



PALMERSTON NORTH CITY COUNCIL

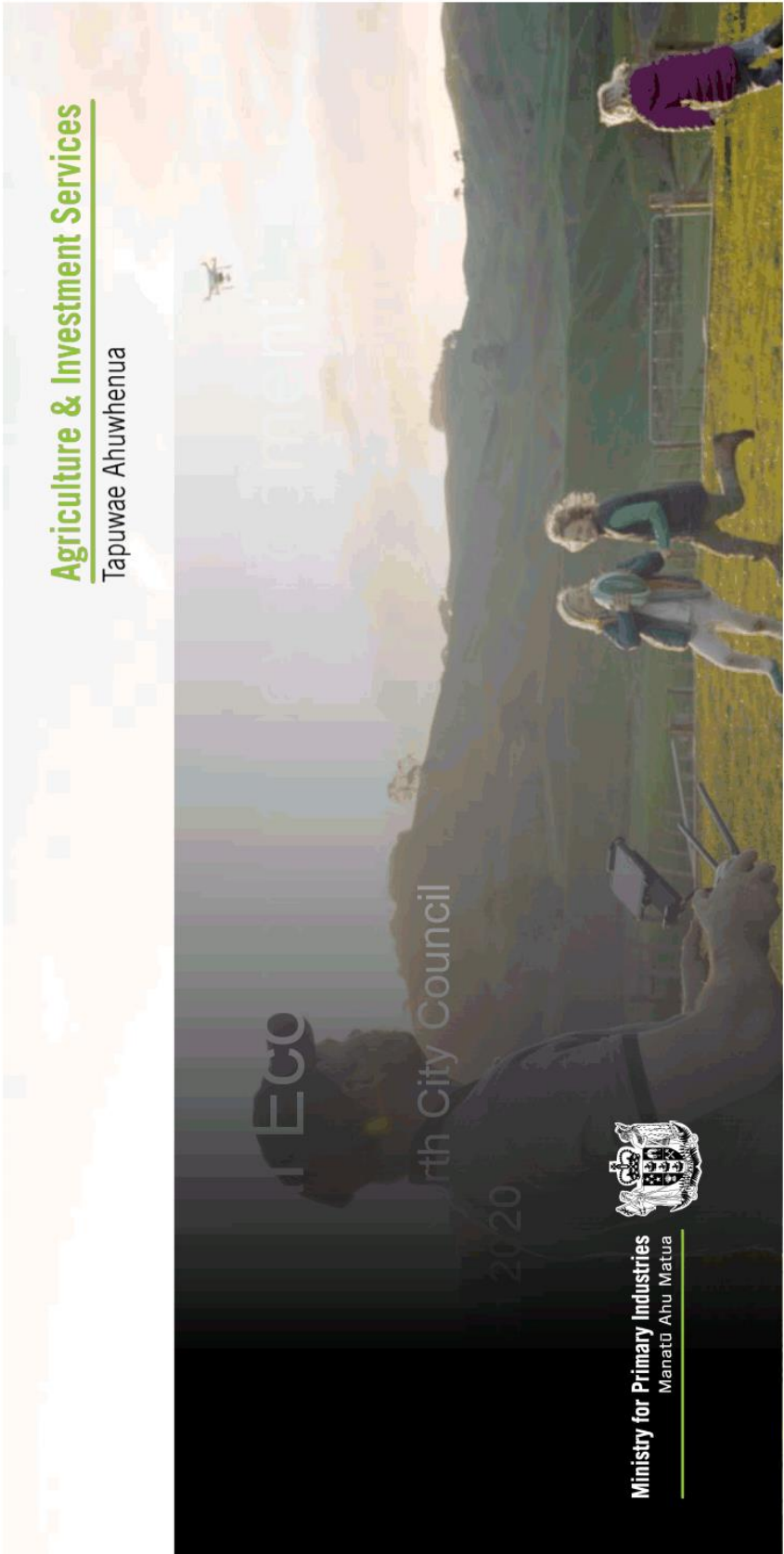
MINUTES ATTACHMENTS
ECONOMIC DEVELOPMENT
COMMITTEE

9AM, WEDNESDAY 11 MARCH 2020
COUNCIL CHAMBER, FIRST FLOOR, CIVIC ADMINISTRATION BUILDING
32 THE SQUARE, PALMERSTON NORTH

ECONOMIC DEVELOPMENT COMMITTEE MEETING

11 March 2020

- | | | |
|----------|--|----|
| 6 | Presentation - Agriculture and Investment Services, Ministry for Primary Industries | |
| | 1. Presentation - Ministry for Primary Industries | 4 |
| | | |
| 7 | Presentation - Central Economic Development Agency | |
| | 1. Presentation - Central Economic Development Agency | 12 |
| | | |
| 9 | Summary report on the December 2019 Palmerston North Quarterly Economic Monitor, 2019 Annual Employment Report for the Manawātū region, Major Developments and Quarterly Retail Report for January 2020 | |
| | 1. Presentation - Summary report on December 2019 PN Quarterly Economic Monitor | 21 |



Ministry for Primary Industries
Manatū Ahu Matua

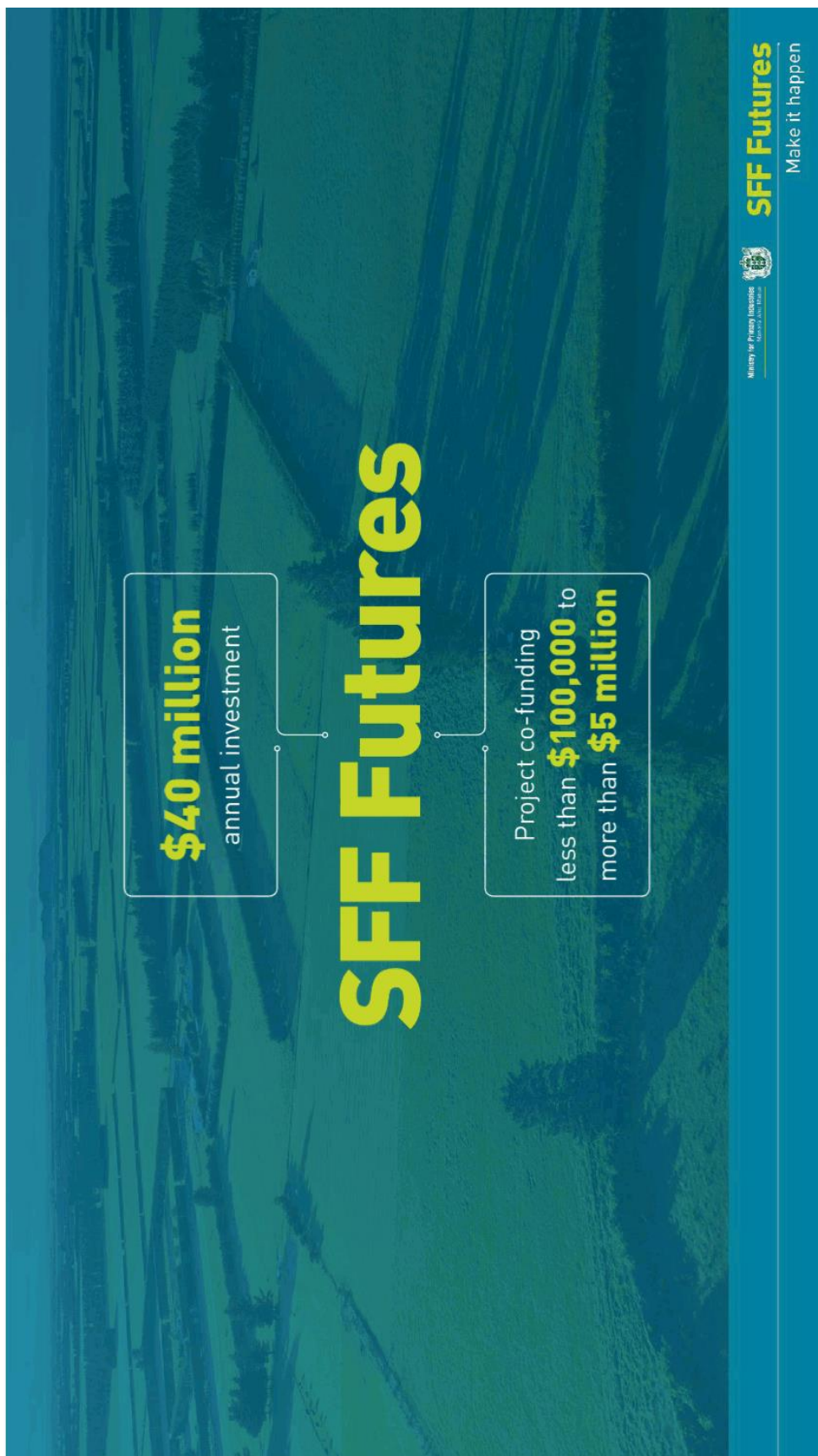
Agriculture & Investment Services

- Investment Programmes
- Maori Agribusiness
- Rural Communities and Farming Support
- Regional Economic Development
- Animal Health and Welfare

- Regional staff
- In-house expertise in a range of domains
- Support with accessing to MPI funds
- Networks and connections – sector, government, EDAs
- Other investment opportunities
- Support and leadership through PGF

PGF primary industries projects

- Rural Innovation Lab Pilot
- Tararua District Council Land Use Study
- Whanganui + Partners Land Optimisation Project
- Tutaenui Reticulated Water Scheme
- Vinegar Hill Reticulated Water Scheme
- FoodHQ



\$40 million
annual investment

SFF Futures

Project co-funding
less than **\$100,000** to
more than **\$5 million**

 Ministry for Primary Industries
MAKING THE DIFFERENCE

SFF Futures
Make it happen

What SFFF is looking for

- Innovation
- Increased value
- Sustainability
- Public Good benefits



SFF Futures

Make it happen

- Girl Boss, closing the gender gap in STEM, entrepreneurship and Leadership.
- The Factory's Hackathon
- AgriFood Week

- MABx
- Māori Agribusiness Pathway to Increased Productivity (MAPIP)
- Support and Advice
- TPK and PGF Whenua Māori

Lance Iwikau – Senior Advisor, Palmerston North

Blair Jamieson – Central North Island Manager, Palmerston North



Developing the Palmerston North Talent Pipeline

CEDA
CENTRAL ECONOMIC
DEVELOPMENT AGENCY

in  [CEDA.nz](https://www.youtube.com/CEDA)

 [CEDA.nz](https://twitter.com/CEDA_nz)

What has been achieved so far?

- Regional Skills Gap Analysis
- Distribution and Logistics Labour Market Survey
- Distribution and Logistics Pathways to Employment
- Primary Sector Skills Study
- NxtStep Manawatū
- Move to Manawatū Campaign
- Manawatū Agritech Strategy
- Immigration New Zealand Partnership Agreement



CEDA
CENTRAL ECONOMIC
DEVELOPMENT AGENCY

   [CEDA.nz](https://ceda.nz)

NXTST

Create Profile

Q Sign in Visit ManawatuNZ.co.nz

Home Employers Jobs Life in Manawatu

Graduate Jobs, Internships and Entry-Level Roles in the Manawatu

I am looking for
Your preferred job type
Subject or Employer
What subject's are you interested in?
Take the NextStep

TOYOTA | Our people

DEALER GRADUATE PROGRAMME
TAKE A STEP IN THE RIGHT DIRECTION

Have a question? Chat with the NextStep team

What's happening now?

International Education

Recruitment Activities:

- Manawatū Agent Familiarisation Tour
- EIC Digital Campaign
- ENZ South Korea Scholarship Students
- Market Development Working Group
- [Digital Resources](#)

Student Experience Activities:

- Student Experience Working Group

Employability:

- Central Regions Project

Talent development and attraction

Sort It Careers Expo:

- Primary Industries Ecosystem
- ManawatuNZ Event App

Central Region Special Projects Skills Hub:

- Member of the Advisory Group

Building the pipeline:

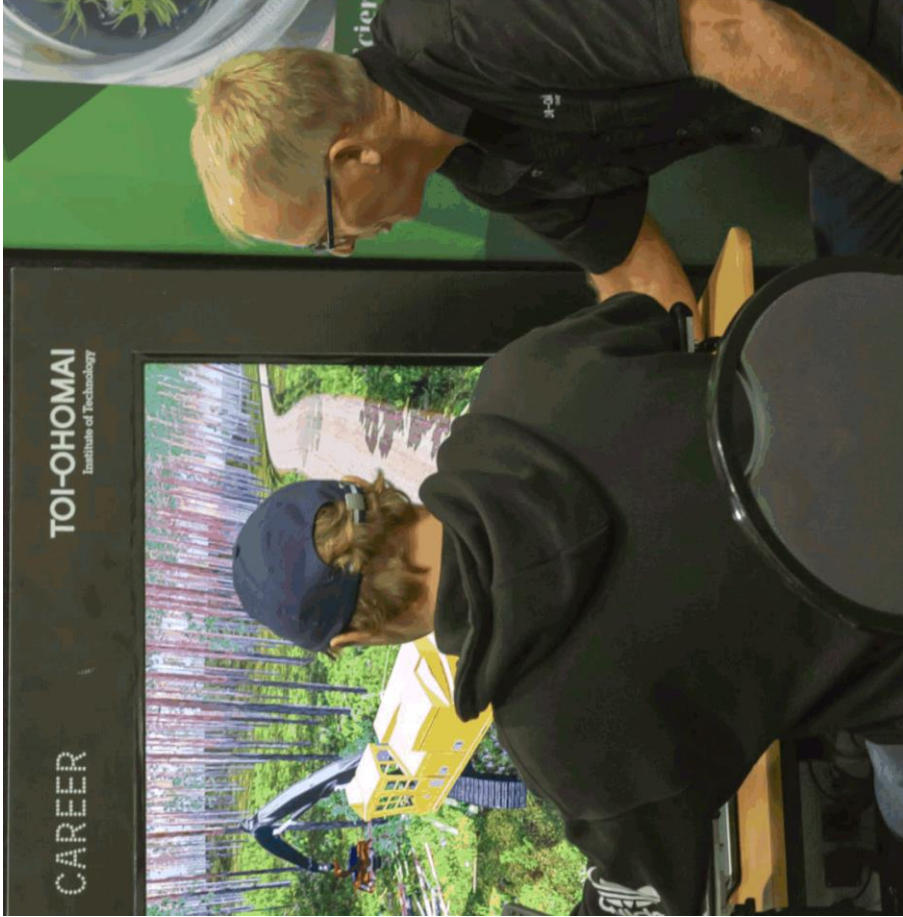
- Talent Attraction and Retention Strategy
- Te Aho Tāmaka Kaupapa

Profiling opportunities:

- NZ Future Leaders 2020 at NZAFW

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Sort It Careers Expo

Event Developments

- Primary Industries Ecosystem
- ManawatuNZ Event App
- Refreshed Website – www.SortExpo.co.nz
- 'Where's My Job?'
- 46 exhibitors, plus sponsors, new and returning

Partners

- Retained: Higgins, Beca, Palmerston North City Council, Manawatu District Council, Horizons Regional Council
- New: UCOL, Talent Central, Norwood, Fonterra, Tranzit
- Iwi, Pasifika, Disabled Community (Mana Whaikaha)

CEDA
CENTRAL EASTERN DISTRICTS
COMMUNITY DEVELOPMENT

Twitter LinkedIn YouTube CEDA.nz

Our Partners

Regional

- Talent Central
- Tertiary Institutions, Secondary Schools & ITO's
- Central Regions Special Skills Project Hub
- National Driver Training Centre
- Welcoming Communities
- Manawātū Network of Skilled Migrants
- Manawātū Chamber of Commerce
- Central Regions Education Alliance
- Iwi and Pasifika

National

- Education New Zealand
- Ministry of Education
- Ministry of Social Development
- Ministry of Business Innovation and Employment
- Immigration New Zealand
- New Zealand Defence Force
- Ministry of Primary Industries

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CENTRAL ECONOMIC
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Questions?





Growing International Education in Manawatu

Student Attraction

Marketing and recruitment activities

- Marketing
 - Region
 - Institution
- Recruitment
 - Agent families, expo's
 - Agent relationships
 - Offshore delegations
- Market Development Working Group

Student Integration

Settle and prosper activities

- Student Experience Working Group
 - Collaborative events
 - Institution events
 - Civic and community events
- Employability
 - Students
 - Employers

Management of the Ecosystem

The glue that keeps the regional work together

- International Education Strategy
- International Education Leadership Group
- CEDA

Student Reception

Welcoming and 'soft-landing' activities

- Arrival signage
- Civic welcome
- Orientation week
- Introduction to networks
- Where to find out...
 - i-SITE
 - ManawatuNZ
 - Institutions

Place Reputation

Place, provider, employer and ambassador activities

- Welcoming communities
- Manawatu Multicultural Council
- Network of Skilled Migrants
- Other regional stakeholders and initiatives
- Work experience and employment opportunities
 - Employer cultural capability
- Student stories and building our ambassadors

CEDA

REGIONAL EDUCATION
DEVELOPMENT AGENCY



CEDA.nz

Economic Development Committee

11 March 2020

PALMERSTON NORTH CITY COUNCIL



Key Palmerston North data

Population – 88,300 (June 2019)

1.1% annual increase, 1,000 people (NZ 1.6%)

Employment – 50,900 employees (Feb 2019)

1.8% annual increase, 900 employees (NZ 2.1%)

Total salaries and wages – \$2,709 million (Dec 2018)

8.5% annual increase (NZ 6.7%)

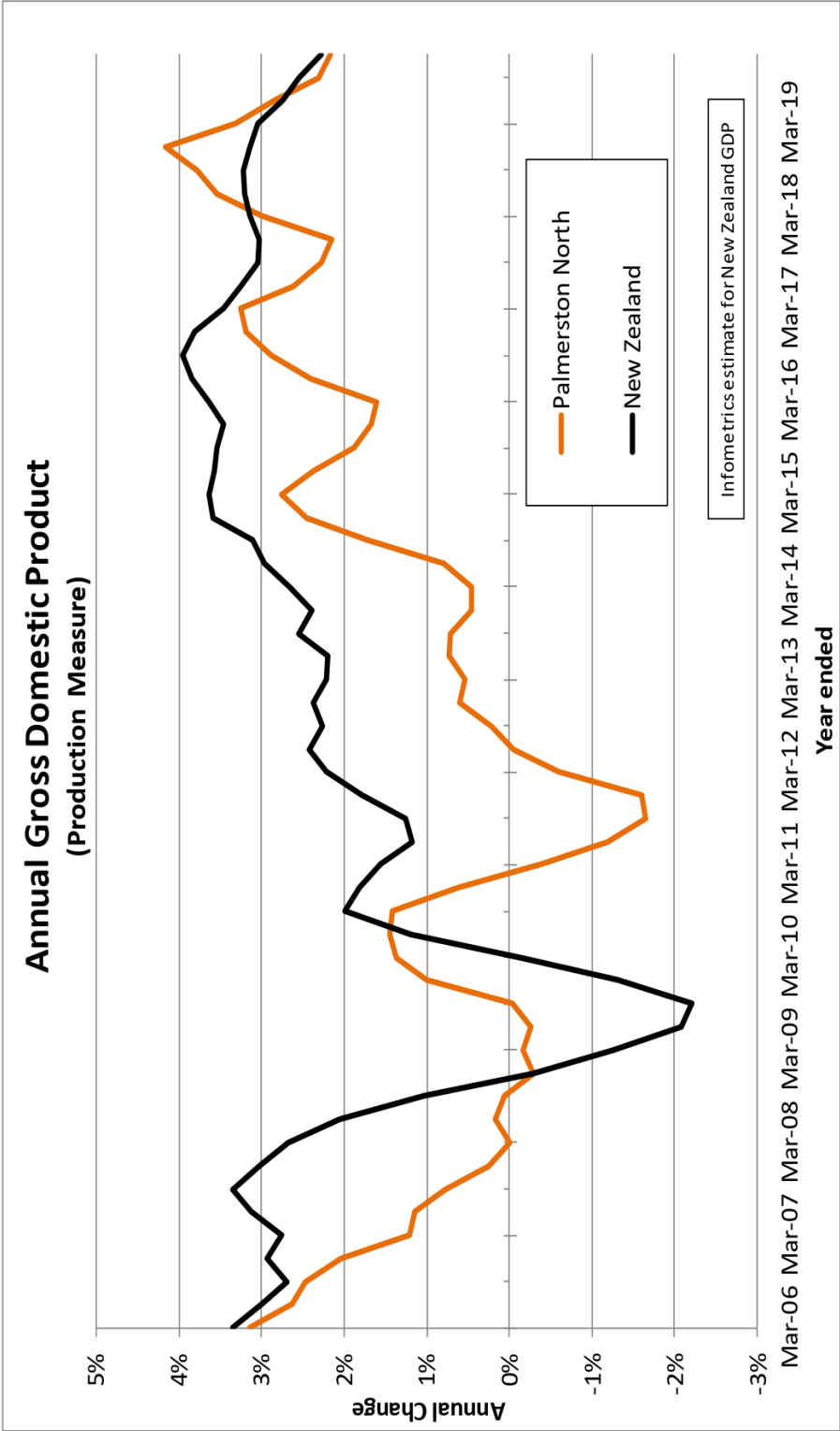
GDP – \$4,142 million (Dec 2019)

2.2% annual increase (NZ 2.3%)

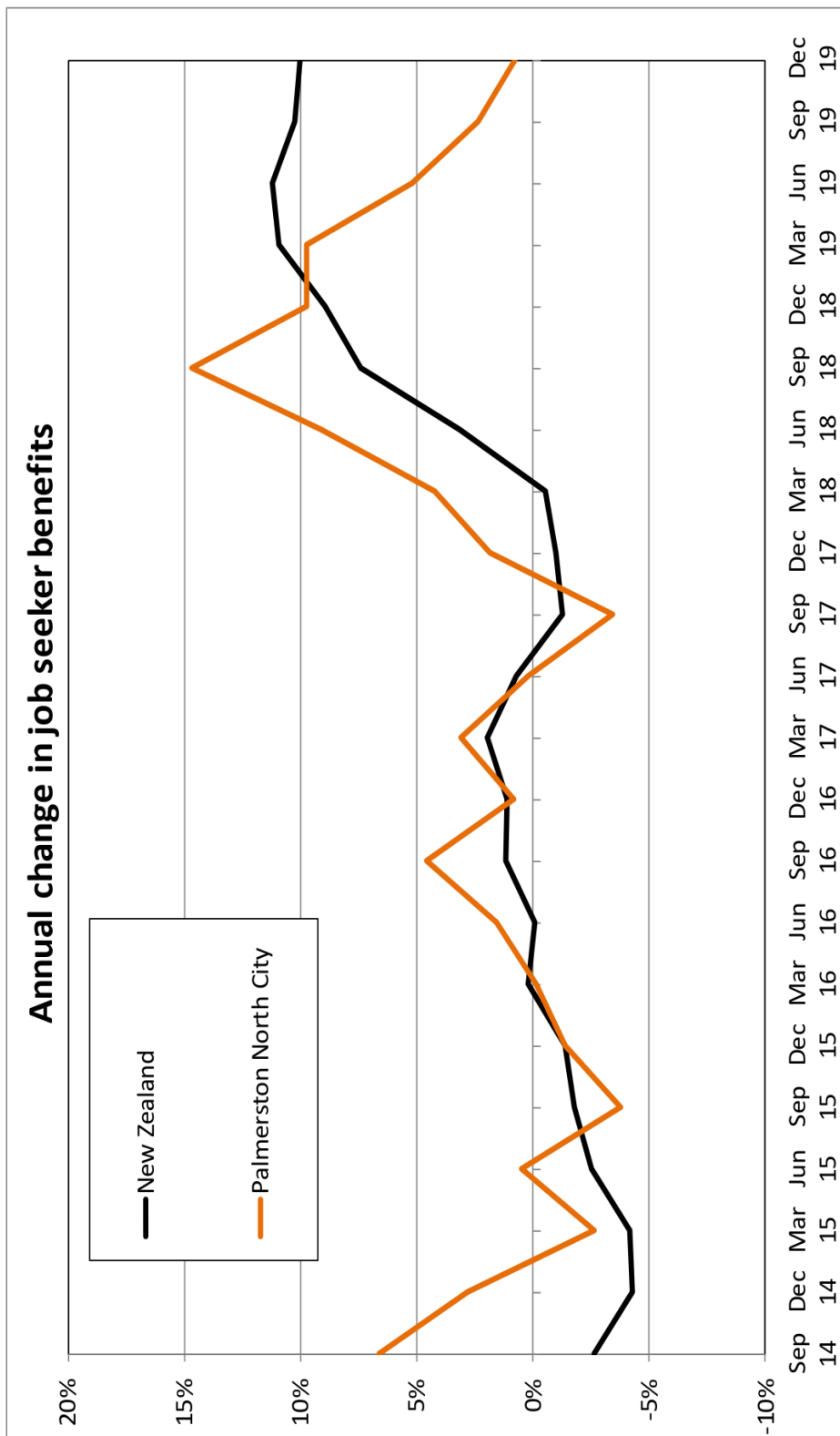
Population revisions

Change in estimated population as at 30 June 2018				
Major urban area	Original estimate	Revised estimate	Revision	
	Number	Number	Number	% change
Tauranga city	135,000	140,800	5,800	4.1%
Hastings district	80,600	84,000	3,400	4.0%
Whangarei district	91,400	93,700	2,300	2.5%
Napier city	62,800	64,100	1,300	2.0%
Rotorua district	72,500	74,000	1,500	2.0%
Lower Hutt city	105,900	107,600	1,700	1.6%
New Plymouth district	81,900	83,100	1,200	1.4%
Dunedin city	130,700	130,500	-200	-0.2%
Palmerston North city	88,700	87,300	-1,400	-1.6%
Hamilton city	169,300	165,900	-3,400	-2.0%
Christchurch city	388,400	380,200	-8,200	-2.2%
Wellington city	216,300	209,000	-7,300	-3.5%
Auckland	1,695,900	1,618,400	-77,500	-4.8%
New Zealand	4,885,500	4,841,000	-44,500	-0.9%

GDP

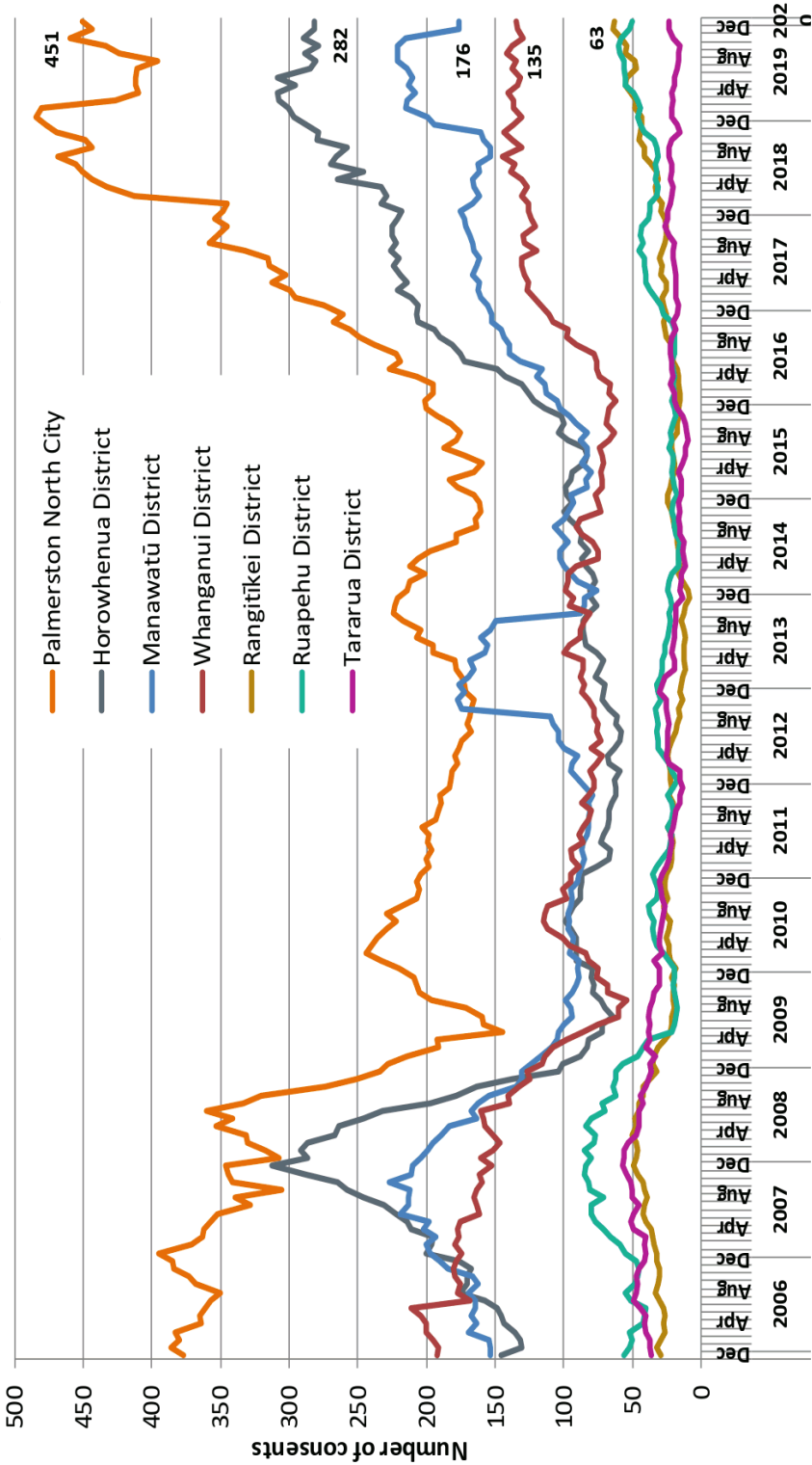


Unemployment



Residential building consents

Annual building consents for new residential dwellings



House prices and rents

Area	Average dwelling value		Average increase	
	Feb 2019	Feb 2020	%	\$
New Zealand	\$686,050	\$722,475	5.3%	\$36,425
Ruapehu District	\$217,444	\$250,404	15.2%	\$32,960
Whanganui District	\$271,483	\$350,379	29.1%	\$78,896
Rangitikei District	\$220,021	\$290,104	31.9%	\$70,083
Manawatu District	\$361,311	\$454,210	25.7%	\$92,899
Palmerston North City	\$434,362	\$500,702	15.3%	\$66,340
Taranua District	\$224,524	\$275,485	22.7%	\$50,961
Horowhenua District	\$346,858	\$420,196	21.1%	\$73,338

Annual earnings

Annual earnings for the Palmerston North (salaries, wages and self-employment income)				
	2008	2018	2008 - 2018 change	
	\$m	\$m	\$m	%
Health Care and Social Assistance	263	404	142	54%
Public Administration and Safety Services	220	350	131	59%
Education and Training	275	338	63	23%
Logistics	206	333	127	62%
Retail Sector	225	288	63	28%
Professional, Scientific and Technical Services	170	240	69	41%
Construction	202	239	36	18%
Manufacturing	150	211	62	41%
Other Services	66	92	26	39%
Administrative and Support Services	64	85	21	33%
Agriculture, Forestry and Fishing; and Mining	37	79	41	110%
Financial and Insurance Services	50	63	13	27%
Rental, Hiring and Real Estate Services	42	57	15	37%
Information Media and Telecommunications	22	31	9	40%
Arts and Recreation Services	22	30	7	34%
Electricity, Gas, Water and Waste Services	11	16	5	46%
Not elsewhere classified	9	5	-4	-42%
Total	2,033	2,860	827	41%

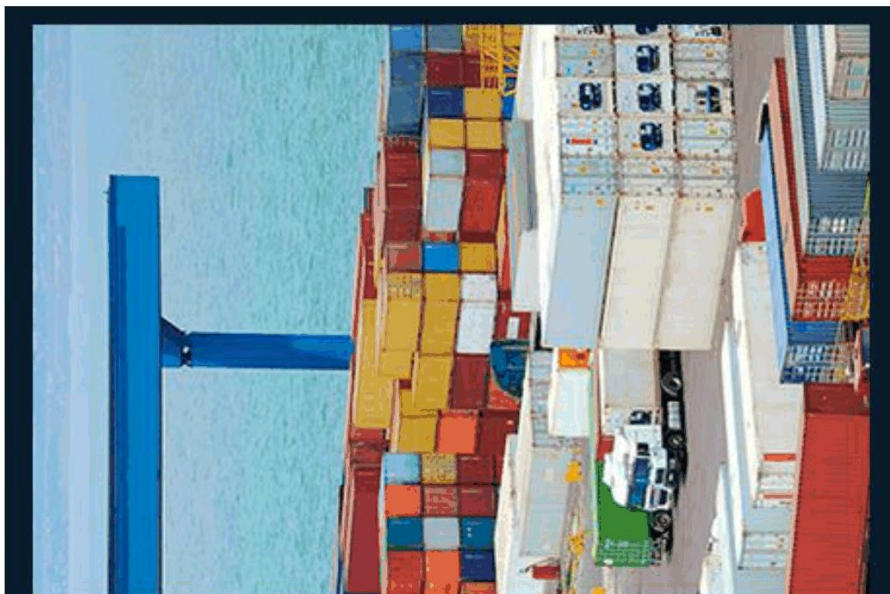
Outlook

- Construction is supporting growth:
 - Shortage of housing
 - Major projects starting
- High government share of salaries and wages (38% share) cushions impact of Covid 19 virus
- OECD interim outlook still suggests economic growth, but a fall in the rate of growth

Outlook

Base scenario: temporary blow

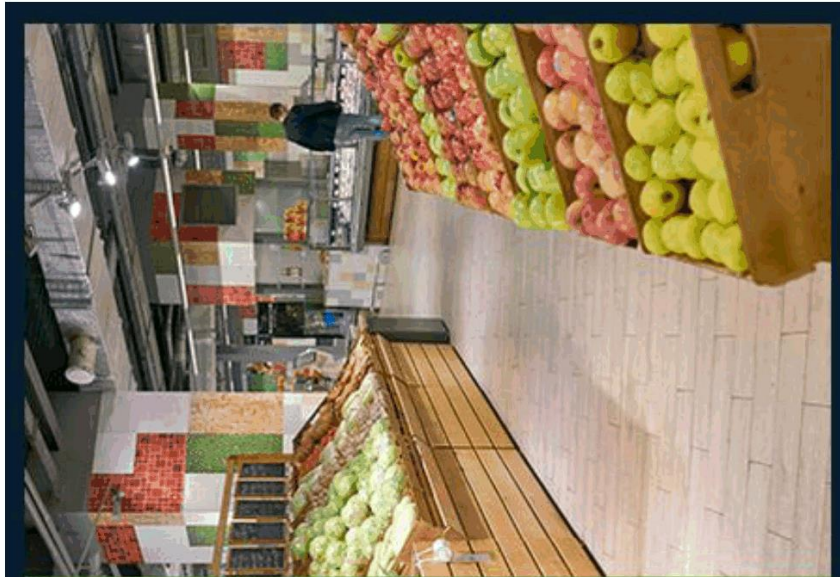
- Severe, short-lived downturn in China, where GDP growth falls below 5% in 2020 after 6.1% in 2019, but recovering to 6.4% in 2021.
- In Japan, Korea, Australia, growth also hit hard then gradual recovery.
- Impact less severe in other economies but still hit by drop in confidence and supply chain disruption.



Outlook

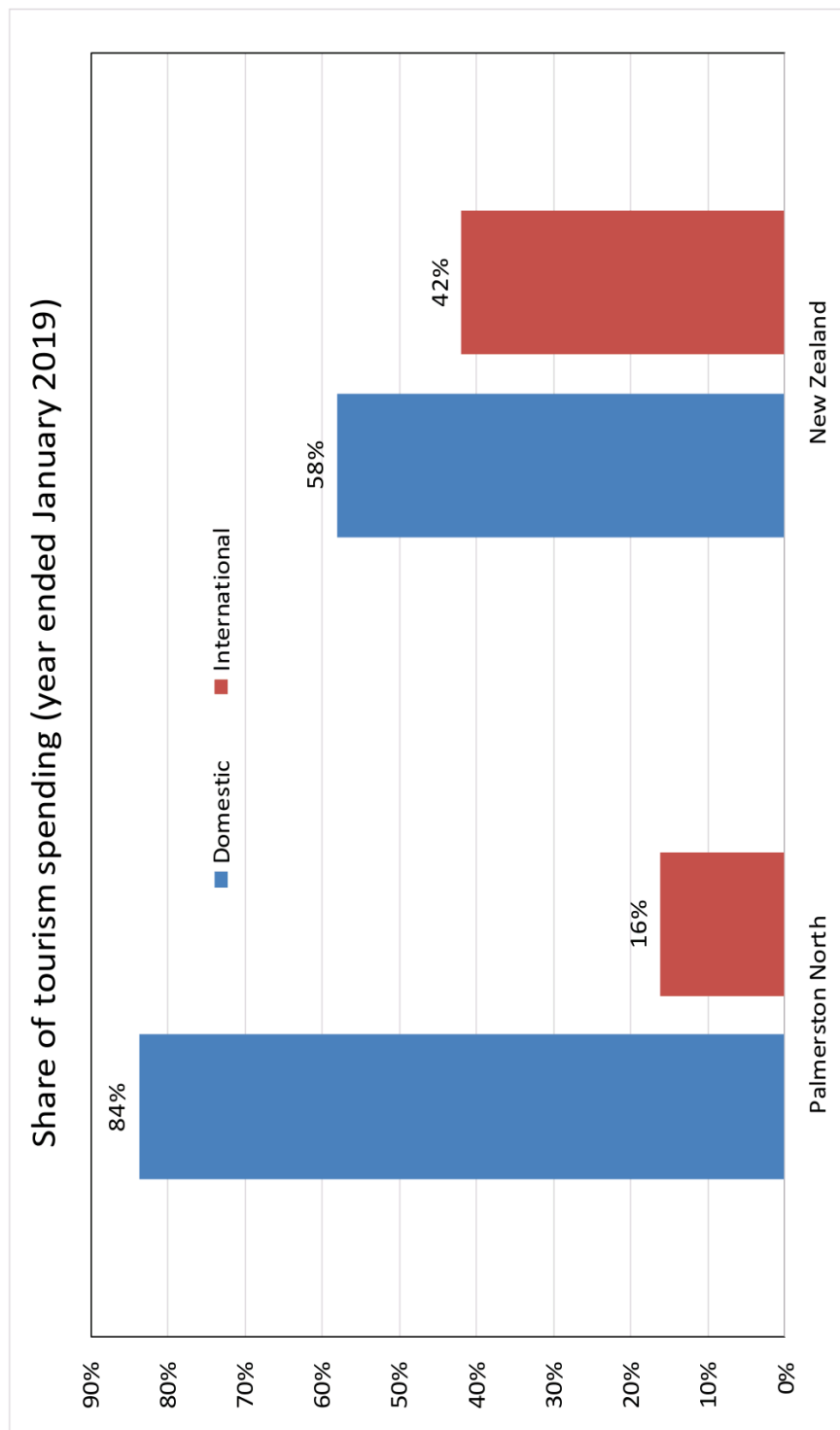
Domino scenario: broader contagion

- Intensity of China impact repeated in northern advanced economies severely hitting confidence, travel, and spending.
- Global growth could drop to 1.5 per cent in 2020, half the rate projected before the virus outbreak.
- Recovery much more gradual through 2021.



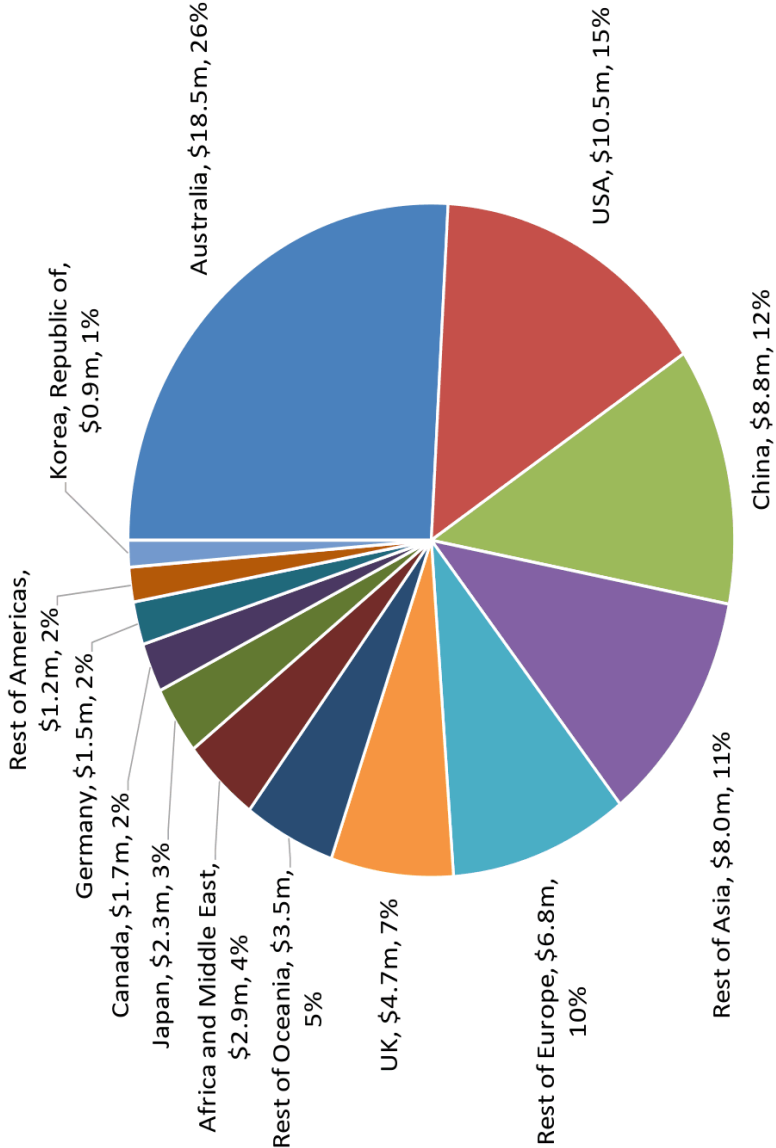
Questions?

Tourism



Tourism

International visitor spending in Palmerston North (year ended January 2020)



Tourism

