

Kia ora koutou

CEDA's Half Yearly Report to December 2024
and 2025-26 Draft Statement of Intent

Manawatū District Council 17th April 2025

Ki re 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

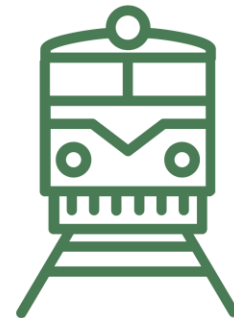
Our Goals



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 December 2024

HIGHLIGHTS FROM THE YEAR TO DATE

11

Inward Investment
activities/opportunities
identified

Summer of Tech
Manawatū
239 applicants

9 content pieces
created to drive
traffic to
ManawatuNZ.co.nz

\$351,786
Callaghan Innovation
grants issued

9.27M reach,
through 21 national
and global
media features

Sprout Agritech
2024 Cohort with
13 businesses

2

Campaigns
delivered

+100

Net Promoter Score
Regional Business
Partner Programme

141,731
sessions on
ManawatuNZ.co.nz

Manawatū Gardens
Festival
held showcasing
20 gardens

UCOL Careers Expo
supporting youth
into employment

386
Business
Engagements

Young Enterprise
Scheme
supporting youth
entrepreneurship

Statement of Intent

2025 – 2026

PRIORITY PROJECTS

- Te Utanganui
- Manawatū Regional Food Strategy
- Destination Management Plan
- Investment in Feilding and Palmerston North central business districts





KEY AREAS OF WORK

- Attracting new business
- Showcasing Manawātū to attract investment, business, and people
- Supporting key sectors
- Business development and innovation
- Retaining and developing talent

WORKING IN PARTNERSHIP

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



PERFORMANCE OUTCOMES 2025-26

INWARD INVESTMENT + SECTOR DEVELOPMENT

- 15 inward investment activities or identified opportunities
- 9 sector development initiatives in sectors of strength



BUSINESS DEVELOPMENT + INNOVATION

- 400 engagements supporting business growth, expansion and retention
- 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
- 190k sessions on ManawatuNZ.co.nz
- 4 economic updates



IWI ENGAGEMENT + STRATEGIC PARTNERSHIPS

- 3 initiatives to support iwi engagement and projects
- 12 partnership agreements
- Biennial customer satisfaction survey



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

- Young Enterprise; Feilding Youth Fest and Farmers Market
- Future Workforce needs (MRFS)
- Employer and Workplace Hub
- Business profiles
- Careers expos



PROFILING THE REGION + ECONOMIC DATA

- ManawatuNZ.co.nz ; district highlights, walks and trails
- Media Features
- Bespoke content and itineraries
- Manawatū Gardens Festival
- Coastal Arts Trail
- Economic Update panel event



IWI ENGAGEMENT + STRATEGIC PARTNERSHIPS

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



CEDA

CENTRAL ECONOMIC
DEVELOPMENT AGENCY

MANAWATŪ