

# Who is CEDA?

Presentation to Manawātū District Council  
19th November 2025

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## Manawatū's Economic Development Agency

Co-owned by Palmerston North City Council and Manawatū District Council

**Purpose:** to drive and facilitate the creation and growth of economic wealth for Manawatū and beyond

Regional Tourism Organisation for Manawatū

Three core economic pillars of People, Place, and Business, underpinned by strong Partnerships

# Strategic Objectives:



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

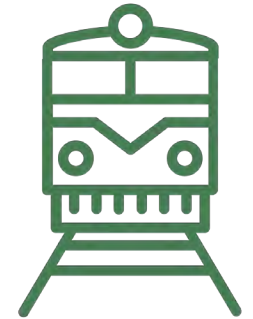
## Our Goals



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

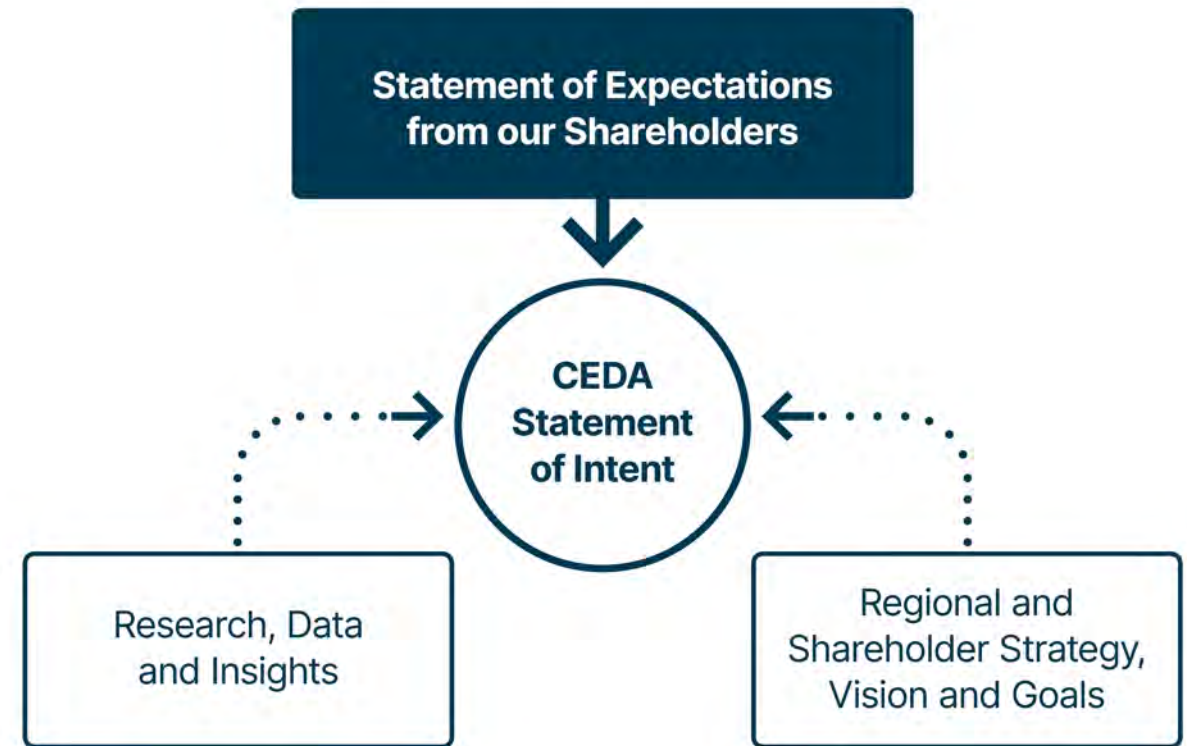
# Kotahi te kohao o te ngira e kuhuna ai ngā whāinga - How We Work

## Core Focus Areas

- Stimulate inward investment, retention and expansion of business
- Developing a talent pipeline
- Support domestic visitation and tourism

## Shareholders top priorities

- Te Utanganui, the Central New Zealand Distribution Hub
- Manawatū Regional Food Strategy
- Promotion and development of key tourism and visitor destinations
- Inward investment in the Feilding and town centre and Palmerston North city centre



# Regional Strategies Driving Economic Growth

- **Te Utanganui – the Central New Zealand Distribution Hub** positioning Manawatū as the logistics and freight hub of Aotearoa
- **Manawatū Regional Food Strategy** to grow, innovate, and add value across our world-class primary and agrifood industries
- **Manawatū Destination Management Plan** to sustainably grow our visitor economy, enhance the region's liveability, and create unforgettable experiences



# Our Core Delivery

Beneath our regional strategies sits the essential, ongoing mahi that drives economic development every day.

This is the work that ensures momentum, connection, and impact across the region

This “always-on” work connects the dots across **People, Place, Business**, and **Partnerships** and ensures our strategies translate into real-world outcomes.

- **Inward Investment and Business Attraction**
- **Sector Development**
- **Business Support and Development**
- **Innovation Support**
- **Talent Pipeline Development**
- **Regional Profiling and Positioning**
- **Developing and Nurturing Strategic Relationships and Partnerships**





MANAWATŪ  
GARDENS  
FESTIVAL //  
NOVEMBER  
2024

HAERE MAI TO WORLD  
CLASS COFFEE, EPIC  
TRAILS TO SHRED,  
FOOD TO DIE FOR AND  
ENOUGH SHOPPING  
TO GET YOUR HEART  
RACING. BUT THE  
SPECIAL THING ABOUT  
MANAWATŪ IS THE  
JOURNEY OF DISCOVERY  
ALONG THE WAY.

SO GET OUT THERE!

Choose your perfect scenic route  
to CD Field Days in Feilding,  
Manawātū

SPONSORED  
CONTENT BY CEDA

February 26, 2025 • 7:00am



Transform your drive to CD Field Days into an adventure with  
scenic routes to suit every traveller.  
MANAWATUNZ



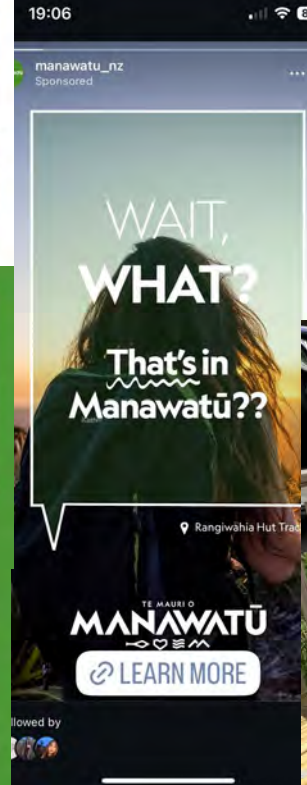
TOWN MOUSE?



OR COUNTRY?



WHY NOT BOTH?



# Regional Profile and Positioning

CEDA plays a central role in shaping and promoting Manawātū's brand, positioning the region as an attractive place to live, work, visit, and invest. We lead strategic storytelling, national campaigns, media engagement, visitor information signage, and partnerships that highlight the region's unique strengths and opportunities.

We manage ManawatuNZ.co.nz, the region's key marketing platform, and developed a shared regional identity to ensure consistent, compelling messaging. By raising the region's profile and attracting people and investment, CEDA supports ongoing economic growth and helps Manawātū stand out in a competitive landscape.



# Key Highlights From the Past Few Years

Initiated Te Utanganui –  
The Central New  
Zealand Distribution Hub

**Delivered multiple  
regional campaigns  
to retain and grow  
our visitor market**

Delivered over \$586k in  
capability development  
support via RBP over  
three years

Further Developed  
and profiled The  
Country Road

Supported 936 Businesses  
through RBP over the past  
three years

Developed over 34  
regional signs and  
information boards  
across the region

Supported ADA move to  
the region

Launched a digital Employer  
and Workplace Hub

**Secured \$1.7M  
funding via MBIE to  
support tourism,  
post COVID**

Live coverage on TVNZ  
Breakfast (x2) and  
Seven Sharp

Created an online  
Industry, Trade and  
Media Hub for  
Manawatū

Over 40,000 regional  
visitor guides distributed  
nationally

Regional Events Promotion  
Funding of \$276k secured

**Developed a New  
Zealand first  
Land  
Diversification  
GIS mapping tool  
for the district**

Refreshed and  
implemented  
the Manawatū  
Destination  
Management Plan

Lifted the  
capability of our  
tourism products  
through targeted  
workshops and  
initiatives

Launched  
the Manawatū  
Regional Food  
Strategy

Established  
the Manawatū  
Garden Festival

Over \$3.26M in  
Callaghan Innovation  
grants issued to regional  
businesses over the past  
three years

**Established the  
Visitor Industry  
Sector Collective**

Developed and  
rolled out  
the Manawatū  
Regional Identity



**CEDA**  
CENTRAL ECONOMIC  
DEVELOPMENT AGENCY

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**MANAWATŪ**