

Partner Update

Here-turi-kōkā August 2018

Japanese Education Agents Hosted

Eight Japanese education recruitment agents were hosted in Palmerston North in August, supported by Air New Zealand and Education New Zealand. The group met with Palmerston North City's Mayor Grant Smith and were introduced to schools that offer a technology component in their curriculum. CEDA facilitates these hosted visits to raise agents' awareness of the city and region's offerings, as they look to send students to New Zealand. This is part of our work in profiling the region to students and families as a great place to study and work.

New Zealand AgriFood Week Wins Award

The Ministry of Business Innovation and Employment has named New Zealand AgriFood Week as a finalist in the Best Practice in Innovation category. The Awards celebrate and promote best practice in economic development across the country, providing recognition for organisations and individuals. The winner will be announced at the 2018 Annual Conference Gala Dinner in the Bay of Islands in October.

CEDA delivers [New Zealand AgriFood Week](#) each March as part of our development of the agrifood sector and to continue building on Palmerston North and Manawatu's reputation as a centre of excellence across agrifood, agribusiness and agritech. The Week will be held from the 11 - 16 March 2019, ending with Central Districts Field Days, New Zealand's largest regional agriculture event. Planning is well underway for 2019 and we look forward to sharing the programme and speakers in the coming months!

CEDA to Launch Pint of Science Festival

CEDA has just finalised an agreement to deliver the Pint of Science New Zealand Festival, an award-winning international science festival that brings science to an audience, rather than attempting to draw an audience to science. The festival now spans 300 cities across 21 countries and we are proud to bring it to New Zealand.

The Festival is run concurrently globally over three days in May each year, but you can quench your thirst for science when we launch Pint of Science New Zealand during New Zealand AgriFood Week 2019.

Operator Marketing Guide

This new guide was created to help businesses and operators in the visitor sector know where to focus their time and energy when it comes to marketing and the resources and tools available to them. Destination development and sector support are key components of our work and this guide is just one of the many tools available via [ceda.nz](#). [Download the Guide from our Resource Hub on ceda.nz](#).

Westpac Manawatu Business Awards 2018

Preliminary Judges Workshops were held in August to ensure these essential assessors were ready to meet with the 49 entrants and assess them against a range of business excellence criteria. It is important we prepare the judges, as their constructive feedback is so valuable to participating businesses. The advice and assessment given helps business entrants understand what they are doing well and how they could improve. The first round of judging takes place between 10 - 21 September, before finalists are announced in late September. The Gala Awards Evening is on November 16. [Visit the website for more details](#).

TripAdvisor Certificate of Excellence

The Palmerston North City i-SITE has received its fifth TripAdvisor Certificate of Excellence, which is awarded to tourism businesses and experiences that consistently earn great reviews and maintain at least a four out of five star rating over a 12 month period. The team informs, inspires, influences and assists more than 110,000 visitors through the door each year, with approximately 50 per cent being local Manawatu residents. The i-SITE's services include free booking for accommodation, activity, travel and events.

Collaborating on Talent Attraction

As part of our work in resident and talent attraction, we met with Mid-Central District Health Board to explore how we can better enable its HR team to showcase the benefits of our city and region as an attractive place to live and work. In the coming month, we'll be meeting with other HR and recruitment teams from our priority sectors to establish the key themes and challenges faced by recruiters so we can help to meet their needs through a talent attraction campaign. Taking a partnership approach and understanding industry needs allows us to be focused and precise in knowing what we need to communicate and to who, while also raising wider awareness about the opportunities and lifestyle available here.

We are also building a collection of stories to feature new residents on [ManawatuNZ.co.nz](#), to share their experiences and insights into relocating to the city and district. If you know of someone who is happy to share their story, [please get in touch](#).

If you are trying to attract staff to the region, here are some readily available free tools that you can use in job advertisements or to send new arrivals:

- [ManawatuNZ.co.nz](#) is our regional website, showcasing what life is like here and all that's on offer from events, places to eat and drink, doing business and more. It's a one-stop-shop to the city and region.
- [Why Manawatu?](#) For a quick read highlighting the top reasons people choose to live here, and to showcase the lifestyle proposition through your recruitment channels we've got you covered. Check out the [Live & Work](#) section of [ManawatuNZ.co.nz](#)
- [Image Library](#) Are you using the best images to promote the city and region? We regularly update our Image Library on [ceda.nz](#), simply download the images and use them!
- Be sure to follow our regional social media channels, [ManawatuNZ](#) and [MyManawatu](#) on Facebook, and [ManawatuNZ](#) on Instagram for information and inspiration on the city and region.

More Projects & Outcomes

Growing Business Mentoring in the Region

Mentoring is a powerful way to up skill, challenge your thinking and discover fresh perspectives to approaching situations - and that goes for both the mentor and mentee. CEDA delivers the Business Mentors NZ Programme, and we are working to grow the number of business mentors, for the benefit of our region. We are after volunteer mentors across all industries, with different backgrounds, skills and experiences, to connect them with business owners and managers who are seeking mentors. If you would like to become a volunteer, please [get in touch today](#) or discover what value a [current mentor experiences with being involved in the programme](#).

Start-Up Clinic Success

A new evening time was trialled for the August CEDA Start-up Clinic, which attracted more than 10 attendees. The clinics provide attendees with the tools and information needed for starting and running businesses, focusing on three key areas: viability, structure and strategy. "There is so much information online, but the challenge can be knowing where to go and where to start, which is what we can help with," says Business Growth Advisor Mary-Ellen Steele. The next Start-up Clinic is on September 19, please [register here](#).

Business Development

Our Business Growth Advisors allocated a total of \$35,631 worth of business development vouchers this month, with each company contributing 50 per cent of the cost. The companies used the funding to develop in areas including succession planning, business strategy and marketing.

Sector and Number of Businesses	Amount Allocated
3 Agriculture and Forestry	\$11,271
2 Manufacturing	\$11,585
6 Other (Includes Retail, Healthcare, Science and Technical Services and Real Estate)	\$12,775
Total distributed by CEDA	\$35,631

Artivate - Activating Artists' Businesses

In conjunction with the upcoming Manawatu Art Trail event and Square Edge Community Arts, CEDA has delivered a series of business capability courses to help artists get ready for the commercial opportunities brought to their doorsteps with the trail. It's been great working with the creative sector, and we can't wait to see where the Manawatu Art Trail leads.

Nga Manu Taiko and CEDA

CEDA was invited to present to Nga Manu Taiko, Manawatu District Council's Marae Consultative Committee, in August, as part of our work to better collaborate with key partners in our communities. Linda Stewart, Chief Executive and Janet Reynolds, Acting Marketing and Communications Manager presented on what CEDA does and why, and discussed key opportunities to work together moving forward.

Group Booking Services Enhanced

Palmerston North City i-SITE's new Visitor Consultant and Accommodation Specialist Casey Fox has successfully implemented a new process for managing inbound group bookings and has converted several of these to date already. We have received excellent feedback nationwide, in terms of ease and convenience and are often getting referrals from previous customers. i-SITE often provides assistant to conference organisers needing to book accommodation, if you need help with a group booking, [contact the team](#) at i-SITE today.

Sort It Careers Expo Attracts New Sponsorship for 2019

Following a successful expo in May this year, the Sort It Careers Expo has already attracted new sponsors for 2019. We're thrilled to welcome Beca on board as a supporting sponsor. Beca joins our key sponsors, including Higgins, Palmerston North City Council, Manawatu District Council and Horizons Regional Council.

CEDA in the Media

[We All Have a Responsibility to Talk Up Our Region](#) Manawatu Standard - Stuff

[Manawatu is a Visitor Destination](#) Manawatu Guardian - NZ Herald

[Consumer Confidence Strong in Palmerston North](#) Local Focus - NZ Herald

[Online Retailer Opens Brick and Mortar Store in Palmerston North](#) Manawatu Standard - Stuff

Supporting Media Features

CEDA is the go-to agency for reporters and media who are looking to write features on the city and region, and we proactively pitch stories to increase our regional coverage. While we don't have editorial control over what a reporter may write (unless it's sponsored content) we can provide story pitches, itineraries, connections with local businesses and operators and provide any support they may need, from imagery through to regional information and insights.

Our recent work with a reporter at The Spinoff resulted in a feature on Palmerston North and Manawatu's [innovative business environment](#). We connected the writer with businesses to talk to and key information on the region. These features in national media, with a broad audience, are an important component of raising awareness of the city and region and the great things taking place here.

Other recent examples include, Kia Ora Magazine's September issue featuring IPU New Zealand's International Spring Festival and Rural Day in Feilding as a result of sending the publication key events, and they also previewed next month's On the Menu feature, which will put a spotlight on Palmerston North's latest and greatest places to eat and drink, which we also supported.

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