

# Partner Update

Hōngongoi July 2018

## Westpac Manawatu Business Awards

The awards are in full swing. Following the closure of the nomination period, our team is in the process of reaching out to businesses who were nominated, with preliminary judging beginning in early September. The awards are all about celebrating the best in business, for function dates and more information visit [www.manawatubusinessawards.com](http://www.manawatubusinessawards.com).

## Next Steps for Regional Identity

Following a successful workshop with shareholders, local Iwi and representatives from Air New Zealand and NZ Story, a draft regional identity definition has been tested with tourism operators, visitors and conference organisers. Their feedback was positive and helped to confirm the direction of the definition. We are now working with shareholders to finalise the definition before moving on to the design stage.

## Partnerships - Investing in Agritech

We have invested in Sprout, the national agritech accelerator based in Palmerston North, to support the development of a cohesive strategy and implementation plan for Manawatu. Agritech is one of our priority sectors and we see our role as an enabler, hence identifying this opportunity to support the valuable work Sprout is already doing. There is a wealth of research that shows high-performing, dynamic regions have a thriving start-up ecosystem. This in turn creates jobs and attracts investment and other firms that want to be a part of a dynamic local business environment.

## Alumni Project

The Alumni Steering Group had their first meeting in July and will assist the project team in identifying Manawatu's greatest achievers. Direct input and participation of community, industry, and thought leaders as well as other stakeholders is a critical component for a successful project that aims to drive economic growth by finding avenues for our region's greatest achievers to help local people and businesses grow. Great progress is being made in determining a name for the project and we hope to share further details, next month.

## PGF Update

We are continuing to develop the business case for five possible projects and applications to the Provincial Growth Fund. Chief Executive Linda Stewart has met with John Doorbar, Director, Provincial Development Unit, MBIE in Wellington to discuss our PGF application approach for the Manawatu region. Linda has also met with Lafaele Lupo, newly appointed Regional Lead: Manawatu-Whanganui, Regions and Project Delivery Branch, Provincial Development Unit to discuss the approach to securing greater visibility and alignment between PGF projects and applications across the wider region.

Our approach is to assess each project's suitability and likelihood of success and build a business case informed with research. We will be working closely with our shareholders and key stakeholders including MBIE and Accelerate25 to develop and agree on our approach to the management of PGF applications across Manawatu. This approach ensures we will be presenting well-informed proposals developed in conjunction with partners, which aligns to the vision and Long Term Plans of our shareholders and the transformational growth opportunities identified for our region.

## User Growth for ManawatuNZ.co.nz

The new-look website went live on July 5th with refreshed content, new imagery and an improved user experience. The promotion surrounding the launch is driving more users to the site: both users and sessions are up by almost 10 per cent on June. Our social media following for both Facebook pages, MyManawatu and ManawatuNZ continues to grow: both pages combined reached close to 38,000 people in July. We are continually updating and improving elements of the website, be sure to check it out and let us know your feedback.

## Stamps For Sale

The Manawatu Stamp booklet is now for sale at the Palmerston North City i-SITE and NZ Post website. Ten images from across the city and region were chosen for the booklet, which will feature in an upcoming issue of NZ Post's Focus magazine.

## Face of Manawatu Campaign Update

The campaign has been live for a month and 600 people entered their photos to feature on the mosaic Face of Manawatu billboard that is now in The Square (it will be moving locations shortly). The campaign landing page on ManawatuNZ.co.nz has received more than 300-page views and is supported through promotion via MediaWorks Manawatu social media channels and radio stations. The campaign's purpose is to raise local awareness of the website, which hosts a wealth of information on the region.

## Farmstay Feature Goes Global

Our partnership with Tourism New Zealand continues to grow and following an earlier successful photo shoot and article featuring one of Manawatu's iconic farmstays, Mt Huia Farmstay, the boutique accommodation operator in Rangiwahia was then chosen for a 'New Zealand Luxury Escapes for Family,' which featured only seven other operators. The feature appeared in multiple South Korean publications and news sites such as Nate News, Momo News, Property Journal and Dio Deo, with a combined audience reach of more than 100 million.

## Feature in AA Directions Magazine

The colourful and quirky nature of Palmerston North and Feilding's arts communities were featured in a double-page spread in the latest edition of AA Direction Magazine's winter feature. The article was written by Jo Percival, who discovered the story while on a CEDA-hosted trip to the region for a feature article earlier this year.

## Supporting Kia Ora Magazine Feature

Kia Ora, Air New Zealand's inflight magazine, will shine a light on Palmerston North's newest bars and restaurants in an upcoming "On the Menu" feature. We have worked closely with the reporter to suggest new places, connect her with the business owners and ensure high quality images are available. Kia Ora has a readership of 375,000.

# More Projects & Outcomes

## Meet the CEDA Board and Team - Coming Up

The next Meet the CEDA Board and Team Event will focus on the region's visitor sector. We will be sharing the latest data on who our visitors are, where they are coming from and what they are spending on. We will cover the major projects we are undertaking in this space and the future opportunities for the region. It would be great to see you there!

**When:** Monday 20 August

**Where:** Palmerston North Conference and Function Centre

**Time:** 1pm-2pm

**RSVP:** [admin@ceda.nz](mailto:admin@ceda.nz)

## Assisting Business Development and Growth

Our Business Growth Advisors worked with more than 20 businesses in July and allocated \$40,810 worth of capability funding, via the Regional Business Partners programme. Each business invests in this training on a 50:50 basis, which is used to upskill business owners and managers in areas such as business planning, marketing, governance and paths to diversify.

Sector and Number of Businesses	Amount Allocated
3 Agriculture, Forestry and Fishing	\$2,875
7 Manufacturing and Construction	\$15,400
7 Health Care, Arts, Culture, Education	\$22,535
<b>Total distributed by CEDA</b>	<b>\$40,810</b>

## Start-up Clinic's Growing

As part of our commitment to supporting entrepreneurs and new business owners more effectively, we delivered a Start-up Clinic to 10 people, this month. As a result of the clinic, one business has been matched with a business mentor and a Business Growth Advisor has made a follow-up visit to another business facing growth challenges. The feedback from attendees has been really positive and we look forward to helping more start-ups gain the skills and knowledge to build solid foundations for growth.

## Lean Hub Supervisors Course

We are working with The Lean Hub to co-deliver a Supervisor's Development Course in Palmerston North, a six-month training programme designed to help supervisors develop the skills to become managers. Our recent Labour Market Survey revealed all sectors in Manawatu are missing key managerial talent and this course is one way to help businesses address this through training the staff they have.

## New Conference and Events Planner Available

A fresh new-look Conference and Events Planner has been produced, with more than 50 pages covering all that Palmerston North and Manawatu has to offer a conference or event organiser. The planner explains the benefits of hosting a conference here, from the ease of travel to venues, accommodation, activity ideas and more. This is a valuable marketing and promotional tool that's free for anyone to use. We will be sending the planner to local, national and international conference organisers. If you would like a copy, please email [phil.hildred@ceda.nz](mailto:phil.hildred@ceda.nz).

## Conference Highlight

The recent 2WALKandCYCLE conference, held at the Palmerston North Conference and Function Centre, was the result of a combined effort between CEDA and Palmerston North City Council. The conference attracted 200 national and international delegates, with an estimated impact of \$200,000. The event organiser Glenda Harding of Harding Conferences, couldn't speak highly enough of her experience.

*"Phil Hildred (CEDA's Conventions and Events Executive) provided great liaison to us in the lead up to the conference by referring us to valuable suppliers. The conference venue and staff were outstanding on every level. Although I had high expectations of the venue, they were exceeded. The Palmerston North City Council, from the Mayor to the staff, were incredibly supportive to the conference committee."* - Glenda Harding of Harding Conferences.

## Palmerston North City i-SITE Refurbishment

Stage one of a refurbishment to the Palmerston North City i-SITE is now complete. The information wall and retail section have been redesigned to enhance the visitor experience and incorporate new digital displays. Pop in to have a look and meet the team!

## CEDA Staff

Rebecca Russell has been appointed to the new role of Marketing Senior - Visitor and Events to focus on the visitor sector and the outcomes of the Capturing a Day in a Visitor's Journey project and marketing of regional events.

Mary-Ellen Steele has been appointed to the role of Business Growth Advisor, working with the Business Development team to grow the region's businesses.

## FDP Partnership

We are working closely with Feilding District and Promotions around our agreement regarding visitor information support and developing a Memorandum of Understanding that better defines how we can work together in areas of business development and regional marketing. CEDA's Business Growth Advisor Brian Sami is also based in Feilding at FDP every Thursday.

## New Zealand AgriFood Week

Planning for New Zealand AgriFood Week 2019 is well underway following meetings with naming sponsor ASB and a steering group of local industry leaders and partners who are involved in the week's delivery. We are in the process of identifying speakers and event formats and look forward to sharing more details with you as they are confirmed. If you have any suggestions or would like to be involved, please email [events@ceda.nz](mailto:events@ceda.nz).