

Driving and facilitating the creation and growth of economic wealth in Manawātū and beyond

Partner Update

Whiringa-ā-nuku/Whiringa-ā-rangi

October/November 2018

Westpac Manawātū Business Awards

A huge congratulations to all winners of the 2018 Westpac Manawātū Business Awards, in particular, Tui Early Learners who were named the 2018 Westpac Supreme Winner. The awards are one of the biggest events on the business community's calendar and are a wonderful way to bring a diverse range of businesses together to celebrate individual and regional achievements. Thank you to all our sponsors, judges and the team at CEDA who make these awards possible. For the winners, [click here](#).

International Education

We hosted six international education recruitment agents, five of them from Auckland and one from Guiyang, Palmerston North's Sister City in China. The agents' visit included meeting several local education institutions and they all commented on the peaceful, friendly environment here and said they would be more likely to send students to Palmerston North, having visited and learnt more about our study options and lifestyle. Five of the agents are recruiting from China and one from the Middle East. While many parts of New Zealand are facing a decline in the number of international students, Palmerston North experienced five per cent growth in the year to June 2018 and visa data is already looking promising for 2019. We have noticed increasing interest from agents in wanting to place students outside the main centres.

CEDA's PGF application update

We are expecting to hear back in December about our application to the Provincial Growth Fund for a feasibility study for visitor-related opportunities within Te Apiti – Manawātū Gorge. If successful, the initial feasibility study will assess the commercial, education, conservation and tourism opportunities that lie within Te Apiti, consulting with key stakeholders in and around 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, and an iconic attraction in the lower North Island.

Support for other PGF applications

As the lead economic development agency for the region of Manawātū, CEDA aims to help regional Provincial Growth Fund applications to progress. This means we're focused on providing information and feedback on fund ideas and applications within Palmerston North city and Manawātū district. If you are in the process of putting an application to the fund, please visit ceda.nz to get in touch.

Significant PGF announcements for our region

Regional Economic Development Minister Shane Jones' announcement of almost \$43 million worth of funding for the Manawātū region is an acknowledgement by central Government of the growth and development opportunities in our city and district. Read our reaction [here](#).

Independent Advisory Panel

The Provincial Growth Fund's Independent Advisory Panel was hosted in Manawātū in November by Accelerate25. The panel was established to provide advice to officials and ministers on PGF proposals and while the panel was in Manawātū, they visited FoodHQ and the National Driver Training Centre and met with other key regional leaders to understand current and future investment opportunities.

Successful PGF application for EDNZ

Chief Executive Linda Stewart is a board member of Economic Development NZ, which has just been granted almost \$1 million through the Provincial Growth Fund to build the expertise of economic development agencies in regional New Zealand. The Government announced it will invest \$985,000 over three years to enable EDNZ to roll out a comprehensive professional development programme and a suite of best practice resources for development agencies.

Annual Public Meeting

Our Annual Report was presented at the CEDA Annual Public Meeting in early November at the Coach House Museum in Feilding. The event was an opportunity to highlight and showcase the achievements over the past 12 months and give an update on the strength of the regional economy. Thank you to everyone who came and if you'd like to read the Annual Report, please [click here](#).

NZIIA Roundtable discussion

New Zealand's relationship with Latin America is brimming with potential and Chief Executive, Linda Stewart took part in a recent panel discussion on The Manawātū Dialogue Opportunities for NZ and Latin America. In the Manawātū region alone, agriculture, trade, education, research and cultural links with Latin American countries are strong and continue to grow. During this roundtable, representatives from the Latin American Diplomatic corps, Manawātū Chamber of Commerce, Palmerston North City Council, Massey University and the local education and business community discussed the opportunities and challenges of this important regional relationship.

Innovate 2018

We are a proud sponsor of Innovate 2018, which helps entrepreneurs to develop their business ideas into reality. A huge congratulations to Innovate 2018 winner, Chris Muller, a wildlife biologist and Massey University PhD student who, along with a team of engineers, developed unique technology that could potentially revolutionise how researchers track endangered animals. Our support included funding, judging and mentoring, read more [here](#).

CEDA in the Media

Communicating the work we do to a wider audience is crucial to raising awareness about who we are and what we deliver for the city and region. CEDA's work has appeared in several recent media articles, you can read all of our media coverage [here](#).

More Projects & Outcomes

Resident Attraction

Over the past two months we have met with 13 Manawātū businesses, HR teams, recruitment consultants and recently relocated residents to enable us to gain a better understanding of the barriers to attracting staff from outside of region, misconceptions people have about the region, common trends amongst the people that are relocating here and the tools and messaging CEDA can provide to help support businesses' efforts.

Launch of Manawātū Stories

The Marketing Team have developed and rolled out a content marketing initiative to drive traffic to ManawatuNZ.co.nz and grow engagement across all regional social media channels. The initiative is centred around high-quality and engaging editorial content to grow locals and visitors' awareness of what's on in the city and region and grow regional pride. The results have been outstanding and in November we reached our 2018 growth targets for followers and engagement on social media. The initiative has driven 1,770 unique site visits over the past month. Discover more in our Manawātū Stories section on ManawatuNZ.co.nz.

ManawatuNZ at Central Districts Food and Wine Show

CEDA attended the Central Districts Food and Wine Show in early November to connect with locals and visitors, and raise awareness of all that there is to see and do here. Offering a prize basket of local products, attendees were encouraged to sign up to ManawatuNZ What's On e-newsletter which features the latest information about upcoming events and inspiration for things to see and do in the region. Connecting with locals and having them engage in the work we do is a crucial part of our strategic objective to build the experience and reputation of Manawātū. Our email database and social following across all regional channels continues to grow and now encompasses more than 27,550 people.

The Country Road – Official Visitor Guide

Manawātū's official visitor guide, The Country Road, received a cohesive update in September, including new regional imagery and listing information. This is to ensure the brochure is up-to-date and ready for the busy summer months ahead. Ten thousand copies have been printed and are now being distributed nationally.

Busy school holiday period at the i-SITE

The i-SITE team welcomed more than 5,100 visitors through the doors during the school holiday period at the start of October and a special two-week edition of our What's On Guide proved extremely popular among parents and caregivers. Our aim is to help keep locals informed of what's happening and encourage them to engage with our busy events calendar throughout the year.

The A3 printed activity maps of Palmerston North and Feilding proved extremely popular through the holidays, and continue to receive good feedback. Be sure to pop in and grab a copy if you haven't done so already.

NZ AgriFood Week 2019

New Zealand AgriFood Week returns 11 - 16 March 2019, with the theme 'Food For Who?'. Information about key events and dates will be in your inbox before Christmas, and soon we'll reveal our exciting speaker lineup and communicate details, developments and new partnerships for 2019. New sponsors and partners for 2019 include AgResearch, Plant and Food Research and MediaWorks.

Our region's leadership in agriculture, food and tech, was officially acknowledged at the Economic Development New Zealand's Awards of Excellence, where CEDA received a Commendation for Best Practice in Innovation for the delivery of New Zealand AgriFood Week.

Business Support

The Business Team met with more than 50 businesses in October and November and allocated almost \$31,000 worth of capability funding for business owners and managers to attend training and development courses in areas such as marketing and growth strategies. These companies are across industries including manufacturing, professional services, agriculture and retail.

Business Mentors

CEDA's Business Mentors Coordinator hosted a second networking event for our mentors, where they can learn about each other's skills, experience and backgrounds so they can share knowledge and connect mentees with others who may have a different skill set. We'll be hosting these sessions regularly in 2019, [get in touch](#) if you'd like to know more.

CEDA staff



Hayden Potaka has been appointed Business Growth Advisor - Maori Business, focusing specifically on the Maori business sector and input into development of Maori Business Sector Development Plan. Welcome to the team, Hayden.

Invictus Games Observer programme

Chief Executive Linda Stewart recently attended the Invictus Games Observer programme in Sydney, as a member of the Invictus Games Working Party. The trip was funded by SportsNZ as the Manawātū-Whanganui region prepare to submit a bid to host the games in 2022. The purpose of the programme was to offer potential future host countries insights into how the games are run and what the requirements are for a host. The Invictus Games is an international multi-sport event created by Prince Harry where wounded, injured or sick armed services personnel and veterans from 18 nations compete. The Invictus Games working party has support across government and regional mayors, with hosting the games creating opportunities for jobs, training, international media and awareness of the wider region. The working party will now complete a feasibility study and business plan in preparation for the bid.

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