PALMERSTON NORTH CITY COUNCIL

MINUTES ATTACHMENTS

ECONOMIC DEVELOPMENT COMMITTEE

1PM, WEDNESDAY 15 SEPTEMBER 2021

CONFERENCE & FUNCTION CENTRE

354 MAIN STREET, PALMERSTON NORTH

ECONOMIC DEVELOPMENT COMMITTEE MEETING

15 September 2021

5 Presentation - Central Economic Development Agency (CEDA)

1. Presentation - Central Economic Development Agency 4

6 Presentation - Manawatū Chamber of Commerce

1. Presentation - Manawatu Chamber of Commerce 10

Central Economic Development Agency
CEDA
CENTRAL ECONOMIC DEVELOPMENT AGENCY
CEDA.nz

Central New Zealand Distribution Hub

Summary

- Building and driving the Strategy on behalf of the City
- Advocacy – central and local govt
- Poised to launch the region as one of three major hubs in New Zealand
- Inward Investment

Food Strategy

Summary of focus

- Significant sector for growth
- Leverage region's competitive strengths as a world class hub of food science

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Business & Investment

- Business Sentiment
- Retention, expanison and attraction
- Inward Investment

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Profiling the city and region

Drivers of Economic Development

- Talent Attraction Campaign
- Talent work to help attract / grow
- New regional website

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NZ CHAMBERS OF COMMERCE

MANAWATŪ

Business Vitality

Manawatū Chamber of Commerce
Amanda Linsley – CEO

Informed | Connected | Influential

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NZ CHAMBERS OF COMMERCE
MANAWATŪ
Business Vitality

Significance of Chambers:

- Independent member funded organisations (Inc. Society) working across the Manawatū Region. Chamber in Manawatū since 1880's. Represent the business community that supports the region and its communities.
- 1 of 31 Chambers across NZ making up NZCCI, and world-wide connections ICC
- Board of 11 and Advisory Board of 15
- Over 450 businesses from large organisations including Higgins, Massey, FMG, Toyota, AFFCO etc through to SME's and Not for Profits. Representing a large part of the Region's GDP and Employment Numbers (FTE). Continued Growth.
- Small, agile team – 3 x FTE made up of 2 full time, part-time and casuals (Young Chamber). Strong and supportive volunteer board with a wide knowledge base.

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What we do: BAU

- Advocacy for Business Community - lobby both local & central government
- General Business Support, whatever that looks like for individual businesses
- Training/Development, Lunch & Learn in Palmerston North and Feilding
- Networking (BA5's) , Events (Flagship Dinner of Provenance), B2B Expo, Speakers, Directory, Member 2 Member Benefits, National Benefits, Young Chamber
- Connections, Clusters (Manawatū Defence Hub and Contact Centre) – Palmy BID
- Projects/Contracts, Business Improvement District, Advisory Board presence such as Skills & Talent to represent business interests.
- Export Documentation – Certificate of Origin

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Covid-19 Lockdown Level 4 August 2021

- Significantly different response from business community to 2020. They knew were to go for advice and guidance (which websites etc). Dealt with individual issues rather than en-masse.

- Our focus on the positive, what we could do to keep business moving where possible – Communications and Member to Member offers, and continued digitization resources.

- We worked with other Chambers collectively meeting with Deputy Prime Minister Hon Grant Robertson and presented a petition signed by 40,000 Businesses to Hon Stuart Nash supporting weekly resurgence payments for businesses struggling; at whatever level as a result of Covid-19. The basis of our information was from a survey we undertook during Level 4. Successful outcome announced 10th September.

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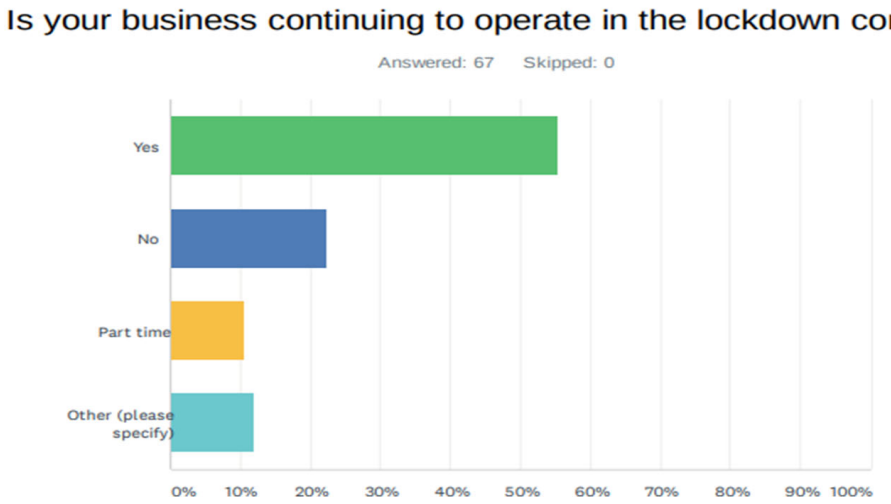
Lockdown Level 4 August 2021 - Survey

- Over a period of 24 hours during Level 4 we surveyed over 70 businesses from over 20 different industries to better understand the impact of the Lockdown. There were only 7 brief questions. Chamber across the country did the same survey for their regions.



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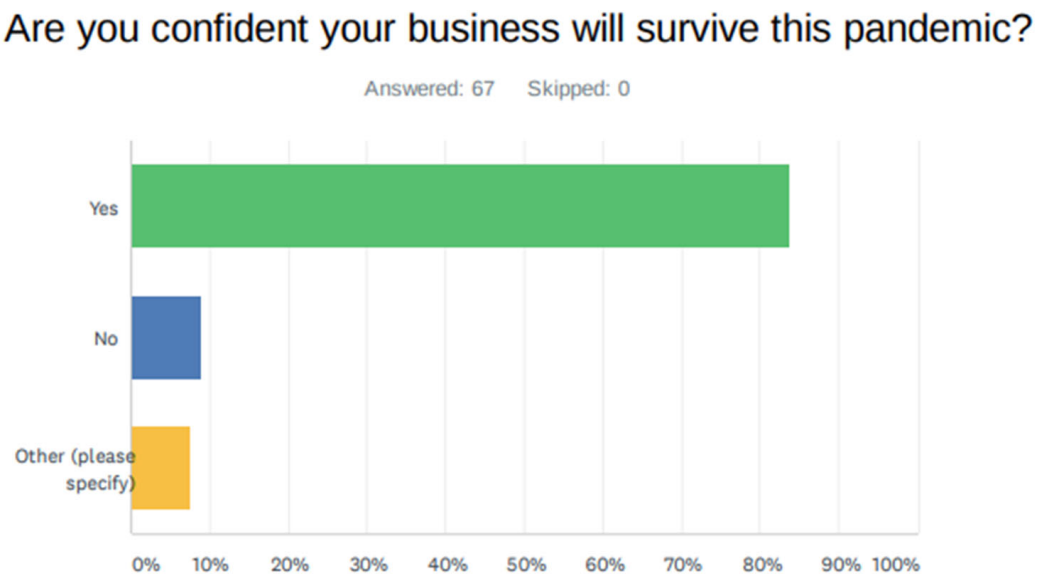

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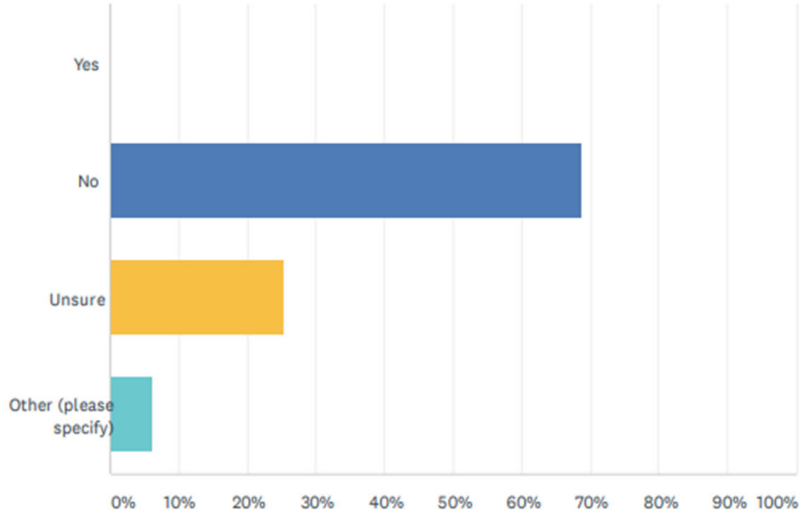
ITEM 6 - ATTACHMENT 1

NZ CHAMBERS OF COMMERCE
MANAWATŪ
Business Vitality

Lockdown Level 4 August 2021 - Survey

Will you make staff redundant as a consequence of this lockdown?

Answered: 67 Skipped: 0



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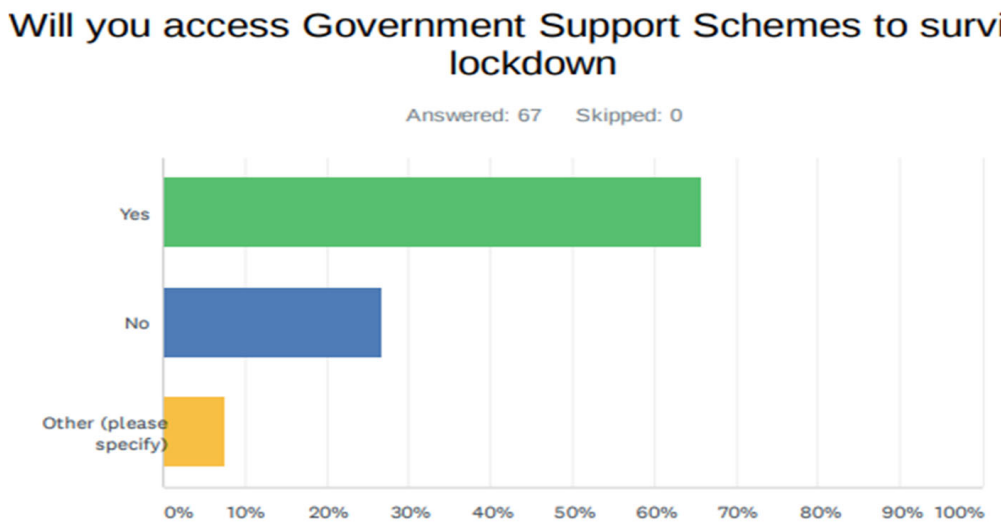

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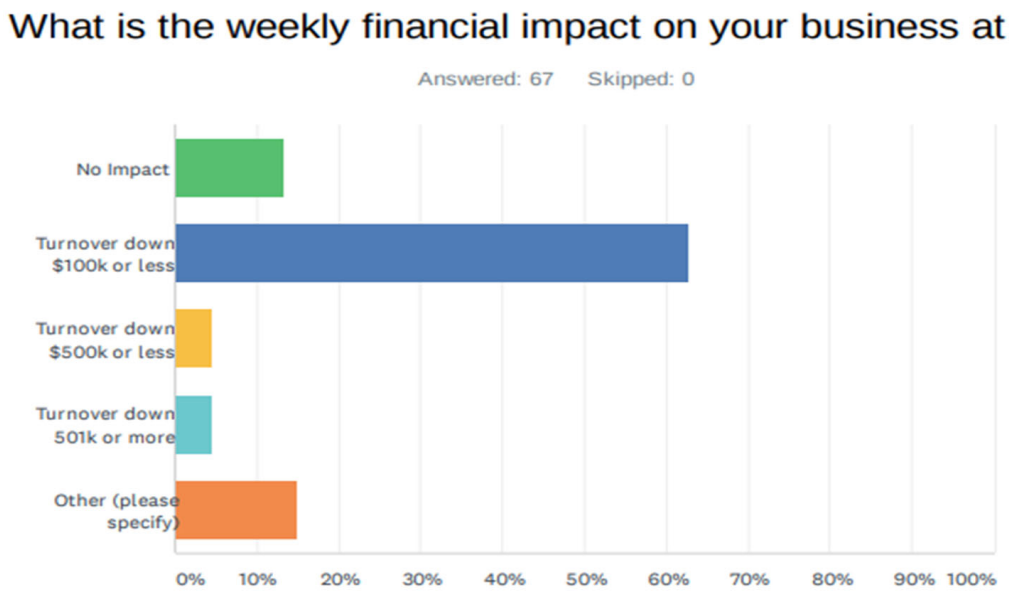

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The Future

- **Concerns for our hospitality businesses and venues/conferences with Level 2 (Plus) -** resurgence payments and what else?
- Choose Manawatū – building on digital opportunities
- Challenges – matching skills shortages – nationwide problem
- The 'C' word again - Collaboration
- Business as Usual in an Unusual World
- Manawatū Chamber raising the bar at a national level making sure that our regional voice is heard.

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Manawatū Chamber of Commerce would like to acknowledge and thank the following businesses for their support.

Gold Partners

HIGGINS

FMG Advice & Insurance

Norwood

Spark NZ

FitzherbertRowe LAWYERS

Property Brokers

CR Law Cooper Rapley Lawyers

UCOL Te Pae Mātauranga ki te Ao Universal College of Learning

Silver Partners

NZP

AllanMcNeill Chartered Accountants

Totally Vets Animal Care & Expertise

Craigs Investment Partners

Beca

IPU New Zealand Tertiary Institute

Bronze Partners

NZPost

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