



PALMERSTON NORTH CITY COUNCIL

MINUTES ATTACHMENTS
ECONOMIC DEVELOPMENT
COMMITTEE

9AM, MONDAY 12 JUNE 2017

COUNCIL CHAMBER, FIRST FLOOR, CIVIC ADMINISTRATION BUILDING
32 THE SQUARE, PALMERSTON NORTH

ECONOMIC DEVELOPMENT COMMITTEE MEETING

12 June 2017

- | | | |
|----------|--|----|
| 4 | Presentation - RACE Group | |
| | 1. RACE Incorporated presentation | 5 |
| | | |
| 6 | Presentation - CEDA | |
| | 1. Visitor Statistics Presentation - Central Economic Development Agency and PNCC | 47 |
| | | |
| 7 | Presentation - CEDA | |
| | 1. Central Economic Development Agency presentation on Sort It Expo 2017 | 67 |
| | | |
| 9 | Summary Report on March 2017 Manawatu Quarterly Economic Monitor and Major Developments | |
| | 1. Manawatu Economic Outlook presentation by PNCC | 79 |

Norwood Farm Machinery Centre City of Palmerston North Gold Cup Festival

- In commencing a review of the inaugural Festival, I have considered;
 1. Whether KPIs or performance measures were achieved?
 2. How well the Festival met its stated strategic goals?
 3. How well did the Festival promote and support the Palmerston North community?
 4. Whether the marketing proposition was robust and appropriate?
 5. Whether the brand execution was satisfactorily achieved to give a viable brand for the future?
 6. Whether the marketing execution was professional?
 7. Whether the activations were professionally executed?

KPIs

- Attendance
 - Square opening 500+
 - Jimmy Barnes Concert 3,000+
 - Friday night Harness 4,000+
 - Saturday 4,000+
- On course turnover was also a key Year One KPI
 - Friday night this was \$50,587 compared to the weighted average of all other Harness and Greyhound meeting of \$17,272, an increase of 292%
 - Off course turnover was \$783,911 up 13.5% on the weighted average of \$690,563
 - Awapuni on the Saturday turned over \$249,953 up 6.2% on last year's like for like meeting of \$226,598.
 - Total turnover for the Saturday meeting both on and off course was \$2,132,579 up \$249,641 / 13.2% on last year's \$1,882,938

Norwood Farm Machinery Centre City of Palmerston North Gold Cup Festival

- The strategic framework for the inaugural Festival was based around the key principles of simplicity, communicability and impact.
- The Festival was planned around the launch in the Square on the Thursday evening followed by the Harness and Greyhound race meeting Friday night, and the Courtesy Ford Sires Produce Stakes on the Saturday.
- We need to be honest and understand that clearly the suspension of racing at Awapuni in December caused significant communication confusion and disruption. Notwithstanding that I believe that the overall design of the Festival is strong and valid for the next year.

Norwood Farm Machinery Centre City of Palmerston North Gold Cup Festival

- The second item, the Marketing proposition of “celebrating all that makes Palmy great”, was exceptionally strong and one that has a clear rationale behind the events and activations.
- The marketing proposition is in my view very robust and able to be built on over the next 3-5 years and something that is a legacy proposition for Palmerston North. Very few places celebrate what makes them great and this is a marketable point of difference to build on.
- If we’re honest with ourselves outsiders can victimise Palmy, so we need to confront that in a marketing sense. This Festival was a great step forward in that regard.
- The third item was brand execution, and I believe this was very successfully achieved with a logo device and marketing collateral that clearly articulated the proposition for the Festival.

Norwood Farm Machinery Centre City of Palmerston North Gold Cup Festival

- Items 4 and 5 were the marketing and activations and again I am very pleased with how these were executed and importantly picked up and conveyed by the Manawatu Standard in particular.
- As mentioned the inaugural Festival achieved many of the performance KPIs and I believe if it hadn't been for the disruption caused by the suspension of racing then these would have been even better exceeded.

Norwood Farm Machinery Centre City of Palmerston North Gold Cup Festival

- While not a KPI as such I feel I should make mention of the partners and sponsors who came together to make this happen.
- It was a wonderful surprise for me to be approached by one of Palmerston North's most prominent citizens and business people on the Thursday night and congratulated that we had been able to bring everyone together to celebrate our town.
- This is important as this collegiate dimension is a real strength for the City.
- I was very proud to have together as sponsors PNCC, Norwood Farm Machinery, Courtesy Ford, Kamada Park, Higgins Concrete, Café Cuba, NZ Racing Board, NZTR, NZHR, NZGR amongst many others over the 3 days.

Norwood Farm Machinery Centre City of Palmerston North Gold Cup Festival

- This leads me to discuss the qualitative goals and achievements for the Festival:
 - We celebrated everything that makes Palmy Great...
 - Students – as highlighted by the Manawatu Standard in the Larrikin Games
 - Local sporting teams racing off at the Harness Raceway
 - Iain-Lees Galloway racing in a celebrity one on one harness race off
 - Army demonstrations and recruitment
 - Stock car displays
 - Farming challenges courtesy of Norwood Farm Machinery Centre
 - Palmerston North Fashion including Ezibuy
 - Palmerston North business – Courtesy Ford, Norwood Farm Machinery, Higgins etc
 - Harness and Greyhound racing having taken the date off Auckland and broadcast nationally And internationally
 - Saturday Group 1 racing broadcast nationally and internationally
 - Free concerts – Friday night
 - Free concert – The Feelers on the Saturday



Program, times and activities:

Wednesday 29 March 2017 PNCC Activity Lawn 5pm – 6pm	Thursday 30 March 2017 Central Energy Trust Arena Palmerston North	Friday 31 March 2017 Manawatu Harness Raceway 3pm – 10pm	Saturday 1 April 2017 Awapuni Racecourse 10am – 7.00pm
• MC to interview jockeys, quiz with the public for free tickets and public announcement of Festival • Free Sausage Sizzle • Community Screen – replay of races, hype reel • Kids: Bouncy castles • Spring horse and jockey Leah Hemi • Miniature ponies • Grey Hounds at Pets • Student challenge • More FM Radio truck • Tai Wapanga Tu Toa welcome	• 5.00pm – 6.30pm Dinner and Concert package with reserved seats • Norwood display • 6.15pm – 6.45pm Craig Loader and band • Stage welcome and announcement The Mayor • 6.45pm – 8.00pm Jimmy Barnes in concert	• Greyhound Race Meeting • Harness Night Race Meeting • Stock car display • Food trucks • Children's entertainment • Sporting hero and celebrity Twin sulky race • Sports teams final behind the mobile barrier • Miniature horses • On stage Craig Loader • On stage The Noodles	• Group 1 Courtesy Ford Manawatu Sires Produce Stakes • Group 2 \$100,000 City of Palmerston North Gold Cup • Linton Military display • Children's entertainment • Food court / trucks • On stage 6 Chairs Missing during the day • Miniature horses • Fashion in the Field • Norwoods Farmer challenge • Greyhounds as pets • On stage The Feelers after the last race



PROUD SPONSORS

NORWOOD
Farm Machinery Centre

Courtesy Ford

THE OAKS

cafe Cuba

KOA

MORE FM

RICOH

HIGGINS
CONCRETE

REXframe

TAB

The Races

NEW ZEALAND RACING BOARD

ANAWATU
HAWKES BAY RACING CLUB

Acapuni
Racing Centre

RED BULL

Marketing Collateral



Wednesday 29 March
Launch of the Festival in the Square



Thursday 30 March
Jimmy Barnes rocks the CET Arena



Friday 31 March
Harness and Greyhound racing
at Manawatu Raceway



Saturday 1 April
Courtesy Ford Manawatu Sires Produce
Raceday at Awapuni Racecourse

PALMYFESTIVAL.CO.NZ



GOLD CUP FESTIVAL
NORWOOD
Palmy Festival's Golden Anniversary

THURSDAY 30th MARCH

General Entry Just \$10.00 Across the Board
 Live Music by the Palmy Festival's Golden Anniversary Band
 Access to Restaurant Seating
 The evening will feature a special performance by the Palmy Festival's Golden Anniversary Band
 Tickets starting at \$10. Available from Ticket Source

CELEBRATING ALL THAT MAKES PALMY GREAT!



PALMYFESTIVAL.CO.NZ





GOLD CUP FESTIVAL
NORWOOD
Palmy Festival's Golden Anniversary

FRIDAY 31 MARCH

Be at Manawatu Raceway to enjoy a dual sports meeting of harness and dogs. Live music, sporting competitions and the Annual Challenge Week. Bring the whole family for a great Friday night.
 Regularity applies to adults.

CELEBRATING ALL THAT MAKES PALMY GREAT!



PALMYFESTIVAL.CO.NZ





Palmerston North
Bus Back



Manawatu Standard Articles

6



Manawatu Standard photo: A man in a yellow shirt holding a trophy.



Manawatu Standard photo: A group of people running in a race.



Manawatu Standard photo: A person in a blue shirt holding a trophy.

The larrikin games

Students welcomed the start of the Gold Cup Festival in Palmerston North with races of their own on Wednesday. There was the old school - three-legged races - and the odd, such as sculling milk, in The Square. **Warwick Smith** was there.



Manawatu Standard photo: A person in a blue shirt holding a trophy.



Manawatu Standard photo: A person in a blue shirt holding a trophy.



Manawatu Standard photo: A person in a blue shirt holding a trophy.

Standard Advertising and Thursday Concert



GOLD CUP FESTIVAL

**JIMMY BARNES LIVE AT
CENTRAL ENERGY TRUST ARENA
THURSDAY 30 MARCH**

BOOK NOW!

TICKETDIRECT.CO.NZ

Courtesy Ford

COURTESY FORD MANAWATU SIRES' PRODUCE STAKES

GROUP 1 - TWO-YEAR-OLDS - \$225,000

Rank	Horse Name	Age	Sex	Color	Owner	Trainer	Weight	Time	Margin
1	STAR TREASURE	2	M	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:10.0	0.0
2	PRINCESS RICHANNA	2	F	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:10.5	0.5
3	JOYFULLY	2	F	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:11.0	1.0
4	BRILLIANT DU NORD	2	M	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:11.5	1.5
5	DIVINE POWER	2	M	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:12.0	2.0
6	MOTHER ON ME	2	F	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:12.5	2.5
7	SWING NOTE (ALIS)	2	F	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:13.0	3.0
8	SCOTT BASS	2	M	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:13.5	3.5
9	GOLD FEVER	2	M	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:14.0	4.0
10	PRINCESS RICHANNA	2	F	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:14.5	4.5
11	JOYFULLY	2	F	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:15.0	5.0
12	BRILLIANT DU NORD	2	M	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:15.5	5.5
13	DIVINE POWER	2	M	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:16.0	6.0
14	MOTHER ON ME	2	F	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:16.5	6.5
15	SWING NOTE (ALIS)	2	F	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:17.0	7.0
16	SCOTT BASS	2	M	Bay	Mr. J. J. J. J.	Mr. J. J. J. J.	54.5	1:17.5	7.5



Manawatu Standard Articles



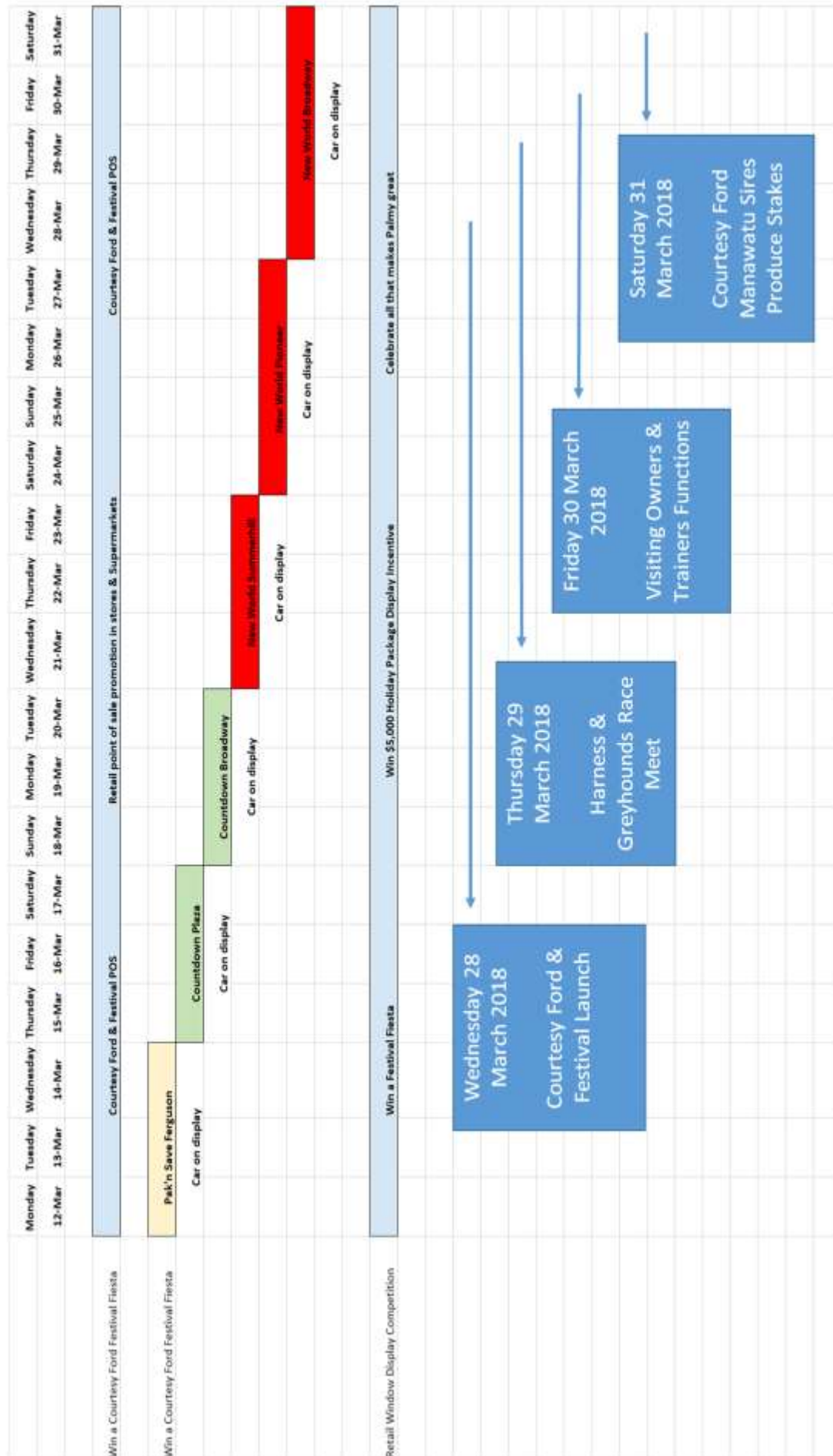
Lessons Learned

- Overall we were very pleased however there are always a number of good learnings from the inaugural Festival the key items being:
 - Stronger local marketing and radio focus (as opposed to National)
 - Keeping to the proposition and focussing on the 3 targeted days

So Where To Next Year?

- Again the proposition is very strong and the original design of the Festival I believe remains valid and has significant longevity to build on.
- I have had debriefs with all the major partners involved and many good ideas have starting coming forward.
- I am also planning to have a brainstorm with Norwood's, Courtesy Ford and Council Officers in the near future.
- In the meantime we have been examining some promotional mechanics that will engage even more people across Palmy in the lead up to the Festival dates.

[illegible]



12 March – 31 March	Wednesday 28 March 2018	Thursday 29 March 2018	Friday 30 March 2018	Saturday 31 March 2018
• Courtesy Ford Festival Fiesta on display at major retail outlets in the 3 week prior to the Festival • Linked to a retail competition and mechanic to engage retailers and public in build up to the Festival	• Courtesy Ford and Festival Launch • Festival Fiesta on display • Cups • Ponies • GAPS • Racing activation at event • Thursday night and Saturday fields	• Harness and Greyhound race meeting • Festival Fiesta on display • Cups on display • Kids entertainment • Sports teams • Celebrity race • Ponies • Talent performing on the night to be determined	• Good Friday • Visiting owners and trainers function • Golf tournament • Hotel Coachman dinner and entertainment	• Courtesy Ford Manawatu Sires Produce Stakes Day • Festival Fiesta on display • Kids entertainment • Farmers Challenge • Fashion Feature • Ponies • GAPS • Talent live performance after the last race

Thank You



VISITOR STATISTICS UPDATE

Palmerston North City & Manawatu

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CENTRAL ECONOMIC
DEVELOPMENT AGENCY

VISITOR SPEND

**Manawatu Region YE March 2017 : \$424.23m
(increase of 5.1%)**

Market Split

Domestic: \$356.9 m (increase of 5.9%)

International: \$67.4 m (increase of 1.1%)

Market Share of Total Spend

Palmerston North \$379.68 m (89.50%)

Manawatu District \$44.5 m (10.5%)

Source: MBIE

Top 5 Categories of spend (market share):

- Retail Sales Other 37.17%
- Food Beverage and Services 13.21%
- Other tourism products 11.54%
- Other Passenger Transport 11.24%
- Retail Sales: alcohol, food, beverage 11.05%

VISITOR SPEND BY ORIGIN

For visitor spending, the Manawatu RTO* area ranks 9th for domestic spending and 21st for International spending, 14th overall out of 31 RTOs. Source: Latest CAM release for YE April 2017

*Manawatu RTO figures from MBIE currently include Rangitikei and Taranaki.

Top 5 Domestic Markets by Spend

- Manawatu-Whanganui \$99.9 m
- Wellington \$70.5 m
- Auckland \$46.3 m
- Hawkes' Bay \$24.9 m
- Waikato \$21.2 m

Source: MBIE

Top 5 International Markets by Spend

- Australia \$21.7 m
- USA \$7.5 m
- China \$7.3 m
- UK \$7.2 m
- Rest of Asia \$6.5 m

VISITOR NIGHTS

**Manawatu Region YE March 2017 : 2,861,054 million
(1.9% increase from 2016)**

Commercial vs. Private

- Commercial Accommodation : 467,610
- Private Homes: 2,393,444

Source: Qrious & CAM data

VISITOR NIGHTS BY ORIGIN

Top 5 Domestic Markets (Total Market Share)

- Manawatu-Whanganui 26.5%
- Wellington 20.1%
- Auckland 17.9%
- Waikato 7.9%
- Hawkes' Bay 7.3%

Source: Qrious & CAM data

Top 5 International Markets (Total Market Share)

- Australia 26.3%
- Rest of Europe 21.9%
- Rest of Asia 14.4%
- UK 10.3%
- Germany 7%

DAY TRIPS vs. OVERNIGHT

Manawatu Region

- **Annual Day Trips: 959,812**
- **Annual Overnights: 963,626**

- | | |
|-------------------------------|-----------------------------------|
| • Domestic Day Trips 123,143 | • International Day Trips 36,804 |
| • Domestic Overnights 139,206 | • International Overnights 21,234 |

Source: Qrious

DAY TRIPS vs. OVERNIGHT by ORIGIN

TOP 3 MARKETS

DOMESTIC

Day Trips (Total Market Share)

- Wellington 31.3%
- Manawatu-Whanganui 30.8%
- Auckland 11%

Overnight (Total Market Share)

- Wellington 26.1%
- Manawatu-Whanganui 19.9%
- Auckland 16.7%

Source: Qrious

INTERNATIONAL

Day Trips (Total Market Share)

- Rest of Europe 31.9%
- Australia 20.6%
- Rest of Asia 10.5%

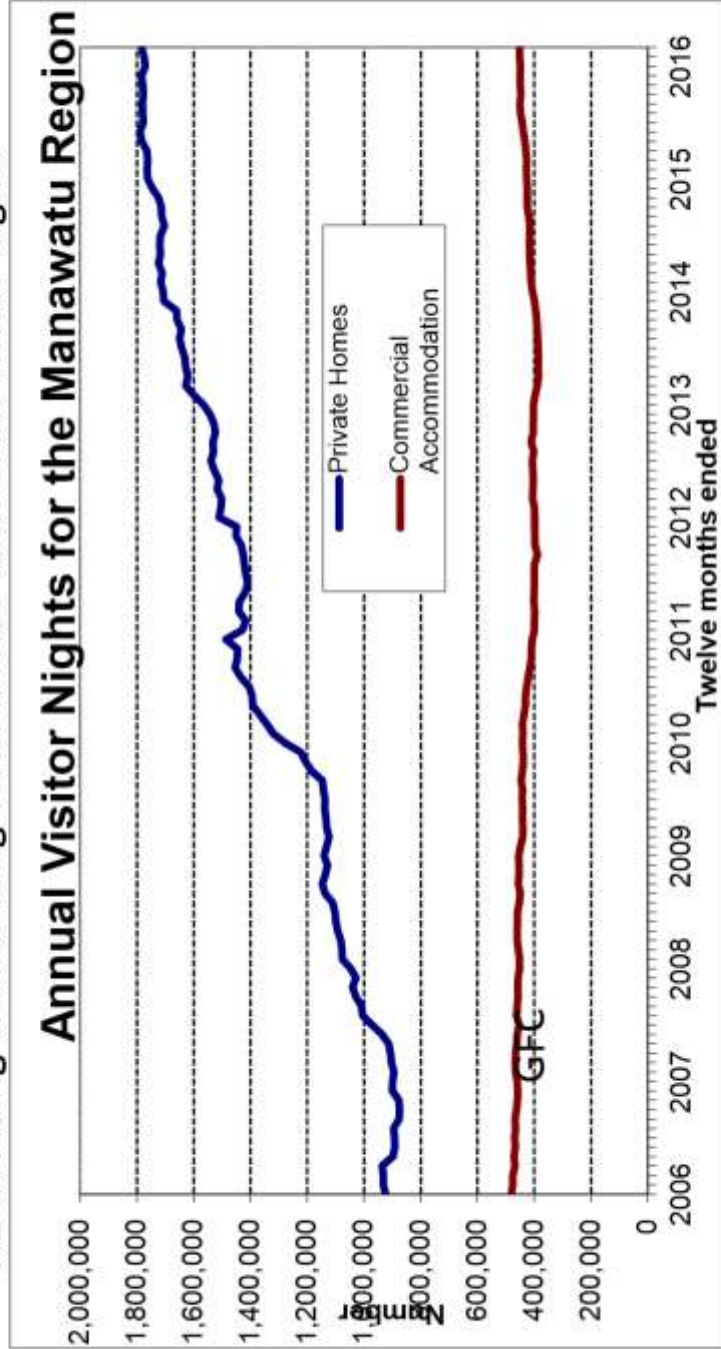
Overnight (Total Market Share)

- Australia 31.1%
- Rest of Europe 21.6%
- UK 11.6%

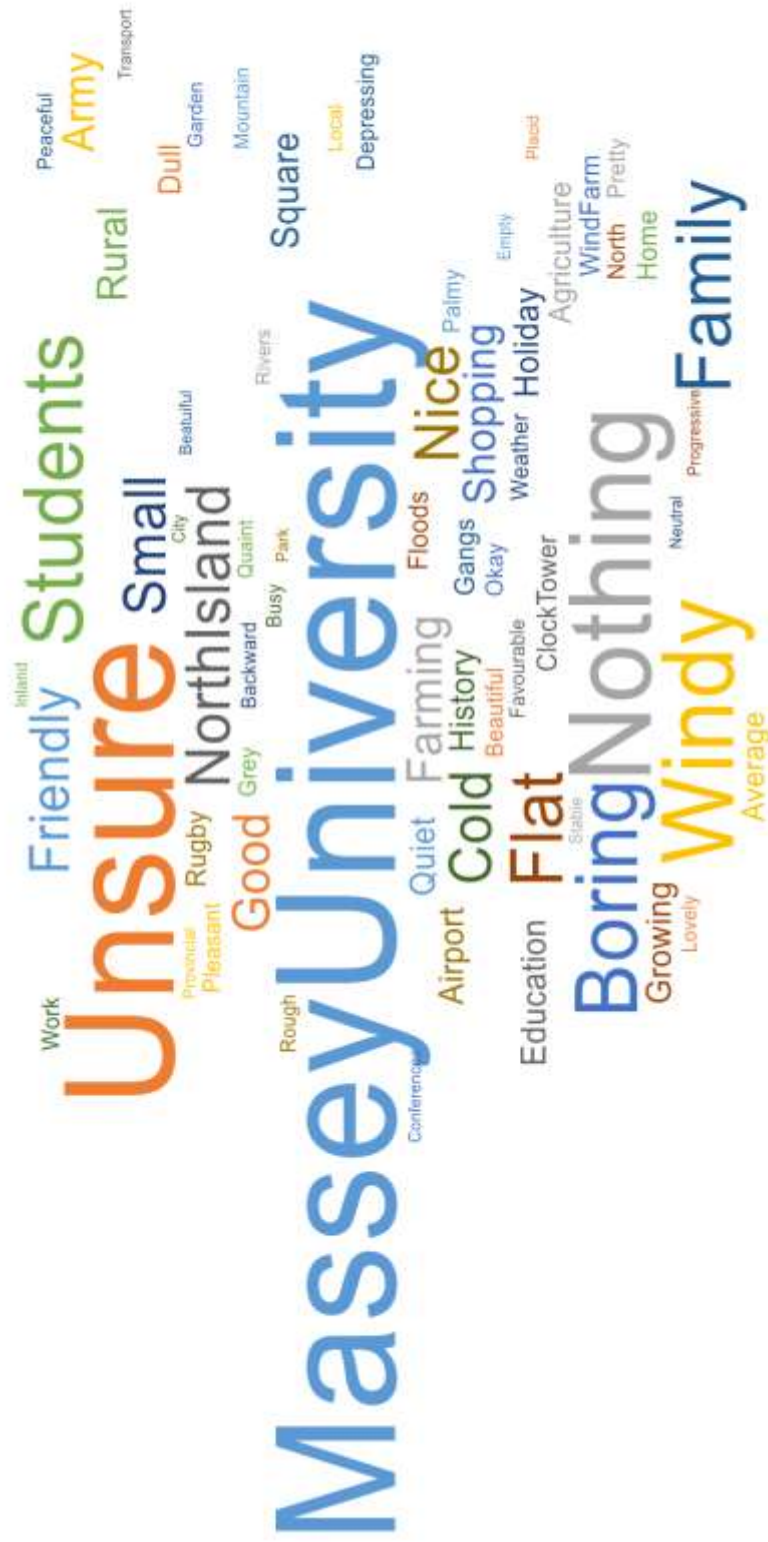
VISITOR NIGHTS

10 YEAR TREND (to 2016)

- In the past 10 years visitor nights at
 - Private homes have increased 90%
 - Commercial accommodation have decreased 5.9%
- NZ showing similar long term trends with CAM visitor nights



PERCEPTION OF PALMERSTON NORTH



PALMERSTON NORTH CITY COUNCIL



CEDA
CENTRAL ECONOMIC
DEVELOPMENT AUTHORITY

ITEM 6 - ATTACHMENT 1

PALMERSTON NORTH CITY
& Manawatu

Sort it CAREERS EXPO

FREE ENTRY

• PLAN • DELIVER • CONNECT •

THURSDAY 18 MAY 2017 | 9:30AM - 3:30PM & 6PM - 8PM
CENTRAL ENERGY TRUST ARENA 2 | PALMERSTON NORTH

www.sortexpo.co.nz

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CENTRAL ENERGY
TRUST DEVELOPMENT AGENCY

sort it CAREERS EXPO

Who exhibited?

- 62 exhibitor sites - 70 organisations
- 22 Businesses (9 new for 2017)
- 5 Industry Training Organisations
- Study, training and other services
- World of Work

New floor plan - 6 coloured vocational pathways

- **Primary Industries**
- **Services Industries**
- **Social and Community Services**
- **Manufacturing and Technology**
- **Construction and Infrastructure**
- **Creative Industries**



sort it CAREERS EXPO

Who attended?

Over 4,000 visitors to the expo

Session 1 (9.30am – 3.30pm)

- Over 3000 – predominantly secondary students that represented 21 schools (19 from Horizon's region)

Session 2 (6pm – 8pm) new for 2017

- Over 900 – students, parents and others



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sort it CAREERS EXPO

How was the expo promoted?

- Screenvista 30 second advert – 245 spots
- My Manawatu Event Facebook page – 759 interested followers, reached 56,000 users
- Twitter – 9,100 impressions
- Advertisements placed in
 - The Tribune
 - Feilding-Rangitikei Herald
 - Horowhenua Mail
- Hosted a Business After 5 function
- More information on www.sortexpo.co.nz



Sort it CAREERS EXPO

'Thought it was great - loved the fact that parents could go in the evening with their kids! Brilliant!' - Visitor

'Very impressed with the format and the split in the middle of the day worked excellently' - Exhibitor

98% of respondents rated the expo good or higher

'Thank you so much for the opportunity to exhibit at Sort it again. It was great to see some improvements and new ideas introduced' - Exhibitor

'It's is a very helpful opportunity for students to recognize what they're planning to do with their life' - School

'Didn't realise there was so much more options and opportunities' - Visitor

'As a first time exhibitor I was extremely impressed with the numbers attending. Additionally, the students were particularly engaged with the event' - Exhibitor

'On behalf of our school I'd like to thank you for organising the Expo. It gave our students a great opportunity to engage with a range of providers' - School

'I found out a lot of interesting things in different stalls which helped with what I may do when I leave school' - Visitor

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DEVELOPMENT AGENCY

sort it CAREERS EXPO



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Manawatu Economic Outlook

March 2017 quarter

Key Manawatū Region data

Workforce – 52,890 jobs (March 2016)

2.7% of national workforce

0.7% increase (340 jobs) from 2015 (NZ 2.4% increase)

Palmerston North – 44,550 (0.5% increase)

Manawatu District – 8,020 (1.4% increase)

Key Manawatū Region data

Earnings (salaries and wages) – \$2,729 million
(March 2016)

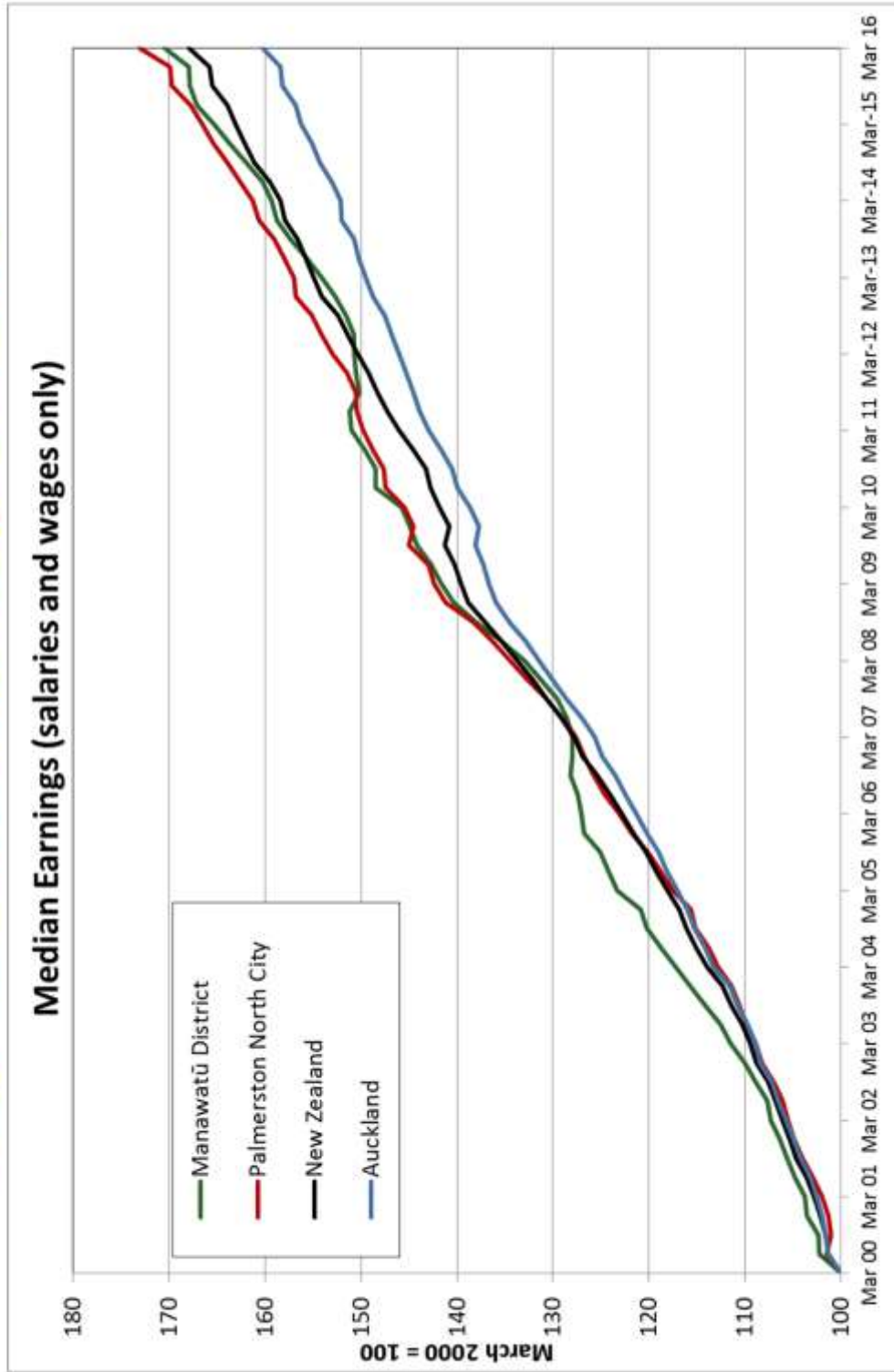
2.5% of national earnings

4.9% annual increase (NZ 5.8% increase)

Palmerston North – \$2,354 m. (4.6% increase)

Manawatu District – \$375 m. (7.0% increase)

Key Manawatū Region data



Key Manawatū Region data

Earnings (salaries and wages and self-employed) –
\$3,042 million (March 2015)

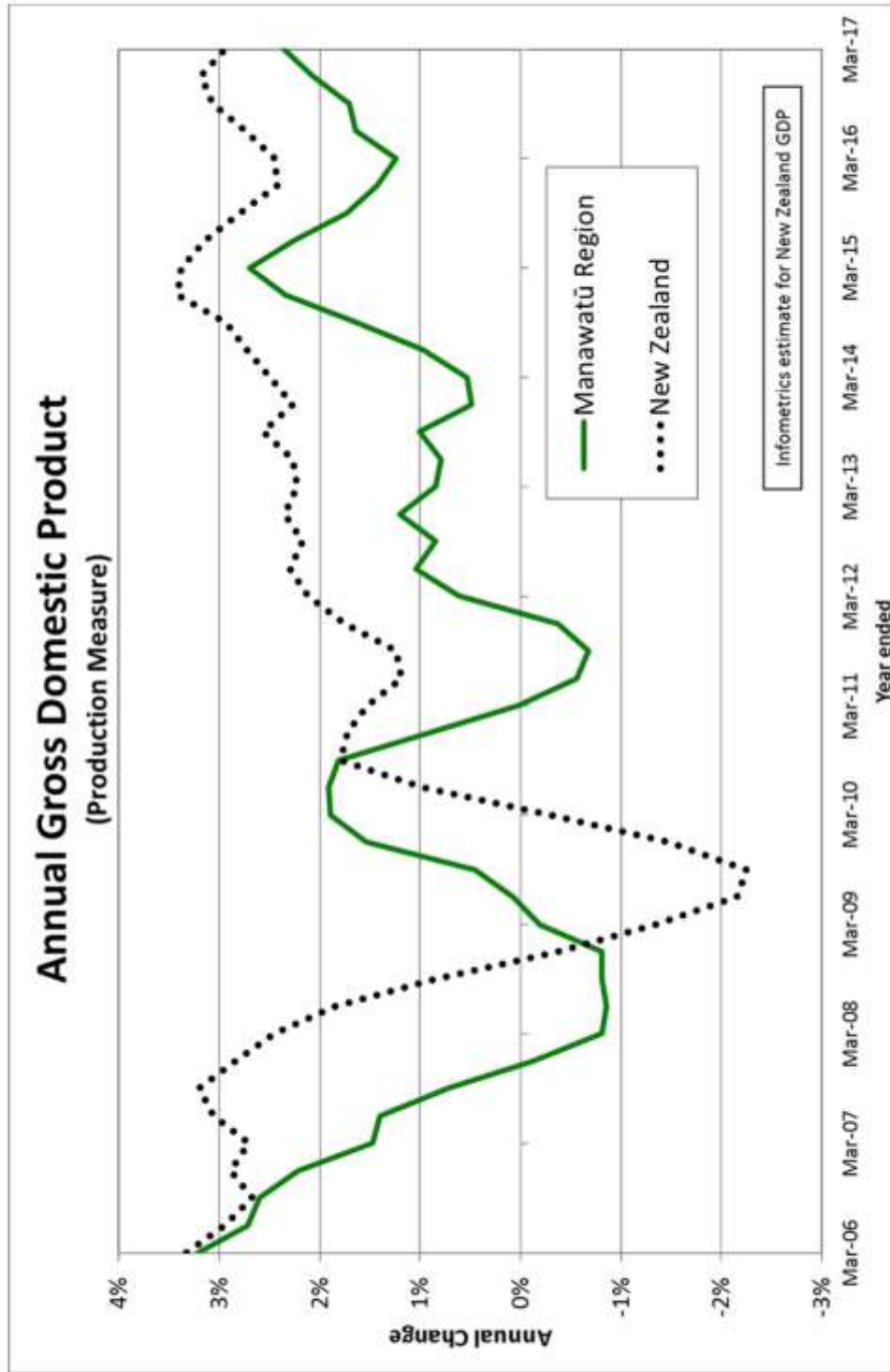
2.4% of national earnings

4.7% annual increase (NZ 5.2% increase)

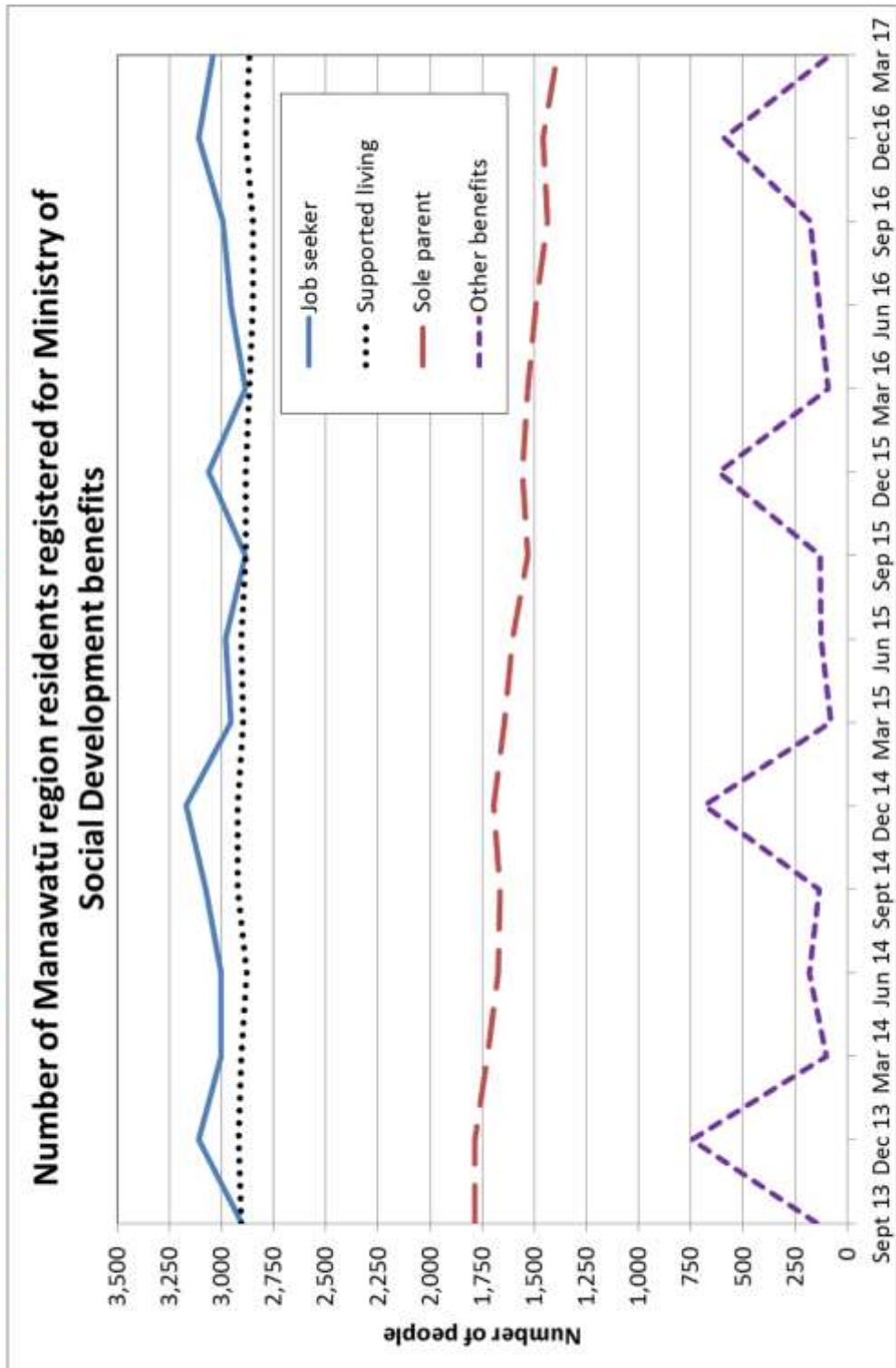
Palmerston North – \$2,536 m. (4.5% increase)

Manawatu District – \$507 m. (5.2% increase)

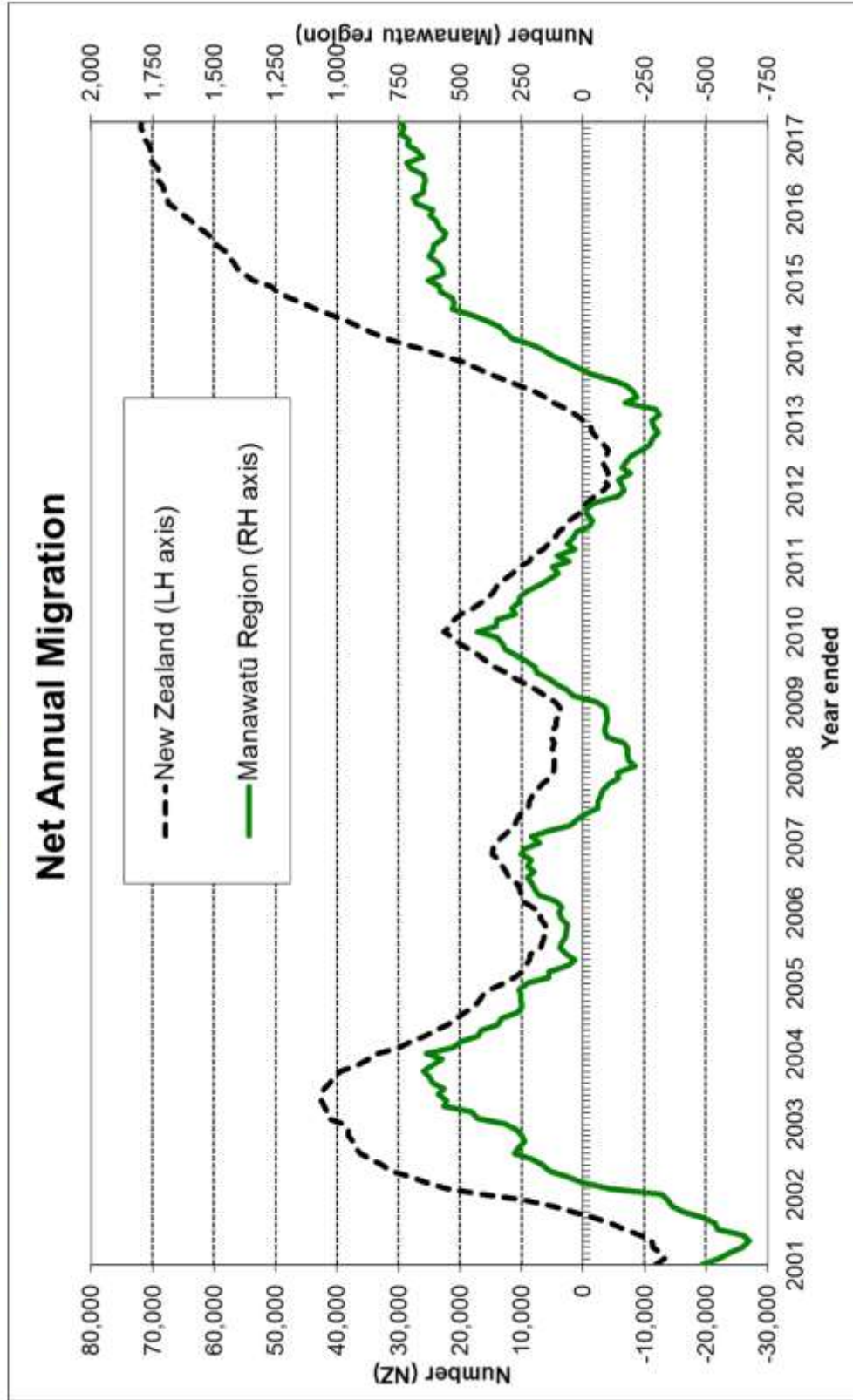
March 2017 quarter



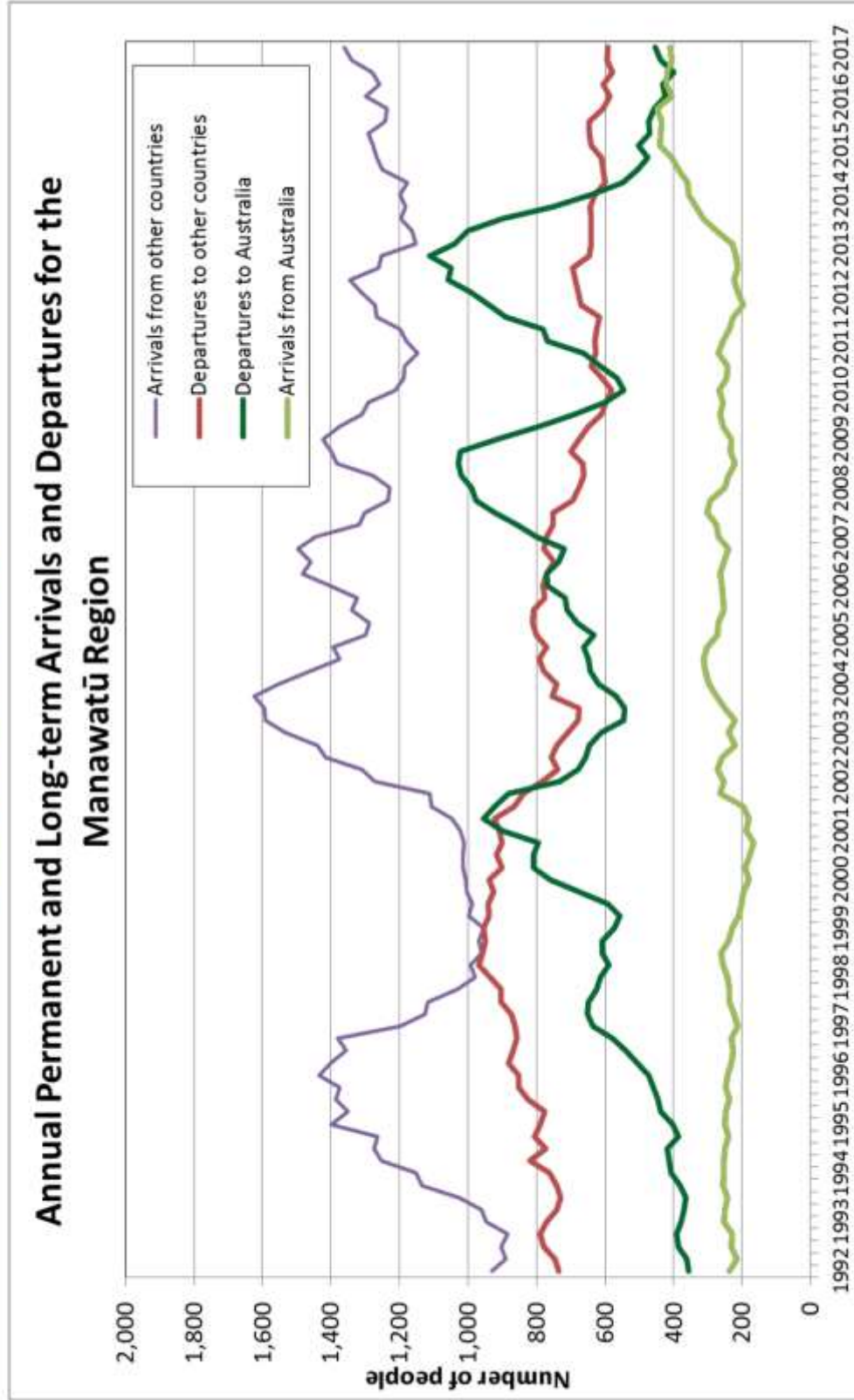
March 2017 quarter



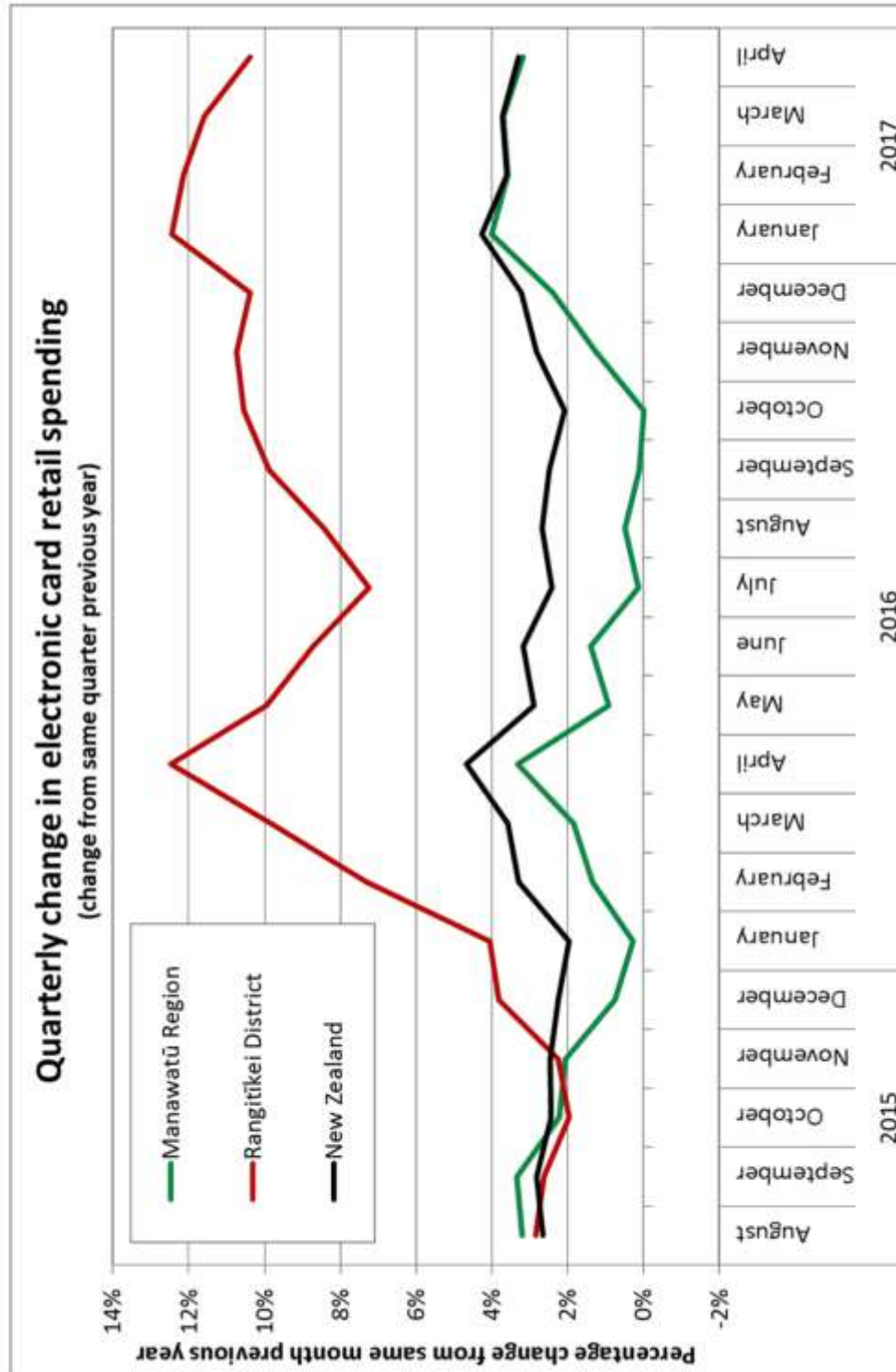
Latest data



Latest data



Latest data



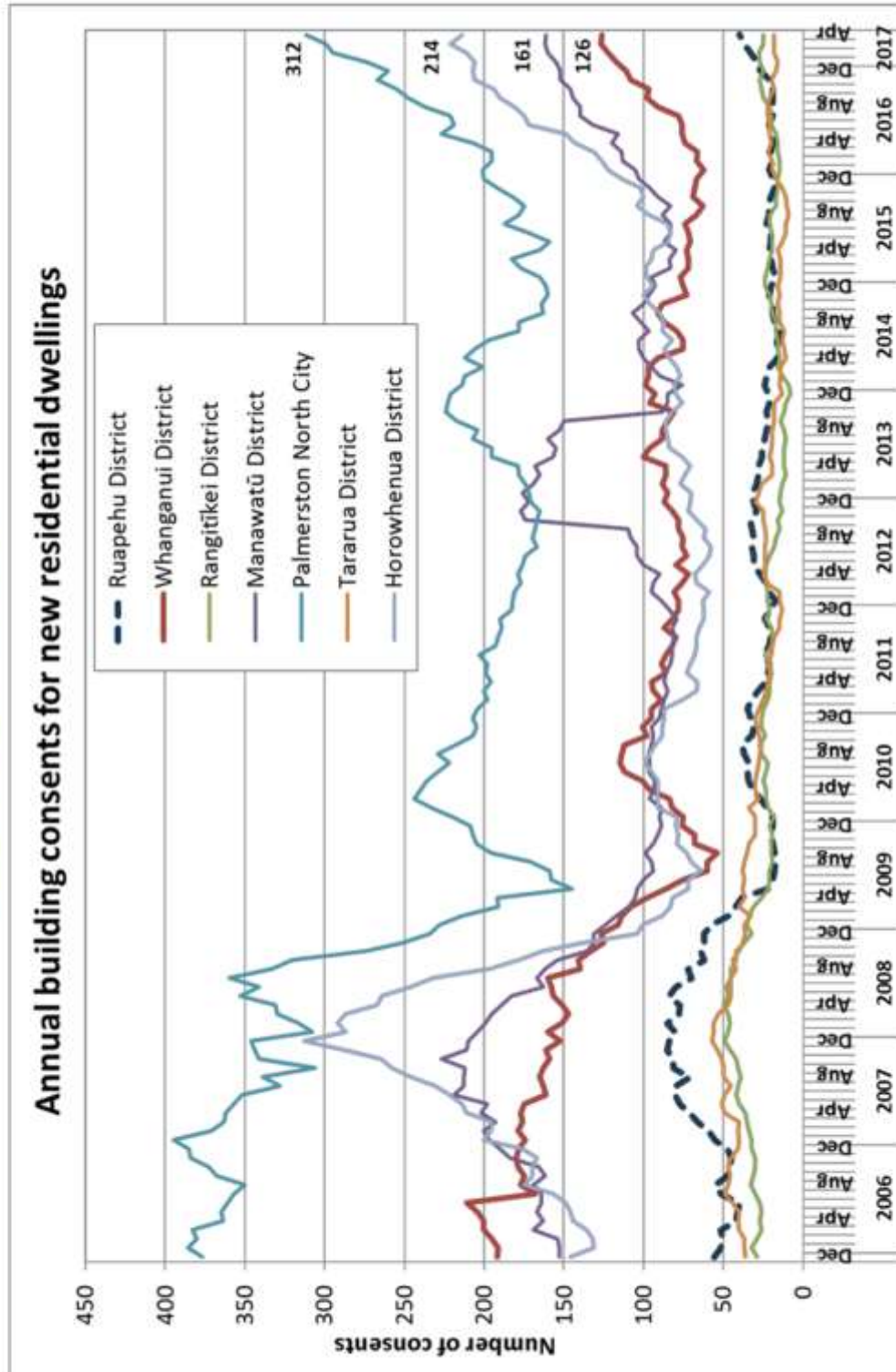
Latest data

Marketview electronic card retail spending - Manawatu region				
Location	Three months ended January 2017		Three months ended April 2017	
	\$ million	Change from previous year	\$ million	Change from previous year
Broadway	9.5	12.6%	9.1	14.1%
Palmerston North CBD	91.2	3.0%	76.9	-0.3%
Palmerston North outer CBD	40.7	0.8%	37.0	-3.9%
Terrace End	9.6	7.2%	9.5	11.2%
Rest of Palmerston North	138.7	4.7%	130.3	5.3%
Feilding	40.2	4.1%	36.9	4.7%
Sanson	2.6	9.3%	2.4	-1.2%
Rest of Manawatu District	3.7	9.0%	4.2	27.1%
Manawatu Region	336.2	4.0%	306.3	3.2%
Terrace End excludes Melody's New World and Main Street Countdown				

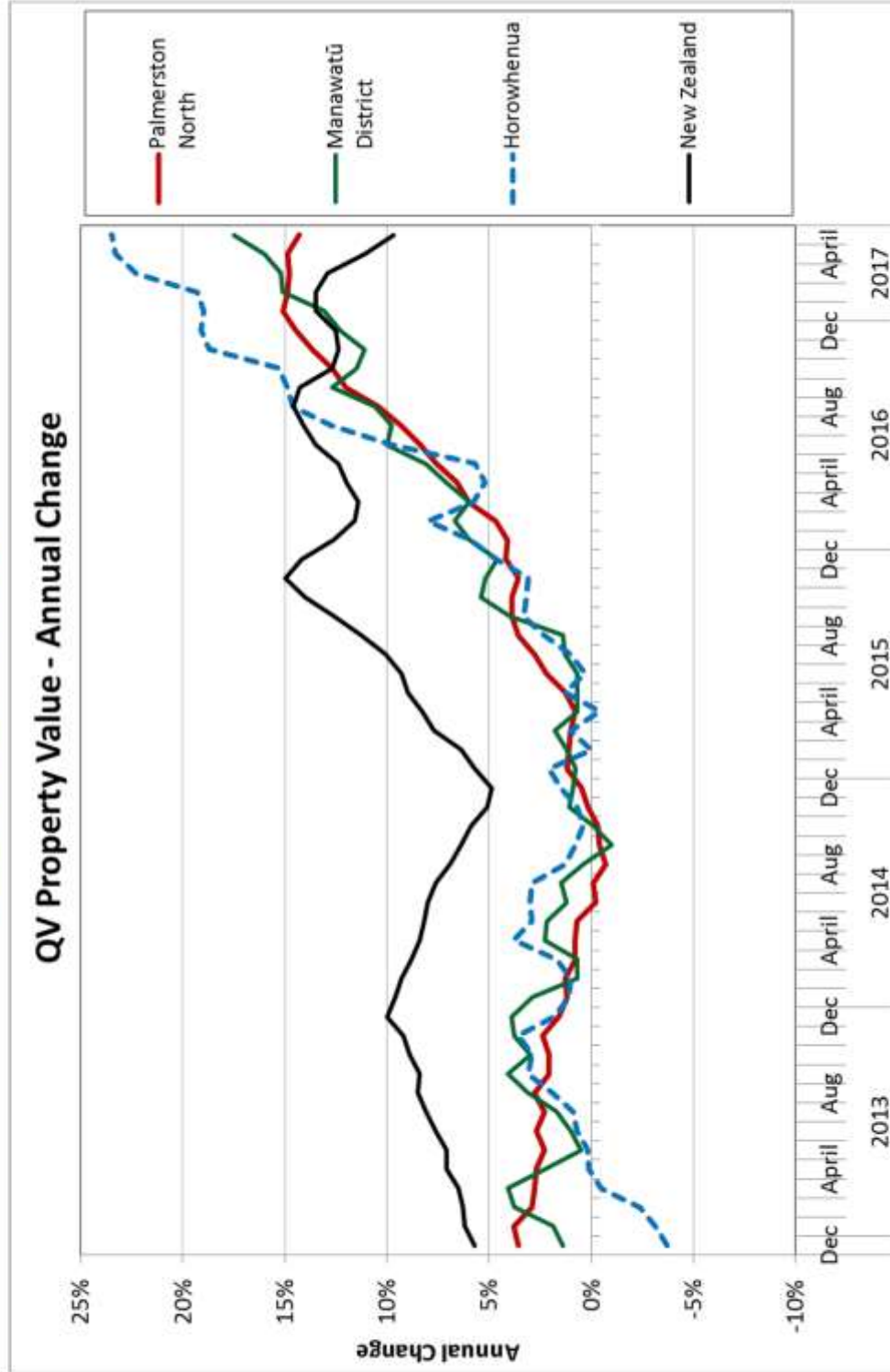
Latest data

Marketview electronic card retail spending - Manawatu region (three months ended April)				
Storetype	New Zealand		Manawatu region	
	\$ million	Change from previous year	\$ million	Change from previous year
Accommodation	564.9	4.2%	6.9	-2.2%
Apparel	606.7	-1.4%	14.4	-3.6%
Appliances	316.0	-6.8%	5.7	-23.7%
Bars/Cafes/Restaurants	1,309.6	6.9%	20.6	4.7%
Department Stores	864.7	1.3%	24.4	1.7%
Food Retailing	4,534.1	3.5%	100.5	3.6%
Fuel	1,734.8	14.5%	34.6	12.0%
Furniture/Flooring	178.7	-7.5%	3.8	-15.9%
Hardware/Homeware	718.6	-0.5%	19.4	5.1%
Other Retail	2,795.7	-1.2%	60.9	3.7%
Takeaways	629.7	8.4%	15.1	7.7%
Total	14,253.5	3.3%	306.3	3.2%

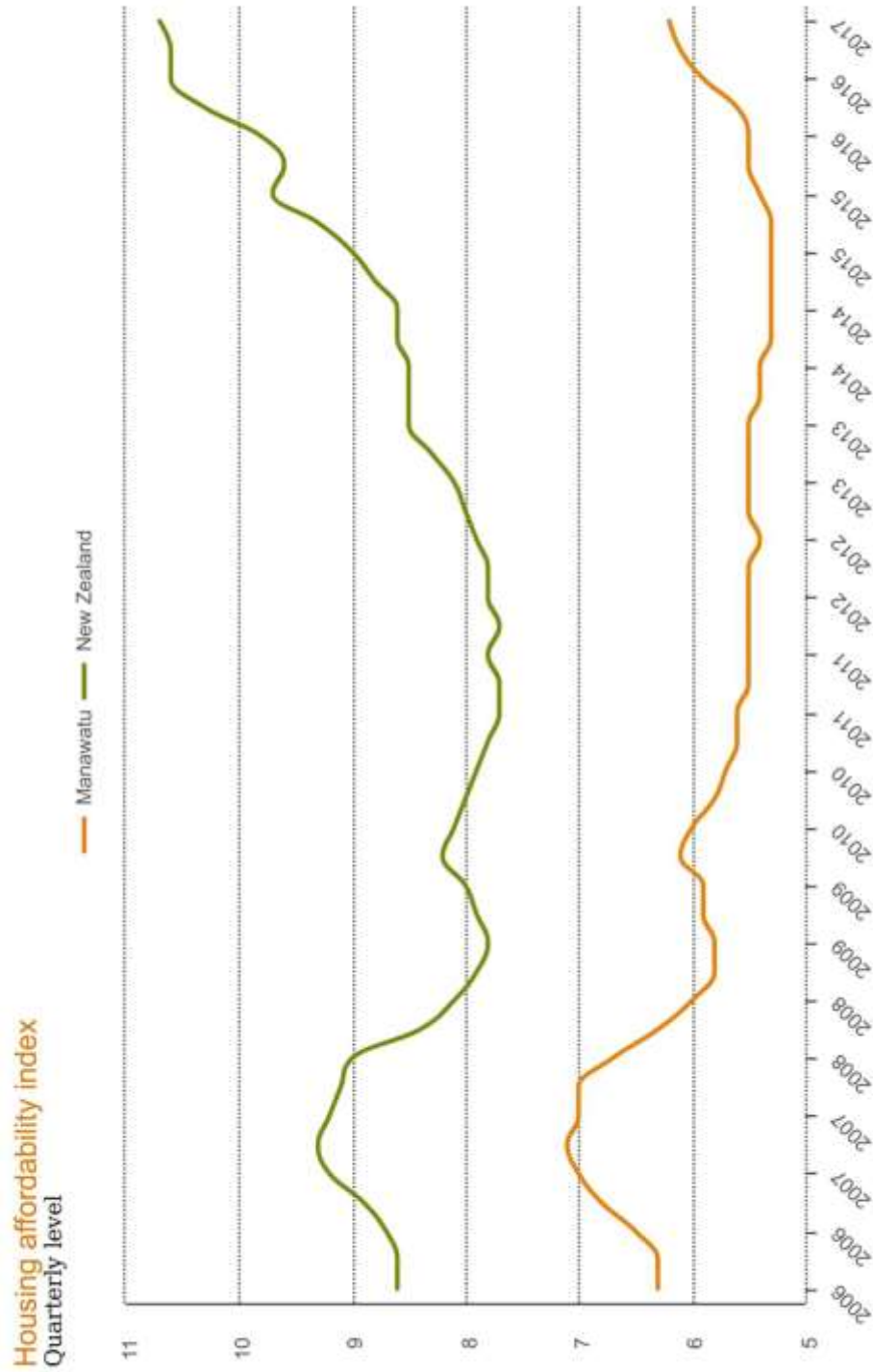
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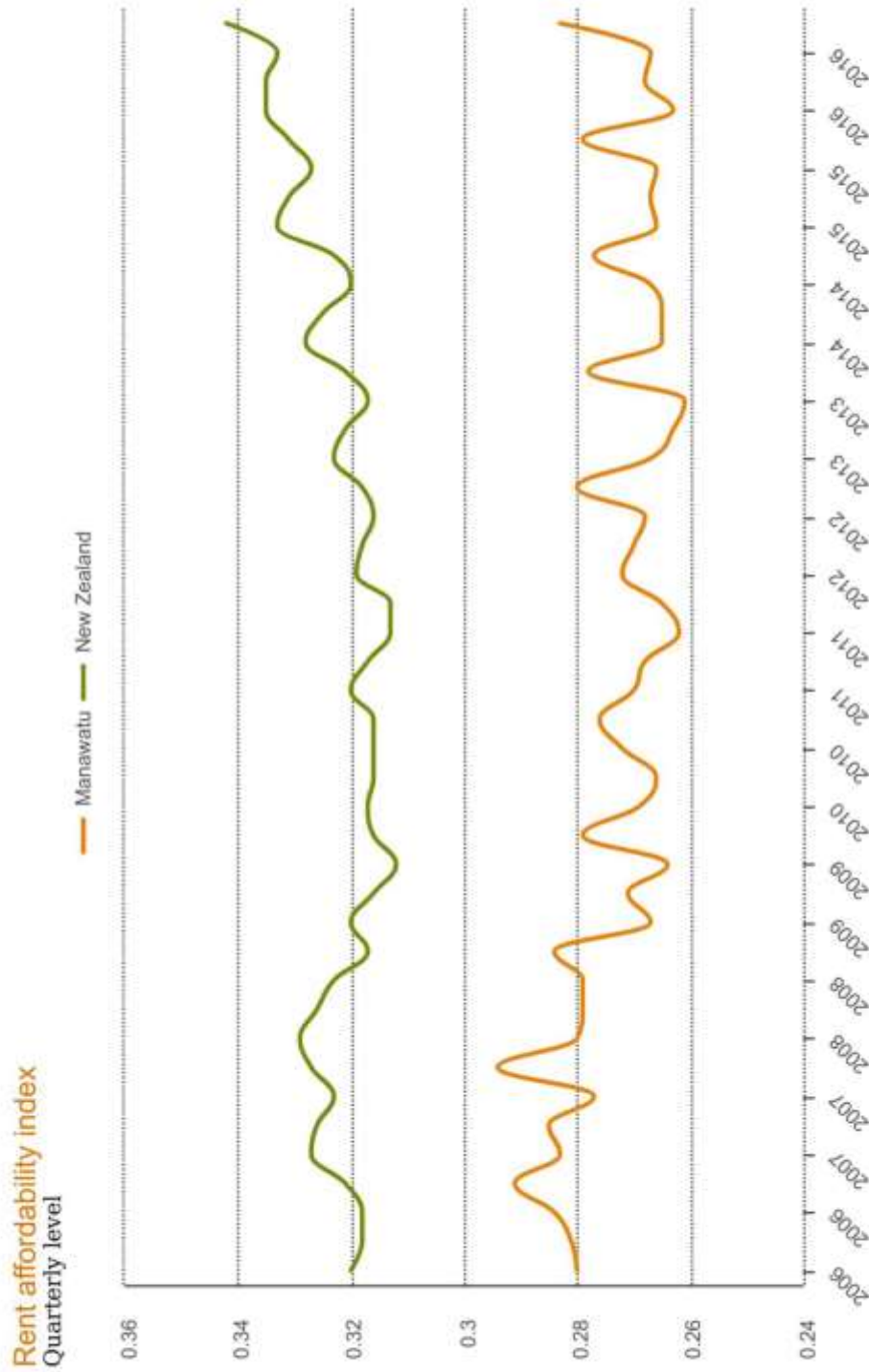
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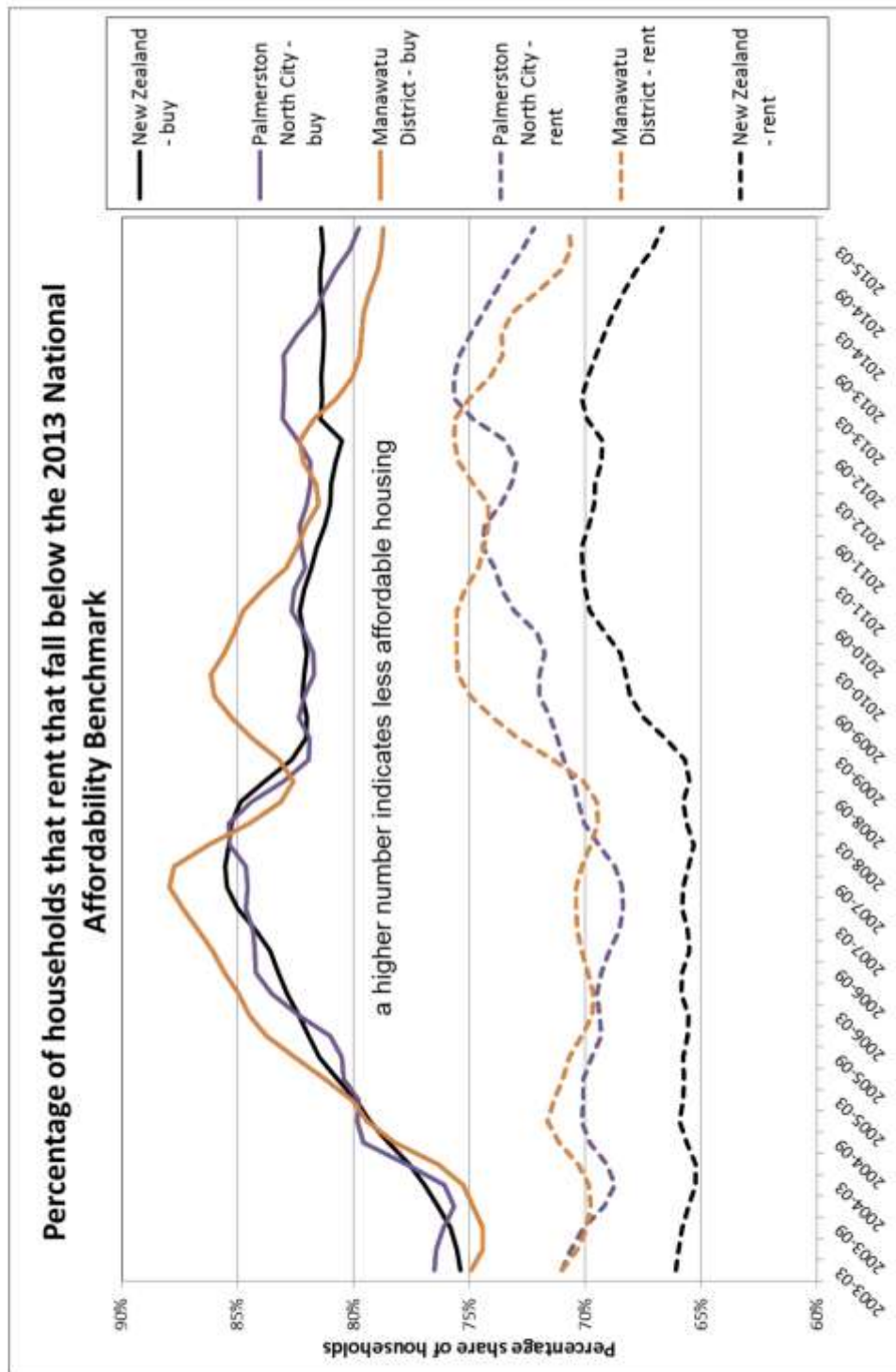
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Latest data

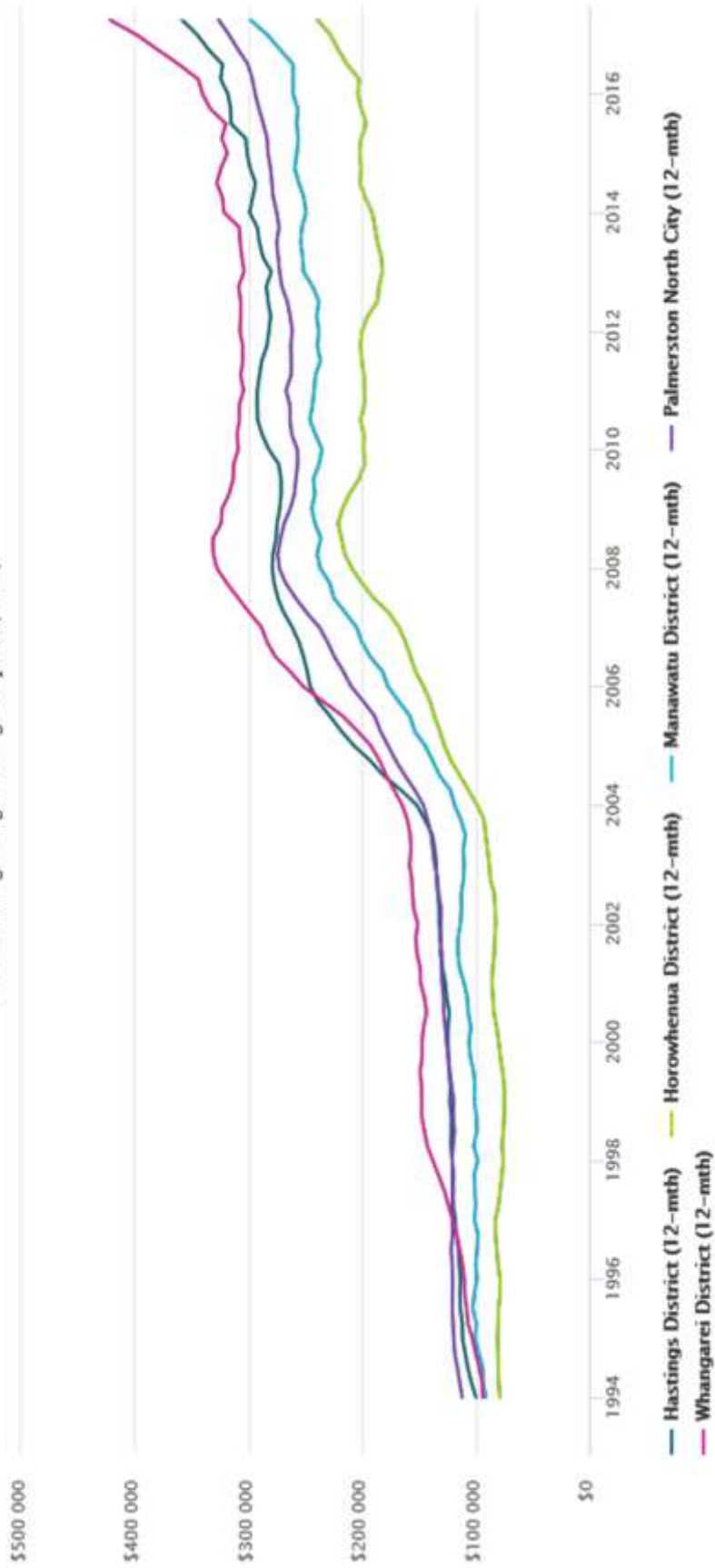


Latest data

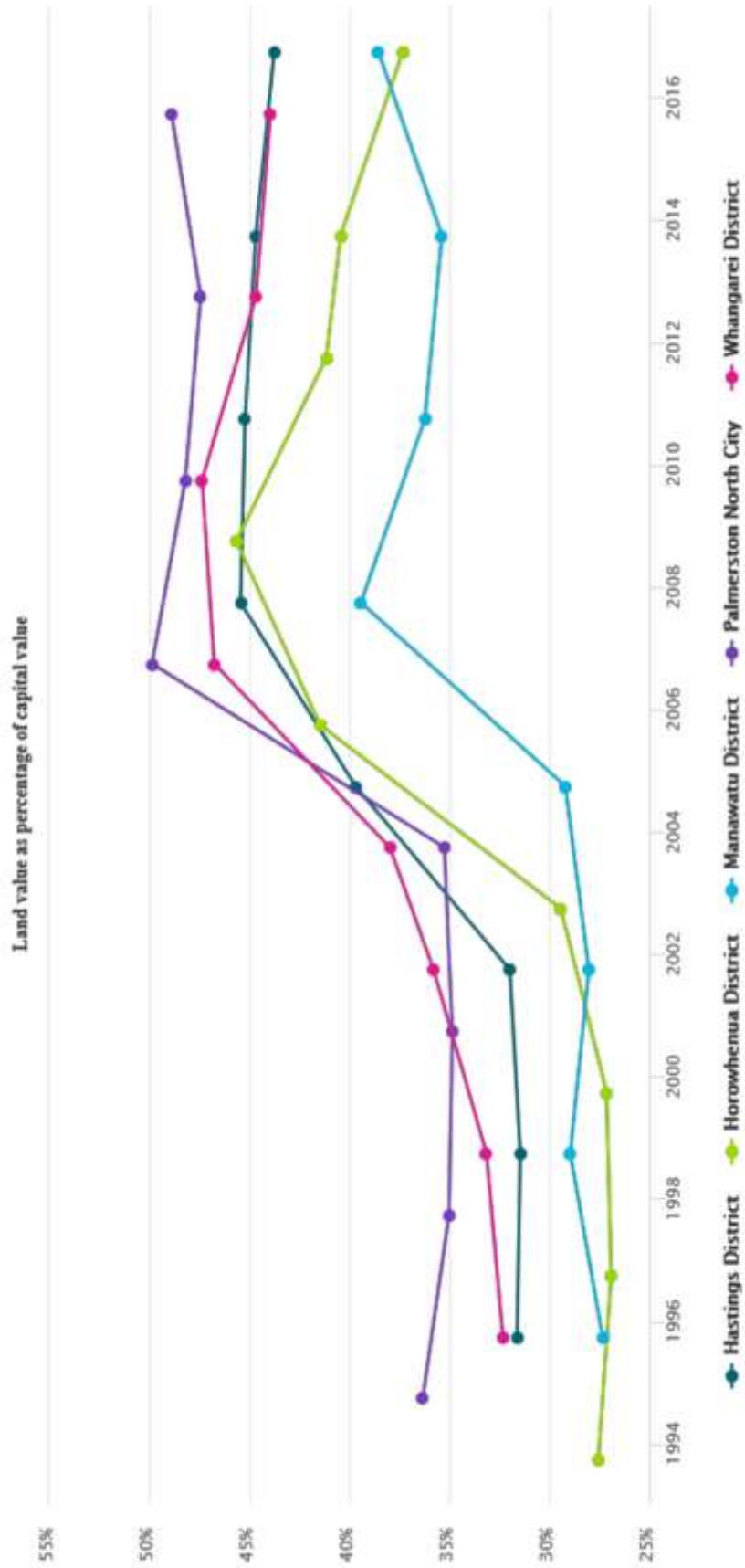


Latest data

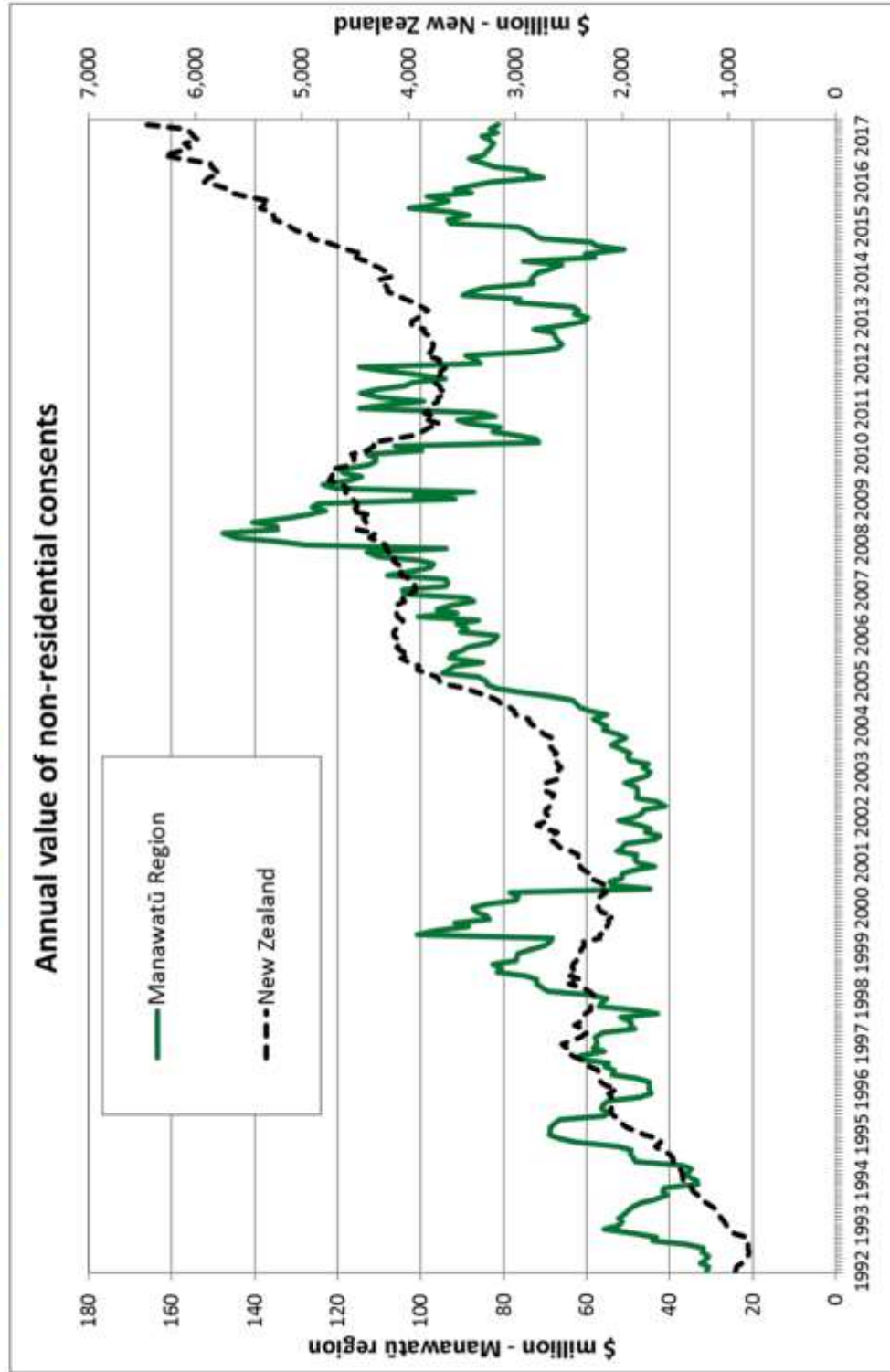
12-month rolling average Dwelling sales prices (actual)



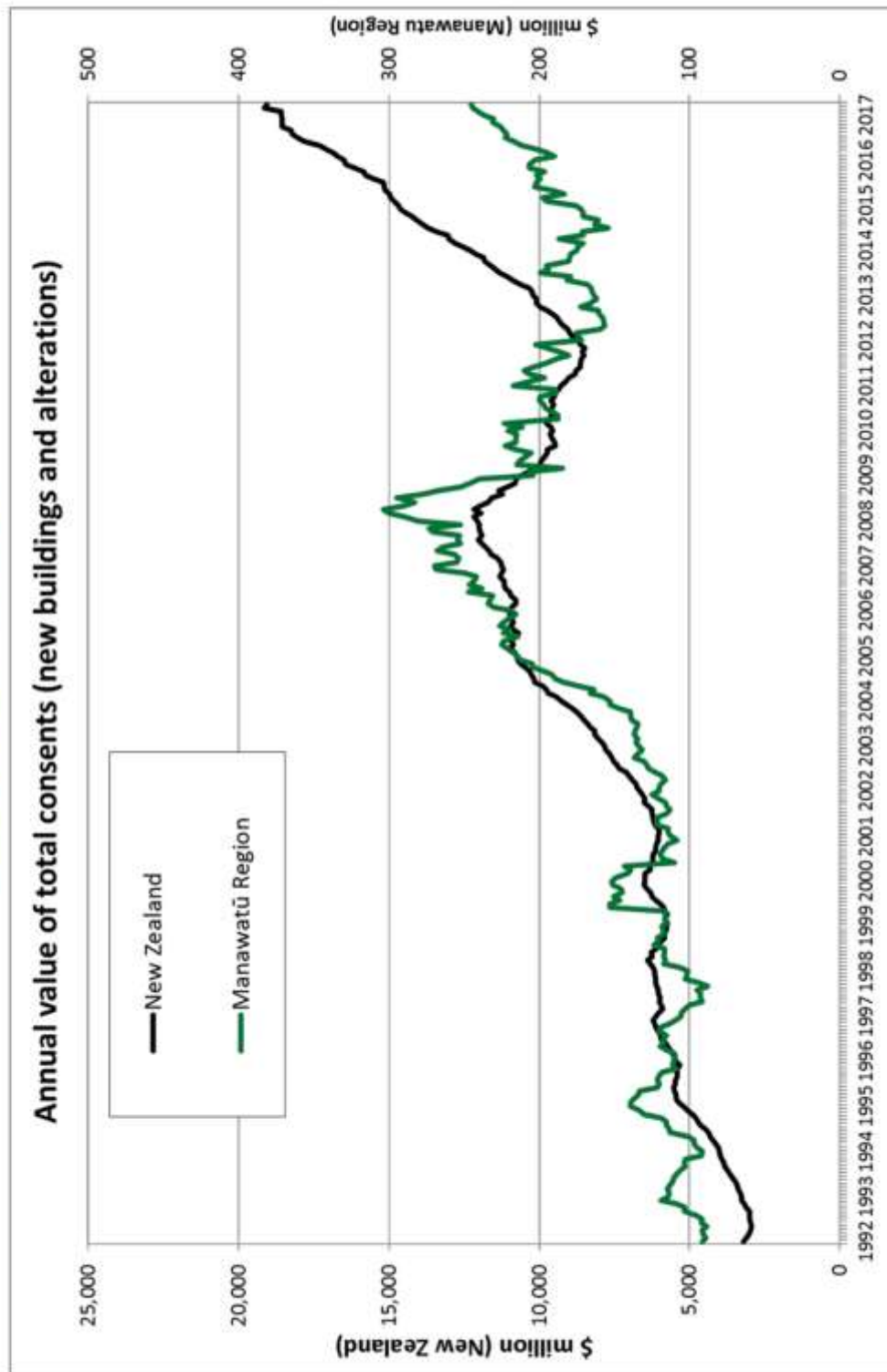
Latest data



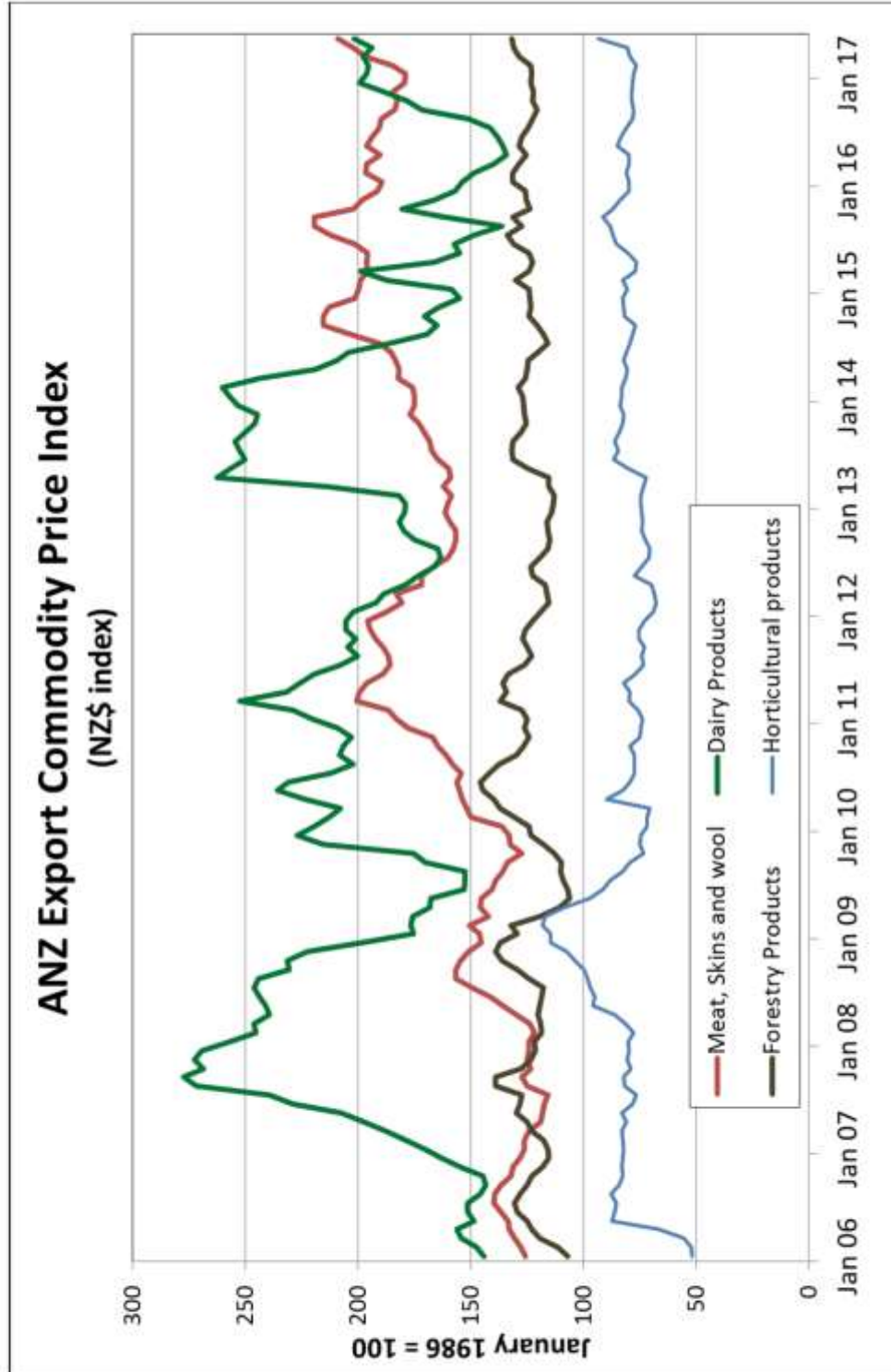
Latest data



Latest data



Outlook



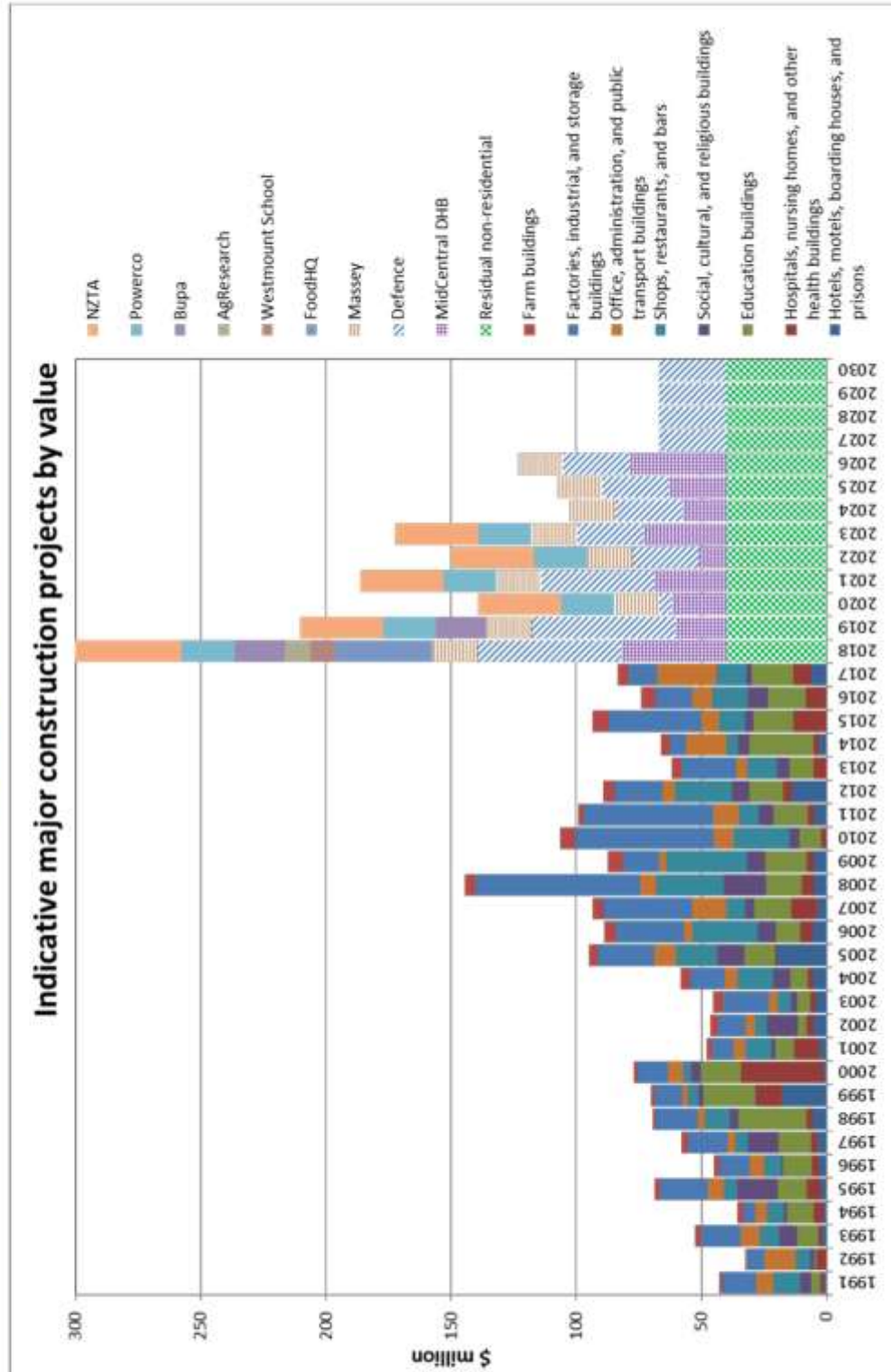
Outlook

- Strong growth in residential construction
- Major construction projects identified to 2030 - approx. \$1.5 billion
- 20% increase in export commodity prices since April 2016
- Recovery in retail sales growth
- Health care workers pay settlement and increases in budget spending
- Migration – domestic and international

Outlook

- Powerco growth and security projects - \$150 million
- Food HQ \$39 million
- BUPA retirement village, Napier Road \$40 million
- Defence \$397 million between 2016 and 2030 (\$176 million over the next five years)
- MidCentral DHB Investment Plan - over \$282 million over 10 years
- Massey University Capital Plan - \$184 million over 10 years
- Countdown supermarket
- Regional roading investment - \$200 million

Outlook



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Questions?

