

Business Attraction, Retention and Expansion in Manawatū



2022

Where we have come from

The combination of current economic pressures and COVID-19 has seen all corners of the country begin fighting harder for investment, visitation, talent, events, and conferences.

This increased competition has made it harder to get businesses to come to Manawatū, and for existing local businesses to grow.

We believe that Manawatū holds unique opportunities for New Zealand businesses, and we are working to leverage these opportunities so that more businesses stay, grow, and thrive here.

We're now one year into our three-year Business Attraction, Retention and Expansion Strategy – working to bring new business to our region, support growth for those who are already here and build economic diversity and resilience.

What we are aiming to achieve

The Business Attraction, Retention and Expansion Strategy has sharpened our focus on how we provide more support for existing businesses and how we facilitate and encourage more businesses to move here, including the ease of setting up a business in the region.

Our objectives are to:

→ **Understand the needs of local businesses and those looking to establish themselves in the region**, with a focus on local businesses in priority sectors, especially those that are at risk of closing or relocating elsewhere.

→ **Respond effectively to these needs using a wide variety of services**, such as business support, property search, recruitment assistance and workforce development, investment and financing, and accessing new customers and markets.

→ **Address wider local issues that challenge business growth**, such as housing, transport, and vibrancy.



Our Three-Year Action Plan

To achieve these objectives, we are focused on key activities over a three-year period.

Focus	Year One (2021-22)	Year Two (2022-23)	Year Three (2023-24)
<p>Focus on identified priority sectors to attract, retain and expand businesses. By leveraging our sectors of strength, and nourishing emerging sectors, our work is targeted to ensure that we are making the biggest impact.</p>	→	→	
<p>Enhance engagement with key businesses in priority sectors by adopting a business-friendly approach and working in partnership to facilitate growth.</p>	→	→	→
<p>Improve advocacy and profile for Manawatū by working with partners to leverage and promote our strengths and assets.</p>	→	→	→
<p>Work with partners, stakeholders and councils to consistently measure sentiment within the business community and respond accordingly.</p>		→	→
<p>Work in partnership with Palmerston North City Council and Manawatū District Council to enhance and promote business-friendly processes.</p>		→	→
<p>Work to ensure there is an appropriate supply of land, sites and premises to respond to current and future business needs by working with both the public and private sector.</p>	→	→	→
<p>Review and refresh the Strategy to better reflect the current environment.</p>			🏆



Learn more: [CEDA.nz/bare-strategy](https://ceda.nz/bare-strategy)
Get in touch: business.enquiry@ceda.nz

Turning talk into action – Year One

Examples of the Business Attraction, Retention and Expansion Strategy in action.

SUPPORTED OVER

475
SME

to grow through **services and connections**



Launched targeted **Digital Capability training** to

multiple
businesses

WORKING WITH



internationally
renowned

music technology business to bring their **Oceania Head Office and a hi-tech studio** to Manawatū

RAN A SUCCESSFUL



Get Local
Campaign

to support **local hospitality and retail businesses** in association with the Manawatū Business Chamber

50+

Business
Leaders

ENGAGED



TALK TO US TODAY ABOUT HOW YOU THINK WE CAN SUPPORT MORE BUSINESSES TO STAY AND GROW IN MANAWATŪ.