



## Council

Meeting of 01 April 2026

Business Unit: Community  
Date Created: 05 March, 2026

## Central Economic Development Agency Draft Statement of Intent 2026/2027

### Purpose Te Aronga o te Pūrongo

The purpose of this report is to provide an opportunity for Council to give feedback to the Central Economic Development Agency (CEDA) on their draft Statement of Intent 2026-27.

### Recommendations Ngā Tūtohinga

That Council receive the Central Economic Development Agency (CEDA) draft Statement of Intent 2026-27 (ref: Appendix 1).

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## 1 Background Ngā Kōrero o Muri

- 1.1 CEDA is a Council Controlled Organisation (CCO) under the Local Government Act 2002 (LGA) and is jointly owned by Manawatū District Council (MDC) and Palmerston North City Council (PNCC). MDC and PNCC are known as the shareholders of CEDA.
- 1.2 As a CCO, CEDA must prepare a Statement of Intent (SOI). The SOI must respond to the shareholders Statement of Expectation (SOE) and set out how CEDA intends delivering on the expectations of its shareholders and include indicators for measuring performance. A draft SOI must be prepared for its shareholders comment, and following any commentary, be presented as the final document for approval by both shareholders prior to 30 June each year.
- 1.3 In the past the shareholders have developed and agreed an annual SOE. In 2024 the shareholders agreed to move to a 3-year SOE cycle recognising that economic development agency (EDA) activity is strategic in nature, actions can take time to mature, and to provide some continuity of expectations to CEDA. As a result, the current SOE covers the period 1 July 2024 to 30 June 2027, deliberately aligning with the shareholders' 2024/34 Long Term Plan cycle.
- 1.4 The 3-year SOE (ref: Appendix 2) continues to maintain a focus on developing a talent pipeline (people); inward investment (business); and domestic visitation (place). The 3-year SOE differed slightly from previous expectations with the inclusion of a more targeted focus on inward investment in the Feilding town centre and Palmerston North city centre over the three-year period.

## 2 Strategic Fit Te Tautika ki te Rautaki

- 2.1 The contract with CEDA contributes to “A place to Grow” and to “A prosperous resilient economy”.

## 3 Discussion and Options Considered Ngā Matapakinga me ngā Kōwhiringa i Wānangahia

- 3.1 As joint shareholders, any feedback to CEDA on the draft SOI 2026-27 should carefully consider any implications and the views of the other Council.
- 3.2 A table is included in the report for consideration (ref: [table 1](#)) that summarises the shareholders SOEs against CEDA's responding draft SOI's.

**Table 1: Comparison of CEDA SOE with the SOI**

Statement of Expectation	CEDA Draft SOI 2024/25
Taking a leadership position and building strategic relationships in the Manawatū region and beyond, is fundamental for CEDA to achieve its purpose.	CEDA has addressed strategic partners at page 19 of the SOE and in the performance measures on page 26.
The shareholders identified the following key partners: PNCC, MDC, Horizons Regional	

<p>Council, Iwi, Manawatū Chamber of Commerce, NZ Defence Force, Federated Farmers, Accelerate 25, KiwiRail, FoodHQ, Massey University, The Factory, Palmy BID, Feilding &amp; District Promotion, and key Government agencies.</p>	
<p>Stimulate inward investment (both national and international), retention and expansion of business in the Manawatū region.</p> <p>Developing a talent pipeline.</p> <p>Support domestic visitation and tourism.</p>	<p>CEDA has addressed these outcomes via the Three Pillars, statement of intent outcomes, projects, activities and strategies summarised on page 9 and elaborated on pages 16 and 17, and the performance measures for each are captured on pages 25 and 26.</p>
<p>Top priorities are:</p> <ul style="list-style-type: none"> <li>• Te Utanganui, Central New Zealand Distribution Hub.</li> <li>• Strategic oversight and coordination of the Manawatū Food Strategy.</li> <li>• Promotion and development of key tourism and visitor destinations.</li> <li>• Inward investment in the Feilding town centre and Palmerston North city centre.</li> </ul>	<p>CEDA has addressed its work to support Te Utanganui, Central NZ Distribution Hub at page 11.</p> <p>Manawatū Regional Food Strategy is addressed at page 11.</p> <p>Visitor activity is addressed via Pillar Three (place) and the supporting statement of intent outcomes, projects and activities summarised on page 9.</p> <p>The focus on Feilding town centre and Palmerston North city centre is addressed at page 11.</p>
<p>CEDA's success will be measured by the shareholders using the following indicators of the health of the regional economy:</p> <ul style="list-style-type: none"> <li>• Job Growth</li> <li>• Increase in median household income</li> <li>• Number of investment leads and deals secured</li> <li>• Strength of the relationship with strategic partners.</li> </ul>	<p>Addressed in the performance measures (pages 25 and 26).</p> <p>CEDA's performance measure framework identifies quantifiable measures of their programmes and activities aligned to their key strategic outcomes. These form the basis of their accountability and will be reported on six-monthly.</p> <p>In CEDA's reporting, additional commentary will be used to inform on the delivery and effectiveness of the full range of CEDA's activity.</p>

## 4 Risk Assessment Te Arotake Tūraruru

4.1 Not applicable.

## **5 Engagement Te Whakapānga**

### Significance of Decision

- 5.1 The Council’s Significance and Engagement Policy is not triggered by matters discussed in this report. No stakeholder engagement is required.

### Māori and Cultural Engagement

- 5.2 There are no known cultural considerations associated with the matters addressed in this report. No specific engagement with Māori or other ethnicity groups is necessary.

### Community Engagement

- 5.3 There are no consultation requirements as a result of this report. CEDA were consulted in the development of the Statement of Expectations (SOE).

## **6 Operational Implications Ngā Pānga Whakahaere**

- 6.1 CEDA uses the SOE as a key input into the development of its SOI. The draft Statement of Intent was delivered before 1 March 2026 in accordance with the Local Government Act 2002 section 64, Part 1 of Schedule 8.

## **7 Financial Implications Ngā Pānga Ahumoni**

- 7.1 There are no financial implications as a result of this report. MDC and PNCC have both made financial provision for the service contract with CEDA.

## **8 Statutory Requirements Ngā Here ā-Ture**

- 8.1 The Local Government Act 2002 section 64 requires that “Every council-controlled organisation must prepare and adopt a statement of intent in accordance with Part 1 of Schedule 8”.

- 8.2 The Local Government Act 2002 Schedule 8 Part 1 requires that:

“(1) The board of a council-controlled organisation must deliver a draft statement of intent—

(a) to its shareholders; and

(b) in the case of an organisation that is indirectly controlled by 1 or more local authorities (for example, a subsidiary of a holding company owned by a local authority), to each local authority that indirectly controls the organisation.

(2) The draft statement of intent must be delivered on or before 1 March in the year preceding the financial year to which the draft statement of intent relates.”

## **9 Next Steps Te Kokenga**

- 9.1 Provide comments on the draft SOI in writing to CEDA, noting that any comments on the draft SOI agreed by Council will need to be cognisant of what they means to PNCC area a joint shareholder.
- 9.2 CEDA will deliver its final SOI to both councils (shareholders in June 2026).

## **10 Attachments Ngā Āpitihanga**

Appendix 1 - CEDA draft Statement of Intent 2026-27

Appendix 2 – CEDA Statement of Expectations 2024 to 2027