

# Partner Update

Hakihea/Kohitātea

December 2018/January 2019

## Launch of Te Aho Tāmaka

Manawātū is a region rich with creativity, innovation and talented people and in December the regional growth initiative, Te Aho Tāmaka, was launched to recognise and celebrate the region's most accomplished and illustrious leaders. The initiative is a New Zealand first and will act as catalyst for these leaders to contribute to growing our regional profile, developing and inspiring our young people and will provide a platform to explore how their connections and expertise could contribute to strategic economic development and growth. On a practical level, the programme will celebrate the success of these leaders and enhance their engagement with the local community be it through mentoring, internship or reconnection to the region. For more information visit [ManawatuNZ.co.nz/teahotamaka](http://ManawatuNZ.co.nz/teahotamaka) or [read about the leaders who are involved here](#).

With the guidance of a steering group of local leaders, the identification and involvement of leaders will continually grow and we look forward to keeping you updated with new leaders and their involvement in the programme.

## Leading Regional Collaboration

CEDA takes the lead in facilitating and hosting quarterly Manawātū-Whanganui collaboration meetings with our economic development partners and counterparts from neighboring districts and regions. In January, the Provincial Development Unit presented on national and regional provincial growth fund trends, which enables CEDA to better support and facilitate relevant Provincial Growth Fund applications. The meeting also covered the upcoming Sister City New Zealand Conference, where participating regions can be profiled at this unique international event.

## Kia Ora Magazine Feature

CEDA organised and supported a media visit by a Kia Ora (Air New Zealand's in-flight magazine) travel writer in December for an upcoming regional feature on

Manawātū. We work regularly with local, national and international media and tourism partners to ensure a strong and consistent regional profile and presence across digital and print media. In the lead up to and during media visits, we work with reporters to tailor itineraries and ensure they have access to high quality and engaging images of the places they are visiting. CEDA's relationship with Air New Zealand and the growth in holidaying and business passengers through [Palmerston North Airport is an example](#) of how we collaborate with key partners to grow the visitor sector. Keep an eye out for the feature in Kia Ora's March edition!

## Meeting Newz Feature

Palmerston North and Manawātū will also feature in the industry-specific Meeting Newz publication in the March/April edition, following a reporter's visit which we supported. The publication is New Zealand's conference, incentive and exhibition Magazine and is read online by most conference organisers/organisations in the country. Raising awareness of the region's facilities, our central location and ease of travel from anywhere in New Zealand, through industry specific publications, is a key part of growing the conference and business events sector for the region.

## Sort It Careers Expo

Sort It Careers Expo is New Zealand's largest regional careers expo and a record number of exhibitor registrations so far means 2019 is shaping up to be larger and more diverse than ever. Fifty-five businesses, training organisations, and tertiary institutes have signed up to attend, five of which are new to the expo. CEDA sets the strategic direction, manages and delivers the expo as part of our work to develop a talent pipeline for Manawātū. The expo helps secondary school students and people looking for a career change to identify career pathways and connect with businesses, training providers and tertiary institutes that attend. This assists with future-proofing local industries to ensure they have appropriately skilled

and trained candidates. The success of the Sort It Careers Expo has gained national attention, being named a finalist in the New Zealand Events Association Awards' Best Local Government Event for 2018.

## Destination Think!

As part of CEDA's work to build the reputation and experience of the Manawātū region we have been investigating available methods to report on and measure visitor and resident sentiment. We have recently signed up to an annual subscription of the Tourism Sentiment Report - produced by Canadian destination marketing agency Destination Think!

The Tourism Sentiment report contains three years of historical data and will report and provide insights into the following information:

- Calculate an overall sentiment score for the entire region allowing us to benchmark performance year on year.
- Provide a competitor comparison against five other chosen destinations.
- Identify 50 'destination assets' - what people talk the most about when referring to our region e.g. access and transportation, accommodation, frontline staff.
- Identify activity drivers - why people visit the region and what they do when they're here e.g. hiking, fishing, mountain biking etc.
- Identify destination attributes - how people describe Manawātū e.g. relaxing, fun etc.
- Give an understanding of how much the region is being talked about in comparison to other regions. We look forward to sharing the results with you.

# More Projects & Outcomes

## Strengthening Manawatū's profile in China

Thousands of prospective international students and their families are reading regional features on Manawatū, which showcase the lifestyle and study opportunities here. These features are a result of strategic relationships and partnerships we have with Education New Zealand and international education recruitment agencies in China. Study Manawatū was recently featured on Education New Zealand's official WeChat account, highlighting the world-class education and programmes available in Manawatū, students' own experiences, and the career pathways available (with a strong focus on food, nutrition, and agriscience). Manawatū was also featured comprehensively on a New Zealand Central Regions page on Chinese education agency, EIC's website, a strategic partner with whom CEDA signed an MoU on the latest international education visit to China. As a result, hundreds of people have already expressed interest in the schools and tertiary institutes that were in the article. We also work closely with other key agents who are constantly promoting our region through their own media channels (WeChat, Weibo and websites).

## Zero Emissions Vehicles

We supported local innovators [Zero Emissions Vehicles \(ZEV\) Technologies](#) with their delegation of researchers and leaders from the Chongqing Vocational College of Transportation, China (CQ-VCT), who are seeking a New Zealand-based partner company. CEDA supported the Chinese delegation by connecting them with central government's international education agency, Education New Zealand, who met with the delegation to discuss New Zealand's capabilities and areas of specialties in our tertiary education system. CEDA supported ZEV with their visit programme for CQ-VCT by meeting with the delegation and reinforcing the benefits of doing business with an innovative company like ZEV in Palmerston North. We also connected the delegation with city Mayor Grant Smith who reinforced these messages. The visit resulted in media coverage in China and was deemed a success by CQ-VCT.

## Connecting Local Businesses with Talent

The R&D Experience grant from Callaghan Innovation provides funding to a company for a tertiary student to work on a project over the summer break. The funding is for ten weeks and the number of grants that a company can get is related to the number of R&D staff they employ, with the maximum being 15.

CEDA connected Fonterra Research and Development Centre in Palmerston North with the program, which resulted in 15 undergraduate students working on projects at the Palmerston North research facility. The projects are diverse ranging from food functionality, plant hygiene studies and the mechanical design of equipment used in the manufacture of dairy products.

The 15 students will benefit from the experience gained in a world-class research facility where they will work with more than 300 researchers, many of whom have PhD's in Food Science, Microbiology, Molecular Biology & Genetics, Engineering, Information Technology and Mechatronics.

Fonterra Research Centre sees the scheme as an ideal stepping stone to give undergraduate students a real-life R&D experience. This is just one example of how CEDA can connect businesses with the talent pipeline and showcases students the career opportunities that are available in the region.

## Supporting MBIE Consultation

CEDA supports a range of Central Government initiatives and consultations that impact or require input from our region's businesses. In December CEDA hosted 26 innovative business leaders for a Ministry of Business Innovation and Employment workshop focused on the development of a new Research, Science and Innovation Policy. Attendees included FoodHQ, Massey University, Plant and Food Research and businesses who have an active R&D programme underway.

## Manawatū Economic Updates

Working with our shareholder councils and the Manawatū Chamber of Commerce, we support and are involved in the delivery of economic updates to ensure the business community and key stakeholders are kept up to date with the latest data and insights. In December CEDA supported an Economic Update delivered to the PNCC economic development committee and in a separate event, facilitated a Q&A discussion following the Quarterly Economic Update that is delivered in partnership with the Chamber of Commerce. Taking a collaborative approach to understanding and communicating data ensures partners and stakeholders across industries and major developments have a solid understanding of the local economy, challenges, barriers and opportunities. CEDA also publishes Economic Updates, [read the latest here](#) or subscribe for [them here](#).

## CEDA staff

We would like to welcome Carl Baker to the CEDA team as a Business Growth Advisor, who will help to deliver the Regional Business Partner programme, on behalf of New Zealand Trade and Enterprise and Callaghan Innovation.

And we're thrilled to welcome Summer Quinn and Daniel Davidson, who are both Visitor Consultants at the Palmerston North City i-SITE.

## CEDA in the Media

Our staff have provided insights and comments to a number of articles in December and January, helping to raise awareness of what we do.

[Superstock Teams' Champs set to rev up Palmerston North once again](#)

[Auckland family cashed up and loving pasture of the provinces](#)

[Global entrepreneur giving back to the Manawatū](#)

[The story behind Manawatū's growing list of legends](#)

[Board Chair appointed for CEDA](#)

[Manawatū gathers up its most successful ambassadors](#)

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