Manawatu
Young Heart, Easy Living

MANAWATU

ECONOMIC OUTLOOK

JUNE QUARTER 2011

DESTINATION MANAWATU

VISION MANAWATU
leading economic development

MANAWATU
ECONOMIC OUTLOOK

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EXECUTIVE SUMMARY

Revised Infometrics GDP estimates for the Manawatu region suggest annual GDP growth increased in both the March and June quarters after a decline in the second half of 2010. A difficult production season over spring and summer for the agricultural sector was a key contributor to the short-term weakness in economic activity in the region but most indicators now reflect an improvement in economic activity.

There are still some exceptions to this improving trend in the region and new Paymark retail data helps with explaining this divergence in economic activity. Significant increases in fuel and food prices over the last 12 months have contributed to food and fuel spending displacing consumer spending on other products and services. Spending on food and fuel through the Paymark network increased by 10.5% over the year to June 2011 (compared with the previous year) while Paymark network spending at other retail stores declined by 1.4%.

The impact of this is seen in the sharp decline in registrations of ex-overseas registered cars, which declined by 27% in the June quarter. It is also likely to be a contributor to the 11% decline in the number of building consents for residential additions and alterations in the June quarter (20% decline in value). Increasing fuel cost is also a key factor in explaining the 8% decline in visitor nights in the June quarter.

Unfortunately much of the data for which monthly or quarterly data is available is confined to the construction and retail sectors, which collectively account for around 24% of jobs in the region and 20% of earnings, so estimating current activity trends in the other 80% of the economy is challenging. The best source of data on activity in other sectors is jobs and earnings data, which is released with a 14-month delay.

Data just released for total employment for the year to June 2010 shows the Manawatu region continuing to significantly out-perform national data. Salaries and wages paid in the 12 months to June 2010 were $2,315 million, an increase of $76 million (3.4%) from the previous year. National earnings, in contrast, were unchanged from the previous year. A breakdown of earnings growth by sector will not be available until November.

The employment data also showed a decline in the total job count in the region, with the loss of 770 jobs (1.4% decline) between June 2009 and June 2010, even though total earnings had increased 3.4%. The data suggests the loss of casual and part-time work in the region, adding to the number of people who were unemployed. Earnings in the region have still increased because the decline in casual and part-time jobs was more than offset by growth in higher value jobs in the region.

ECONOMIC OUTLOOK

International

The OECD composite leading indicators index (an indicator of economic growth) for June points to a slowdown in economic activity or a peaking in the growth cycles for all of New Zealand's major trading partners. Economic growth has slowed quickly in Australia while significant concerns remain about debts levels in the US and Europe, contributing to more upwards pressure on an already over-valued New Zealand dollar. However, most indicators point to a softening in the rates of growth in our trading partners rather than a widespread return to global recession.

New Zealand

The high New Zealand dollar continues to be a significant challenge to exporters. Fortunately high prices for agricultural commodities and the boost to visitor numbers over the next six weeks from Rugby World Cup will limit the full impact on incomes of an exchange rate that is currently well above its long-term trend. Manufacturers have not fared so well, with the value of elaborately transformed manufactured exports declining in June and July.

Interest rate cuts following the February Canterbury earthquake continue to feed through into lower monthly interest costs for households while lower fuel prices since the June quarter will also support improving consumer confidence. Real estate sales data and housing loan approvals show a firm recovery underway in the housing sector and signs this is gradually leading to a turnaround in the building sector.

Household's savings continue to improve, contributing to a slower recovery in economic activity than in previous economic cycles. However, improved savings rates will be positive in the longer-term for interest rates for businesses and the agricultural sector.

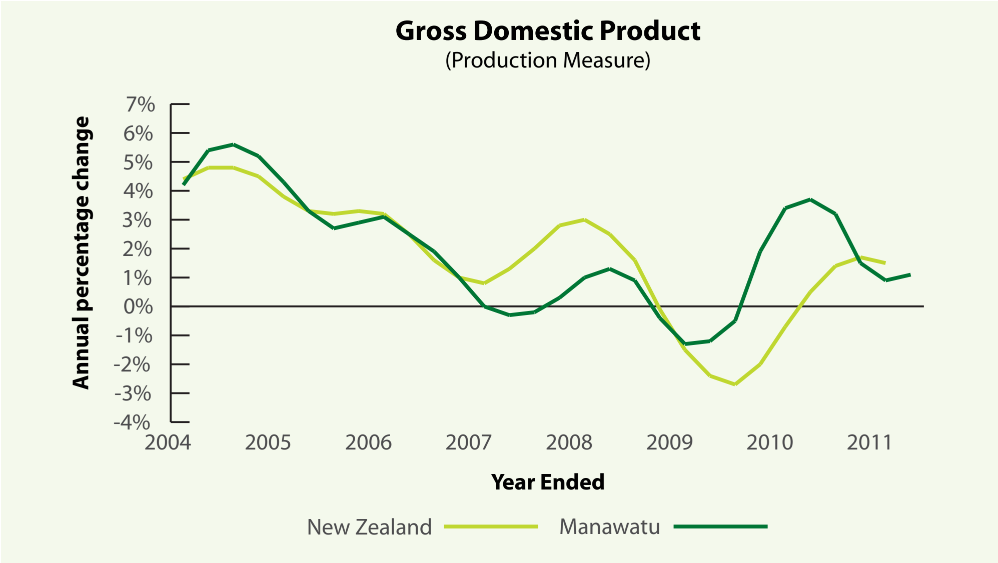
Manawatu

Continuing strength in agricultural prices is positive for the region, with the high exchange rate at the moment helping to smooth the boom and bust cycle which is typical in the sector. Most forecasters expect the New Zealand dollar to fall but the timing for this depends largely on how quickly the US and Europe resolve their debt issues. New Reserve Bank rural lending criteria since 1 July may also limit growth in rural spending, as farmers continue to reduce debt levels.

Population growth in the region remains strong and June 2011 estimates released in late October should confirm growth in the region continues to exceed the longer-term growth projections for the region. Evidence of this is seen in the early recovery in house sales in the region at the beginning of the year and there are now signs consents for the construction of new houses are picking up faster than the national data.

The opening of the revamped national Rugby Museum and visitors already arriving for Rugby World Cup will provide a timely boost for the tourism sector, which has struggled from lingering impacts from the global recession on business travel and declines in domestic travel in response to high fuel prices.

JUNE QUARTER ECONOMIC TRENDS



Source: Infometrics / Statistics NZ

GDP growth in the Manawatu region growth slowed rapidly in the December and March quarters but the latest estimates from Infometrics confirm there has been an increase in overall economic activity in the June quarter. Most indicators show growth in the Manawatu economy but not all sectors are experiencing this improvement, with some indicators still pointing to a contraction in economic activity in those sectors.

June quarter comparisons with the June 2010 quarter are:

1.1% increase in estimated annual production. National GDP data is due to be released on 22 September.

3.2% increase in core retail sales (excludes motor vehicle sales and servicing. Core retail sales are a useful indicator of consumer expenditure trends in the region. National sales growth was 3.1%

New car registrations declined by 10% while ex-overseas car registrations declined by 27%. (National registrations declined by 10% and by 10% respectively).

The number of beneficiaries increased by 3% compared with a 2% national decline (Palmerston North rose by 2% while Manawatu District rose by 3%).

The number of new residential building consents approved declined by 7% (national decline of 26%), while the total value of residential and non-residential consents increased by 15% (national decline of 16%).

Visitor nights are estimated to have declined by 8%. Visitor nights in commercial accommodation increased by 1% while visitor nights with family and friends declined by 10% (national comparison not available).

The contribution to population growth from external migration in the region declined, with a net loss of 70 people in the June 2011 quarter compared with a net loss of 62 people in the June 2010 quarter.

Net natural population growth increased, with a net gain of 257 people in the June 2011 quarter compared with a net increase of 218 people in the June 2010 quarter (422 births and 165 deaths in the June 2011 quarter compared with 403 births and 185 deaths in the June 2010 quarter).

LABOUR FORCE

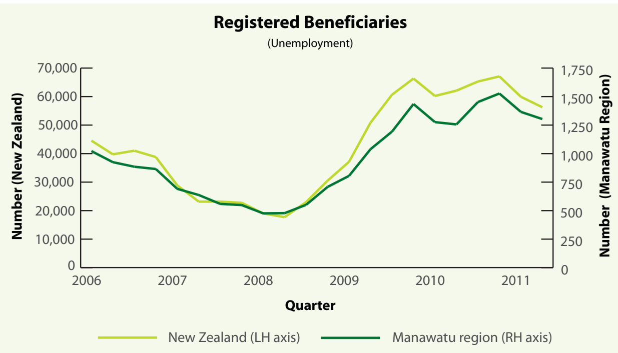
Unemployment

Unemployment data for the Manawatu Region is not available from the Household Labour Force Survey so the best up-to-date indicator of labour force trends is data on the number of people receiving the unemployment benefit.

The number of people in the Manawatu region registered for the unemployment benefit increased by 4% between June 2010 and June 2011 while national unemployment benefits declined by 9%.

The number of people registered for an unemployment benefit in the region has fallen since December 2010, contributing to a decline in the annual rate of increase.

The increase in unemployment over the last three years contributed to growth in the number of people on other MSD benefits but the rate of growth in these has also slowed. The was no growth in the number of people receiving the DPB or invalids benefit over the last 12 months while the number of people receiving the sickness benefit increased by 9%. Overall benefit numbers were 3% higher than a year ago.



Source: Ministry of Social Development (MSD)

Earnings

There is a lag of over 12 months in the publication of employee earnings data for the Manawatu region so the latest data available is for the June 2010 quarter. This data shows the strength of economic growth in the region during the global recession. The only quarter the region experienced a decline in earnings was December 2009, with a 0.9% decline from the December 2008 quarter (national decline of 4.1%).

Source: Statistics New Zealand

Growth strengthened in the June 2010 quarter, with earnings in the region increasing by 4.7% compared with a national increase of 2.5%. Growth was particularly strong in Manawatu District, with a 13% increase in the quarter.

In contrast the number of jobs in the region declined by 1.4% in the quarter while the national decline was 0.3%. This contrast in the growth rate for earnings and the number of jobs was due to a 7.3% increase in average earnings per job in the region compared with a national increase of 3.2%.

Over the period from March 2000, when the LEED data was first published, total employee earnings in the region have increased by 87.8% while national earnings have increased by 80.7%, reducing the gap between average employee earnings in the region ($43,982) and the national average ($46,660).

Data is not available on the number of full-time, part-time and casual jobs but the increase in average earnings in the region suggests a decline in the proportion of part-time and casual jobs in the region.

Information on earnings by sector and for the self-employed will not be available until November and will be included in the September quarter report.

BUILDING ACTIVITY

Residential building consents continued to decline in the June quarter but several major non-residential consents contributed to a 15% increase in total consent values in the quarter.

The number and value of residential dwellings consents declined (7% and 18% respectively) while consents for residential additions and alterations declined by 11% and 20% respectively. The rate of decline in new dwelling consents has been slowing in the region (from 15% in the March quarter to 7% in the June quarter) while national consents declined by 26% in the June quarter.

In the 12 months to June 2011 281 new dwelling consents were issued (includes consents for 30 apartments) compared with 285 in the 12 months to March. Consent volumes recovered strongly from a low of 258 in the 12 months to June 2009, rising to 326 in the year to June 2010 before declining again. The total value of residential consents (new dwellings and additions and alterations) was $93 million in the year to June, a 19% decline from the previous year.

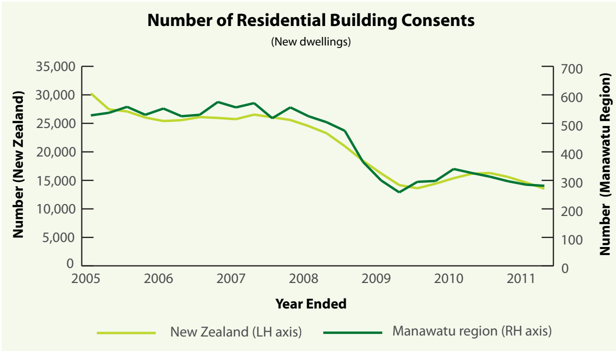
Strong growth in the value in non-residential building consents in the June quarter contributed to an increase in total consent values in the quarter compared with the June 2010 quarter. Non-residential consents increased by 15% in value in the quarter, boosted by consents for expansion to the Youth Justice Residential Centre in Kelvin Grove, retail developments in Featherston Street (Mitre 10) and Terrace End and a new commercial laundry.

The value of non-residential consents approved in the year ended June 2011 was $111 million, a 44% increase from 2010.

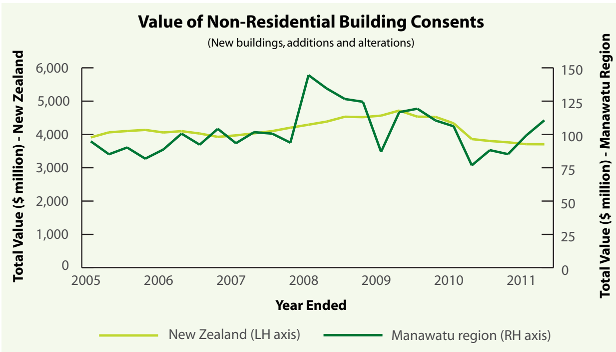
BUILDING CONSENTS ISSUED IN THE MANAWATU REGION

$ million	Year ended June 2010	Year ended June 2011	Annual Change
Residential Consents (new dwellings, additions, alterations)			
Palmerston North	78	64	-19%
Manawatu District	37	29	-21%
Manawatu Region	**115**	**93**	**-19%**
New Zealand	**5,737**	**4,932**	**-14%**
Non Residential Consents (new buildings, additions, alterations)			
Palmerston North	56	58	4%
Manawatu District	21	53	152%
Manawatu Region	**77**	**111**	**44%**
New Zealand	**3,860**	**3,705**	**-4%**

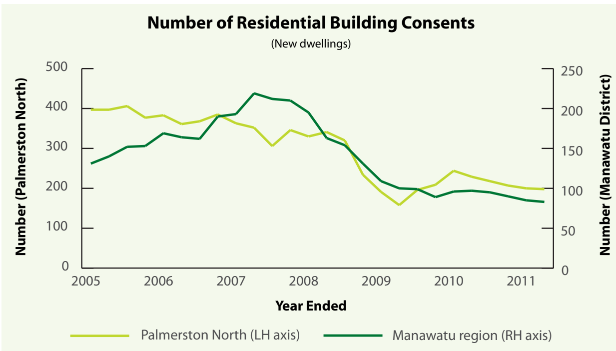
Source: Statistics New Zealand



Source: Statistics New Zealand



Source: Statistics New Zealand



Source: Statistics New Zealand

RETAIL ACTIVITY

Retail growth data for the region in the June quarter was mixed, with core retail sales increasing by 3.2% in the quarter while motor vehicle and fuel sales declined by 16.7% in the quarter. As a result total retail sales in the quarter were 2.9% lower than in the June 2010 quarter.

One contributing factor to a weak growth rate for retail sales in the region in the first half of this year has been the very strong growth rates recorded in the first half of 2010, with increases of 17.6% and 10.0% in the March and June quarters last year. The decline in retail sales in the March 2011 quarter also reflected the impact of a difficult production season for farmers while the June quarter proved to be more favourable.

Core retail sales growth was stronger in Manawatu District, increasing by 8.7% in the June quarter, but this followed a 7.1% decline in the March quarter.

Motor vehicle registrations declined in the region in the June quarter, with significant declines for both new and used cars. New vehicle registrations in the June quarter were 11% lower than for the June 2010 quarter while registrations of ex-overseas registered cars declined by 27%. Declines were expected during the quarter due to the impact of the impact of fuel price increases at the beginning of the year and the March earthquake in Japan and the subsequent reduction in the supply of vehicles.

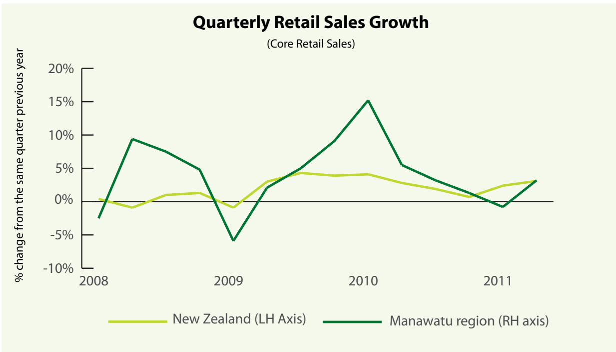
Petrol prices peaked at 220.2c/l in May while diesel retail prices peaked at 169c/l in April but both have declined since. By the week ending 19 August petrol prices had fallen by 8.8% from the peak while diesel had fallen by 16.3%.

Retail data for transactions on the Paymark network in the month of June show the impact of food and fuel price increases on other parts of the retail sector. Expenditure on food and fuel increased by 16.6% in the month of June in Palmerston North and by 9.9% in Manawatu District, well ahead of the overall growth rates of 7.7% in Palmerston North and 9.5% in Manawatu District compared with June 2010 (Paymark data includes GST).

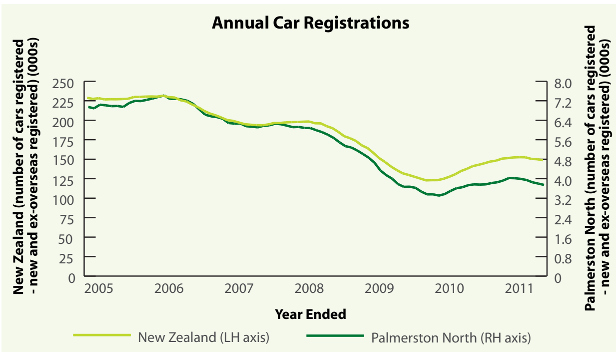
RETAIL SALES IN THE MANAWATU REGION

$ million	Year ended June 2010	Year ended June 2011	Annual Change
Core Retail Sales (excluding motor vehicle sales and servicing)			
Palmerston North	1,253	1,271	1%
Manawatu District	181	187	3%
Manawatu Region	**1,434**	**1,458**	**2%**
New Zealand	**50,330**	**51,337**	**2%**
Motor Vehicle Sales and Servicing			
Palmerston North	563	563	0%
Manawatu District	50	51	2%
Manawatu Region	**613**	**614**	**0%**
New Zealand	**14,113**	**14,972**	**6%**
Total Retail Sales			
Palmerston North	1,816	1,834	1%
Manawatu District	231	238	3%
Manawatu Region	**2,047**	**2,072**	**1%**
New Zealand	**64,443**	**66,309**	**3%**
(Excludes GST)			

Source: Statistics New Zealand



Source: Statistics New Zealand



Source: NZ Transport Agency

TOURISM TRENDS

Total visitor nights in the region declined by 8% in the June quarter compared with June 2010. Visitor nights in private accommodation declined by 10% in the quarter while visitor nights commercial accommodation increased by 0.7%.

1.8 million visitor nights were recorded in the Manawatu region during the year to June 2011, a 1% decline from 2010. Visitor nights in commercial accommodation have been declining gradually since 2005 but the rate of decline has slowed since the beginning of this year. Visitor nights in private accommodation in the Manawatu peaked in the year to December 2010 but have declined in 2011 despite an increase in visitors from Canterbury.

International visitor nights in private homes declined sharply in the June quarter and were 26% lower in the quarter compared with June 2010. International visitor nights data for commercial accommodation (only available for a wider region which includes Rangitikei and Tararua) also declined in the quarter.

The high New Zealand dollar, weakening economic growth in Australia, disruption of international flights by ash and a decline in visitors in the lead up to Rugby World Cup all appear to be contributing to the decline.

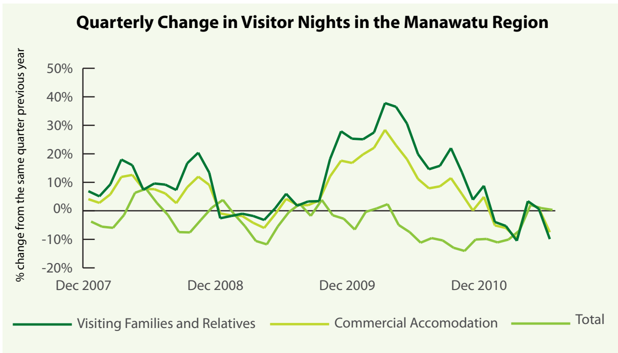
Paymark retail data suggests that strong growth in fuel and food prices has displaced consumer spending on other commodities and services, affecting domestic visitor travel since the beginning of the year

Comparable national data for private accommodation visitor nights is not available but the Manawatu region compares well with the other regions participating in the survey. The region's central position is likely to be a factor in this as well as the strengthening of retailing in Palmerston North and Feilding.

GUEST NIGHTS IN THE MANAWATU REGION

Guest Nights in:	Year ended June 2010	Year ended June 2011	Annual Change
Commercial accomodation			
Palmerston North	388,133	359,443	-7%
Manawatu District	43,067	40,122	-7%
Manawatu Region	**431,200**	**399,565**	**-7%**
Private accommodation	**1,394,121**	**1,409,692**	**1%**
Total	**1,825,321**	**1,809,257**	**-1%**

Source: Statistics New Zealand / APR Consultants



Source: Statistics New Zealand / APR Consultants

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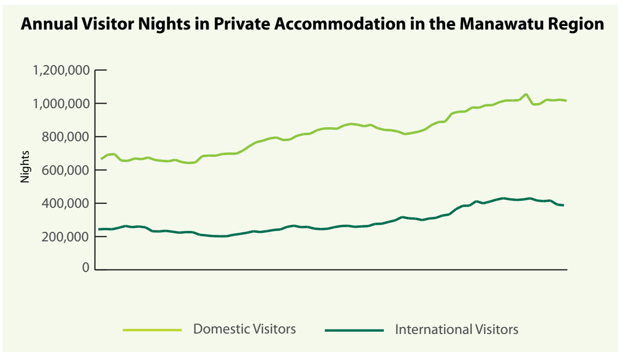


Source: Statistics New Zealand / APR Consultants

CONVENTION ACTIVITY SURVEY

The Convention Activity Survey is based on a survey of venues that regularly host meetings, incentive activities, conferences, exhibitions and special occasions involving more than 10 people. Events such as internal business meetings and university events hosted within university facilities are excluded. Major improvements to the survey mean the data since the September 2009 quarter is not comparable with previous years.

In the year to June 2011 there were 1,919 events recorded in the Manawatu region, accounting for 6% of national events. There were 150,942 delegates at these events in the region and a total of 179,320 delegate days, 5.5% and 5% of the national data respectively.

The Manawatu region was the fifth largest for delegate days. Auckland accounted for 40% of delegate days, Wellington 22%, Canterbury 9% and Rotorua 7%.

A major area of strength for the region is in trade show and exhibition activity. In the last year 48,483 delegate days were recorded in this category, 12% of total delegate days nationally. Examples of trade shows and exhibitions in the Manawatu region in the last 12 months include the Central North Island Field Days and the Foodstuffs Expo.

Incentive activities in the region increased strongly over the last year but accounted for just 2% of delegate days in the region. These are used to reward top clients, distributors and/or staff and often combine a one to two day meeting with leisure activities.

Delegates attending events in the Manawatu region were nearly all from New Zealand, with just 2,976 delegate days recorded for visitors from overseas compared with 176,343 days for domestic visitors. International delegate days more than doubled over the last year.

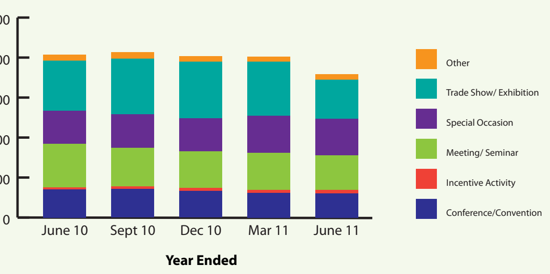
Events in the region included a similar spread of association, corporate, government and private delegates compared with the national data, although the region had a greater proportion of multi day events than single day events.

DELEGATE DAYS - YEAR ENDED JUNE 2011

CAS Region	Single Day	Multi Day	Total
Auckland	825,154	612,991	1,438,145
Rotorua	113,183	146,471	259,653
Taupo	42,939	45,324	88,263
Hawke's Bay	121,335	34,941	156,276
Manawatu	95,035	84,284	179,320
Wellington	420,340	348,691	769,031
Nelson	42,180	48,965	91,145
Canterbury	159,281	169,352	328,633
Queenstown	36,520	108,152	144,671
Dunedin	98,287	21,037	119,324
All CAS Regions	**1,954,254**	**1,620,207**	**3,574,460**

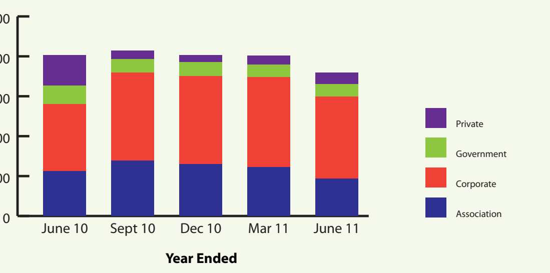
Source: Covec

Annual Convention Delegate Days in the Manawatu Region



Source: Covec

Annual Delegate Days by Customer Type



Source: Covec

MANAWATU REGION ANNUAL CONVENTION DELEGATE DAYS

	Years Ended				
Total Delegate Days	**June 10**	**Sept 10**	**Dec 10**	**Mar 11**	**June 11**
Domestic	200,063	205,772	199,781	198,351	176,343
Australian	748	840	793	1,156	1,179
Other International	605	204	1,128	1,574	1,797
Total	**201,416**	**206,816**	**201,702**	**201,081**	**179,319**

Source: Covec

TOURISM AND VISITOR PROFILE

Tourism plays a significant role in the Manawatu region economy even though the region has not generally been perceived as a tourist destination. The region's greatest strength is in domestic tourism and it accounts for an above average share of domestic day trips and overnight trips by New Zealand residents. Estimates from the Domestic Travel Survey suggest Palmerston North had 1.1 million day visitors in the year to December 2010 (4.0% of the national total) and close to 0.4 million overnight visits (2.5% of the national total).

Domestic visitor data for 2010 shows that 30% of overnight visits to Palmerston North in 2010 (121,000 visits) were for leisure, recreation and holidays, 18% (70,000 visits)) were for business or professional reasons and 50% (200,000) were for visits to friends and relatives.

The number of overnight trips to the city compares very favourably with other centres recognised as significant tourism destinations. For example the 399,000 overnight visits to Palmerston North was only slightly below the 410,000 overnight visits to Dunedin, and 453,000 visits to Tauranga and higher than destinations such as Napier, New Plymouth, Hastings and Queenstown.

The share of international visitor numbers to the region is lower than the average but they still contribute a significant proportion of total visitor numbers in the region, with an estimated 90,000 international visitors staying in commercial and private accommodation (for example with friends and family) in the region during 2010. International cardholder spending through the Paymark network for the year to June 2011 accounted for $5.7 million of retail spending in Palmerston North, also around 1% of total retail expenditure on the network.

The Manawatu region is not currently renowned for its dominance of tourism product that attracts significant numbers of international visitors. The presence of the NZ Rugby Museum, however, is a key strength for attracting rugby visitors to the region. Super 15 rugby games and international rugby tests all bring international visitors to New Zealand and the museum is a key attraction for these visitors and for Rugby World Cup 2011 visitors.

The location of Te Papa in Wellington and substantial event bidding in Wellington and other regions is not necessarily a barrier to growth of tourism in the region since tourists can easily access Wellington, the Hawkes Bay, Taranaki and the Central North Island ski fields from a central base in the region. Substantial roading improvements through the central North Island now mean even Taupo is less than three hours drive from Palmerston North airport. This "gateway" concept is a strength that is being further developed to enable leveraging of commissionable tourism product located in neighbouring regions. Palmerston North offers a strong retail sector that services a wide region, drawing a high number of visitors from the surrounding Manawatu-Wanganui region and from Wellington, Taranaki and the Hawkes Bay.

In assessing the tourism sector it is also important to recognise the influence of the education sector in

attracting visitors to the region. This includes Massey University, UCOL (Manawatu Polytechnic), International Pacific College and ETC Learning Centre. Short-term international students visiting the city for language study and professional development are counted as tourists and usually stay much longer in the region than other international visitors. Students are often visited by family and friends and a proportion of international students settle in the region. Domestic extramural students at Massey University are often required to travel to the city for block courses, some of which are timed during the semester breaks, when student accommodation is available for visiting students.

Also important is the growing strength in cultural diversity within the Palmerston North community and the depth and breadth of activities and events associated with this segment. The role of Palmerston North as a designated refugee resettlement centre since 2004 is adding significantly to the population of key migrant communities in the city.

MidCentral Health and other medical and health providers also play an important role in bringing domestic visitors to the city, particularly through the cancer treatment and support services offered in Palmerston North. As an example, economic impact assessments prepared recently for Ozanam House (accommodation for patients receiving radiotherapy treatment for cancer at Palmerston North Hospital) suggest it accounts for approximately 28,000 visitor nights a year and an approximate net regional economic impact of $1.5 million.

The importance of tourism in the economic strength of the Manawatu region influences the type and quantity of services which need to be provided by the two Councils which make up the region (Palmerston North City and Manawatu District) – water/waste water, solid waste, recycling, roading, parking and amenities such as public toilets and parks and recreational areas. Additional visitors to the region increase demand for these services so an understanding of visitors to the city and expected increases in visitor numbers is required for Councils to adequately plan for these services. The

Councils also play a role in the marketing of the region to visitors and also to encourage more businesses and people to consider the region to be a desirable location to work and invest. Enhancements to infrastructure in the region and the development of attractions which make the Manawatu a more desirable place to visit also make the Manawatu a more desirable place to live.

It is estimated that 4.7% of the workforce in the Manawatu region were employed in tourism related jobs in February 2010, accounting for 2,900 jobs and earnings of $82 million (salaries, wages and self-employed incomes in the year to March 2009). Estimates for the contribution of the sector to regional economy, based on the tourism satellite account, suggest it had a direct economic contribution of $168 million in 2010 and an indirect economic contribution of $229 million, giving a total estimated economic contribution of $397 million.

KEY ECONOMIC INDICATORS	PALMERSTON NORTH	MANAWATU DISTRICT	MANAWATU REGION	NEW ZEALAND
Population (estimate) - June 2010 (number)	**81,300**	**29,700**	**111,000**	**4,367,700**
Annual Increase	1.2%	0.7%	1.1%	1.2%
Employment (annual earnings) $ million (June 2010)	**1,977**	**338**	**2,315**	**83,675**
% annual change from June 2009 (*)	2.8%	6.9%	3.4%	0.0%
Gross Domestic Product (GDP) (1)			**(estimate)**	**(actual)**
March 2011 % change from March 2010 (annual)	NA	NA	0.9%	1.5%
June 2011 % change from June 2010 (annual)	NA	NA	1.1%	
Annual New Residential Dwelling Consents (number)	**198**	**83**	**281**	**13,539**
% change from June 2010 quarter	-4.7%	-10.5%	-6.5%	-25.9%
Year ended % change	-13.5%	-14.4%	-13.8%	-16.3%
Annual Non Residential Building Consent Values ($ million)	**58**	**53**	**111**	**3,705**
% change from June 2010 quarter	122.3%	-57.6%	54.4%	-0.4%
Year ended % change	3.7%	153.0%	44.0%	-4.0%
Annual Total Building Consent Values ($ million)	**122**	**82**	**204**	**8,637**
% change from June 2010 quarter	49.4%	-41.5%	15.4%	-16.1%
Year ended % change	-9.2%	42.0%	6.2%	-10.0%
Annual Core Retail Sales ($ million)	**1,271**	**187**	**1,458**	**51,337**
% change from June 2010 quarter	2.3%	8.7%	3.2%	3.1%
Year ended % change	1.4%	3.8%	1.7%	2.0%
Annual Total Retail Sales ($ million)	**1,834**	**238**	**2,072**	**66,309**
% change from June 2010 quarter	-4.0%	5.7%	-2.9%	4.1%
Year ended % change	1.0%	2.8%	1.2%	2.9%
Annual Guest Nights in Commercial Accommodation (number)	**359,443**	**40,122**	**399,565**	**31,830,870**
% change from June 2010 quarter	-1.3%	20.9%	0.7%	-1.3%
Year ended % change	-7.4%	-6.8%	-7.3%	-1.6%
Total Beneficiary Numbers (2)	**6,375**	**1,850**	**8,225**	**327,817**
% change from June 2010 quarter	2.3%	3.3%	2.6%	-1.5%

(*) June 2010 is the latest employment data available

(1) Source: Infometrics (Production GDP estimate)

(2) Source: Ministry of Social Development

Source: Statistics New Zealand (except otherwise indicated)

Vision Manawatu is an independent organisation that leads the execution of the regional economic strategy. It identifies, researches and delivers initiatives that play a significant role in transforming the regional economy, while also delivering best practice services, particularly in the area of business support.

The agency has a wider mandate right across the Horizons region that encompasses Tararua, Horowhenua and Rangitikei districts, for delivery of various business support initiatives.

Key responsibilities are to:

- Lead the development of a 10 year economic development strategy for Palmerston North City and Manawatu.
- Enhance the region's reputation as a transport hub and centre of excellence in education, defence, health, science, food and agri-business.
- Drive key activities to ensure an effective regional labour market- including attracting and retaining talent and investment.
- Ensure the retention, growth and sustainability of existing businesses in key sectors.
- Broker central government research and development grants.
- Provide analysis, reports and forums to share regional performance.

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www.visionmanawatu.org.nz

Destination Manawatu is a collaborative marketing organisation that provides regional leadership in generating economic development from the tourism, visitor, business and education travel and events sectors.

Our key goals are:

- Increase Manawatu's market share of convention visitor nights to 10% (from 6% in 2009).
- Work with key regional agencies and local government to serve six annual events of national significance and one of international significance.
- Work with regional partners between Wellington and Taupo to develop a touring route that travels through Feilding and Palmerston North.
- Deliver excellent Visitor Information Services at Palmerston North, Feilding and on SH1 at or near Sanson.
- Work with Palmerston North Airport Ltd to establish Palmerston North as a sustainable International hub.
- Work collaboratively with our major tertiary education providers to attract International students to Manawatu.
- Use the web as our key marketing platform for promotion and development.
- Deliver a professional and capable destination marketing organisation with widespread support.

PO Box 12005, Palmerston North
Ph: 06 350 1811
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www.manawatunz.co.nz

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Manawatu District Council

MASSEY UNIVERSITY

Economic data and commentary provided by Palmerston North City Council on behalf of Vision Manawatu and Destination Manawatu.

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