

# Partner Update

Pipiri  
June 2019

## Successful PGF application for Te Apiti - Manawātū Gorge

Following a recent visit to the region and announcement by the Regional Economic Development Under-Secretary Fletcher Tabuteau, CEDA is pleased to announce we are the successful recipient of a Provincial Growth Fund application for a feasibility study that explores visitor opportunities in and around Te Apiti – Manawātū Gorge.

We would like to thank and acknowledge [Rangitāne o Tamaki nui a Rua](#), who hosted Fletcher Tabuteau at two significant sites in Te Apiti - Te Hononga Maunga and Te Waha o Te Kuri, to showcase and explain Te Apiti's incredible history and assets during his visit.

The feasibility study will provide an overview and shared vision of the collective opportunities within the gorge and identify the key steps to realising Te Apiti's full potential as a visitor destination. The study is due to be completed by the end of August and has involved more than 45 stakeholders and partners, meaning final outcomes will be focused on regional growth that is of benefit to all our people and local communities.

Last month CEDA hosted key industry experts from across the visitor sector for a successful two-day familiarisation trip of Te Apiti and surrounds, with the support of [Rangitāne o Manawātū](#) and [Rangitāne o Tamaki nui a Rua](#). This allowed us to seek their view on Te Apiti's strengths, opportunities, challenges and barriers and explore how we could enhance Te Apiti's value proposition to inform the commercial validation stage of the feasibility study. We'd like to thank Palmerston North City Deputy Mayor Tangi Utikere, PNCC councillor Duncan McCann and Tararua District Mayor Tracey Collis for their attendance and support on this trip.

If you would like to share this news with your wider networks, please find our media release [here](#).

## Statement of Intent for 2019/2020

CEDA's Statement of Intent was finalised in June with our shareholder councils. The

Statement of Intent is a formal document outlining CEDA's strategic direction, framework, activities, key performance indicators and funding requirements, each year. You can find the full document on [ceda.nz](#) and we will be communicating more about our vision for the region and the year ahead, in the coming weeks.

## Move to Manawātū initiative

The resident attraction initiative 'Move to Manawātū' went live in June with an aim to raise awareness of the lifestyle and career opportunities in Palmerston North and Manawātū, to encourage more people to move here and to support businesses and industries trying to attract talent here. Move to Manawātū is a targeted campaign, which includes a mixture of written and video features that have been targeted at key markets including Auckland, Hamilton and Wellington. The campaign, which is still underway and includes Facebook, Instagram, YouTube and Google advertising, has reached almost 160,000 people and there have been more than 64,500 video views. Through a paid partnership with MediaWorks, the videos also featured in digital advertising on The Block on the ThreeNow video platform and have performed better than MediaWorks' national average for these campaigns.

Move to Manawātū also earned wider media coverage with The AM Show featuring an interview with a new resident on prime-time breakfast television. You can see this coverage [here](#).

## AgriTech Strategy

The Manawātū AgriTech Strategy has been completed, in partnership with Sprout. The strategy has been created with the input of industry leaders and identifies the sector's strengths and weaknesses, what barriers and opportunities exist and how they can be leveraged. The strategy also includes how effectiveness can be measured collectively and by each stakeholder too. The next stage will be to implement the strategy and develop work programmes that progress the three-year objectives identified, which include developing talent, training, and positioning Manawātū as one of the top three agrihubs in the world.

## Project Unlock - Sector Development

CEDA held a multi-sector development workshop in June for Project Unlock, which brought together leaders from key sectors including digital, education, defence, and distribution and logistics. The purpose of sector development plans and the reason for this integrated approach is to understand each sector's current status within the region, including what is working well, and what the opportunities, constraints and risks are, from infrastructure, talent and skills, the promotion and development of career pathways, and more. Taking a broader and more holistic approach across all four sectors offers a deeper understanding of shared challenges and opportunities, as well as identifying synergies, connections, and where further support or better links to central Government are needed. Participants at the workshop included local government representatives, KiwiRail, Inland Port, Bidfood and more. The results, actions and potential opportunities from the workshop are currently being finalised and further details will be communicated shortly.

## International Education market visit to Japan

CEDA led an international education delegation to Japan (Osaka and Tokyo) in June to support the growth of the Japanese market and continue raising the profile of studying here in Manawātū. The delegation included local secondary schools Awatapu College and Nga Tawa Diocesan School, along with the English Teaching College, with a purpose to strengthen relationships with education agents who were hosted in Palmerston North last year.

A Memorandum of Understanding was signed between Education New Zealand and Waseda University, a top-ranking university that owns seven schools, which states they will prioritise New Zealand as a study destination for their students. It was important to have Palmerston North and Manawātū represented on the visit as Japan is a growing market for New Zealand, with the Japanese Government aiming to double the number of students studying abroad to 180,000 by 2020.

# More Projects & Outcomes

## Air New Zealand Business Events Familiarisation Programme

CEDA is a successful recipient of the Air New Zealand Business Events Familiarisation Programme, which provides financial support to bring people to the region who are considering Palmerston North and Manawatū as their next conference destination. These familiarisation trips range from bespoke one-on-one visits to larger groups of conference organisers. This successful application is a direct result of our ongoing relationship with Air New Zealand. Manawatū is the fifth largest region for delegate days nationally, which includes conferences, meetings, incentivised travel and exhibitions. This sector is continuing to grow - the number of delegate days grew three per cent in the year ended March 2019 which equates to 7,503 delegate days.

## New Zealand AgriFood Week strategy

To continue the Week's growing success, we have just initiated the development of a three-year strategy for New Zealand AgriFood Week and are beginning to re-engage with key partners and sponsors. New Zealand AgriFood Week, held annually in March, is a platform to bring national and international awareness to our region's strength and capabilities in food research, development, science and production, and the calibre of companies and talent that are based here. The week of events brings together local and national industry leaders and talent in the lead up to Central Districts Field Days, with a purpose to drive a national discussion around the future of food and New Zealand's role in this.

## Manawatū Growth Series Event

The first Manawatū Growth Series event was held in June with a focus on the growth and millions of dollars' worth of investment occurring in the agrifood sector, and its contribution to the overall record levels of growth being experienced region-wide. CEDA has developed the series to highlight and reveal the sheer volume of work and programmes underway in Palmerston North and Manawatū and engage the community in what is happening and what it means

for them. Each event features a panel of regional leaders and experts within key sectors and we look forward to bringing a highlight of the agrifood event to you shortly. If you'd like to attend future events or have suggestions on what you'd like to hear more of, please [get in touch](#).

## ManawatūNZ Photography Competition

The regional website [ManawatuNZ.co.nz](http://ManawatuNZ.co.nz) is one of our main marketing platforms, showcasing visiting, living and working in the city and region. The website is a one-stop-shop for locals and visitors to find engaging and interesting content on all things to see, do and experience in the region, which is crucial to supporting one of our objectives of making the region a magnet for visitors and residents. To increase the number of users on the website and drive engagement, we created and launched a [ManawatūNZ Photography Competition](#). The competition resulted in more than 250 entries and almost 11,000 page views, and has also provided a fresh collection of user generated images we can use to market the city and region.

## Start-up Clinics - A Year On

CEDA's [Start-up Clinics](#) continue to be popular having run for almost a year now, with our eleventh clinic held in June. Each event attracts around 10 businesses, providing attendees with practical tools, information and guidance needed for starting and running a business, or getting ideas off the ground. The clinics focus on three core areas: viability, structure and strategy and has resulted in the development of a comprehensive [Start-up Guide](#) available on [ceda.nz](http://ceda.nz), which means we can evolve the clinics now to focus more on business planning. The Start-up Guide provides key pre-planning tools for attendees, covering the foundations of start-ups, meaning the workshops can be more hands-on and focused with practical outcomes and next steps.

## Manawatū Economic Update - June 2019

The latest quarterly Manawatū Economic Update can now be found at [ceda.nz](http://ceda.nz), covering the latest in what's driving the city and region's economy. You can read it [here](#).

## Chief Executive re-elected to Economic Development New Zealand Board

Linda Stewart has been elected as a director on the board of EDNZ for a second term, alongside representatives from economic development agencies from Auckland, Nelson, Taranaki, Aoraki, central Government and the private sector. The former EDNZ board has driven the resurgence of EDNZ in the past two years, and the new board is key to completing the transformation, says EDNZ's Chief Executive Susan Houston.

## Partner Updates

We create two updates – one for shareholders and the other for partners – if you're wanting to share news and updates, please subscribe to the Partner Update [here](#) – it will contain similar information that can be distributed publicly. This Shareholder Update is for our shareholder councils only as it can often contain confidential information.

## CEDA in the Media

[CEDA receives PGF funding to investigate tourism potential](#)

[Funding with tourism focus seen as great opportunity](#)

[North Island region aims to become a tourist destination after strife](#)

[Provincial Growth Fund pumps money into Te Aroto - Manawatū Gorge](#)

[Virtual tours in Māori tourism plan](#)

[Why you should move to Manawatū](#)

[Nine new board members for Economic Development New Zealand](#)

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