

Talent and skills in Manawatū

Talent and skills are essential to the competitiveness, productivity and wellbeing of the communities within Manawatū and Palmerston North city.

Having a labour force that has the right skills and experience is key to a bright future for our businesses and our people. Businesses require access to skilled workers to operate, grow, be productive and to innovate. Individuals need skills and experience to secure jobs, progress their careers and increase their incomes.

Businesses and places battle for talent and skills, and employers across Manawatū have increasingly found it hard to find people with the right skills for the job. The challenging recovery ahead from the global COVID-19 pandemic has only made the environment tougher, and the need to nurture our talents and skills is even more critical.

The way forward

The Manawatū Talent and Skills Framework is a basis for collective action to optimise opportunities for residents and businesses. In developing the framework, and based on engagement and feedback from partners, stakeholders and businesses, a clear vision has emerged.

A successful Manawatū economy where employers and employees are supported to access the skills and opportunities they need to thrive.



We have three key moves

Delivering an authentic Manawatū brand and identity – promoting the region’s value proposition and positive attributes, as well as addressing negative external perceptions of the region and its key centres.

Maximising opportunities for our workforce – ensuring current workers are supported to access employment opportunities and develop their careers.

Growing a competitive and resilient workforce by focusing on the skills needed for our economy to be competitive and resilient over the short and long term.

How do we get there?

The three key moves inform five objectives:

MAROHĪ

Communicating our value proposition – creating authentic messages on the regional value proposition that are shared by all partners.

WHAKAKITENGA

Attracting the talent and investment needed for future success by leveraging our economic strengths and educational institutions to attract students, workers, entrepreneurs, and investors.

WHAKAWHANAKE

Developing the skills of our existing workers and residents – recognising that current workers and residents are a critical source of talent and ensuring they have access to the training, experience and opportunities that support their future wellbeing.

WHAKAURU

Integrating new workers and their families into our communities – making it easier for new arrivals, both from overseas and elsewhere in New Zealand, to settle here and build the connections they will need to thrive.

PURITIA

Retaining talent to maintain a diverse and skilled workforce across Manawatū – ensuring current and future residents can secure employment and progress their careers here.

The framework encompasses a practical strategy and action plan for CEDA and its partners to help plan, organise, and prioritise key activities to ensure the region has the talent and skills needed to thrive.

[Read the full report](#)

What about COVID-19?

While the current COVID-19 pandemic is reshaping the labour market, the importance of talent will remain of critical importance to the success of our economy.

In the face of restriction to New Zealand's international borders and considering tighter migration settings, the competition for existing migrants and domestic talent will become more intense. Manawatū, like all regions across New Zealand, will need to continue to focus on developing, attracting and retaining talent. It is essential Manawatū is well positioned to compete for talent and skills domestically.

Initially, the framework was heavily focused on attracting new talent to Manawatū. However, the advent of the COVID-19 pandemic has widened the focus on retaining talent and upskilling locals.

Now more than ever, a collaborative team-style approach is needed. And, we need to be both flexible and agile in how we apply and action the framework.

Where to from here?

Building upon the engagement undertaken to develop the framework and action plan, CEDA will facilitate and enable collective action focused on the long-term vision for our workforce and economy.

With our partners, stakeholders and businesses, we will take a collective approach to support a well-functioning regional labour market that delivers economic prosperity and wellbeing for all current and future residents.

Together, we will identify and agree to the roles and responsibilities and how we monitor progress.



Read the full report