



PALMERSTON NORTH CITY COUNCIL

MINUTES ATTACHMENTS
ECONOMIC DEVELOPMENT
COMMITTEE

9AM, WEDNESDAY 2 DECEMBER 2020
COUNCIL CHAMBER, FIRST FLOOR, CIVIC ADMINISTRATION BUILDING
32 THE SQUARE, PALMERSTON NORTH

ECONOMIC DEVELOPMENT COMMITTEE MEETING

2 December 2020

- | | | |
|----------|--|----|
| 9 | Summary report on the September 2020 Palmerston North Quarterly Economic Monitor | |
| | 1. Presentation - Summary report on the September 2020 Palmerston North Quarterly Economic Monitor | 4 |
| | | |
| 5 | Presentation - The Factory | |
| | 1. Presentation - The Factory | 18 |
| | | |
| 6 | Presentation - Manukura School | |
| | 1. Presentation - Manukura School | 33 |

Economic Development Committee

2 December 2020



Headline data

Population – 90,400 (June 2020)

1.4% annual increase, 1,200 people (NZ 2.1%)

Employment – 52,200 employees (Feb 2020)

1.8% annual increase, 900 employees (NZ 1.2%)

Annual salaries and wages – \$2,798m (Sept 2019)

5.5% annual increase (NZ 5.7%)

Total earnings – \$3,027 (year to March 2019)

(salaries, wages and self-employment) 5.6% annual increase (NZ 4.7%)

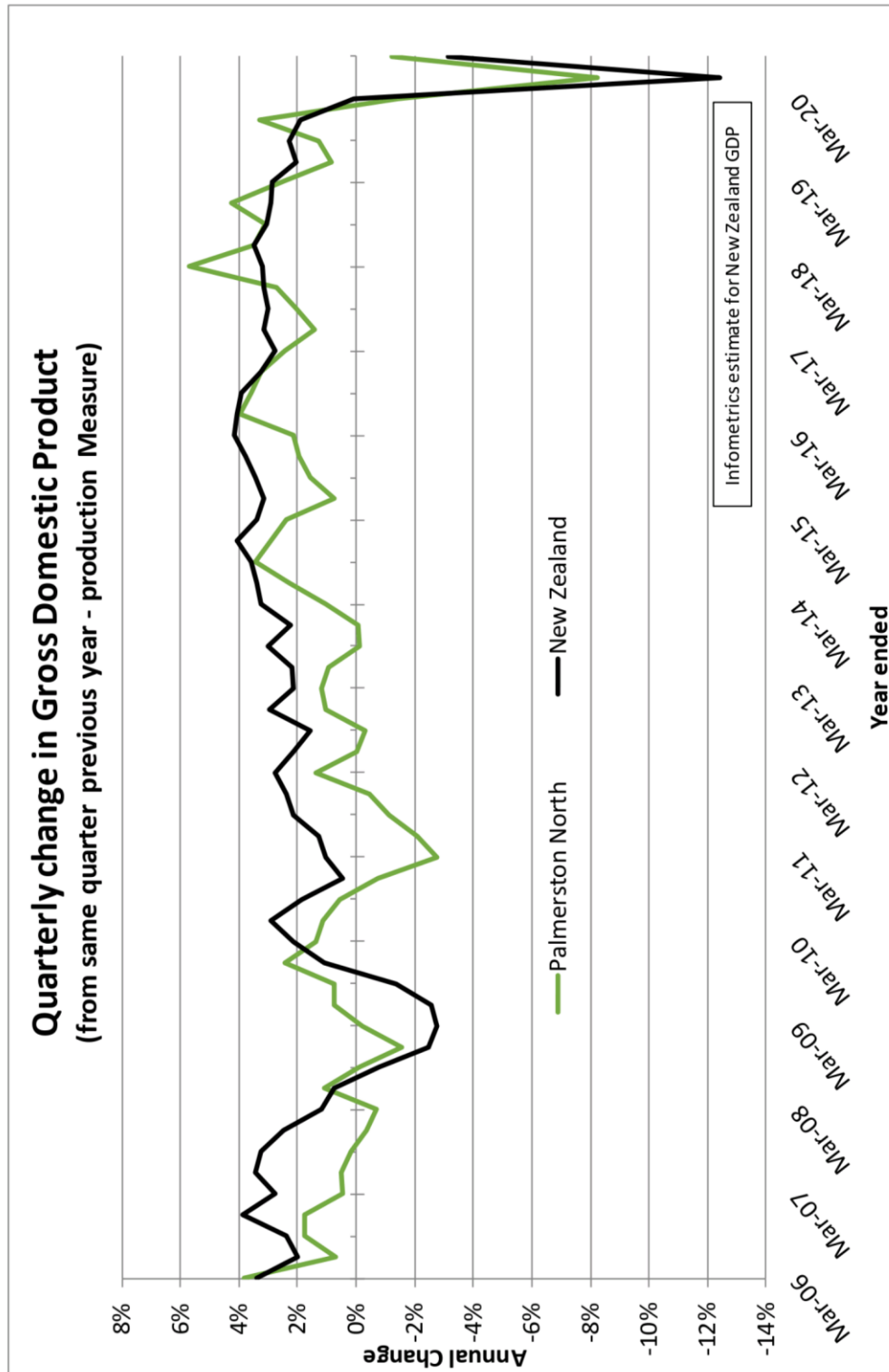
PALMY®

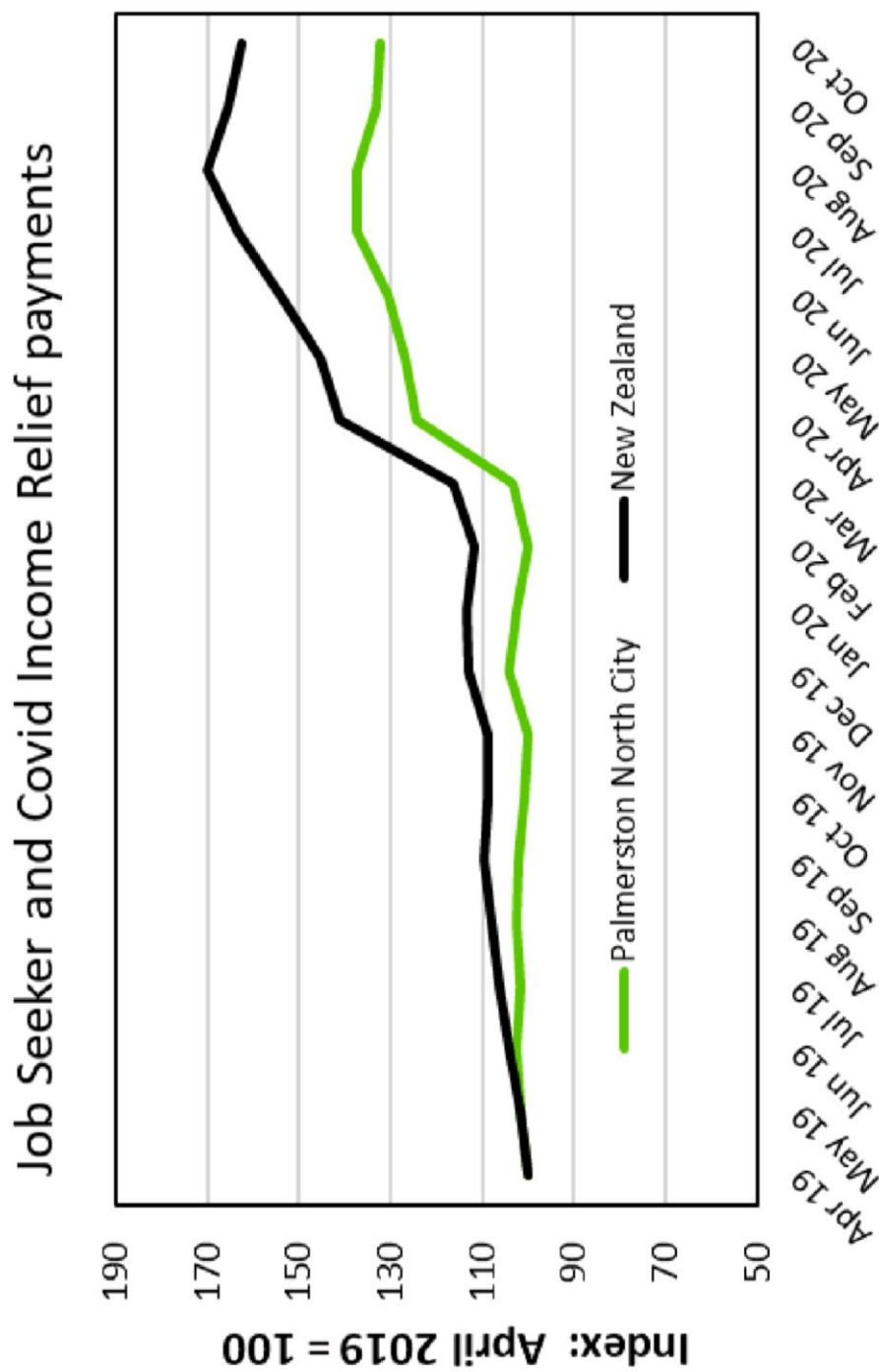


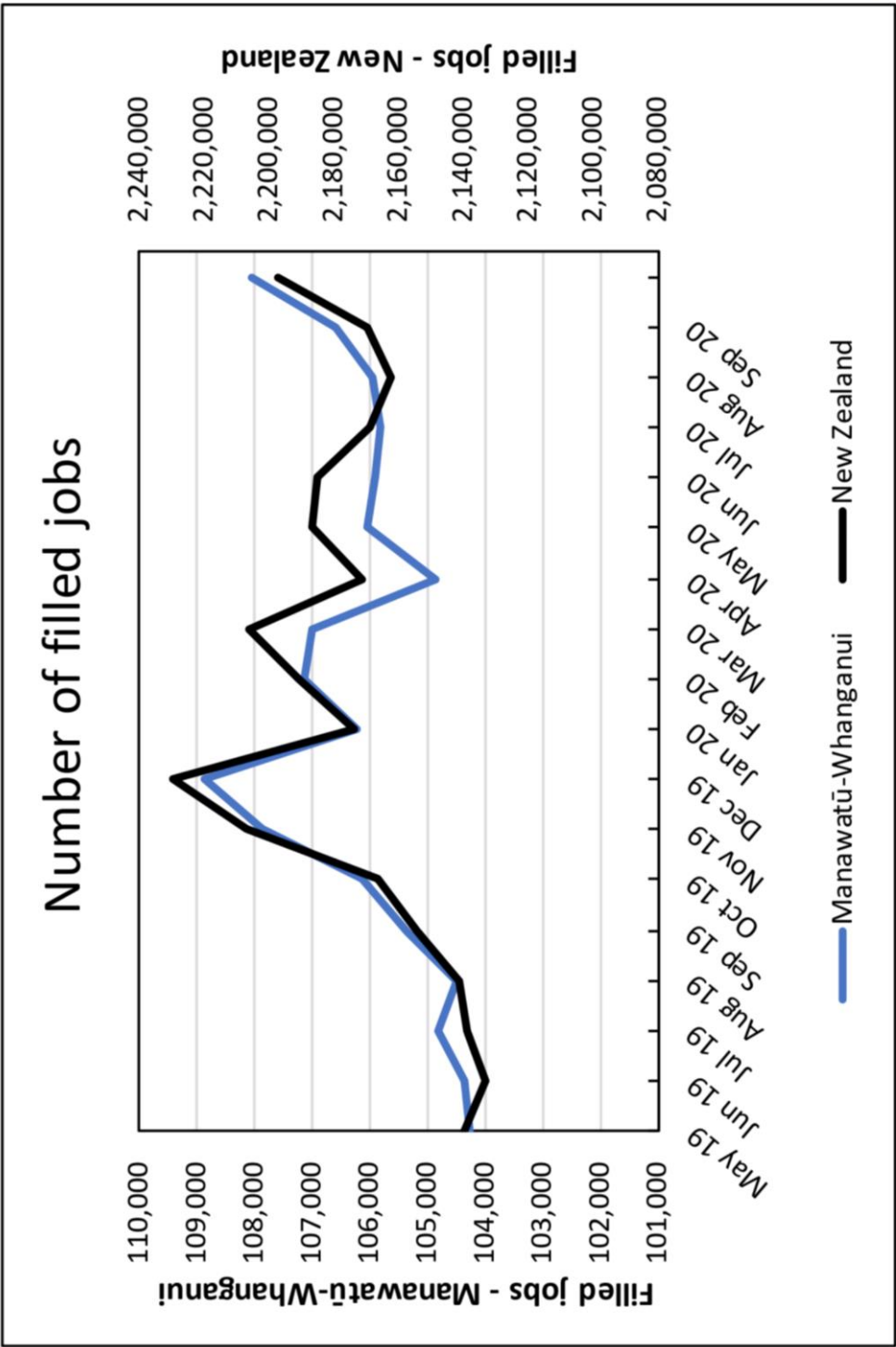
Palmerston North annual earnings (salaries, wages and self-employment income) (\$ million)						
Sector	Year ended March 2019	2018 - 2019 change		2000 - 2019 change		
	\$ million	\$ million	%	\$ million	%	
Health Care and Social Assistance	417	11.1	2.7%	284.0	214.1%	
Public Administration and Safety Services	408	57.7	16.5%	284.8	230.9%	
Education and Training	380	42.0	12.4%	172.2	82.7%	
Logistics	359	24.9	7.5%	238.4	198.6%	
Retail Sector	299	10.6	3.7%	168.8	129.8%	
Construction	258	19.6	8.2%	175.6	212.4%	
Professional, Scientific and Technical Services	235	-6.2	-2.6%	125.5	114.5%	
Manufacturing	217	5.8	2.8%	94.2	77.0%	
Other Services	97	4.3	4.6%	56.9	141.7%	
Administrative and Support Services	91	5.1	5.9%	59.9	195.1%	
Financial and Insurance Services	79	16.1	25.6%	41.5	110.0%	
Rental, Hiring and Real Estate Services	61	4.3	7.5%	30.9	102.1%	
Agriculture, Forestry and Fishing; and Mining	44	-33.7	-43.1%	1.9	4.5%	
Arts and Recreation Services	32	2.2	7.4%	17.9	128.0%	
Information Media and Telecommunications	25	-5.1	-16.8%	0.5	2.1%	
Electricity, Gas, Water and Waste Services	20	3.8	23.3%	7.1	54.5%	
Not elsewhere here classified	4	-0.6	-11.7%	-3.5	-43.9%	
Total	3,027	161.8	5.6%	1,756.5	138.3%	

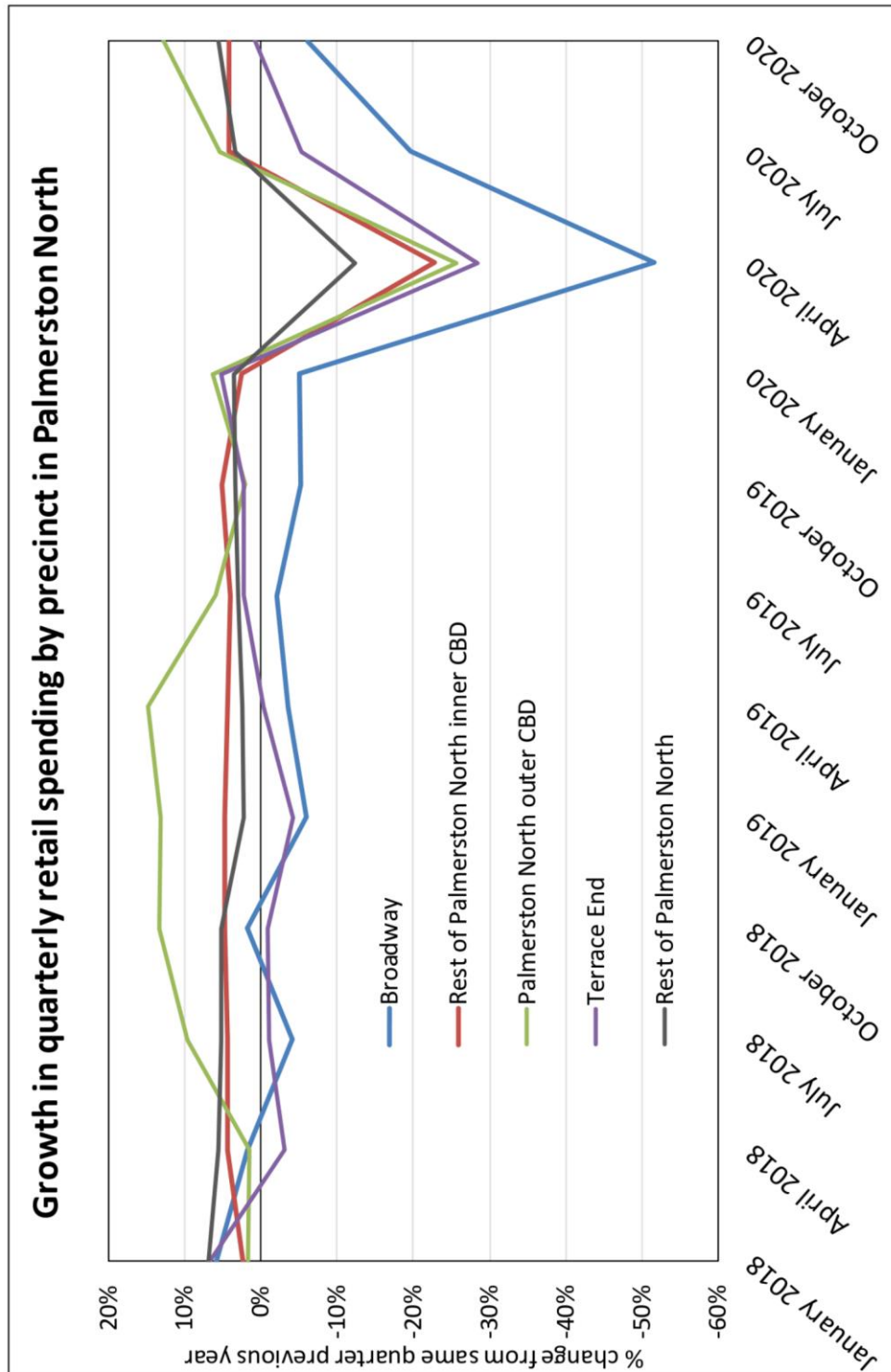


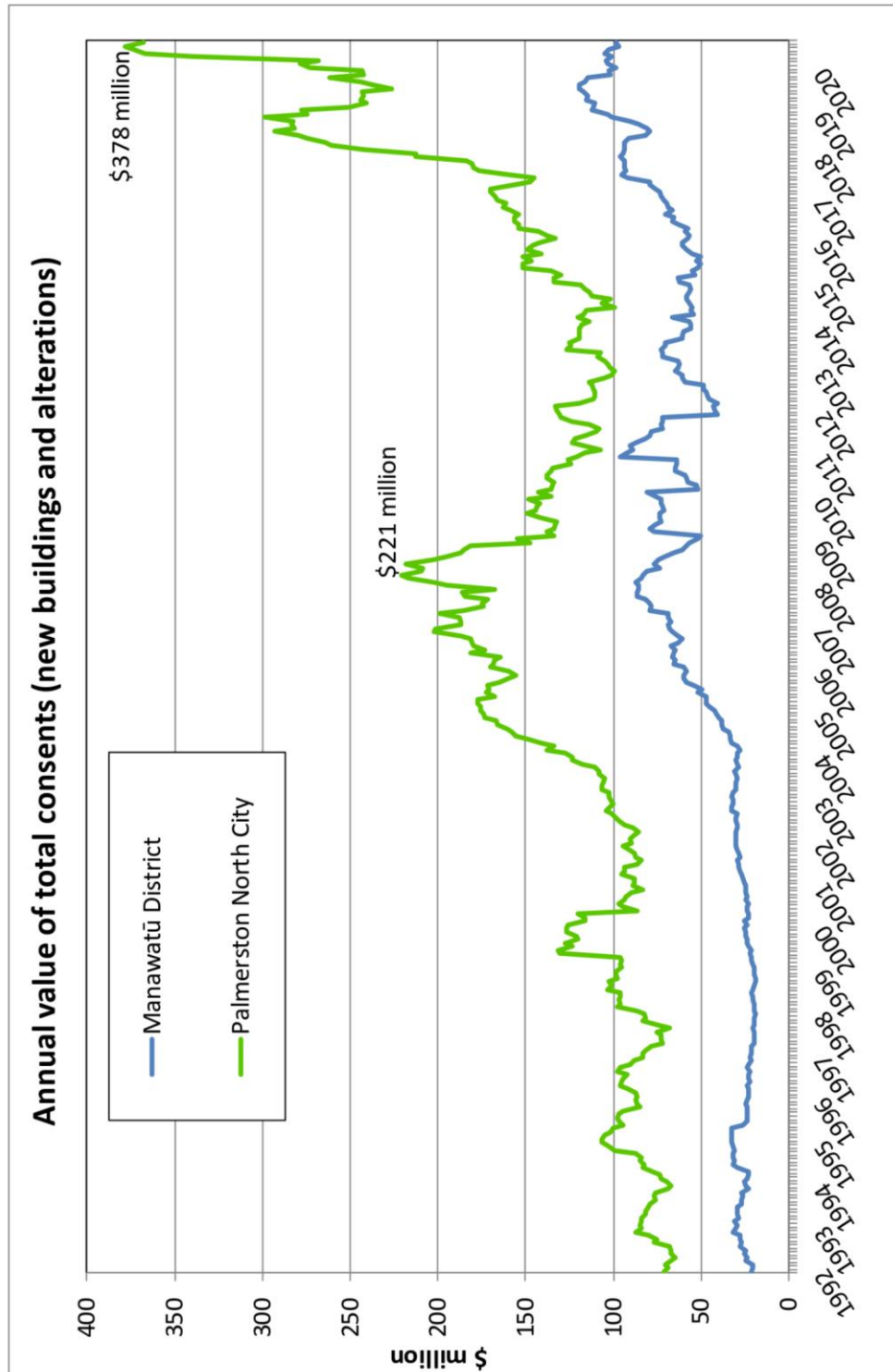
Logistics Sector (wholesale trade + transport, postal and warehousing) (year to March 2019)		
	\$ million	2000 - 2019 change
Timaru District	180	278%
Tauranga City	514	209%
Palmerston North City	359	199%
Manawatu District	61	187%
Marlborough District	103	173%
New Plymouth District	240	172%
Whanganui District	76	152%
Hastings District	179	148%
Hamilton City	453	140%
Whangarei District	191	135%
Invercargill City	152	135%
Auckland City	7,939	133%
New Zealand	16,037	132%
Dunedin City	302	130%
Christchurch City	1,656	129%
Gisborne District	91	113%
Rotorua District	178	96%
Nelson City	159	91%
Porirua City	59	82%
Napier City	159	76%
Wellington City	761	65%
Lower Hutt City	298	37%

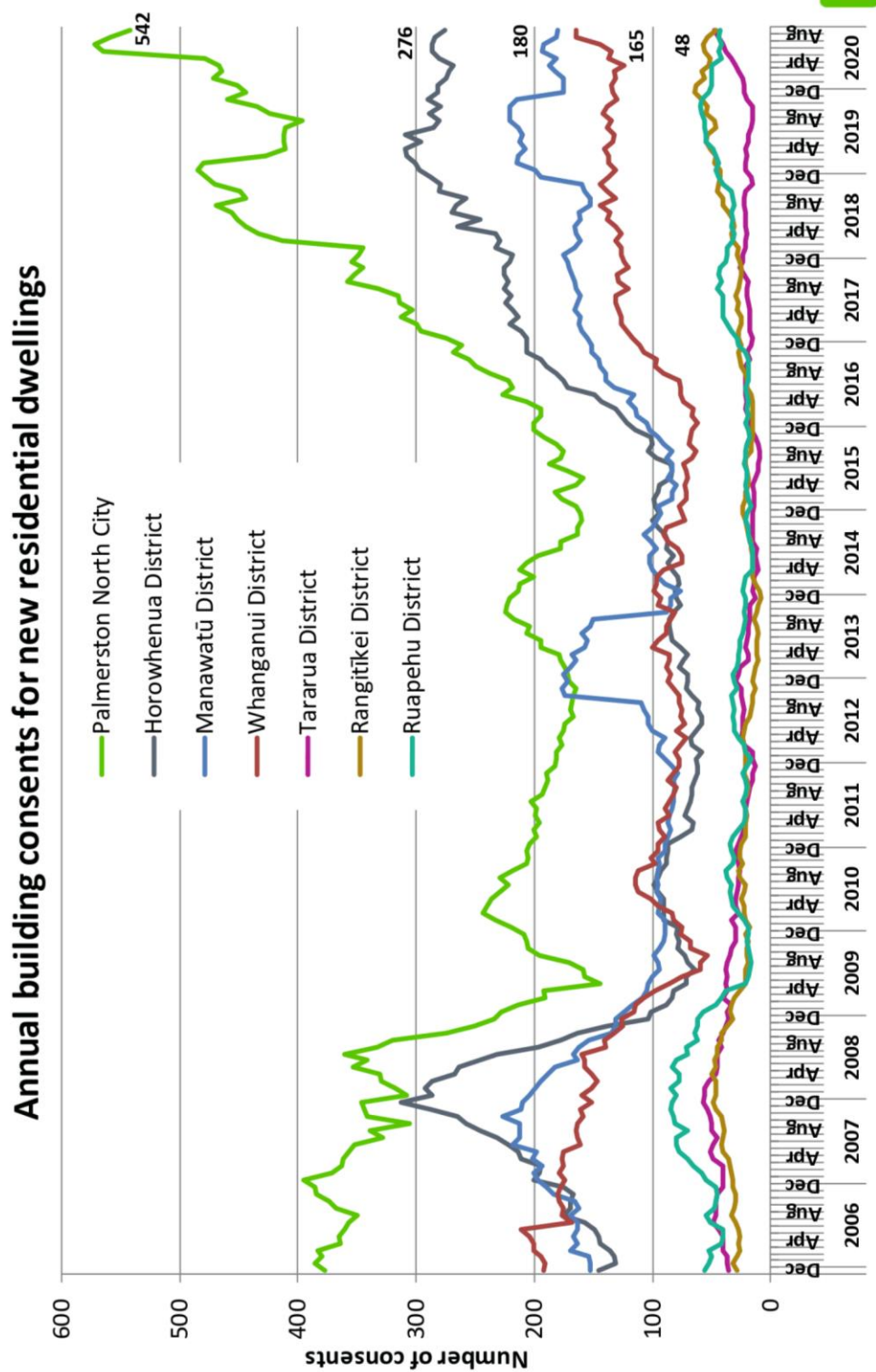








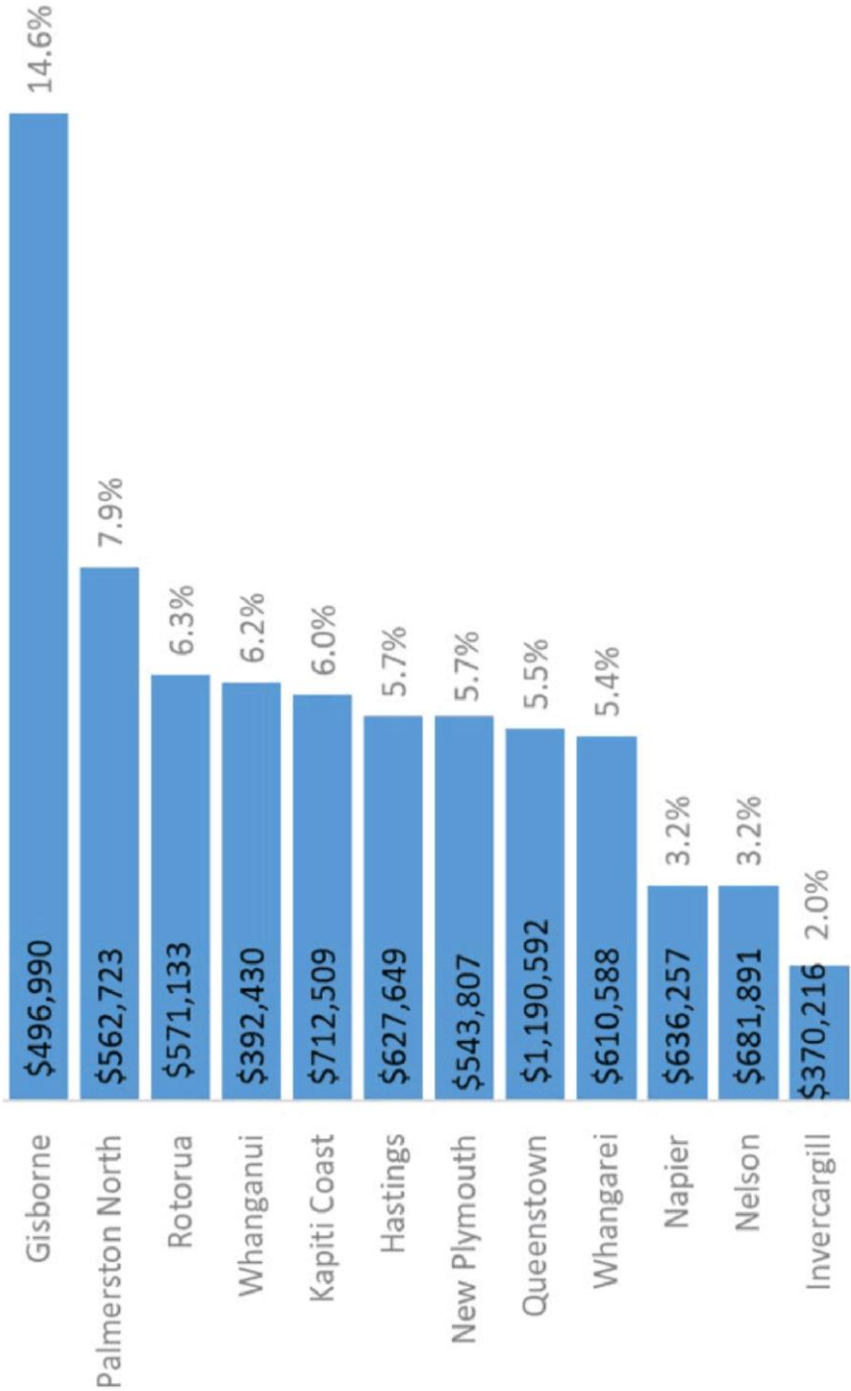




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Three month change in dwelling values



Outlook

Construction is continuing to support growth

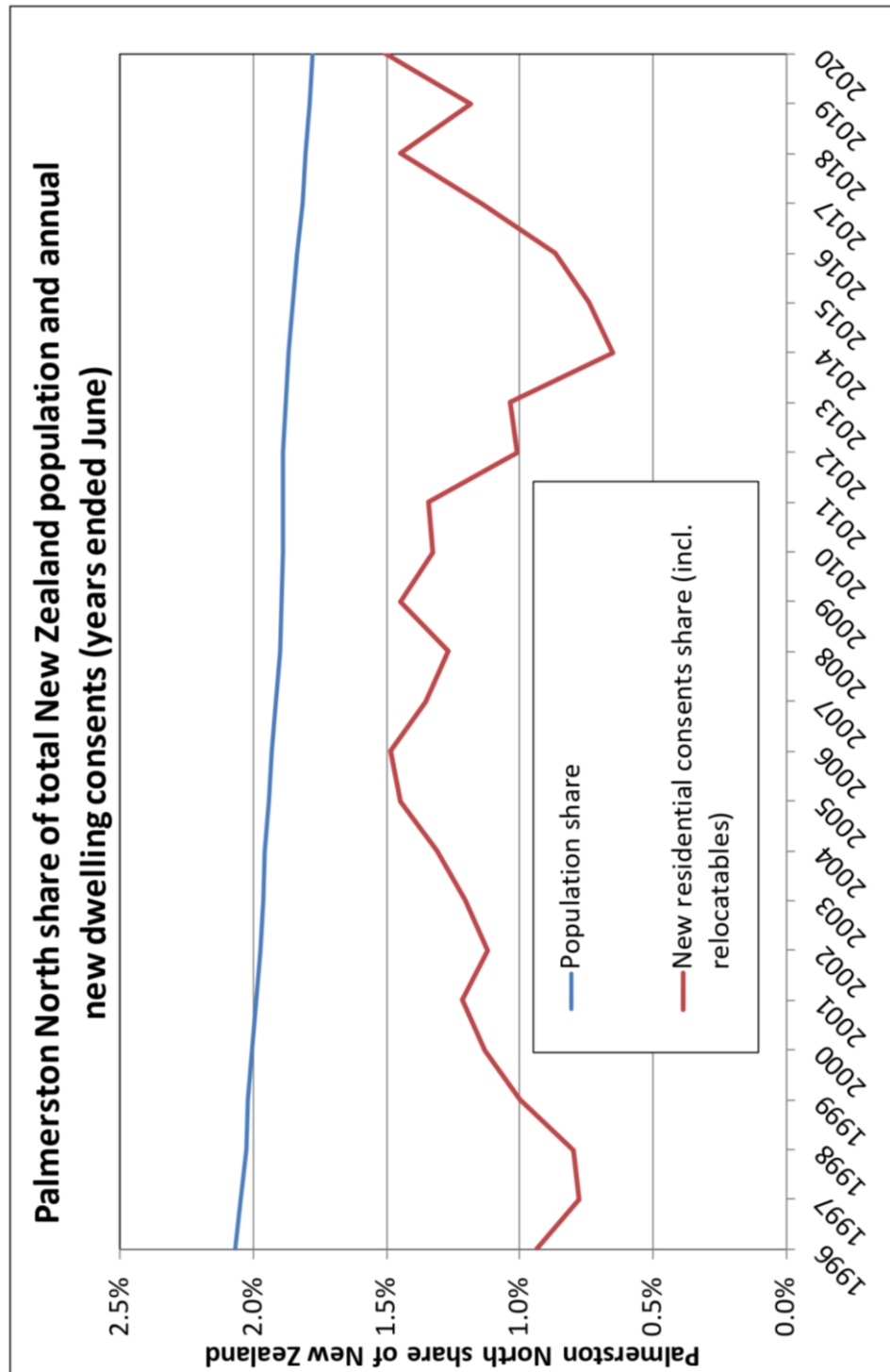
- Shortage of housing
- Commercial/non-residential building consents
- Other construction projects – wind farm and Te Ahu a Turanga

International spending will continue to decline

PALMY®



Questions ?









What we do

We build economic growth through:

- Stimulation and development of an entrepreneurial culture and eco-system.
- Finding, funding and growing high growth start ups.

We operate regionally, nationally and internationally.

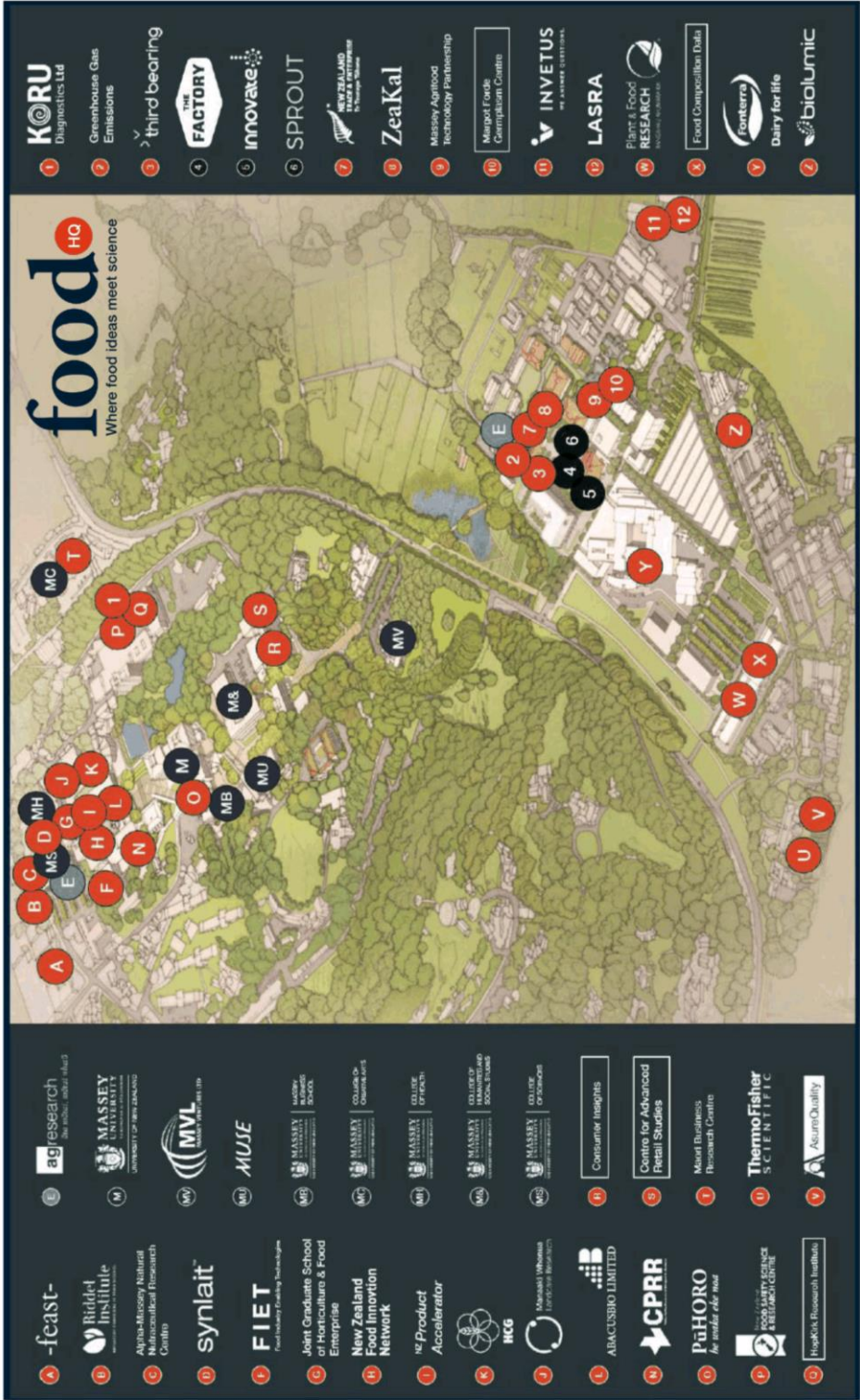
Manawatu is home and HQ.

Our programmes



SPROUT





Our Partners





The Last 4 years

1,397

Start-ups identified

71

Start-ups intensively supported

79%

Start-ups are still trading

\$30m

Investment

4,200+

People attended events

175+

Events



Current focus

- Work intensively with 50+ start-ups
- We have revamped and revitalised our community programmes – attract the “centre gut” of New Zealand to become part of our eco-system.
- Attract 1,000+ to our entrepreneurial events
- Continue to support the overall master campus plan
- Become the “mecca” of start up activity in the Manawatu
- In the process of building our 10 year plan



Our programmes





The Last 9 Years

1,567

Entires into the programme

50+

Grown local Manawatu mentor pool

150+

New Zealand
& International Mentors

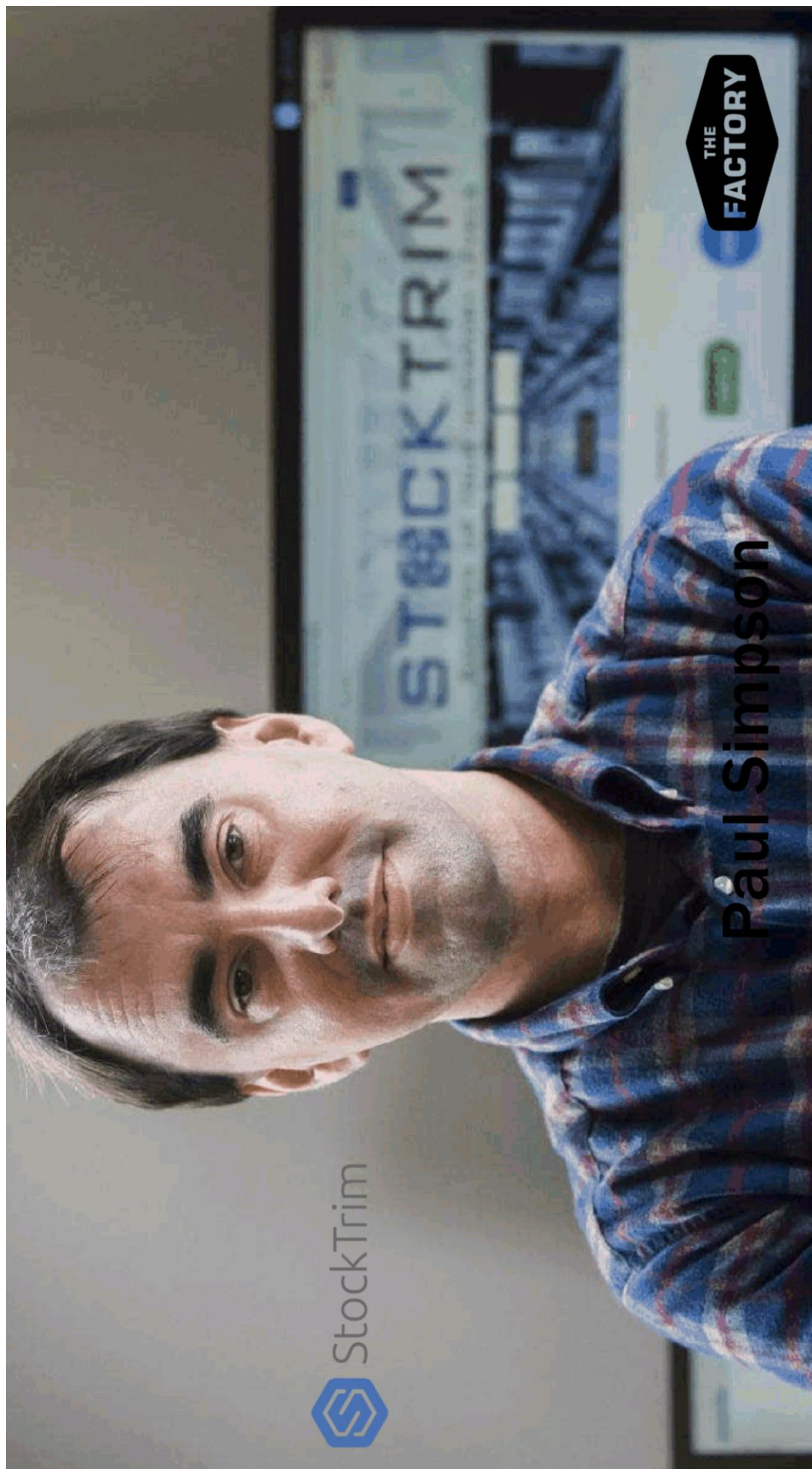
25 +

Manawatu Stakeholders

Last 2 Years

9 businesses created







\$500k
in investment since winning Innovate

\$1.39 million

Fund 3

 ARO A Human wound and tissue repair	 SHIFT 72 Online video integration platform
 Workplace safety accessory	 appreciation engine Online video integration platform
 booktrack Audio Book Services Soundtracks for e-books	 biolumic UV crop enhancement systems
 cropx Variable rate irrigation	 PolyBatics Animal health diagnostics
 HYDROX SYS Water extraction through membrane filtration	 AgriTrack Broadcast farm vehicle management

 KORU Diagnostics Ltd Animal health diagnostics – Mastitis	 biolumic UV plant growth enhancement
 moxion Movie image platform for film industry	 HOT LIMELABS Green CO2 for Horticulture
 Wipster Creative Collaboration and Review Software	 Hectre Orchard Management Software
 ROLLER BLASTER Paint roller cleaner	 fileinvite Secure client portal for document collection & digital signatures
 tapi Property maintenance software	 mccorhyfinch AI contract management software







MANUKURA

**A hapū initiative to
determine educational
opportunities for
rangatahi and their
whānau.**



Our Journey

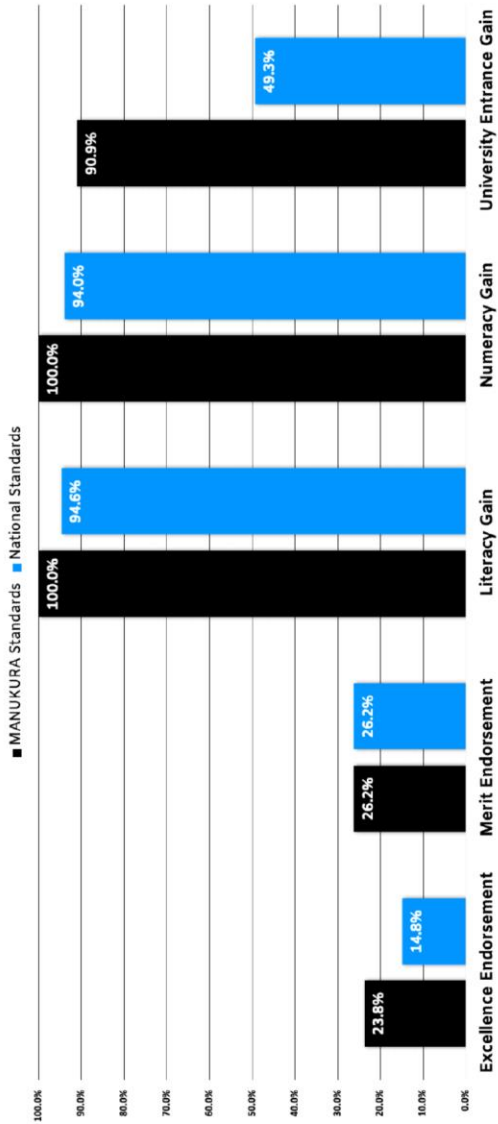
- Started 2005
- Purpose
- Evolution

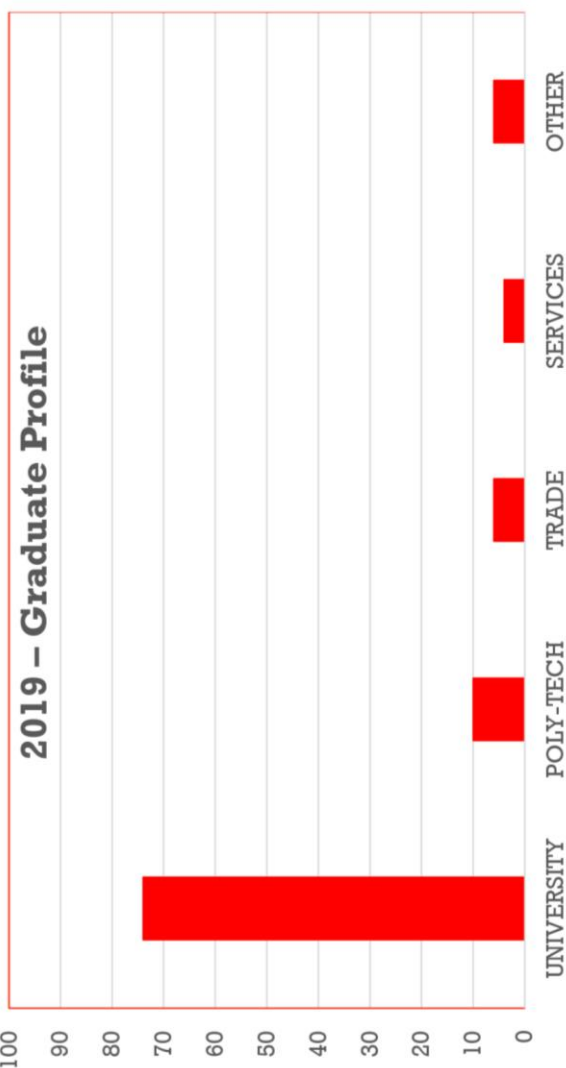


Our Results

To establish an education model that enables our students to contribute to their communities

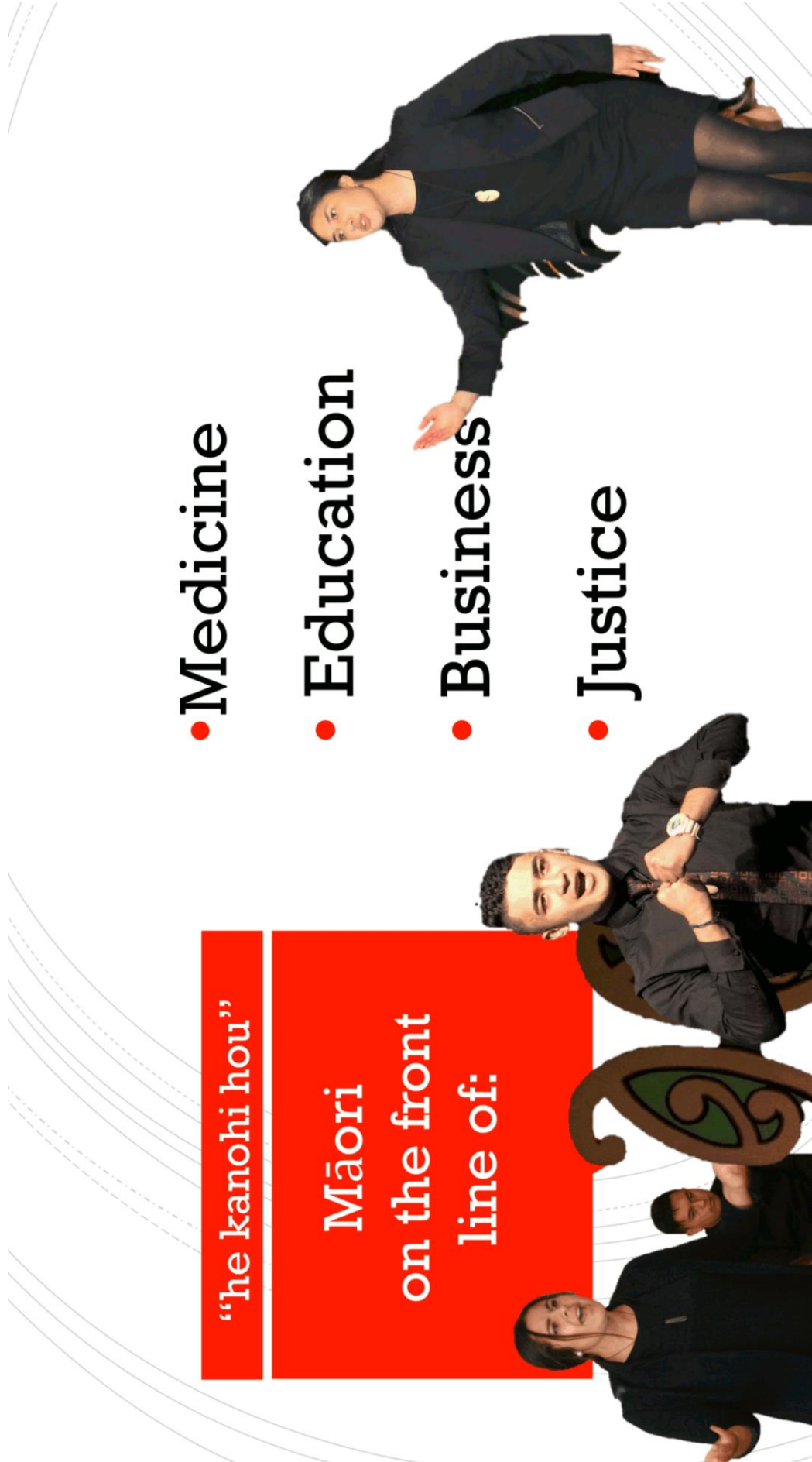
NCEA Level 3 Data Percentage - 2019
(MANUKURA vs National Standards)





“he ara anō”

Pipeline of Learning



The graphic features a white background with faint, curved, dashed lines on the left side. In the center, there is a large red rectangular area containing white text. To the right of this red area, there are three images of people: a woman in a black blazer and skirt, a man in a black shirt and tie, and a man in a black shirt. Below the red area, there is a list of four items, each preceded by a red dot. The text is as follows:

“he kanohi hou”

Māori
on the front
line of:

- Medicine
- Education
- Business
- Justice

“whānau ora”

**Change agents
for whānau and
community
wellbeing.**





“nau mai”

OUR
new facilities



“nā tō rourou me taku rourou”

A collaborative space to accommodate events, tournaments, hui, wananga that enrich our community in the areas of education, health, the arts, sport and culture.

“tātou tātou”

**Who should we
be engaging
with?**



Community



Organisations



Businesses