

Rural areas can be a powerhouse for an economy while pursuing innovation and entrepreneurship as important drivers of wellbeing and growth. In a connected era, there is a growing trend of entrepreneurs choosing to live and work in small towns; Not only is it more affordable but also provides a superior lifestyle.

New Zealand Institute for Rural Entrepreneurship (NZIRE) is focused on bringing 'rural' into focus, integrating it with the love of **innovative and entrepreneurial people for small-town living**. We **engage in the local context** rather than requiring entrepreneurs to go to cities for the services needed to develop and grow innovative outcomes (www.nzire.net).

The three strategic objectives that add the most value to overcome constraints to rural entrepreneurs:



Diversify rural economies



Increase access to resources



Develop entrepreneurial skills



THREE BUSINESS UNITS

1. NZIRE Grassroots Journey

NZIRE Grassroots Journey is structured into **three operational clusters** to bring growth in the resilience and sustainability of small towns which will positively impact the wellbeing of society as a whole (www.patreon.com/travel4smalltowns):



Mobile and immersive in small towns, leading to better interactivity.



Building a network of rural towns that embrace the entrepreneurial mindset and practices, and running initiatives across and within these towns.



Building a cloud of service providers that deliver high-value outcomes in rural towns with real impact.

2. NZIRE Institutional Operations

Through NZIRE Institutional Operations, we aim at:



Becoming a global centre of excellence for small-town entrepreneurship.



Running an annual unconference and giving awards for rural entrepreneurs, and the entrepreneurial small town of the year.

3. NZIRE Projects and Initiatives

We pro-actively set up and participate in initiatives and projects to advance our strategic objectives like:



Impact Towns – a three-year programme for participating towns for them to embrace the identity of becoming entrepreneurial towns.



Building a network of remote co-working spaces in small towns to enable telecommuting as a career, connect local businesses and attract digital nomads to rural New Zealand.



Establishment Priorities and Activities



Establishing the grassroots journey as the major initial activity of NZIRE.



Developing NZ organization and operational procedures as a business.



Developing and running small-town entrepreneurship "unconference" bringing world-class examples and case studies, best practices and success stories to NZ and encouraging participants and communities through awards and interactions.



Building a distributed, globally connected, immersive centre of excellence in small town entrepreneurship, and embed it in small town New Zealand.

What will success look like?



Thriving NZ small towns shaping their own future through entrepreneurial mindsets and practices.



Attracting experts to learn and practice in NZ to advance the success of small towns.



Acceleration of new opportunities in rural NZ thereby attracting people to live and work in small towns.



Making NZ a leader in rural entrepreneurship as it becomes the next wave of development in economic growth.

