

# FAQs



## Frequently Asked Questions

November 2022

# Frequently Asked Questions

## What is the Central Economic Development Agency (CEDA)?

CEDA was established as Manawatū's regional economic development agency and has been in operation since September 2016. CEDA is a council-controlled organisation, jointly owned by Palmerston North City Council (50%) and Manawatū District Council (50%). CEDA's primary objective is to drive and facilitate the creation and growth of economic wealth for Manawatū and beyond.

CEDA is also the Regional Tourism Organisation for Manawatū, responsible for driving and supporting the growth of our visitor sector to ensure opportunities are maximised and drive domestic visitation to the region.

## What is our vision?

Our vision for Manawatū is to be New Zealand's most progressive region. Three key indicators to show we are on the way to achieving this vision are:



Manawatū is recognised as one of the top agrifood hubs in the world



Manawatū is a leading distribution hub and leverages off its role in central New Zealand



Manawatū is renowned for its exceptional lifestyle, competitive advantages, and is a magnet for business, investment and talent

## How does CEDA set its strategic focus?

CEDA's strategic focus is guided by the annual Statement of Expectations which is delivered to CEDA jointly by the Manawatū District and Palmerston North City councils.

For 2022-23, the Statement of Expectations outlines the following key strategic areas of delivery:

- Inward investment, (both national and international), retention and expansion of business in the Manawatū region, along with survival and recovery of businesses due to COVID-19.
- Developing a talent pipeline.
- Domestic Visitation.

CEDA's strategic framework and programmes of activity are then developed based on these outcomes and outlined in the annual Statement of Intent. This ensures a strategic approach across CEDA and our shareholder councils to ensure alignment of visions, goals and long-term plans.

[→ ceda.nz/about/statement-of-intent](https://ceda.nz/about/statement-of-intent)

CEDA reports on its Statement of Intent outcomes twice yearly to its Shareholders through its Half Yearly and Annual Reports.

[→ ceda.nz/about/strategic-reports](https://ceda.nz/about/strategic-reports)

## CEDA's board of directors

CEDA's board of independent directors are responsible for the governance and strategic direction of CEDA, in line with the requirements and strategic outcomes of its shareholder councils. Board directors are appointed by an Electoral College with representatives from PNCC and MDC.

The board appoints CEDA's Chief Executive who is responsible for CEDA's management, operations, projects, staff performance and wellbeing, and reporting.

[→ You can find out more about the CEDA Board and team at CEDA.nz/about/our-team.](https://ceda.nz/about/our-team)



## What are CEDA's primary focus areas for its programmes of work?

CEDA works across the three strategic pillars of economic development; People, Place and Business, and our success is underpinned and enabled by the strength of our Partnerships and relationships with our regional and national partners.

Our core objectives, programmes and activities are all aligned to these pillars, and are designed to create the environment, stimulus, outcomes, and impact that will power our economic prosperity and achieve our vision for the region.



### People

#### Attract, retain and develop talent in the region

The development of a talent pipeline for the region that includes the attraction of those with the skills and experience our businesses need, the training and development of the people they already have, the recruitment of students to the region, along with an understanding of the future needs of our sectors and businesses is key to the region being able to grow sustainably.

➔ [ceda.nz/employer-and-workplace-hub](https://ceda.nz/employer-and-workplace-hub)

### Business

#### Attract, retain and develop business and investment in the region

Business development and expansion in the region, and attracting business and investment to the region, is at the core of economic development and at the forefront of CEDA's objectives for Manawātū to be a leading distribution hub, be recognised as one of the top agrifood hubs in the world, and a magnet for investment, business, and talent.

➔ [ceda.nz/our-business-support](https://ceda.nz/our-business-support)

### Place

#### Profile the region to attract people, business and investment

Profiling the region to highlight our strengths, our people and our places through a shared regional identity, targeted storytelling and partnerships ensures Palmerston North city and Manawātū district are renowned for our exceptional lifestyle, competitive advantages and is a magnet for investment, business, and talent.

➔ We do this through our regional website [www.ManawatuNZ.co.nz](https://www.ManawatuNZ.co.nz)



## How does CEDA work through partnerships?

A strength of our region is the ability to work together using our combined strengths, connections, and skills to compete nationally and globally. Collaborative relationships and partnerships with key regional and national stakeholders, central and local government, Māori, and iwi are key to ensuring strategic outcomes for the city and district.

➔ See some of our partners here: [ceda.nz/about/our-partners](https://ceda.nz/about/our-partners)

## What are CEDA's key growth projects for the region?

Building on the foundations of our focus areas of people, place and business, through partnerships. CEDA's current pillar projects weave across these pillars and for the region include:

- Leading the development and Strategy implementation of Te Utanganui – the Central New Zealand Distribution Hub, cementing our regions role as the as the third node of distribution and logistics in New Zealand.
- Facilitating and leading the refresh and actions of the strategic Manawatū Destination Management Plan to sustainably grow visitor activity and value for the benefit of our community.
- The development of a Manawatū Food Strategy to define the region's opportunities in the national and global supply chain enabling Manawatū to attract private and public sector investment and partnerships.

➔ Further information on our key areas of work and pillar projects can be found at [ceda.nz/about/areas-of-work](https://ceda.nz/about/areas-of-work)

## How is CEDA committed to sustainable practices?

In both CEDA's office environment and the environment in which we work and live, we are committed to sustainable practices. We value diversity in both our team at CEDA and our commitment to promoting diversity in age, culture, ethnicity and gender in all that we do.

➔ [View more on CEDAs sustainability commitment ceda.nz/about/how-we-work](https://ceda.nz/about/how-we-work)

## Where and how can I find out more about the work CEDA is doing and the impact it's making?

We have a range of ways in which you can connect with us and stay up to date on what we're doing and what's happening in our region.

➔ [ManawatuNZ.co.nz](https://manawatu.co.nz) showcases the best of living, studying and doing business in the region.

➔ [CEDA.nz](https://ceda.nz) to find out more about CEDA, the team, and what we do.

Subscribe to CEDA's e-newsletters to keep up to date at [ceda.nz/newsletter-signup](https://ceda.nz/newsletter-signup) and see the latest news here at [ceda.nz/news-updates](https://ceda.nz/news-updates)

Connect with us online:

LinkedIn	<a href="https://linkedin.com/company/centraleda">linkedin.com/company/centraleda</a>
Facebook	<a href="https://www.facebook.com/CEDA.nz">www.facebook.com/CEDA.nz</a>
Facebook	Palmy & Manawatū
Instagram	Manawatu_NZ



If you'd like to get in touch or have any questions, please reach out to [communications@ceda.nz](mailto:communications@ceda.nz)

TSB Towers  
Level One  
1-19 Fitzherbert Avenue  
Palmerston North 4410

PO Box 12005  
Palmerston North 4444

T **06 350 1830**  
E [office@ceda.nz](mailto:office@ceda.nz)  
W [CEDA.nz](http://CEDA.nz)

**CEDA**  
CENTRAL ECONOMIC  
DEVELOPMENT AGENCY