PALMERSTON NORTH CITY COUNCIL

MINUTES ATTACHMENTS

EXTRAORDINARY MANAWATU DISTRICT/PALMERSTON NORTH CITY JOINT STRATEGIC PLANNING COMMITTEE

1:00PM, WEDNESDAY 21 JUNE 2017

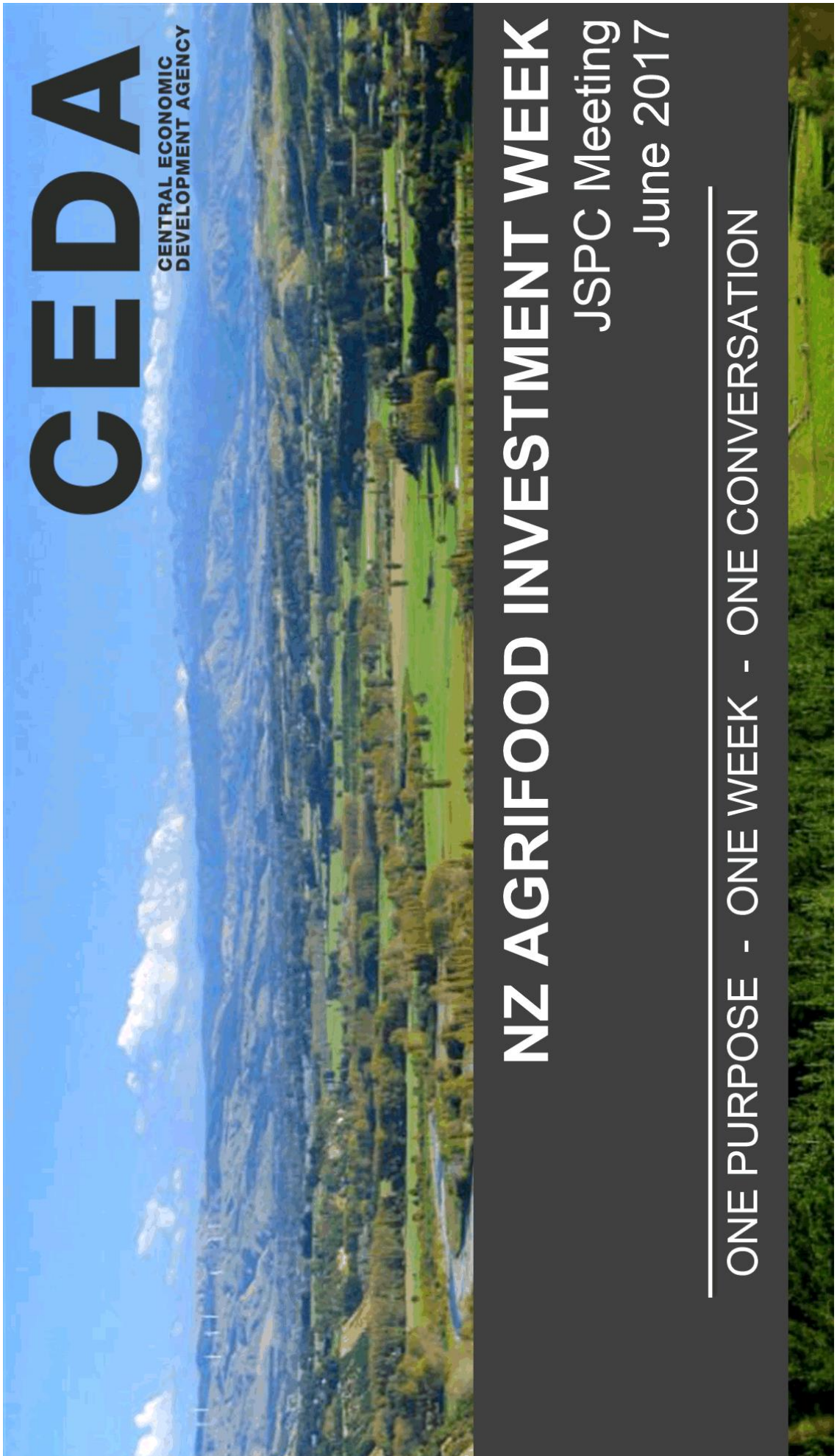
COUNCIL CHAMBER
FIRST FLOOR
CIVIC ADMINISTRATION BUILDING
32 THE SQUARE
PALMERSTON NORTH

EXTRAORDINARY MANAWATU DISTRICT/PALMERSTON NORTH CITY JOINT STRATEGIC PLANNING COMMITTEE MEETING

21 June 2017

4 Presentation - Linda Stewart, CEDA CEO - Agri-Investment Week

1. NZ AgInvest Week Presentation 5


CEDA
CENTRAL ECONOMIC
DEVELOPMENT AGENCY
NZ AGRIFOOD INVESTMENT WEEK
JSPC Meeting
June 2017
ONE PURPOSE - ONE WEEK - ONE CONVERSATION

NEW ZEALAND
AGRIFOOD INVESTMENT WEEK 2017

13TH - 18TH MARCH
PALMERSTON NORTH & MANAWATU

In association with ASB

1 WEEK
20+ EVENTS
25,000+ ATTENDEES
90+ PARTNERS
50+ KEY SPEAKERS ACROSS THE WEEK

GOVERNMENT MINISTERS ATTENDED
HON. LOUISE UPSTON
&
HON. NATHAN GUY

2017 FAST FACTS
Year End 2017

NZAgInvest.co.nz saw a 100% increase in traffic from 2016

15,749 pageviews, 5,002 unique views

967 followers, 210,400 impressions

1,029 fans, 159,448 people reached

#NZAgInvest trended in New Zealand

PLATE OF ORIGIN 2017

- *More than 20,700 page views*
- *3,300 voters in People's Choice*
- *12,000 reached on social media*
- *Increased engagement*

THREE NEW MAJOR EVENTS ADDED TO AGRIFOOD WEEK

It was extremely well organised and at all times we knew what was expected of us - Key Speaker

Definitely, it's an excellent event. Very well organised. Kristi does an amazing job, and I'd love to work with her again - Key Speaker on being involved in the future

We up-sold our dish to a 1/4 of our diners - Plate of Origin Manawatu Restaurant

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2017 - Ongoing Success

NZAgInvest Presents: Future Leaders

- 3 Young Speakers & Hon. Louise Upston
- "It was fantastic to listen to such enthusiastic speakers from different backgrounds and hear their thoughts on the industry" – Attendee

ASB Perspective 2025

- #NZAgInvest trended on Twitter in NZ
- Live streamed to Stuff.co.nz
- "The discussion was great and it flowed so well it could have been longer" – Attendee

Plate of Origin

- 10 Regions, 20 Restaurants, One New Zealand
- 90% of local restaurants saw an increase in diners during the week
- "I had some guests approach me and tell me they have tried my restaurant after seeing media about Plate of Origin" – Head Chef

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Investment in Innovation

ASB Innovation Zone

- Showcasing the latest in rural innovation and development concepts
- 12 Innovative companies including Levno, Sheep Milk NZ, Massey University

ASB Innovation Zone – Seminar Series

- Officially launched by Hon. Nathan Guy
- Topics included; power of agritech, connecting food producers with global consumers and genetic modification
- "I really enjoyed the experience. I felt those who attended took a lot away from the points raised" – Key Speaker

AgTech Hackathon: Manawatu

- Connecting smart farmers with smarter on-farm solutions
- Eight on farm problems solved by tech experts of all ages and backgrounds
- Six teams pitched at the Dragon's Den
- Four companies continuing work with BCC

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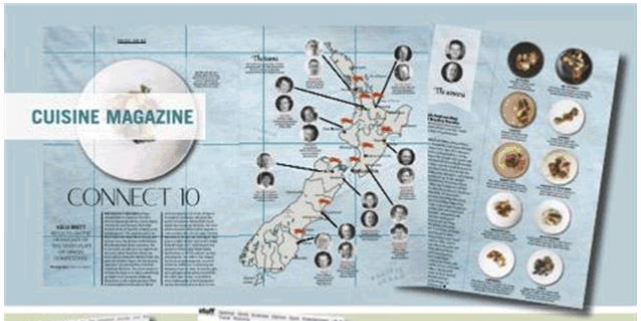
Media Engagement



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PALMERSTON NORTH CITY COUNCIL

Looking Ahead

Key focuses for 2018

- New Zealand AgriFood Investment Week will have a focus on one of the key pillars – People or Investment
- Attempt to create a longer build up to New Zealand AgriFood Investment Week with year round activities
- Build greater awareness of New Zealand AgriFood Investment Week by directly engaging targeted audiences through the creation of focus groups
- **12th – 17th March 2018**

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NEW ZEALAND
AGRIFOOD INVESTMENT WEEK 2017
13TH - 18TH MARCH
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In association with ASB

THANK YOU

Linda Stewart
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