

Respond

Recover

Grow

Manawatū's economic roadmap from COVID-19 to New Zealand's most progressive region by 2025

CEDA
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Manawatū remains on track

While we face COVID-19 headwinds, our economic fundamentals are strong.

By 2025, CEDA's shareholding councils want Manawatū to emerge ambitious and future focused, and the current economic environment only increases this resolve.

We know Manawatū has the leadership and the ingredients to position itself as the country's most progressive region by 2025. The three big goals to ensure we achieve this are:



Manawatū is recognised as one of the world's top three agrihubs



Manawatū is a leading distribution and logistics hub leveraging off its central New Zealand location



Manawatū is renowned for its exceptional lifestyle, competitive advantages, and is a magnet for investment, business and talent

The immediate business outlook

The next 18-24 months will be tough, but we can get through this with the private and public sectors working together.

As a global economic recovery is not expected for at least two years, our businesses face uncertainty. As an organisation whose primary objective is to support business and to grow the regional economy, CEDA will be agile in this dynamic environment and, like many businesses, we will have to adapt how we work and what we deliver to successfully support economic recovery and growth, responding to the conditions around us.

Manawatū 2025 and beyond

Working with stakeholders and wider community, we're positioning Manawatū for tomorrow's world through:

- Building and celebrating resilience region-wide
- Delivering and facilitating targeted support for businesses and our priority sectors to grow and innovate
- Providing data and insights to our stakeholder community to monitor, respond and reflect
- Destination of choice for international and domestic education
- Supporting and driving new ways of doing business
- Attracting industries and businesses to use the green energy our region generates
- Reinvigorate and build resilience in the retail, tourism, hospitality, and conference markets
- Enhancing Manawatū's national and international reputation.

2020 - 2021

Connected for Manawatū



Respond

CEDA is here for the region

CEDA has worked across the region to monitor the impacts of COVID-19 and facilitate and deliver immediate support and planning by:

- Connecting businesses to professional advice and support services
- Matching businesses with skilled mentors
- Providing businesses with data and insights
- Establishing a digital support hub to provide businesses with ease of access to information and support including Government Support Package navigation
- Developing the Manawatū COVID-19 economic impact dashboard
- Running webinars and virtual workshops to address the challenges and capability needs presented by COVID-19's impacts on businesses.
- Targeted training, information and tools delivered to support the immediate needs of businesses impacted by COVID-19
- Partnering with Te Puni Kokiri, Te Roopu Pakihi, Te Manu Atatu and Te Au Pakihi to share information and insights on Māori Business.
- Māori Business network liaison with members and the wider business community to assist in navigating central government support.
- The Choose Manawatū initiative with our partners connecting consumers to businesses and driving #shoplocal behaviour
- Driving local engagement through Love Manawatū #lovemanawatu
- Advocating for Manawatū at a national level

Recover

Retain, grow and attract business and people

CEDA is working hard to create sustained economic activity and opportunity through:

- Increasing our national visibility and backing our regional identity
- Delivering campaigns for domestic tourism, conferences and business events
- Targeted delivery of business support services to build capabilities
- R&D and start-up support to businesses
- Brokering relationship with Iwi and industry to develop further relationships on project by project bases
- Securing public and private investment
- Initiatives that connect consumers with businesses and businesses to businesses.
- Attracting and retaining talent for our region
- Supporting our tertiary institutes to retain international students here and support pathways to work.
- Future proofing the existing labour force through skills training and retraining
- Maximising value from over \$3.5 billion in projects that are underway or planned
- Making our region known nationally as a great place to do business, live and invest in.



Grow

Manawatū has a uniquely diverse economy

The strong economic diversity of our region provides distinct competitive advantage and a springboard for recovery and growth to:

- Build on our strengths as the leading agrifood hub of New Zealand to facilitate future investment and attract the brightest minds
- Leverage our central location and distribution and logistics hub and ability to expand and grow
- Facilitate the attraction of talent and skills, and the development of our talent pipeline through our leading education and training facilities
- Celebrate our leading technology, science, research and health providers
- Maximise the opportunities as the second home of central government
- Strategic retention and attraction of business and investment
- Lead the reputation and profile of Manawatū
- Leverage the major defence force bases and assets in Manawatū
- Drive the multi-billion-dollar infrastructure pipeline to create business and service opportunities.

