

Partner Update

Mahuru September 2018

Annual Report 2017/18

The CEDA Annual Report 2017/18 is complete, showcasing the results we have achieved for the city and region and the difference we have made for the people we have worked with. Over the year, several programmes have been implemented and completed within CEDA, and in collaboration with our partners. We have developed and strengthened our relationships with local, regional and national partners and have seen our team and capability grow. [Click here to read the Annual Report.](#)

Provincial Growth Fund

CEDA has led and submitted a PGF application for Te Apiti - Manawatū Gorge, which seeks funding to undertake an initial feasibility study to consult on and assess the commercial, education, conservation and tourism opportunities that lie within Te Apiti. The next step will be to develop a business case for significant investment with the aim of developing and building on Te Apiti's offerings as a visitor destination for New Zealand.

We are also assisting key PGF applicants and have met with them to provide guidance on their application and how it correlates to other Manawatū regional strategies, objectives and applications.

We are working quickly to develop more information on ceda.nz, to provide applicants and those with potential projects and ideas with a comprehensive overview on what's required, where to find out more details, and CEDA's role in supporting the process.

Regional Identity Progress

The draft definition of the regional identity was presented to shareholders after user testing with visitors, conference organisers and representatives from the local visitor sector, and was very well received. The identity is now onto the final – and most challenging – stage, the design. This will bring to life the identity and profile of who we are as a city and as Manawatū, showcasing our unique personality and character through a defined set of imagery, colours and more, to develop and market our region's unique identity.

A Day in a Visitor's Journey Project Update

Work is continuing to ramp up with this project, with the full audit of existing and potential visitor industry products now complete (product is accommodation and visitor experiences like cycling, arts and heritage, health and wellness, for example).

The CEDA team has worked closely with local operators to better understand what the region currently has to offer visitors, how we compare to other parts of New Zealand and identifying operators who aspire to grow, with some exciting new developments underway.

The team is now working to build a late summer campaign, targeting key domestic audiences in Wellington, Hawke's Bay and Auckland with specific products and experiences. The campaign is one of many projects CEDA has underway to grow the profile of our region and increase visitation.

Alumni Project Update

The Alumni Project is making great progress. An Alumni Steering Group has assisted in identifying the region's greatest achievers and leaders and local Iwi have provided guidance on a Te Reo name and feedback on the inclusion of successful and notable Māori from our region. We look forward to announcing the name and launching the project, this year. A local design company is currently developing the look and feel of the project and working on a brand identity and supporting assets.

The project aims to encourage a sense of regional pride, inspire future leaders and showcase Manawatū as an innovative and progressive place. It will also act as a platform for engaging with these leaders, to explore ways they may be able to assist in the development of local businesses, residents and possible investment.

Palmerston North City i-SITE Awarded for Excellence

The Palmerston North City i-SITE took out the top award for Customer Service at the recent i-SITE New Zealand conference, beating 80 other i-SITE's from across the country. This award, sponsored by SkyCity, is awarded to the i-SITE with the

highest aggregate score across three feedback channels, TripAdvisor, Google business listing and Customer Radar. Adding to this success, our i-SITE was recently awarded a TripAdvisor Certificate of Excellence for 2018.

Iwi and Māori Engagement

CEDA is committed to developing quality relationships with Iwi and Māori business networks and significant steps have been taken to build meaningful engagement in the past six months. In September, CEDA's Chief Executive Linda Stewart and Board Chair Malcolm Bailey, presented to the Joint Strategic Committee made up of representatives from Palmerston North City Council and Manawatū District Council on the work that is currently underway to develop relationships and partnerships, following criticism of CEDA's level of engagement in early 2018.

We have worked closely with local Iwi on the Regional Identity project, which has made a significant impact on the direction, essence, tone and story of what will become an identity for our region that our community can relate to, connect with, be proud of, and use.

The recruitment process for a Business Growth Advisor (Māori) is underway and we are seeking to partner with local Iwi and Māori business networks to co-create a sector development plan.

Welcoming International Students

The second Mayoral Welcome for 2018 was held in September, where 140 international secondary and tertiary students were welcomed to the city by Palmerston North Mayor Grant Smith. The event is organised by CEDA as part of our work to enhance students' experiences while they study here. The group heard from staff from CEDA, PNCC, i-SITE and Sport Manawatū about how to get involved in community events and activities, while also having the opportunity to meet other students and the Mayor.

International education is an important contributor to the region's economy, injecting an estimated \$68.7 million in 2017, according to Infometrics. [Click here](#) to watch a short video of the Mayoral Welcome.

More Projects & Outcomes

Westpac Manawatū Business Awards Finalists Function

The 2018 WMBFA Finalists' Function at Hotel Coachman in September, resulted in 22 local businesses moving through to the final round of judging. The evening was a great way to celebrate all entrants and acknowledge those who were named finalists. The awards are delivered by CEDA and aim to celebrate best practice in business across seven categories including distribution and logistics, food and agriculture, construction and manufacturing, education, research and technology, professional services and retail, not for profit and the spirit of Manawatū category, for businesses that make a significant contribution to the community. We are looking forward to the Gala Awards Night at Awapuni Racecourse, next month.

Strengthening Connections with Accommodation Operators

Palmerston North City i-SITE's Accommodation Specialist Casey Fox has visited several Palmerston North and Feilding accommodation operators, who work with a large percentage of the region's visitors, to ensure they are informed on how best to work with the i-SITE and wider CEDA teams. Ensuring these operators have the right information to best promote the region helps to increase visitors' economic impact while they're here. If you would like to connect with the i-SITE team, [get in touch today](#).

National Young Performers Awards

After six years of assistance and building a relationship with the lead organiser of the National Young Performers Awards, they have decided to make Palmerston North the event's permanent home. This year's event will attract more than 800 competitors and 1,400 supporters, who are mostly from outside of Manawatū. The event attracts the country's top performers across ballet, tap, vocal and pianoforte, with 93 per cent of competitors (2017 research) coming from Auckland, Taranaki, Hawke's Bay, Bay of Plenty and Wellington. Based on those figures, the event's estimated economic impact is around \$800,000 for the city.

Connecting Companies with Graduate Students

CEDA's Business Growth Advisor Research and Development Peter Ellingham, has assisted companies with 24 Callaghan Innovation Student Experience Grants, this month. These grants enable graduate and post-graduate students the opportunity to work on a project for a regional firm in an area of their expertise for 10 weeks. These grants are a great way to give students a foot in the door with companies and industries. The companies include Biophive, BlockBit Solutions, Levno and more.

Callaghan Innovation Grant Recipients

In September, Peter also facilitated a Career Grant for Biophive, a pet treats and chews manufacturer, covering the first six months of a graduate's salary. This will allow the company to focus their research and development efforts on producing new products for the China market.

A unique tiling start-up was also assisted with a Getting Started Grant, to determine if their product creation process has unique national and global intellectual properties. Helping new businesses determine whether their product has a unique service differentiation or intellectual property is a strong first step, and one of the many ways in which CEDA can assist business development and growth.

Business Development

Our Business and Economic Development Team delivered a monthly Start-up Clinic and met with more than 30 businesses in the wider Manawatū-Whanganui region, in September. They allocated a total of \$22,515 worth of business development vouchers to 16 companies across industries including agriculture, manufacturing, professional services and more. Each business also contributes to the funding, which went towards development in areas such as new product development and marketing, upskilling key staff and to help recruit new leaders.

Artivate

In partnership with the Art Trail Manawatū and Square Edge Community Arts, CEDA helped to create and deliver a series of workshops to prepare local artists for the commercial and customer opportunities that would arise from the Art Trail. Four workshops were held over two months, covering topics such as business basics, marketing and sustainable growth. The feedback from attendees has been extremely positive and we are exploring ways we can continue to assist them.

Attendance at RTNZ

CEDA represented the city and region at the Regional Tourism New Zealand AGM and Tourism Connect Event in Auckland, in September. The two-day programme provided an opportunity for Regional Tourism Organisations, like CEDA, from around the country to connect, openly discuss destination marketing successes and challenges, industry trends and updates, and look at opportunities for greater collaboration. Key speakers at the event included Tourism New Zealand, Google, MBIE, Miles Partnership and Air New Zealand. Key takeaways from the event will be included in our Visitor Industry Update, [click here to subscribe](#).

Feature in Kia Ora Magazine

If you're flying with Air New Zealand this month keep an eye out for some of Palmerston North's newest restaurants, bars and cafes in the 'On the Menu' feature, in Kia Ora magazine. We supported the reporter by connecting her with each business and facilitated some of the photography. Attracting, supporting and facilitating national and international media coverage of the city and region is a focus for our Communications and Marketing team. Media publications and brands have a wide reach and diverse audiences, and tailoring specific story ideas featuring different aspects of our society, including people, businesses and our visitor offerings, is just one way to raise awareness of all that's on offer here.

CEDA in the Media

[Manawatū Business awards finalists announced.](#)

[Māori business relationships taken to heart.](#)

[World's largest science festival set to quench Palmerston North's thirst for knowledge.](#)

[Manawatū's slow and steady rise as a business-friendly province.](#)

[Manawatū is a visitor destination.](#)