Action Plan Management & Coordination Structure Map

Role

Governance
Setting of strategic direction and regional priorities

Leadership
Central management of all economic development activity

Co-ordination
Operational management of individual action plans

Implementation
Initiative advancement & completion

= existing organisation

= generic group of organisations

= new organisation

Organisational Structure

Tairawhiti Development Partnership (TDP)

TDP represented on Board of TDP Management Trust

TDP Management Trust (TDPMT)

Board Chairs sit on Board of TDP Management Trust

Tairawhiti Polytechnic

TDP's Management Resource

Tairawhiti Land Development Trust

Gisborne Winegrowers

Eastland Wood Council

INDUSTRY EDUCATION & TRAINING

1. Work ready programmes for Primary Industry
2. Greater coordination of workforce development in
3. Improve Human Resource management capacity
4. Closer working relationships between Secondary and Tertiary Education providers and

- Chamber of Commerce 3
- TDP 3
- Industry Groups 1
- ITOs 1 2
- Education providers 1 2

ENTREPRENEURSHIP & COMMERCIALISATION

1. Entrepreneurs forum
2. Small business management training
3. Mentoring services
4. YES programme

- ECT 1
- NZ Trade & Enterprise 1 3
- Te Puni Kokiri 3
- Business Mentors NZ 3
- Secondary schools 4
- Entrepreneur Forum 1

INNOVATION & RESEARCH

1. Research forum

- Research Forum 1

REGIONAL MARKETING & BRANDING

1. Regional Branding Redevelopment
2. Regional Marketing Plan & Campaign

- Gisborne Winegrowers 1 2
- Tourism Eastland 1 2
- Gisborne Dist. Council 2
- Wairoa Dist. Council 2
- Tourism operators 1 2
- Other related enterprises 1 2

TOURISM

1. Navigations/ Voyaging project
2. Waterfront facilities & development
3. Tourism strategy

- Gisborne Dist. Council 1 3
- Eastland Group 1
- Gisborne Winegrowers 2
- Wairoa Dist. Council 3
- Tourism Eastland
- Iwi
- Tourism operators

TRANSPORT & ENERGY

1. Regional Development Roading
2. Regional Transport Strategy
3. Air New Zealand Q300 landing fees subsidy

- Eastland Group 1 2
- Gisborne Dist. Council 1 2
- Wairoa Dist. Council 1 2
- NZTA 1 2

FOOD ENTERPRISE

1. Farm programmes
2. Business group meetings
3. Organics Mentoring Programme
4. Industrial Wastewater

- Ag First 1 2
- Tairawhiti Organics 3
- Gisborne Dist. Council 4
- Ind. Waste-water Users 4
- Sponsors 1 2
- Business Forums 2

WINE & VITICULTURE

1. Wines of Gisborne brand refresh
2. Wines of Gisborne brand communication
3. Development of Gisborne's wine tourism offering
4. Wine industry regional marketing plan
5. Research projects

- NZ Wine-growers Gp 4
- MAF 4

FORESTRY & WOOD

- Wood growers
- Wood processors

Guiding Document

Regional Economic Development Strategy 2009

3 year operational plan = sum of separate Action Plans

Action Plans for each Priority Area

Individual Initiatives contained in Action Plans