

Statement of Intent (Updated), Performance Outlook 2016-17

The following performance measures have been completed following the establishment of CEDA and the completion of the foundation research project. This also incorporates CEDA's nature and scope of activities.

Service Level Statement	Measure	2016/17	Activities
Support the Growth of Business in the Region to grow Bigger and Better, GDP growth is at or above the National average*			
Business Development and Support - Deliver information, advice, programmes and initiatives to assist businesses to grow bigger, better, faster and to develop a skilled workforce.	Number of businesses that have been assisted through a CEDA intervention	320	Work with business and Councils to reduce barriers to business investment and development*
			Callaghan Innovation R&D Grants through Regional Business Partner Network
			Capability Development co-funding issued to businesses
			Business Mentor programme matches
			Attract investment expansion or new businesses to the Region
			Maori business engagements
			Business hub establishment
	Satisfaction – Net Promoter Score for Regional Engagement under the Regional Business Partners programme	>50	Actively manage businesses through Regional Business Partner programme
Facilitate collaboration, innovation and entrepreneurship in key sectors. Scale up the commercialisation of innovative start-ups	% satisfaction with BCC support /services provided (through customer survey)	set baseline (new measure)	Engage mentors to assist emerging entrepreneurs
			Provide Start-ups 1:1 incubation
Grow and Retain Education & Talent in the Region so Businesses have the Skills to Grow, reducing business perception of staffing as a barrier to growth by 3% over 3 years*			
Deliver information, advice, programmes and initiatives to attract more international students to the region by implementation of the Regional International Education Strategy	Increase the value of international students in the region	set baseline	Strategy Implementation - Market Development (selecting target markets for collaborative activities)
			Strategy Implementation - Marketing & Communications (telling the story)
			Strategy Implementation - Student Experience (ensuring repeat business)
Growing a Skilled Workforce, increasing talent capability by development of labour market strategies and delivery of the Sort-It expo	Develop a Labour Market Strategy for the region	develop strategy	Labour market analysis and strategy*
			Sort it Careers Expo
			Partnership agreement with MBIE / Immigration New Zealand

Priority Sectors continue to grow	Undertake sector specific surveys (based on priorities identified in Research) to understand sectors and develop sector strategies based on results	complete distribution and logistics sector survey	<p>Distribution and Logistics†</p> <ul style="list-style-type: none"> - Sector survey completed - Distribution and Logistics development plan† <p>Agri (food, business, land, horticulture)†</p> <ul style="list-style-type: none"> - New Zealand AgriFood Investment Week including: Plate of Origin, Launch Event, ASB Perspective 2025 - Support of FoodHQ - Agriculture, technology, science, research development plan† <p>Government†</p> <ul style="list-style-type: none"> - Relevant activities under Accelerate 25 - Defence Issues in the Manawatu regular meetings - Defence/PNCC/MDC Collaboration Agreement - Facilitation/support provided to Manawatu Defence Hub
Enhance the Brand and Experience of the Region so People who say they are Proud they Live in the Region^ increases by 3% over 3 years*			
Promotion of lifestyle to support the attraction of people to work, study, invest, or visit.	Undertake annual Research, report results to stakeholders to understand and develop strategy	undertake research and report by 30 September	<ul style="list-style-type: none"> - Marketing strategy and activities to develop strong sense of Manawatu identity* - www.ManawatuNZ.co.nz - Collateral developed - Visitor programmes, eg The Country Road - Social media - QRIOUS reporting - CAM data - Marketview reporting (Quarterly) - Retail vacancy survey (pilot) - Support CBD vibrancy projects <p>Provision of visitor information centres and services</p> <p>Manawatu Business Awards (biennial)</p>
Promotion and information of services that increase the number of visitors and guest nights	Number of business events bids submitted (win/loss ratio)	10 (33%)	Targeted sales contacts made with conference organisers or related organisations.
	Analysis of major events sector	Start baseline	Activity towards setting baseline

* High priority to address barriers to growth as identified by research

† Priority growth sectors as identified by research

^ Region is defined as Manawatu region consisting of Palmerston North City and Manawatu District.