## **Education**

Priority One supports education to develop skills and talent for the future, providing students with information, pathways, and leadership opportunities, and encouraging Tauranga as an education destination. We operate as the link between school communities, tertiary education and business, collaborating with education providers to inspire and link local youth with future work opportunities within our business community.



## **Innovation**

Tauranga Moana's profile as a centre of innovation within Aotearoa, New Zealand, is growing. Priority One focuses on fostering our sub-region's innovation eco-system and creating an environment where new ideas can thrive, maximising our competitive advantage. By developing our innovation eco-system, we aim to shift the sub-region's industry sector mix to be more knowledge-intensive, creating higher-value jobs.



## **Māori Economic Development**

Te pai me te whai rawa o Tauranga Moana ki te ao. The Māori economy is both significant and fundamental to lifting the region's prosperity. Priority One connects with local iwi, to help support Toi Kai Rawa, our regional Māori economic development agency, to develop education and employment pathways for rangatahi (youth).



## **Sustainability**

A strong sustainability position is essential for the Western Bay of Plenty economy to remain competitive. Priority One focuses on reducing carbon emissions and waste by influencing and supporting businesses, and by undertaking projects that can provide large scale impact on environmental, social and economic sustainability across the region.



## **Infrastructure**

Rapid population growth has put tremendous pressure on the Western Bay of Plenty's existing infrastructure – with transport and housing challenged to keep pace. We act as a voice to central and local government to influence change in these areas.



## **City Centre Rejuvenation**

To rejuvenate the city centre, Priority One connects with landowners and developers, encourages opportunities, and showcases the catalyst projects that help build momentum and position the city as the ideal place to live, work, play and study.

# Governance

**Priority One is governed by a highly competent and focused executive board that is committed to the future prosperity of the Western Bay of Plenty.**

Our governance structure is supported by local government, business leaders and local iwi, who ensure a well-rounded and strategic view.

Each executive board member brings with them a wealth of skills and knowledge, enabling us to identify and maximise regional economic development opportunities. It is a diverse and well connected board, ensuring a culture of fresh thinking and new perspectives is supported and embraced at a strategic level. Priority One executive board members are appointed for a three-year term.

Included on the board are the Chief Executive Officers from the three local councils, providing connections with local authorities and the region's challenges and opportunities.

## Membership

**Priority One members have many direct and 'soft' benefits, such as network connections, exposure to what's next and access to insights and data that supports critical planning.**

Priority One offers three tiers of membership:

**Platinum Member**

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**Gold Member**

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**Silver Member**

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**As a member of Priority One, you benefit from:**

- access to valuable connections, locally and nationally
- critical information to inform decision making
- strategic big picture long-term thinking
- support towards your organisational goals



**Your membership contribution supports Priority One to encourage the region to grow by:**

- ensuring the skills and talent critical for the prosperous future of our economy are accessible
- removing roadblocks and driving valuable change
- supporting the aspirations of the Western Bay of Plenty
- bridging the gaps between authorities and business

# Platinum Member

**Priority One collaborates with our Platinum Members to develop collective solutions to the key challenges facing our region.**

By becoming a Platinum Member, you become a strategic partner of Priority One and will bring the region's economic aspiration into the heart of your business.

Priority One will work with your business on a bespoke basis, offering the opportunity to develop an individual work plan to support your needs.

You will have regular access to a cross section of meaningful connections and strategic information, and play a critical role in informing and shaping Priority One's strategic work plans. Your contribution as a Platinum Member will ensure that outcomes are possible for the Western Bay of Plenty's economic development strategy.

## Key benefits for Platinum Members

**In addition to all the benefits of Gold and Silver Members, Platinum Members also benefit from:**

- A bespoke work plan, focusing on understanding and supporting your specific needs
- Invitation to collaborate with Priority One on the region's economic development strategy and targeted project(s) of mutual benefit
- Opportunity to nominate an individual representative to the Priority One executive board
- Direct and regular engagement with Priority One executives
- Acknowledgement as a strategic partner on Priority One branded fortnightly newsletters.

## FINANCIAL COMMITMENT

*Pricing available upon request.*

# Gold Member

**Priority One's strategic work areas aim to deliver value to each of our members whilst enabling regional economic success.**

As a Gold Member of Priority One, our team will get to know your business, providing access to information and vital economic insights, which you can leverage to empower your organisational value and competitive advantage.

You will have the opportunity to share your organisational views which will inform the Western Bay of Plenty's Economic Development Strategy and support the prosperity of the region.

## Key benefits for Gold Members

**In addition to all the benefits of Silver Members, Gold Members also benefit from:**

- A dedicated Key Account Manager
- Input into the Western Bay of Plenty's Economic Development Strategy
- Opportunity to engage in critical leadership events.

## FINANCIAL COMMITMENT

*NZD\$10,000 per annum, plus GST.*

# Silver Member

## Key benefits for Silver Members

- Be part of a progressive business-led economic development agency, delivering prosperity to Western Bay of Plenty businesses and the community
- Access to sector-specific information and plans
- Opportunity to be profiled as a new member in the fortnightly Priority One newsletter to a wide database
- Access to insights into current and future economic performance, developments, and trends
- Advocacy for the Western Bay of Plenty economy
- Economic support, assistance and advice across Priority One key strategic work areas
- Early critical access to talent pipelines and the education sector to support a sustainable supply of skills
- Invitation to attend Priority One economic updates, networking events and briefings
- Organisation included in the Priority One online member directory.
- Access to key information, updates, news, regional insights and data through Priority One fortnightly newsletters and regular economic reports.

## FINANCIAL COMMITMENT

### Medium business

NZD\$2,500 per annum, plus GST.

### Small business

NZD\$1,000 per annum, plus GST.

## OTHER

*Membership opportunities are available for not-for-profit organisations and non-traditional organisations. For bespoke partnership opportunities with Priority One, we welcome a conversation to discuss options.*



To learn more about membership, or to become a member of Priority One call the team on 07 571 1401 or apply online at [www.priorityone.co.nz/membership](http://www.priorityone.co.nz/membership)

# Summary of benefits

Benefit	Platinum Member	Gold Member	Silver Member
Voting rights to elect members to the Priority One executive board	10 votes	2 votes	1 vote
Invitation to hold a position on the Priority One executive board	●		
Bespoke and individual partnership work plan specific to your organisation	●		
Acknowledgement as a Strategic Partner on Priority One branded fortnightly newsletters	●		
Direct engagement opportunities with Priority One executives and board	●		
Collaboration on local and national policy	●		
Dedicated Priority One Key Account Manager	●	●	
Input into the Western Bay of Plenty regional economic development strategy and key regional challenges	●	●	
Invitation to engage in critical leadership events	●	●	
Invitation to attend Priority One economic updates, networking events and briefings	●	●	●
Involvement in project and investment opportunities	●	●	●
Advocacy for your organisation or collective industry	●	●	●
Organisation included in the Priority One online membership directory	●	●	●
Opportunity to be profiled as a new member in the Priority One fortnightly newsletter to all members	●	●	●
Access to key information, updates, news, regional insights and data through Priority One fortnightly newsletters and regular economic reports	●	●	●
Economic support, assistance, and advice across Priority One key strategic work areas: <ul style="list-style-type: none"> <li>• Talent Attraction and Investment</li> <li>• Education</li> <li>• Innovation</li> <li>• Māori Economic Development</li> <li>• Sustainability</li> <li>• Infrastructure</li> <li>• City Centre Rejuvenation</li> </ul>	●	●	●
Advocacy for the Western Bay of Plenty region's economy	●	●	●
Access to sector specific information and plans	●	●	●
Access to insights into current and future economic performance, developments, and trends	●	●	●
A network of connections across business, local, regional and central government	●	●	●
A regional network of organisations delivering prosperity to Western Bay of Plenty businesses and community	●	●	●



**Priority One**  
Tauranga  
Moana

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