



PALMERSTON NORTH CITY COUNCIL

MINUTES ATTACHMENTS
ECONOMIC DEVELOPMENT
COMMITTEE

9AM, MONDAY 11 SEPTEMBER 2017
COUNCIL CHAMBER, FIRST FLOOR, CIVIC ADMINISTRATION BUILDING
32 THE SQUARE, PALMERSTON NORTH

ECONOMIC DEVELOPMENT COMMITTEE MEETING

11 September 2017

4	Presentation - Manawatu Chamber of Commerce	
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5	Presentation - CEDA	
	1. CEDA International Education	14
7	Summary Report on the June 2017 Manawatu Quarterly Economic Monitor, Major Developments and Quarterly Retail Report for July 2017	
	1. Manawatu Economic Outlook June 2017 Quarter	20



Manawatu Chamber Of Commerce

Amanda Linsley
Chief Executive

Manawatu Chamber of Commerce

Begin with the End in Mind!

Think Big, Think Bold and Raise the Bar
Embrace what we are and what we have as a Region
to maximise our opportunities,
engaging high-tech and smart!

Grow our businesses to create wealth and employment
in our region for ourselves and the next generation
Collaborative

Manawatu Chamber of Commerce

Mission

To encourage and support integrated business growth that creates wealth and employment within the Manawatu Region

Vision

To be the voice of business in Manawatu,
Informed, Connected and Influential.



Manawatu Chamber of Commerce

What do we look like?

- Advisory Board
- Board
- CEO & Team
- Members
- Connections/Stakeholders





FMG
Advice & Insurance

NORWOOD
C B Norwood Distributors Ltd

HIGGINS
CONCRETE

HUMPHRIES
CONSTRUCTION

UCOL
Universal College of Learning
Te Pāke Mātauranga ki Te Ao

MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA
UNIVERSITY OF NEW ZEALAND

CRAIGS
INVESTMENT PARTNERS

NZP

TOTALLY VETS
ANIMAL CARE & EXPERTISE
FEELING | PALMERSTON NORTH

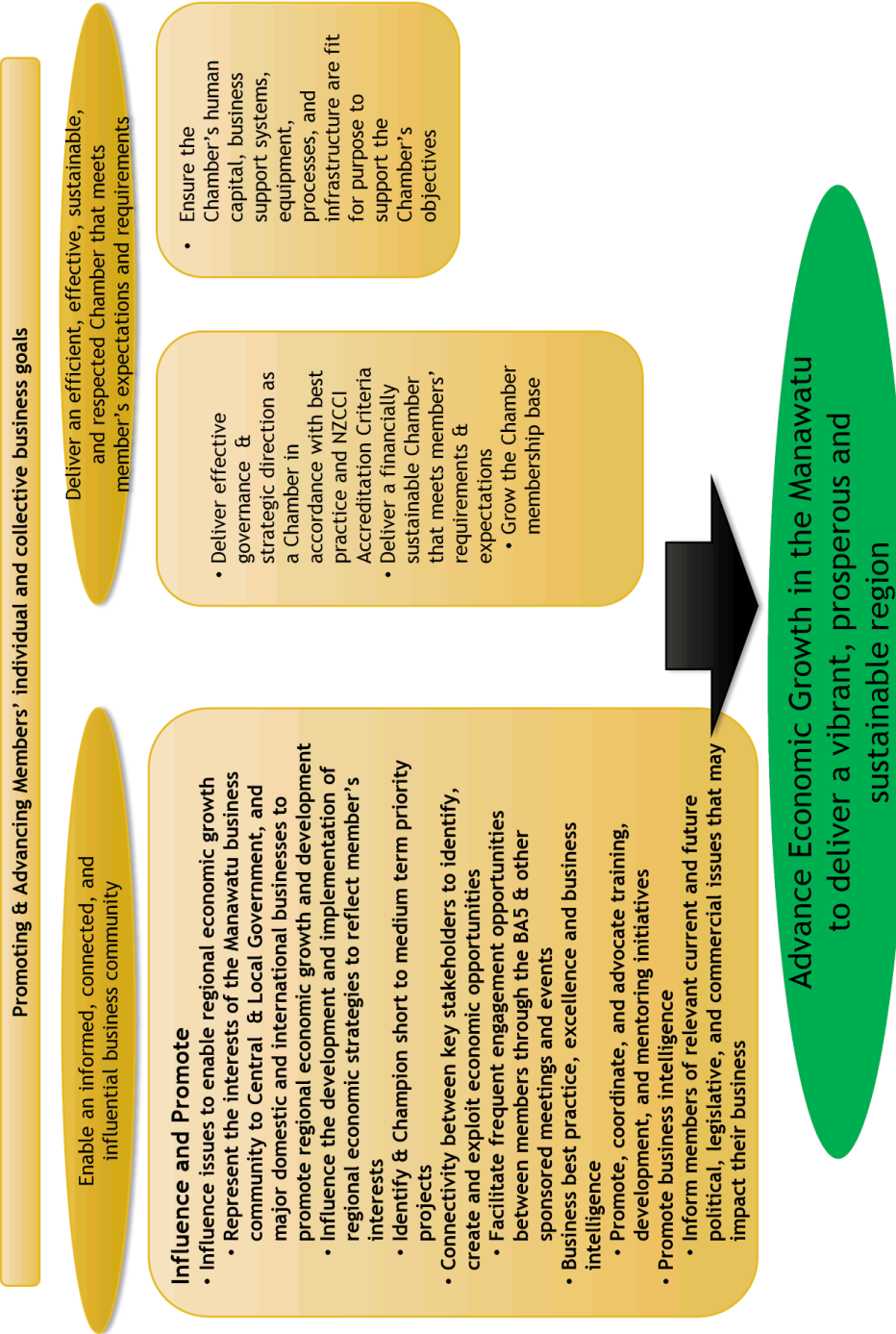
FitzherbertRowe
LAWYERS

ALLANMcNEILL
Chartered Accountants

HOTEL COACHMAN

Fonterra

We encourage and support integrated business growth that creates Wealth and Employment within the Manawatu Region
We are the Voice of Business, Informed, Connected & Influential



Manawatu Chamber of Commerce

Advocacy and Influence - The Gorge, Consent Support, Intervention, Submissions, Regular Stakeholder Meetings, Collaboration, Driving for better regional identity and Vibrancy of our CBD, Working with Accelerate 25 on Skills & Talent Committee and other Stakeholder Committees inc., Food HQ, Major Events, Distribution & Logistics, Intern Programmes.

Work Ready Passport - Industry-led initiative, connecting school-leavers, jobseekers (NEET) and others with industry. Working with Talent Central, CEDA and others

Young Chamber Board- New initiative : Passing the Baton between generations - harnessing Inter-generational energy

Business as Usual - BA5's (14 so far this year), Lunch & Learn Training, Breakfast and Lunch Speakers, Certificate of Origin/Export, Advice, Guidance, Learning Opportunities - Digital Roadshow, Connection and Collaboration. Information on compliance and other regulatory information, Regional Economic Updates ++++++

WORK READY PASSPORT



Prosperous. Strong. Vibrant.



TalentCentral
TE ĀRA O MANAWATU



Work-Ready Passport - New
Building ~~Strengthened~~ Communities



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QUESTIONS?



International Education - what it means for our region

11 September 2017

CEDA
CENTRAL ECONOMIC
DEVELOPMENT AGENCY

Goal – EVA \$62m to \$80m by 2020

	2014	2015	2016*	2020
Number of Students	2,188	2,933	2,524	3,287
Gross expenditure per student	\$25,371**	\$33,221	\$33,221	?
Total EVA to Manawatu	\$62m	\$67.8m	\$62.4m	\$80m

* to 31 August 2016

** Source: Infometrics 2012 national report



What are we doing to get there?

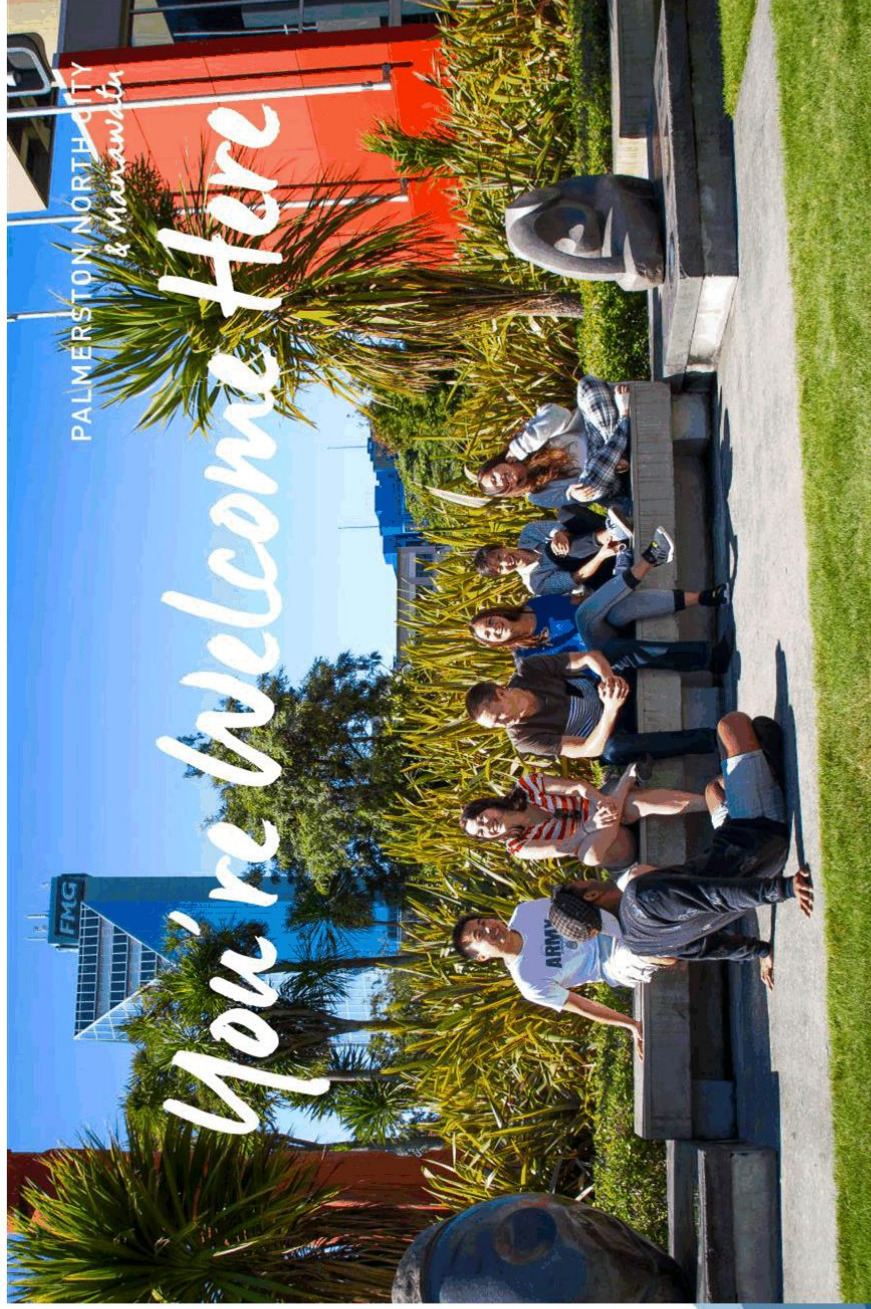
- Three main areas of focus:
 - Market Development – selecting target markets for collaborative activities
 - Marketing & Communications – telling the story
 - Student Experience – ensuring repeat business



Market Development Activities



Telling the story



Manawatū Economic Outlook

June 2017 quarter

Key Manawatū Region data

Workforce – 55,110 jobs (June 2016)

2.7% of national workforce

2.6% increase (1,350 jobs) from 2015 (NZ 2.7% increase)

Palmerston North – 46,160 (2.6% increase)

Manawatu District – 7,950 (2.3% increase)

Key Manawatū Region data

Earnings (salaries and wages) – \$2,751 million
(June 2016)

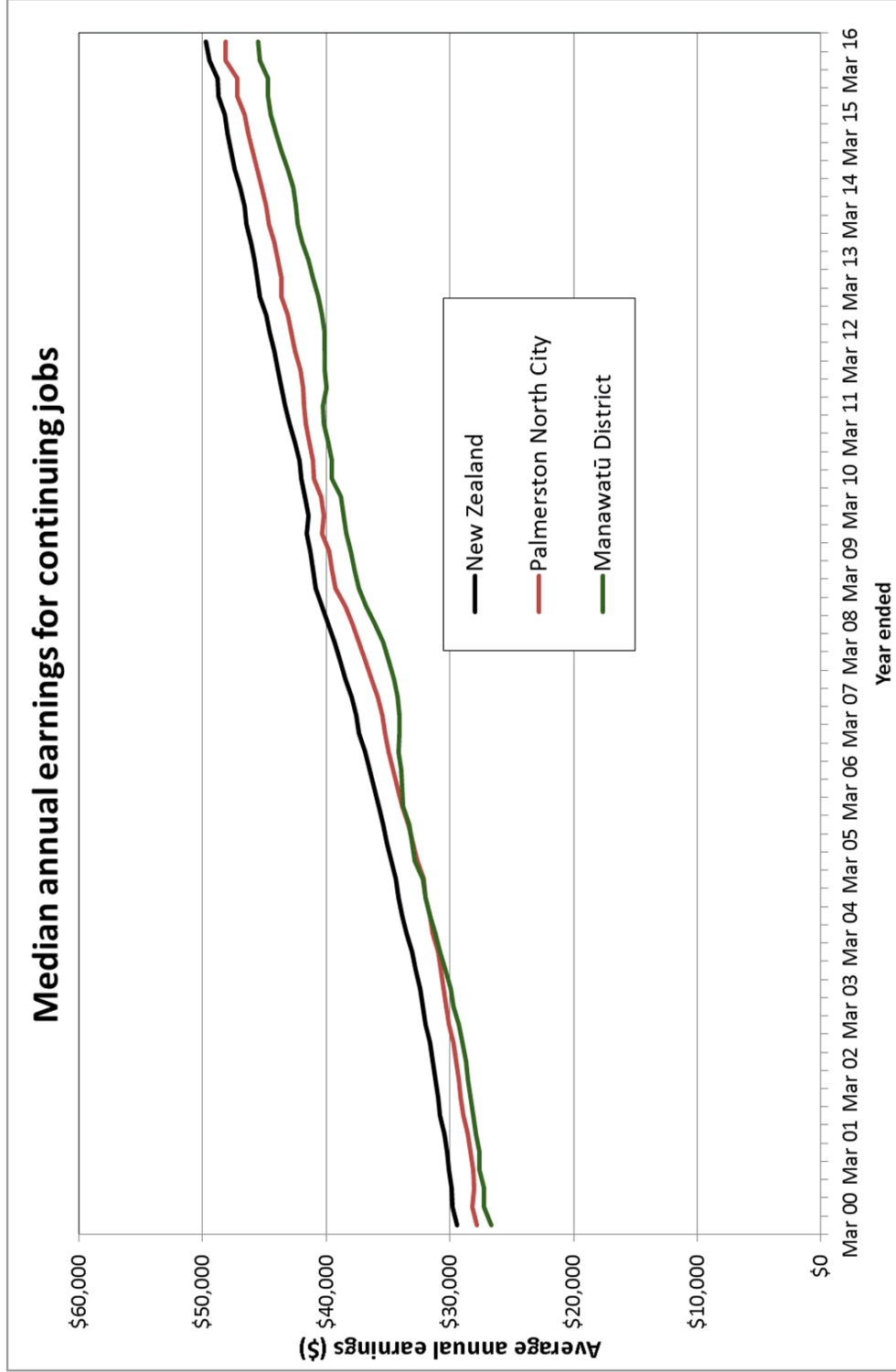
2.5% of national earnings

4.8% annual increase (NZ 5.9% increase)

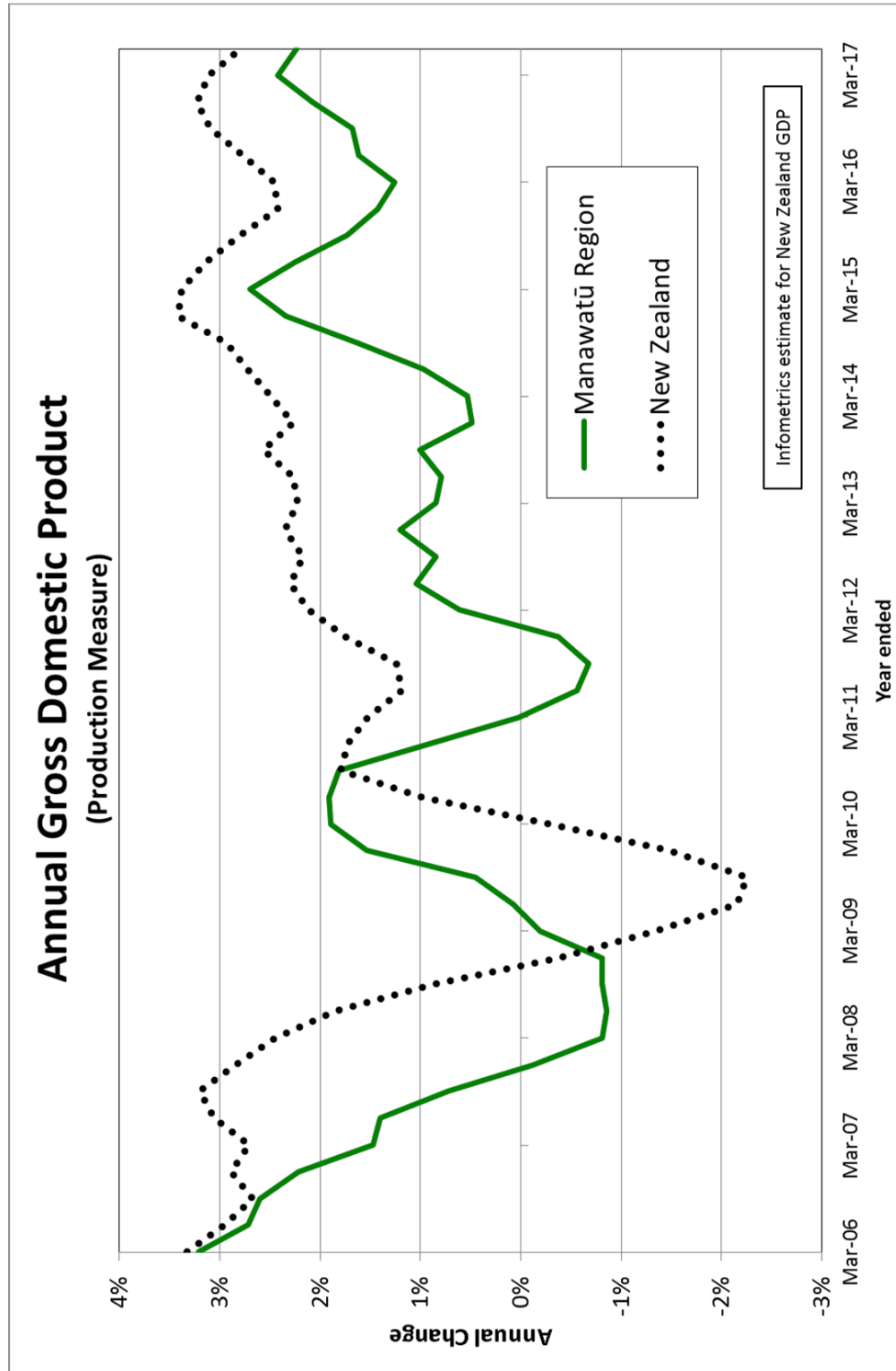
Palmerston North – \$2,372 m. (4.6% increase)

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

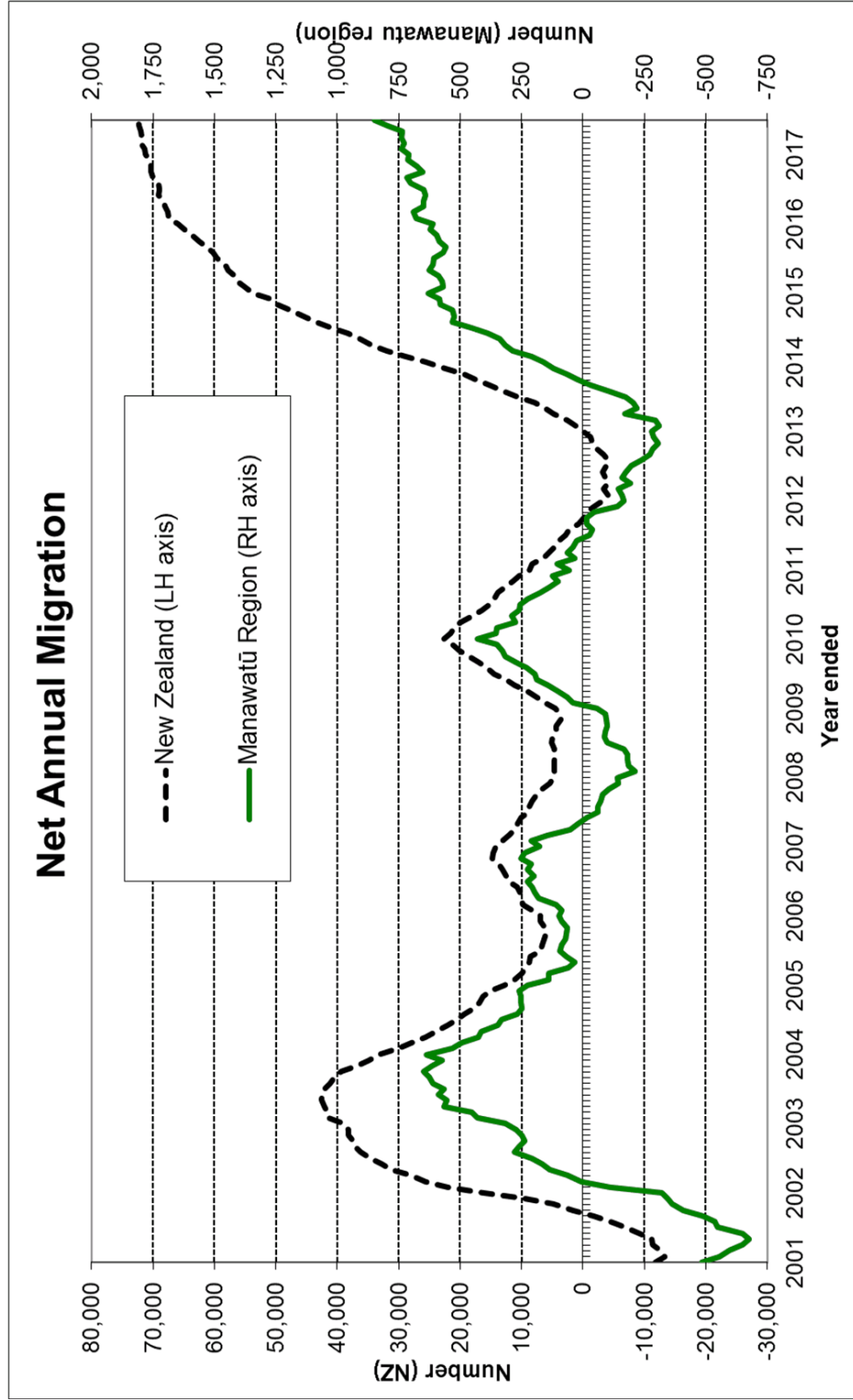
Key Manawatū Region data



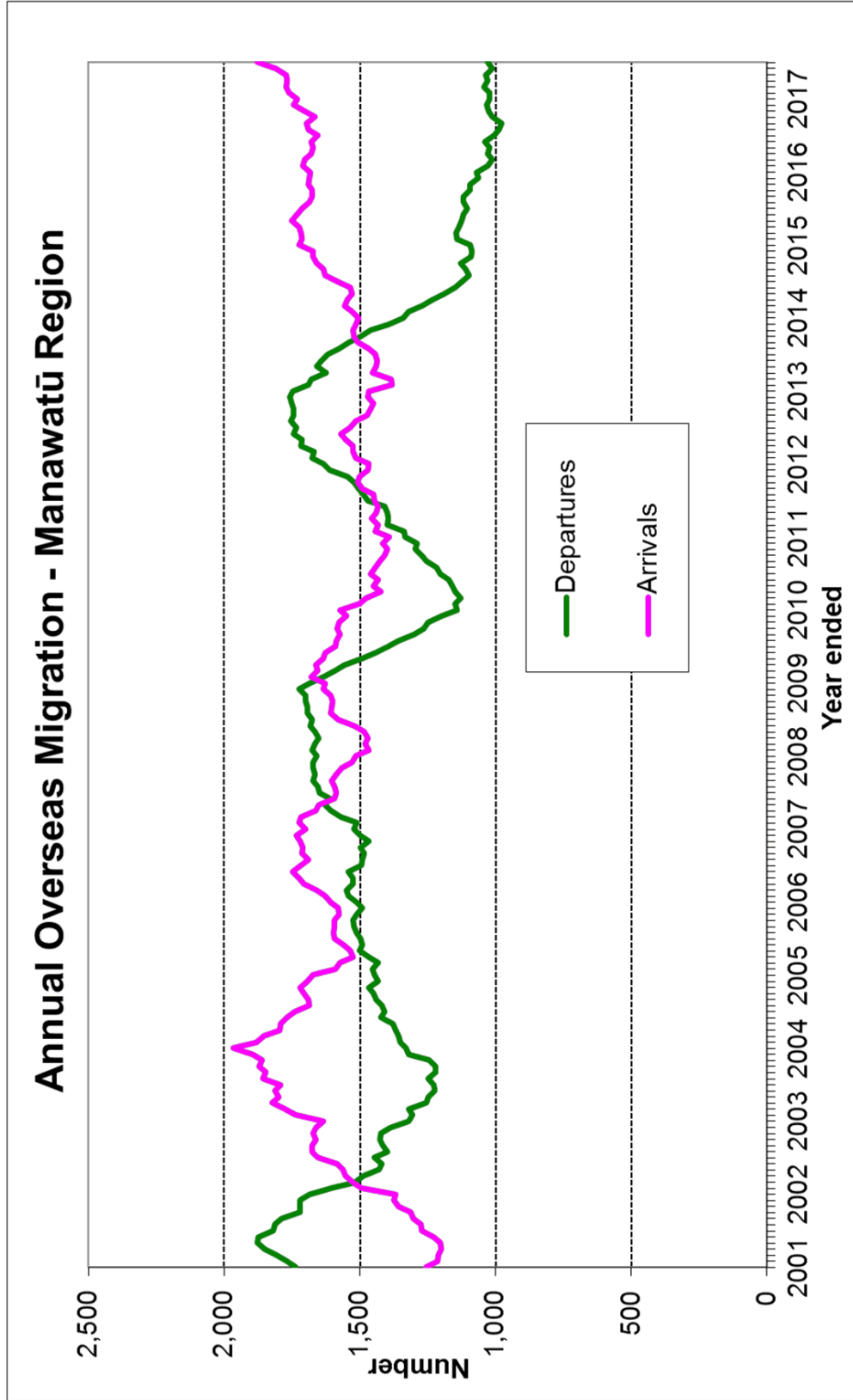
June 2017 quarter



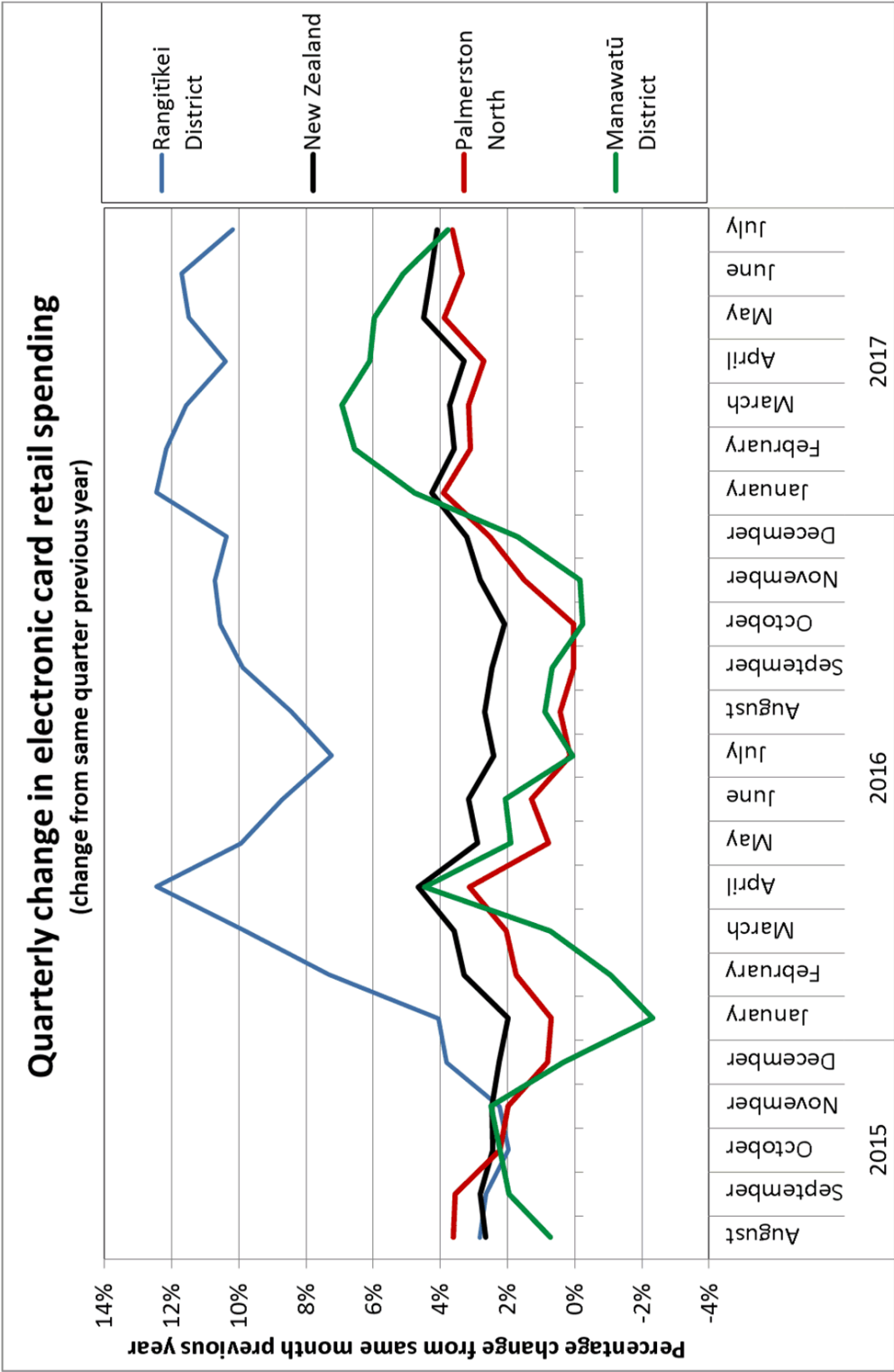
Latest data



Latest data



Latest data



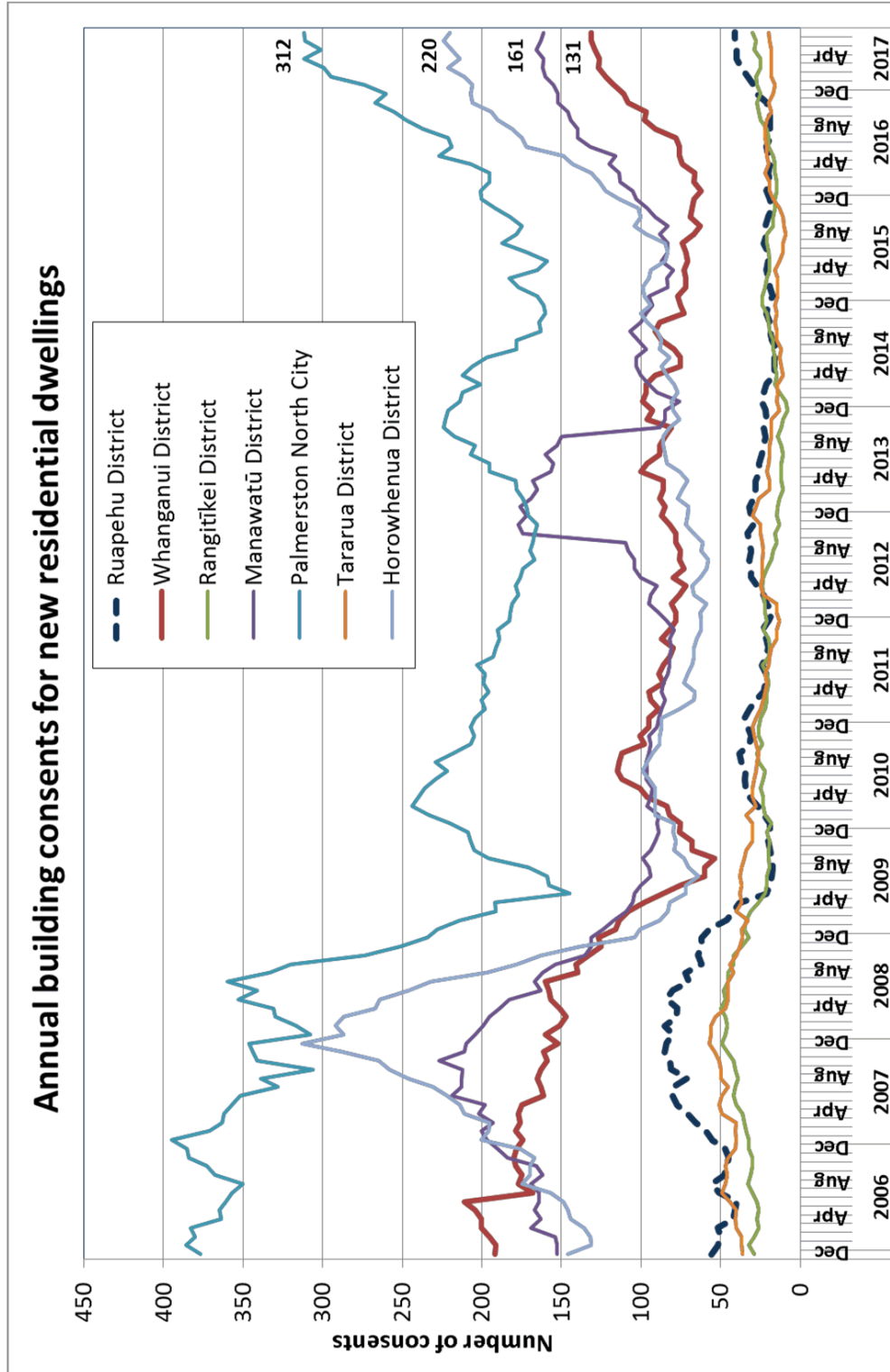
Latest data

Marketview electronic card spending - Manawatū region						
Location	Three months to January 2017		Three months to April 2017		Three months to July 2017	
	\$ million	Change from previous year	\$ million	Change from previous year	\$ million	Change from previous year
Broadway	9.5	12.6%	9.1	14.1%	9.7	16.3%
Rest of Palmerston North inner CBD	91.2	3.0%	76.9	-0.3%	80.9	2.1%
<i>Total inner CBD</i>	<i>100.7</i>	<i>3.8%</i>	<i>86.0</i>	<i>0.9%</i>	<i>90.6</i>	<i>3.4%</i>
Palmerston North outer CBD	40.7	0.8%	37.0	-3.9%	38.2	-0.8%
Terrace End	9.6	7.2%	9.5	11.2%	9.3	2.8%
Rest of Palmerston North	138.7	4.7%	130.3	5.3%	132.6	5.2%
Feilding	40.2	4.1%	36.9	4.7%	37.0	2.4%
Sanson	2.6	9.3%	2.4	-1.2%	2.3	-4.1%
Rest of Manawatū District	3.7	9.0%	4.2	27.1%	3.8	26.9%
Manawatū Region	336.2	4.0%	306.3	3.2%	313.8	3.7%
Terrace End excludes Melody's New World and Main Street Countdown						

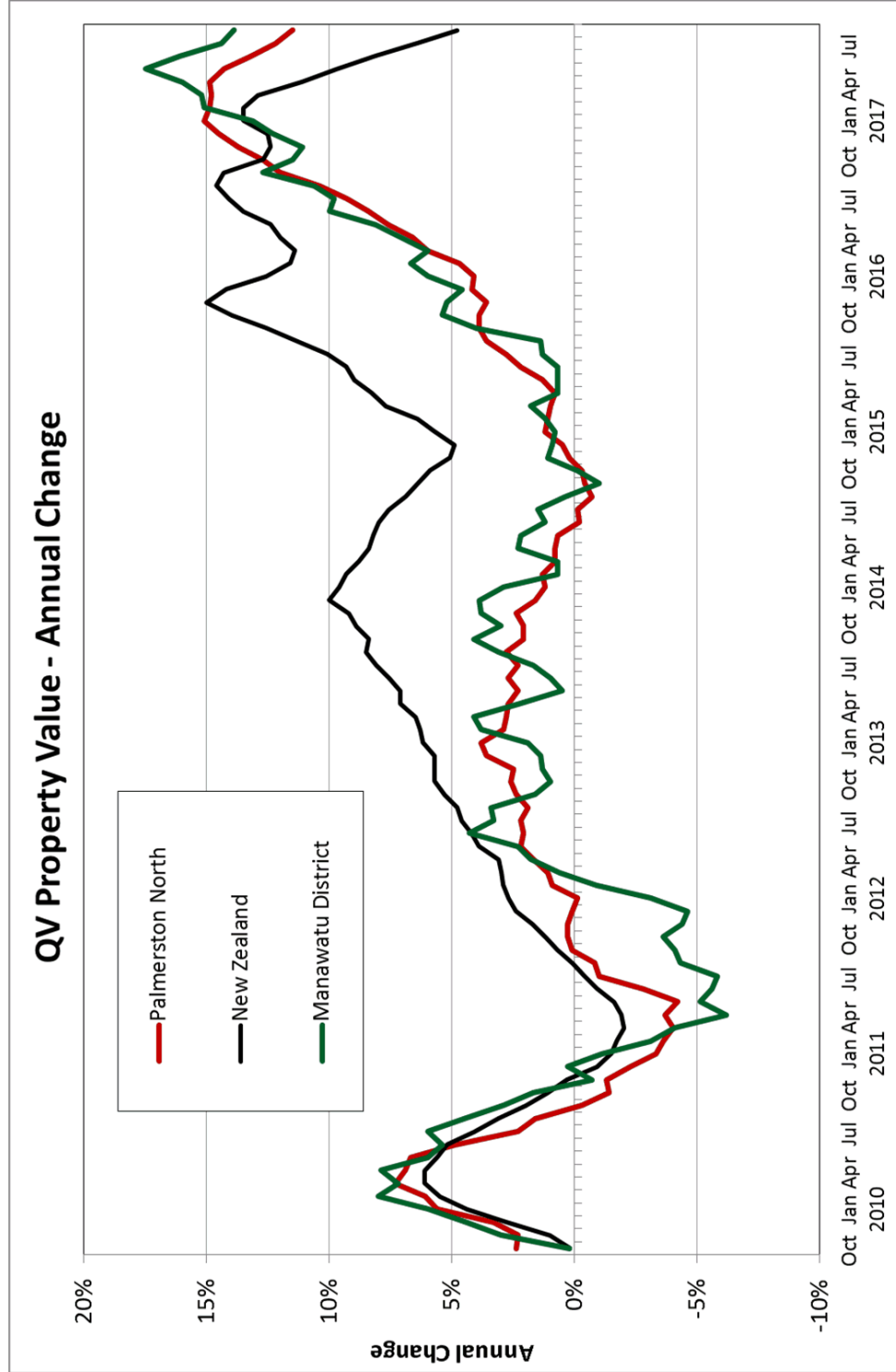
Latest data

Marketview electronic card retail spending - Manawatū region (three months ended July)				
	New Zealand		Manawatū region	
Storetype	\$ million	Change from previous year	\$ million	Change from previous year
Accommodation	424.3	8.2%	6.4	8.1%
Apparel	628.7	-2.0%	15.1	-2.0%
Appliances	329.6	-1.8%	4.8	-30.9%
Bars/Cafes/Restaurants	1,287.4	7.5%	21.9	4.1%
Department Stores	943.3	0.6%	28.1	9.2%
Food Retailing	4,526.7	4.9%	102.3	4.0%
Fuel	1,639.4	7.3%	33.5	5.4%
Furniture/Flooring	178.3	-11.6%	3.7	-24.9%
Hardware/Homeware	701.0	2.6%	18.6	8.9%
Other Retail	2,770.9	2.5%	62.8	3.7%
Takeaways	671.3	10.1%	16.6	11.4%
Total	14,100.9	4.1%	313.8	3.7%

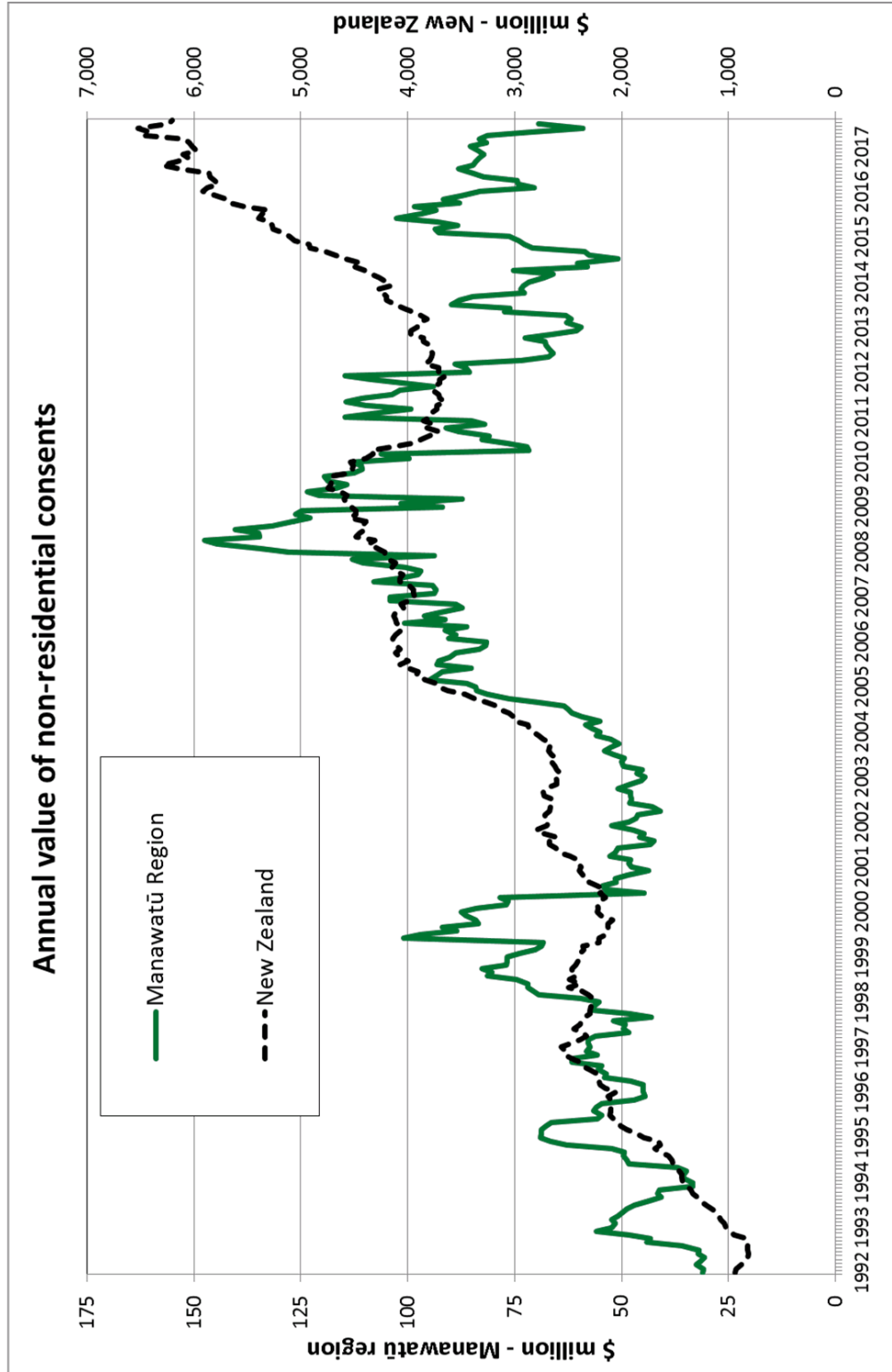
Latest data



Latest data



Latest data



Outlook

- Strong growth in residential construction
- Major construction projects identified to 2030 - approx. \$1.8 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
- Regional roading investment - \$200 million
- Manawatu Gorge

CEDA
CENTRAL ECONOMIC
DEVELOPMENT AGENCY

Questions?

