

Te Aho Tāmaka Three-Year Strategy

July 2020 – June 2023

Hutia te rito o te harakeke. Kei hea te komako, e ko?
Ki mai ki ahau, he aha te mea nui o te ao?
Maku e ki atu He tangata, he tangata, he tangata

Pluck the heart from the flax bush - where will the
bellbird be?
Ask me, what is the most important thing in the world?
I will reply, it is people, it is people, it is people

Introduction

Te Aho Tāmaka Manawatū Leaders programme celebrates Manawatū's greatest achievers. The programme is the first of its kind in New Zealand and recognises a diverse and highly accomplished group of leaders who are making a difference in New Zealand and globally, positively contributing to their communities and industries.

Manawatū has shaped part of our leader's journeys, they are proud of their Manawatū connection, and want to 'give back' to the region.

Te Aho Tāmaka is a Central Economic Development Agency (CEDA) initiative. The programme supports CEDA's vision '*Manawatū 2025; New Zealand's most progressive region*' and plays an integral role as part of CEDA's purpose to drive and facilitate the creation and growth of economic wealth for Manawatū and beyond.

Why is Te Aho Tāmaka important?

Manawatū is a region rich in creativity, innovation and talented people who are making their mark on the world. Te Aho Tāmaka is building a network of outstanding leaders and ambassadors who foster pride in our region and will connect with, develop and grow our future leaders.

Te Aho Tāmaka leaders are experts in their fields and industries at a global level, they will engage with the region through events and initiatives, investing in the region and providing leadership.

Te Aho Tāmaka

The visual meaning of Te Aho Tāmaka is a round cord plaited with four or more strands, the symbolic meaning behind Te Aho Tāmaka is represented by the four pillars below.

Whakapapa

Connection to the region and the people. Creating a history and future of knowledge, expertise and learning.

Whakanui

Celebrate both individual and collective success.

Whakamana

To empower, enable or endorse.

Whakaawe

Influence for growth development innovation and direction forward.

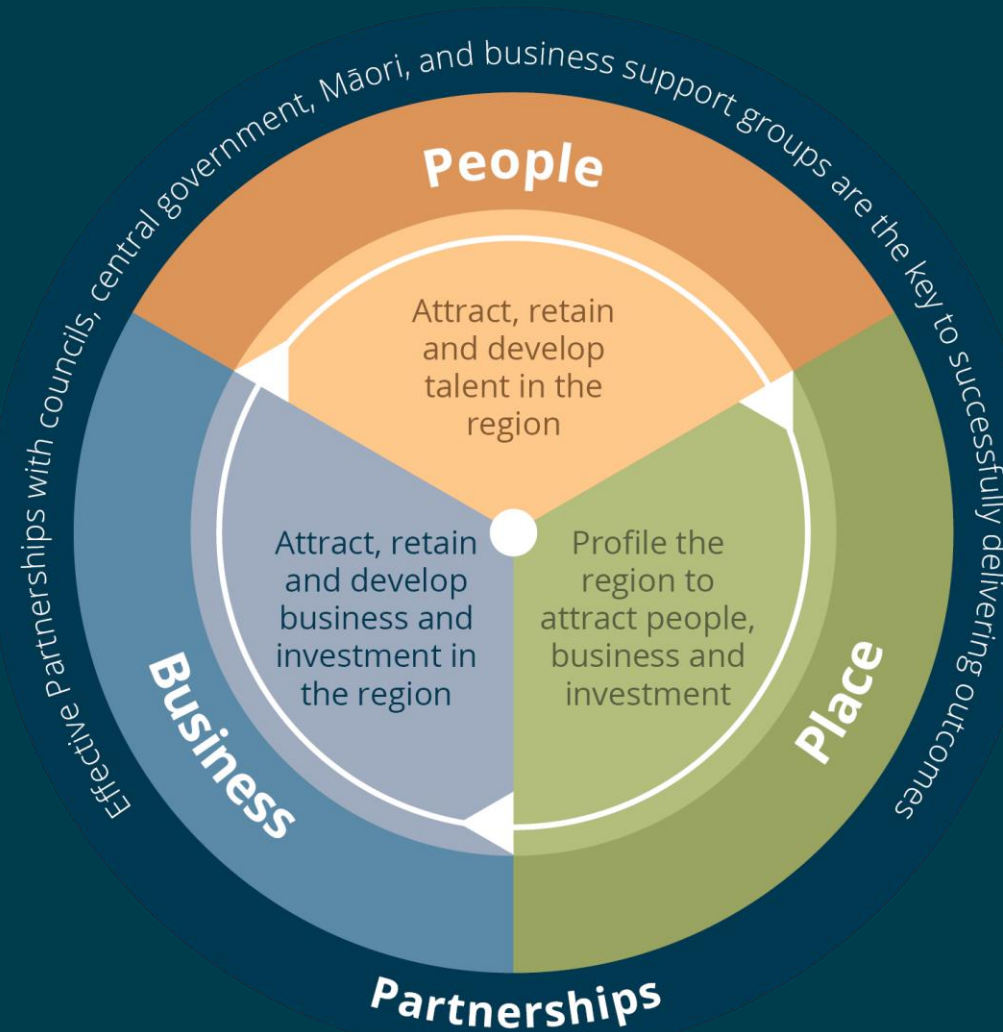
COVID-19 and Te Aho Tāmaka

At the time of writing this the world is reeling from the ongoing impact of COVID-19. Te Aho Tāmaka leaders offer inspiration, advice and hope as society deals with a lack of certainty and the ongoing, extremely fast change. Our leaders want to 'give back' and their response to this crisis has shown this dedication and leadership.

CEDA's Strategic Objectives

CEDA works across three strategic pillars of economic development; People, Place and Business, and our success is underpinned and enabled by the strength of our relationships with regional and national partners. Our core objectives, programmes and activities are all aligned to these pillars, and are designed to create the environment, stimulus, outcomes and impact that will power our economic prosperity and achieve our vision for Palmerston North city and the Manawatū region.

Te Aho Tāmaka will continue to help to build CEDA's partnerships and strengthen its relationships with Māori, councils, business, educational institutes and community. Where possible Te Aho Tāmaka will work in collaboration with other organisations in the region, building on existing partnerships and developing new and valuable relationships.



The Vision

Te Aho Tāmaka is a highly acclaimed and recognised programme that leaders are proud to be part of, contributing to CEDA's vision: *Manawatū 2025; New Zealand's most progressive region.*

Goals:

Te Aho Tāmaka is a programme that leaders are honoured to be part of

Te Aho Tāmaka gains a national and global profile

Te Aho Tāmaka leaders inspire future leaders and attract talent to Manawatū

Te Aho Tāmaka leaders recognise Manawatū as an attractive and viable region and want to invest in the region

Te Aho Tāmaka wins an International Economic Development Council Award

We will measure success through;

the number of leader engagements

ongoing shareholder support through funding and Statement of Intent

the number of initiatives achieved in partnership with other organisations

the amount of investment in the region by leaders or leader networks

winning the International Economic Development Council Award Nomination by 2023

This Strategy informs the Three-Year Action Plan which is a live document, Appendix 1. For a SWOT Analysis for the programme refer to Appendix 2.

Our Leaders

A Te Aho Tāmaka Leader;

has a proud association with the region and a positive, powerful story to tell;

was born, and/or educated in the region or lived here for ten or more years;

has expertise in their chosen field and has achieved a high level of success nationally and globally;

has made a strong contribution to their industry and communities in New Zealand and worldwide; *and*

has a desire to help Manawatū grow and is able and willing to use their expertise and resources to do this.

Our committment to our Leaders;

to provide opportunities that are relevant to each leader and aligned with their individual expertise and passions,

understand their capacity for involvement and work with each individual to ensure that being a leader is an enjoyable and fulfilling role,

connect leaders with each other for ongoing networking opportunities, and

to keep leaders up-to-date with what's happening in Manawatū.

We are building a network of strong advocates, who can foster pride in the region, help to raise the region's profile nationally and internationally, connect, develop and grow our future leaders, and ultimately support CEDA to build a stronger and more prosperous economy and region.

Five Pillars of the Te Aho Tāmaka Three Year Strategy

KEY: CEDA Strategy pillar
Te Aho Tāmaka strand

Relationships

People
Whakapapa
Whakamana

Build strong relationships with current leaders and reconnect them with Manawatū in order to link them to meaningful and mutually beneficial opportunities.

Attract highly accomplished diverse new leaders to the programme and develop strong relationships.

Leaders are proud to be part of the programme and are advocates for Te Aho Tāmaka and the region.

Stories

People & Place
Whakapapa
Whakanui

Showcase Manawatū through sharing the stories of our leaders across key sectors, inspiring future leaders and attracting new talent to the region.

Inspire talent to make Manawatū a significant part of their journey.

Audiences: Business, young professionals, students, public sector, community, national audience

- Connect with the regions key sectors.*

- Utilise communications networks.*

Leadership

People & Business
Whakaawe
Whakanui

Develop or pursue authentic and worthwhile opportunities for leaders to 'give back' to their regions through events, engagements and investment opportunities that are meaningful to them.

- undertake events & engagements.*

- involve leaders in strategic projects across the region.*

- support leaders in procuring seats on local boards and undertaking other governance work.*

Benefits

People, Place & Business
Whakaawe
Whakanui

Work with Leaders to pursue opportunities that are mutually beneficial; provide networking opportunities between leaders, and through connecting them to key partners in the region.

Understand the personal benefits to leaders, derived from; - 'giving back' - philanthropy - passing on their passion.*

Assist in raising the profile of leaders to the benefit of the region, the leader and the causes the leader supports.

Provide inward investment opportunities that mutually benefit the region and the leader, opportunities that 'speak to the heart' of our leaders.*

Collaboration

Partnerships
Whakaawe
Whakanui

Collaborate with stakeholders, Māori, business and community to inspire and promote Manawatū through Te Aho Tāmaka.

Utilise our leaders constructively through their; - public profile* - networks and connections - business connections - awards and accolades.

Collaborate with regional and national organisations and communities.*

Attract programme partners/sponsors.

Maintain Steering Group for support and connections.

* See Appendix 3 for more information

Appendix 1: Three Year Action Plan: July 2020 – June 2023

Year 1: July 2020 – June 2021

Relationships Re-connect leaders with Manawatū and connect them with each other

Development of opinion pieces by leaders supporting the region through advocating for projects and investment in the region

Stories Let the community get to know our leaders – the human stories & what being a Te Aho Tāmaka leader means

Utilise leader’s public profiles to advocate for Te Aho Tāmaka

Leadership Engage with leaders to support Manawatū through the recovery from COVID-19

Welcome at least three new leaders to the programme

Benefits

Create opportunities for leaders to promote their profiles and passions

Introduce regional investment opportunities

Collaboration Build on external relationships and collaborate on engagements

Explore key sector links – targeted use of leaders

How will we do this?

Regular updates on what is happening in Manawatū. Shared engagements and awareness of each other

Target at least two specific leaders to write opinion pieces based on their expertise and interests

Interview our leaders to create a series of blogs and videos about our leaders

Support leaders to bring Te Aho Tāmaka into their story

Continue *Embracing Change* webinar series for at least two more webinars

Through a selective approach to our high-achievers

Understand leader’s passions and interests and make connections

In conjunction with re-connecting leaders to Manawatū

Collaborate with stakeholders for at least four engagements

Work with CEDA team & externals for at least two sector specific opportunities

* See Appendix 3 for more information

Year 2: July 2021 - June 2022

Relationships	Ongoing communications with all leaders Leaders continue to engage within Manawatū to inspire and lead
Stories	Leaders are proud to make Te Aho Tāmaka part of their story and use their networks to benefit the region Share stories of what leaders have achieved in their Te Aho Tāmaka roles
Leadership	Engage at least two leaders to align their support to relevant regional projects Support leaders to engage out of the region for the good of the region
Benefits	Continuing to create opportunities that support leader's passions Identify governance and local board opportunities for leaders
Collaboration	Nomination for the 2021 Partnering for Good Award and EDNZ Best Practice Award 2021 Turn collaborations into programme partnerships for financial support

How will we do this?

Through updates, news, and one-to-one communications
Through facilitating at least eight leader engagements
Leaders will incorporate Te Aho Tāmaka into global and national events and interviews
Follow up with leaders on connections and relationships formed through the programme
Through connecting leaders to relevant projects and exploring support options, e.g. advocacy, investment, fundraising etc
Develop a knowledge of other events and engagements leaders have and support them to incorporate Manawatū
Through knowing leaders well and partnering with others to achieve mutually beneficial engagements
Identify leaders for governance roles and support process
Through profiling the regional and community benefits of the programme
The visible success of the programme will be seen as an opportunity for investment and sponsorship

** See Appendix 3 for more information*

Year 3: July 2022 - June 2023

Relationships	Leaders continue to engage within Manawatū to inspire and lead
Stories	Raising the international profile of our programme through Leaders stories
Leadership	Leader support enables investment into the region
Benefits	Recognition of our leaders through our award-winning programme
Collaboration	Winning an International Economic Development Council Award

How will we do this?

Through facilitating at least eight leader engagements

Through nominations for global awards and related marketing and advocacy

Through utilising leader connections to call upon networks of business leaders and investors or invest themselves

By winning national and global awards for the programme

Through showcasing the amazing achievements and feedback of the programme with our shareholders

** See Appendix 3 for more information*

Appendix 2: SWOT Analysis

S

Strengths

First of its kind in Aotearoa, a unique initiative

Strong support from Shareholders

Well-branded programme

Diversity

Great Leaders

Growing recognition

Organisations have a desire to collaborate with the programme

Strong internal leadership of programme

W

Weaknesses

Some leaders difficult to contact

A lack of awareness of the programme

A lack of understanding about the aims of the programme

Resource limitations

O

Opportunities

Some leaders difficult to contact

A lack of awareness of the programme

A lack of understanding about the aims of the programme

Resource limitations

T

Threats

A lack of understanding or cynicism around the programme

A lack of public profile of some of the leaders

Leaders not engaging in the programme

Local leaders feeling undermined by not being invited to be part of the programme

Other organisations feeling threatened by the programme

Appendix 3: Five Pillars supporting information

Events and Engagements:

- Mentoring
- Webinars
- Seminars
- Panel discussions
- Videos
- School visits
- Roundtable discussions
- Kōrero events
- Business leader networking

Comms Network:

- Te Aho Tāmaka website
- CEDA channels
- Leader newsletters
- Media partnerships
- Social media
- Partner channels

Sectors:

- Construction and Manufacturing
- Agriculture/Food
- Distribution and Logistics
- Digital and Technology
- Education and Research

Passion Areas:

- Equality
- Gender Equality/Women's rights
- Environment
- Social issues
- Māori issues

Strategic Regional Projects:

- CET Wildbase Recovery
- Manawatū River Leaders Forum
- Arena Redevelopment
- KiwiRail Hub

Other Investment Opportunities:

- Te Manawa Museum
- Te Āpiti - Manawatū Gorge
- Proposed Oroua Great Walk
- Environmental projects
- Sculpture Trust
- Scholarships
- Sport

Boards and Governance opportunities:

- School Boards
- Company Boards

Collaborate with:

- Palmerston North City Council
- Manawatū District Council
- Massey University
- UCOL
- Māori networks
- Pasifika communities
- IPU New Zealand
- Talent Central
- FoodHQ
- The Factory
- Manawatū Chamber of Commerce
- Feilding and District Promotions
- Business Central
- Women and Business
- Secondary schools
- Community Groups and NGO's
- Te Puna Kokiri

CEDA

CENTRAL ECONOMIC
DEVELOPMENT AGENCY

CEDA
CENTRAL ECONOMIC
DEVELOPMENT AGENCY

[ManawatuNZ.co.nz](https://www.ManawatuNZ.co.nz)

 **Te Aho
Tāmaka**
Manawatū Leaders