Our pillars

People

We create employment pathways for our people and, where necessary, attract talent so everyone can contribute to and benefit from the region's prosperity.

Investment

We attract capital for two reasons. To develop the essential roading, housing, energy and social infrastructure that underpins our region's economic and community wellbeing. And to accelerate the region's economic growth through investment in businesses and people.

Innovation

We enable, connect and convene to foster an ecosystem where innovation can thrive. We are innovative problem-solvers, supporting our members and stakeholders to work together on shared challenges and opportunities.

Priority One Tauranga Moana

Mission

To unlock the Western Bay's economic potential and create sustainable prosperity for all who live here.

Strategy

To build a vibrant ecosystem that connects people, groups, ideas and resources through partnerships, innovation and investment. We will amplify this ecosystem by positioning our region as a premier destination for capital and talent.

We deliver value to our members & stakeholders by:

- Creating real economic opportunities to raise incomes for everyone in our community
- Expanding workforce capacity and capability
- Amplifying the voice of industry
- Actively engaging mana whenua in the region's economy
- Shaping a favourable operating context
- Telling our region's story with compelling consistency
- Making connections
- Being a trusted advisor & neutral broker

Our focus in 2026

Regional Deal

Energy strategy

Bringing in outside capital

Talent attraction

Instep Young Leaders' Forum

Ara Rau

Circular construction

DayBreak Festival of Innovation

Mount Maunganui Industry Environmental Accord