

# Kia ora koutou

CEDA's Half Yearly Report to December 2025  
and 2026-27 Draft Statement of Intent

Manawatū District Council, 1st April 2026

Ki te kahore he  
whakakitenga, ka ngaro te iwi

## Our Vision

**Manawatū 2030;**  
Ko te rohe tino ahu  
whakamua o Aotearoa  
New Zealand's most  
progressive region

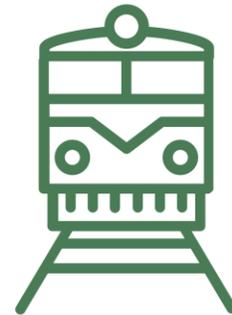
## Our Goals



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



Manawatū is a world leading agrihub



Manawatū is a leading distribution hub, and leverages off its role in central New Zealand



# OUR CORE FOCUS AREAS



## BUSINESS

INWARD INVESTMENT +  
SECTOR DEVELOPMENT



## BUSINESS

BUSINESS DEVELOPMENT +  
INNOVATION



## PEOPLE

TALENT ATTRACTION +  
RETENTION



## PLACE

PROFILING THE REGION +  
ECONOMIC DATA



## PARTNERSHIPS

IWI ENGAGEMENT +  
STRATEGIC PARTNERSHIPS

# Half Yearly Report

1 July to 31 December 2025

# HIGHLIGHTS FROM THE YEAR TO DATE

4

**Inward Investment**  
activities completed  
+ 3 advocacy events

**Food Tech  
Scholarship**  
with FoodHQ and  
Massey

**Te Roopu  
Hokowhitu website**  
created to support  
seven district marae

**\$809,487**  
**Callaghan Innovation**  
grants issued

**3.38M** reach,  
through 24 national  
and regional  
media features

**Sprout Agritech**  
2025 Cohort  
completed

2

**Campaigns**  
delivered

**+74**

**Net Promoter Score**  
Regional Business  
Partner Programme

**145,999**  
sessions on  
**ManawatuNZ.co.nz**

**274**

**Business Engagements**  
+ \$97k capability support

**'Live Here' Noho  
Taurikura** section  
on ManawatuNZ.co.nz  
refreshed

**Manawatū Gardens  
Festival**  
held showcasing  
20 gardens + 2 events

**Visitor Sector  
Community  
Sentiment survey**

# Statement of Intent

Draft 2026–27

# PERFORMANCE OUTCOMES 2026-27

## INWARD INVESTMENT + SECTOR DEVELOPMENT

- 20 inward investment and priority sector development initiatives aligned to the regions key strengths



## BUSINESS DEVELOPMENT + INNOVATION

- 400 engagements with business and industry to support business growth
- 6 start-up + innovation initiatives through partnerships



## TALENT ATTRACTION + RETENTION

- 4 initiatives that support talent attraction and retention, industry, or youth into employment



## PROFILING THE REGION + ECONOMIC DATA

- 20 content pieces or media features profiling the region
- 2 campaigns or digital initiatives
- 190k 'sessions' on [ManawatuNZ.co.nz](https://www.ManawatuNZ.co.nz)
- 4 economic updates



## IWI ENGAGEMENT + STRATEGIC PARTNERSHIPS

- 3 initiatives to support iwi engagement and projects
- 12 partnership agreements in place



# PRIORITY PROJECTS

- Te Utanganui - the Central New Zealand Distribution Hub
- Manawatū Regional Food Strategy
- Destination Management Plan
- Investment in Feilding and Palmerston North central business districts





# KEY AREAS OF WORK

- Attracting new business and investment
- Showcasing Manawatū to attract investment, business, and people
- Supporting key sectors
- Business development and innovation
- Attracting and retaining talent

# WORKING IN PARTNERSHIP

- Developing and growing partnerships
- Working in collaboration to increase efficiencies
- Supporting iwi led projects



# WORKING IN THE DISTRICT

## INWARD INVESTMENT + SECTOR DEVELOPMENT

- Te Utanganui; Kawakawa Industrial Precinct advocacy
- Land diversification and growing guides (MRFS)
- MBIE Events Promotion Fund
- Hotel/Motel opportunity
- Visitor sector support



## BUSINESS DEVELOPMENT + INNOVATION

- Business engagements
- Regional Business Partner Programme
- Business Growth Advisor
- Capability funding
- Business clinics
- Business Mentors NZ



## TALENT ATTRACTION + RETENTION

- Talent campaigns
- Future Workforce needs (MRFS)
- Employer and Workplace Hub
- Business profiles
- Careers expos
- Young Enterprise Scheme



## PROFILING THE REGION + ECONOMIC DATA

- ManawatuNZ.co.nz
- Media Features, and famils
- Trade Development
- The Country Road
- Manawatū Gardens Festival
- Coastal Arts Trail
- Economic Update panel event



## IWI ENGAGEMENT + STRATEGIC PARTNERSHIPS

- Iwi Engagement
- Manfeild
- Feilding and District Promotion
- Federated Farmers
- Te Roopu Hokowhitu website
- MDC Economic Focus Group
- TU Funding Partnership



# CEDA

CENTRAL ECONOMIC  
DEVELOPMENT AGENCY

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# MANAWATŪ