

Partner Update

Haratua
May 2019

TRENZ

As part of CEDA's work leading the development of the Manawātū Destination Management Plan and the work underway on Capturing a Day in a Visitor's Journey, CEDA's Chief Executive Linda Stewart and Marketing and Communications Manager Janet Reynolds attended the 2019 TRENZ Hosted Observer Programme, in Rotorua. This work includes exploring opportunities for Manawātū in the next one to three years and beyond for the region's domestic and international product development. TRENZ is an important part of accessing a wider visitor market for the city and region through connecting with travel buyers and sellers directly, and this visit helped to provide understanding the types of products on offer and what the different markets are looking for. TRENZ is the largest and most significant business to business travel and trade event for New Zealand's tourism industry, connecting wholesale buyers with more than 300 of New Zealand's export ready tourism products and experiences.

Pint of Science

CEDA successfully delivered Pint of Science New Zealand across three days from 20 - 22 May, with our event partners, Massey University, Fonterra and Horizons Regional Council delivering seven events across three venues in Manawātū and Whanganui. CEDA brought the international science festival to New Zealand because we recognised it was a unique and engaging way to showcase and continue raising the profile of the capability and expertise in Manawātū, on a local and global stage. Sell-out events reinforced locals' appetites to engage with the research being presented and survey results revealed more than 30 per cent of attendees did not work in a science related role. The audience engagement across Pint of Science New Zealand social media channels, Facebook and Twitter was strong, and Pint of Science New Zealand featured on 1News Tonight, highlighting Palmerston North and event partners Massey, Fonterra and Horizons Regional Council. The event also featured in the Manawātū Standard and across MediaWorks regional channels.

Central Regions' mission to China

CEDA organised the third mission to China for the Central Regions' International Education Alliance, which included the four regional international education coordinators from Hawke's Bay, Manawātū, Whanganui and Taranaki, along with education providers from the four regions. This year, CEDA was accompanied by Massey University, IPU New Zealand and five local high schools. Deputy Mayor for Palmerston North, Tangi Utikere, joined Palmerston North providers in Guiyang, Palmerston North's Sister City in China, where he awarded an inaugural Mayoral scholarship to a secondary school student to travel to Palmerston North for a week-long study experience. Thanks to the presence of the Deputy Mayor and New Zealand Government officials, the visit attracted the interest of local media, including Guiyang television.

Other outcomes of the visit included the Central Regions finalising a digital marketing campaign for their providers with EIC Education, with whom an MOU was signed in 2018. EIC's dedicated Central Regions' Mandarin language platform is already showcasing the region's providers to prospective Chinese students and parents. The next stage will be to publish videos of demo classes, run live seminars, and upload regular feature articles. With 14,000 followers tuning in for a recent online seminar on Australian education, this campaign provides an opportunity for Manawātū education providers to have a 24/7 presence in China.

Sort It Careers Expo

A record 5,000 people attended the Sort It Careers Expo in May, including 3,000 students from 21 secondary schools across the Manawātū-Whanganui region. These numbers, coupled with the more than 80 exhibitors, made 2019 the biggest year yet. CEDA's delivery of the Expo is aimed at helping to future-proof the region's workforce by providing an opportunity for local and national businesses, industries, training and education providers to connect with attendees, who may be looking for a career change, furthering their education or planning their career.

Work Ready Seminar

Around 40 senior international tertiary students attended a 'Work Ready' seminar, held in conjunction with the Sort It Careers Expo, where they heard from Immigration officials, and career and job search experts about how to manage their career path if they intend to stay on and work in New Zealand. They also had an opportunity to develop and practice their networking skills before joining the CEDA BA5 immediately afterwards. This seminar is part of a proposed employability programme that will help international students become better equipped to integrate into the New Zealand workforce and meet regional skills gaps.

Upcoming - Project Unlock

CEDA is taking an integrated approach to sector development workshops and strategies, in our key focus sectors of Digital, Education, Defence and Distribution and Logistics. A focussed workshop will be held on 21 June to unlock the interdependent growth potential across these four sectors. For more information, please contact [Sarah Gauthier](#).

Business Support Campaign

A marketing campaign is underway to highlight CEDA's business support services and how our Business Growth Advisors can work with businesses across the city, district and greater Manawātū-Whanganui region. The campaign includes radio and social media advertising across LinkedIn, Facebook and Instagram. We have also refreshed CEDA's [Business Help](#) section on [ceda.nz](#) to clearly reflect how we can work with businesses. We have created two video case studies with Levno and Himatangi Beach Holiday Park and created several written features to showcase how our support has led to significant growth for the featured businesses. Find them on [ceda.nz/successstories](#).

Holding business-focused events centered on the services we provide is an important part of our work to retain and grow businesses in the city and region. In May we held an event in Feilding to engage with the local business community which was well received with more than 20 attendees.

More Projects & Outcomes

CEDA Start-up Guide

CEDA has been providing tailored start-up support through free monthly clinics for more than a year now and we have recently developed the CEDA Start-up Guide which features the most critical information required by those who are just starting on their business journey. Since being published, we have had almost 90 copies downloaded in the first two weeks. There is a wealth of information and online resources out there, but the feedback from people we work with is that it is overwhelming knowing where to start, so CEDA has compiled the essential information into an easy to use, accessible format. Download the Start-up Guide at ceda.nz.

DairyNZ Workshop

CEDA partnered with DairyNZ to host a workshop for dairy farmers focused on developing effective leadership skills and improving team culture. The workshop was led by Coach Approach Rural, with more than 15 attendees, a majority of which were family owned and operated businesses. The agrifood sector is a key focus for CEDA. Working with business owners on a one-to-one basis and in a workshop environment allows us to better understand the challenges and barriers these businesses face and how CEDA can support them to develop in areas such as team culture.

Growing the business event sector

Following a successful three days at MEETINGS in Auckland in May, we are now developing seven conference proposals and are supporting several conference organisers who are bringing business events to Palmerston North and Manawātū in the next 18 months. Our team met with more than 30 conference organisers to showcase the city and region as a conference destination and in addition to new proposals, we will be organising family visits for those wanting to visit venues, helping them to experience all that is on offer here. Business events contribute significantly to the region's economy and CEDA is tasked with growing the number of business events to the region, while

also supporting conference organisers. Meetings is New Zealand's only national business tourism event for the conference, meetings, events and travel incentive industry.

Regional Economic Update

In partnership with the Manawātū Chamber of Commerce, CEDA co-hosted a Regional Economic Update, at Manfeild, that featured the latest data and insights on the region's growth, the amount of investment coming into the region and the opportunities created by the Provincial Growth Fund (PGF). The purpose was to raise awareness of what the PGF means for our region and the channels through which businesses can engage with, if they have an idea for an application, [highlighting CEDA's work and support in this area](#).

Mayoral Welcome

A Mayoral Welcome event was held on 22 May, attracting around 85 international students. The event is one of many important initiatives to build on the student experience, while helping to raise their awareness of what's on offer in the city and region and to help them integrate into our local communities. Being welcomed by the city Mayor is held in high regard by many international students, particularly those from much larger countries and cities where this may not be common. The students heard from the Palmerston North City i-SITE, PNCC Student City, Sport Manawātū, and the Manawātū Multicultural Council.

Chief Executive engagements

Chief Executive Linda Stewart presented at several events in May on a range of different topics, from the strength of the region's economy and how CEDA can work with businesses, through to leadership development for young professionals and farewelling New Zealand Scholarship students from Massey University. Linda was a panelist at the Developing New Zealand Conference providing regional insight and perspective into developing regional economic hubs.

CEDA in the Media

[Sort It Careers Expo - Connecting business and talent](#)

[Award-Winning Global Science Festival Comes to Manawātū](#)

[Palmerston North punters to be served a bite of science with a pint of beer](#)

[Manawātū youth find a career at Palmerston North's Sort It Expo](#)

[CEDA leads 3rd International Education Delegation to China](#)

[Deputy Mayor joins Education Delegation to China](#)

[Palmerston North hosts friendship city for China-NZ Tourism](#)

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