

Driving and facilitating the creation and growth of economic wealth in Manawatū and beyond

# Partner Update

Hui-tanguru

February 2019

## Development of Visitor Strategy

CEDA is leading the development of the Visitor Strategy for Manawatū, which will be developed in partnership with Palmerston North City Council, Manawatū District Council, iwi and other visitor sector stakeholders.

To effectively deliver on building the reputation and experience of the region so people and businesses want to be based here, and to grow the visitor market in Palmerston North and Manawatū, CEDA wants to ensure the region's visitor market is developed and managed in a sustainable way that is true to who we are.

Well researched and presented strategies and clear action plans are vital to attract funding and investment. Having a collaborative and cohesive Visitor Strategy will enable the region to leverage and target investment through the Government, such as the Tourism Infrastructure Fund and the Provincial Growth Fund, and target commercial investors.

Components of the strategy will include everything from community engagement, destination marketing and management, and product development through to infrastructure, council bylaws, barriers to growth, as well as how we achieve sustainable growth.

## Agritech Strategy

CEDA is working with Sprout, the global agritech business accelerator, to develop a cohesive agritech strategy for the region. We have initiated our consultation plan to support the development of the agritech strategy and are meeting with stakeholders and influencers before progressing this work into a sector enablement plan.

## Inward Investment Strategy

Working in partnership with key stakeholders at local, regional and central Government levels, a key focus for CEDA is the attraction of national and international investment to Manawatū.

We have initiated work to develop an Inward

Investment Strategy and action plan, and are currently in the process of meeting with key influencers to inform this strategy.

This co-creation process will ensure regional alignment and a cohesive approach to strategically targeting and securing investment in our region.

## Submission on Government Tourism Strategy

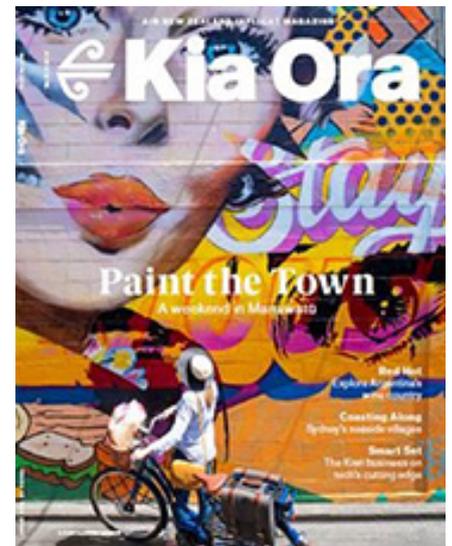
As the Economic Development Agency and Regional Tourism Organisation for Palmerston North city and Manawatū district, CEDA made a submission on the Aotearoa New Zealand Government Tourism Strategy. The focus of the submission was to applaud the Government's key themes of working with regions, supporting iwi to develop Māori tourism experiences, targeting value over volume and the investigation of generating new data to better understand visitor flows and their impact.

Our submission also outlined some key recommendations, which have been echoed by our counterparts around New Zealand. These include the need to incorporate arts and culture, increasing the available data and insights at a national and regional level, and the need to identify a clear plan or map for aligning national partners such as Immigration New Zealand, Department of Conservation, and Education New Zealand. Through our submission, we have also sought clarification and detail on the regional dispersal focus to ensure we have some clear actions and deliverables for the future.

## Manawatū on the cover of Kia Ora magazine

Palmerston North and Manawatū features on the current cover of Kia Ora (Air New Zealand's inflight magazine), with a multi-page article written by travel writer, Matt Philp whom CEDA hosted in the region to experience a taste of what is on offer here. This feature was a direct result of CEDA's relationship with Air New Zealand and is an example of the national media coverage we secure for the city and region to grow

national and international awareness of Manawatū as a great place to visit, live and do business.



## Resident Attraction initiative

The purpose of this initiative is to raise awareness of the lifestyle and career opportunities in Manawatū to attract new residents and businesses who are considering moving. Following extensive research with new and existing residents, recruiters and businesses in the region, we have connected with 10 families whose stories will be featured in new digital content. We have pre-interviewed the families and will create a mixture of written and video content that will be used across [ManawatuNZ.co.nz](http://ManawatuNZ.co.nz), regional social media channels and in paid digital campaigns, as well as provided to our partners and HR connections to utilise when attracting talent here to live and work. We are working with families and people who work in our sectors of strength, from agribusiness to health, and will feature a mixture of elements about what they love about living and working in the city, district and region. This approach of featuring residents ensures the content is genuine and relatable to people who are looking to move here. We look forward to sharing this content in the next few months.

# More Projects & Outcomes

## New Zealand AgriFood Week 2019

Ongoing planning took place in February to ensure the successful delivery of CEDA's [New Zealand AgriFood Week](#) events, including the Official Opening, ASB Perspective 2025 and AgResearch Future Feeders, while managing the communications and marketing of more than 12 partner events. The Week is one of CEDA's flagship sector development events and we look forward to bringing you a wrap-up of all the highlights in the March update.

## Plate of Origin launch

The annual competition, delivered by CEDA in partnership with Cuisine magazine, was officially launched in February, where partner chefs from around New Zealand came to Manawātū for the chef collaboration day.

[Plate of Origin](#) is now in its fourth year and the dishes are available for two weeks in March, in the lead up, and during New Zealand AgriFood Week, which is about showcasing, celebrating and driving the discussion around the future of food. Plate of Origin involves and connects consumers, regional food producers, and restaurants during this important week. The winning partnership will be announced in the May edition of Cuisine magazine, shining a national spotlight on the calibre and vibrancy of Manawātū's hospitality scene.

## CEDA secures new conference

CEDA has successfully bid for, and won, a new conference to be held in Palmerston North in July 2021. The conference, in the food, science and technology sector, will attract more than 350 delegates and bring an estimated economic benefit to the region of more than \$345,000. CEDA proactively targets organisations and conference organisers to host business events in the city by showcasing our central location and compact city, the variety of venues, our strong industry sectors and the affordability of hosting events here.

## Business Mentors across the region

CEDA partners with Business Mentors New Zealand to connect business owners

and entrepreneurs with one-on-one advice to help them grow or to solve specific business challenges. We continually aim to grow our pool of mentors and if you would like to know more about becoming a mentor, please get in touch with our Business Mentor Coordinator, [Heidi Stevenson-Wright](#).

To support our Business Mentors programme, we host local Mentor Coffee Clubs once a month. February's session was well attended with our business mentors learning more about the range of business development services offered by CEDA, with a focus on stimulating innovation and new ideas via the Regional Business Partner Network and our work with [Callaghan Innovation](#).

## Visitor signage projects in Manawātū district

CEDA has been working with the Apiti and Kimbolton community groups with new regional signage, in partnership with Manawātū District Council. The regional signage incorporates The Country Road and provides regional information for locals and visitors, featuring both local history, key area information as well as local activities and attractions, maps, driving times and more.

Assisting community groups with signage ensures a cohesive style design, and consistent regional messaging and information encouraging visitors to do more, see more and ideally stay longer or plan a return visit to the region.

## Growth in digital audience and users

As part of CEDA's strategy to grow the profile of Palmerston North and Manawātū, we actively drive new users to the regional website [ManawatuNZ.co.nz](#) and to our social media channels. One of the ways we do this is through creating tailored content on [ManawatuNZ.co.nz](#), and distributing this across our digital channels including [Facebook](#) and [Instagram](#). February saw two new pieces of content, 'Loved by the Locals: Palmerston North' and 'Opshop Diaries: Tips and Inspiration,' which proved popular. This content is designed to increase locals and visitors' awareness of all that's happening and on offer in the region. Our social media following continues to grow, reaching nearly 23,000 followers, as of February.

## CEDA staff

Janet Reynolds has been appointed as CEDA's Marketing and Communications Manager. Janet has been with CEDA and formerly Destination Manawatu for over 13 years, starting with the Palmerston North City i-SITE, in 2005. We are thrilled to have her accept this position.

"Janet brings a wealth of knowledge and expertise in marketing and communications to CEDA, across all elements of economic development," says CEDA's Chief Executive, Linda Stewart.

"As well as managing a team of passionate and skilled professionals who are delivering enduring outcomes for Manawātū, Janet is leading major projects that will have a significant and lasting impact for the region."

## Launch of the Rural Innovation Lab

CEDA attended the launch of the Rural Innovation Lab in February, which was a successful recipient of the Provincial Growth Fund. CEDA provided support and feedback on the lab's PGF application and we are thrilled to see it was successful. The lab is supported by several organisations including the Palmerston North City Council, Microsoft New Zealand, Massey University and regional economic development agencies, including CEDA. A \$400,000 grant to Massey University will be used to help establish the lab, which aims to engage farmers and growers across Manawātū-Whanganui to drive new thinking, development and commercialisation of new ideas and technologies that will improve land use in the primary sector.

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