



**PAPAIOEA**  
PALMERSTON  
NORTH  
CITY

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# **PALMERSTON NORTH CITY COUNCIL**

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## **AGENDA MINUTES ATTACHMENTS ECONOMIC GROWTH COMMITTEE**

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**9:00 AM, WEDNESDAY 27 AUGUST 2025**

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

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## **ECONOMIC GROWTH COMMITTEE MEETING**

**27 August 2025**

**6      Presentation - The Factory**

1.      Presentation - The Factory	4
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**8      Manawatū Regional Distribution and Logistics Sector Profile 2025**

1.      Presentation - Manawatū Regional Distribution & Logistics Sector Profile 2025	14
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**Our mission is to foster  
economic growth in the  
Manawatū by championing  
innovative startups.**

*Manawatū Entrepreneur  
Support Organisation*





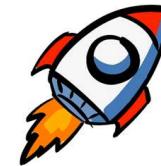
### Champion ambitious founders

We **connect**, promote, and advocate for founders — helping them build visibility, credibility, and momentum.



### Support growing startups

We provide hands-on **coaching** and tailored incubation programmes to help startups build momentum and scale.



### Invest in bold ideas

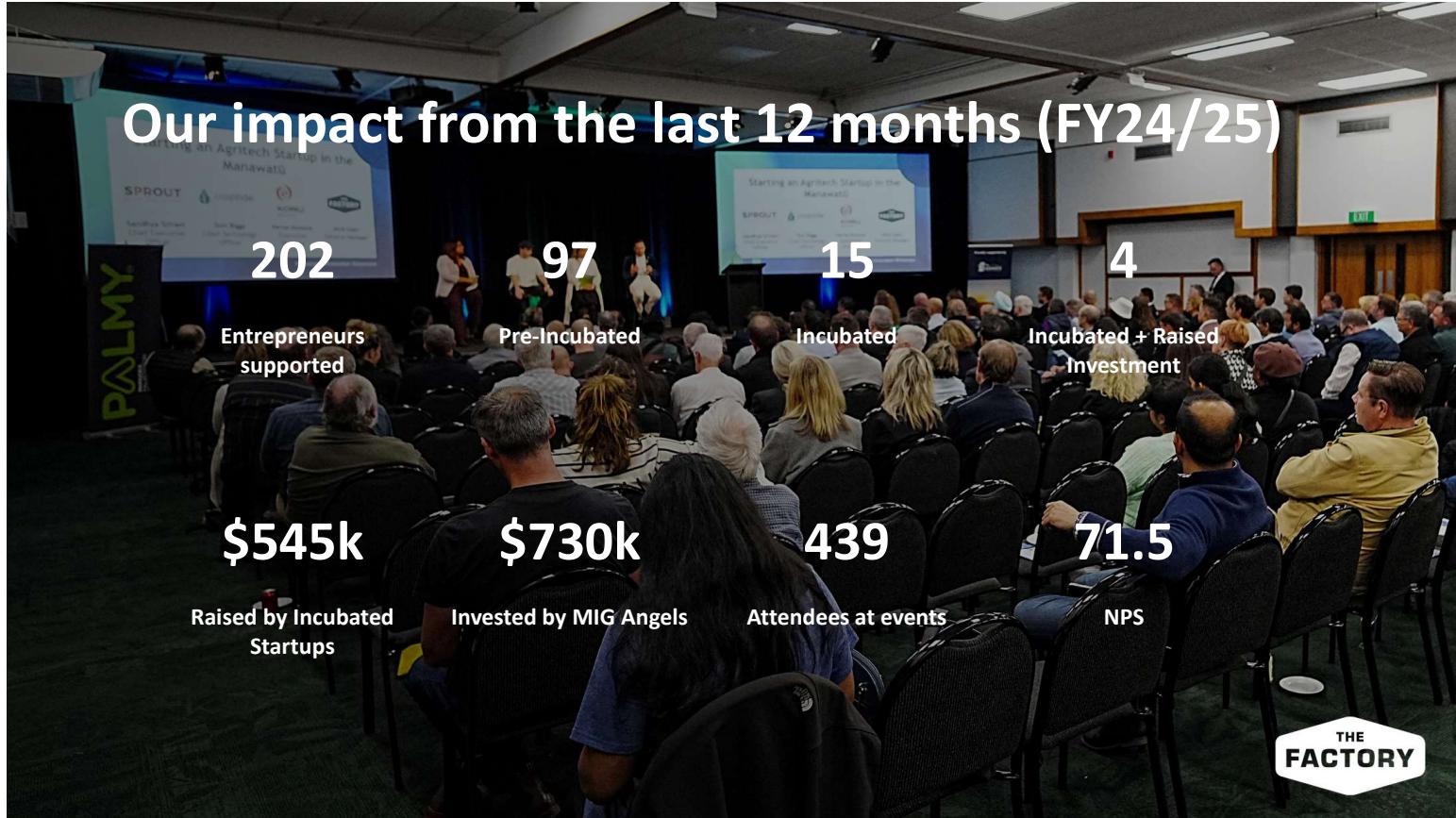
We coordinate **MIG Angels** and connect founders with investors to unlock early-stage capital and fuel growth.



# Snapshot of 24/25







**Gillard Family Honey**

**THE FACTORY** Support:

- Vision and strategy
- Business and product development
- International market development

**\$2m+**  
New revenue opportunities

- Offshore market expansion – China & India
- New product development

**THE FACTORY**

**Sneak Peak**

Making coffee and food ordering easier

Making online dating safer

+ Local Manawatū businesses

Support – Project management and market expansion

\$1m  
Potential investment

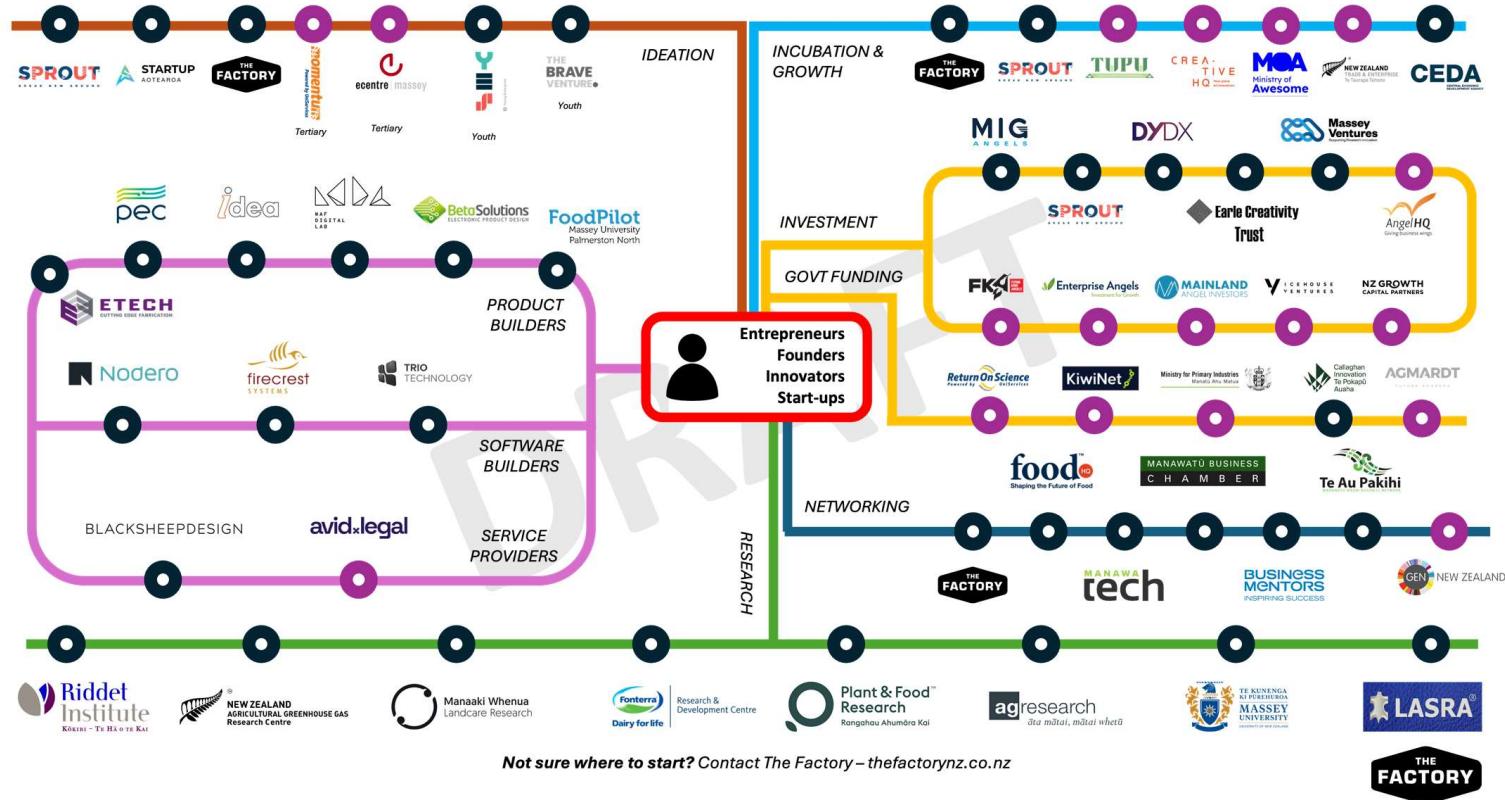
+ Local Manawatū businesses

Support – Coaching and capital raising

5  
Potential jobs created

THE FACTORY

THE FACTORY





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# Manawatū Regional Distribution and Logistics Sector Profile

August 2025



# The **DISTRIBUTION** and **LOGISTICS** sector is a key driver of regional economic performance

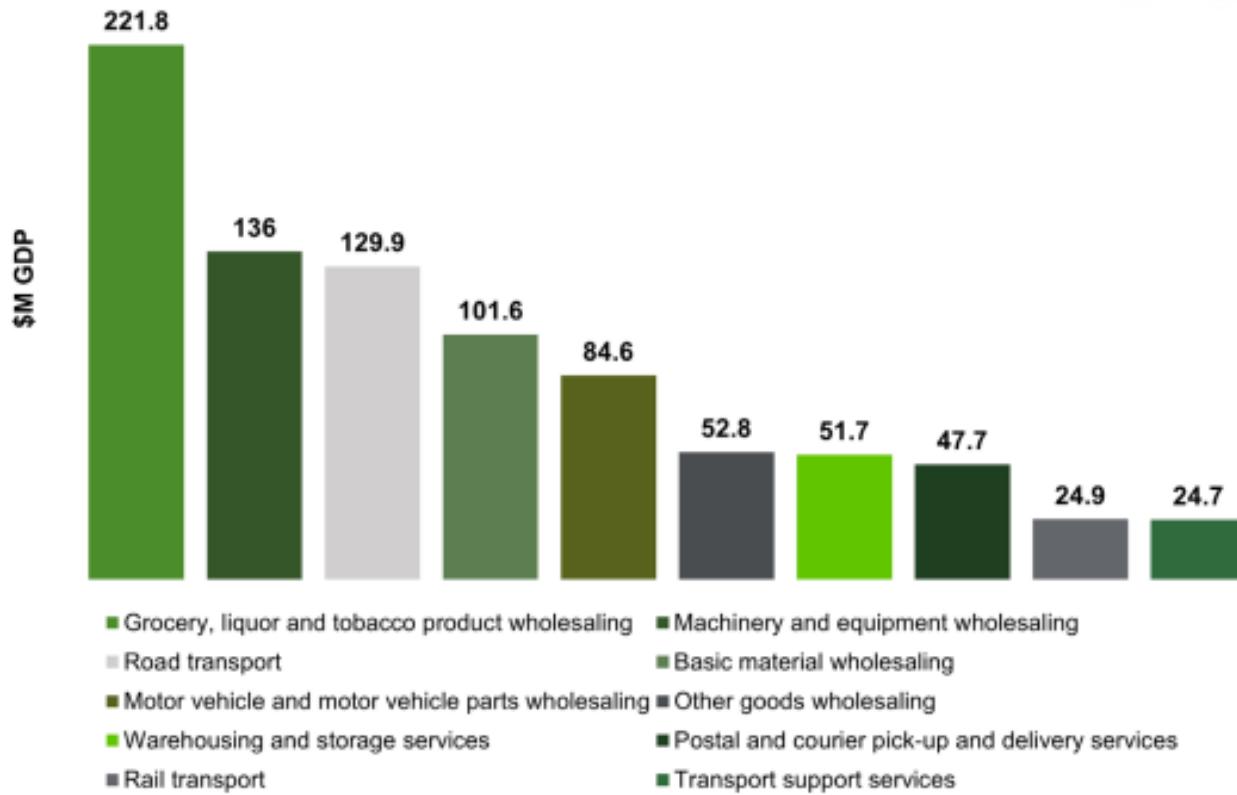


- The sector is both one of our largest industries and one of our largest growth industries (GDP)
  - Second largest industry in the region, contributing \$898 million to the regional economy
  - Makes up a larger share of the regional economy at 12.2% versus 10.8% NZ
  - Every \$1 of GDP generated by the local sector stimulates an additional \$0.71 in economic activity across the wider regional economy
  - Economic contribution has increased from 9.7% in 2000 to 12.2% in 2024
  - Growth in the local sector has outpaced national growth ~ 103.5% vs 72.9% NZ (2000 to 2024)
  - 7<sup>th</sup> largest growth in GDP (\$457 million) between 2000 – 2024, just shy of Hamilton at \$463 million
  - Industrial and storage building investment increased 11-fold since 2000 vs 5-fold NZ



# 10-Largest DISTRIBUTION & LOGISTICS SUBSECTORS

## MANAWATŪ REGION 2024

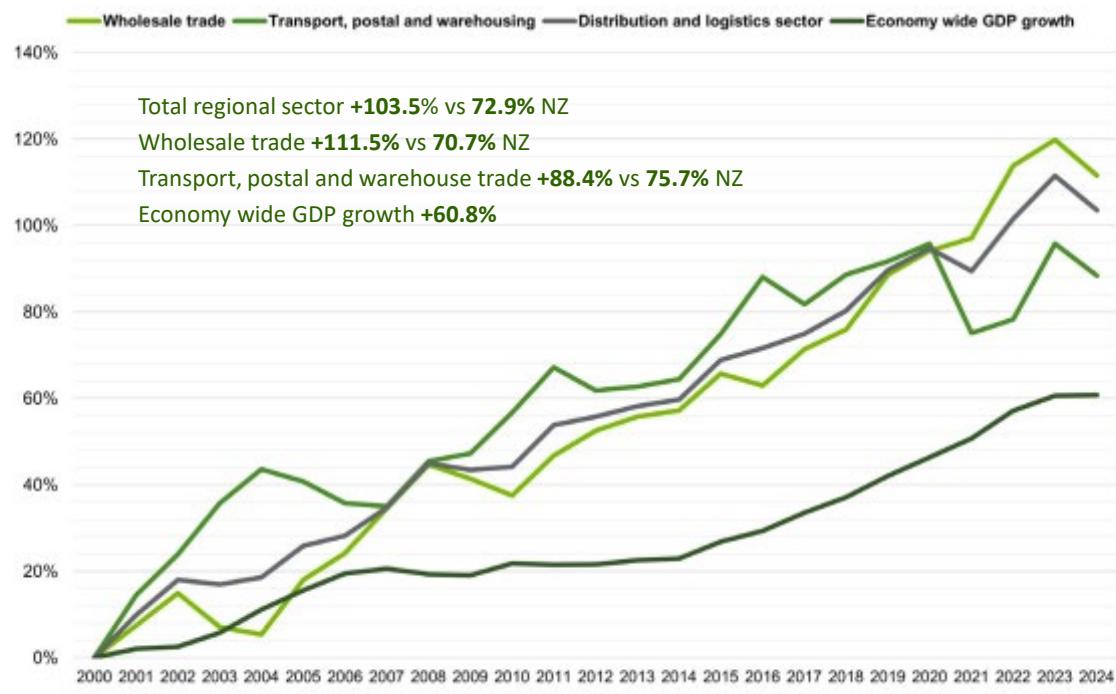


Source: Infometrics Regional Economic Pro

**RAPID  
EXPANSION in  
economic  
contribution of  
the REGIONAL  
distribution &  
logistics  
sector**



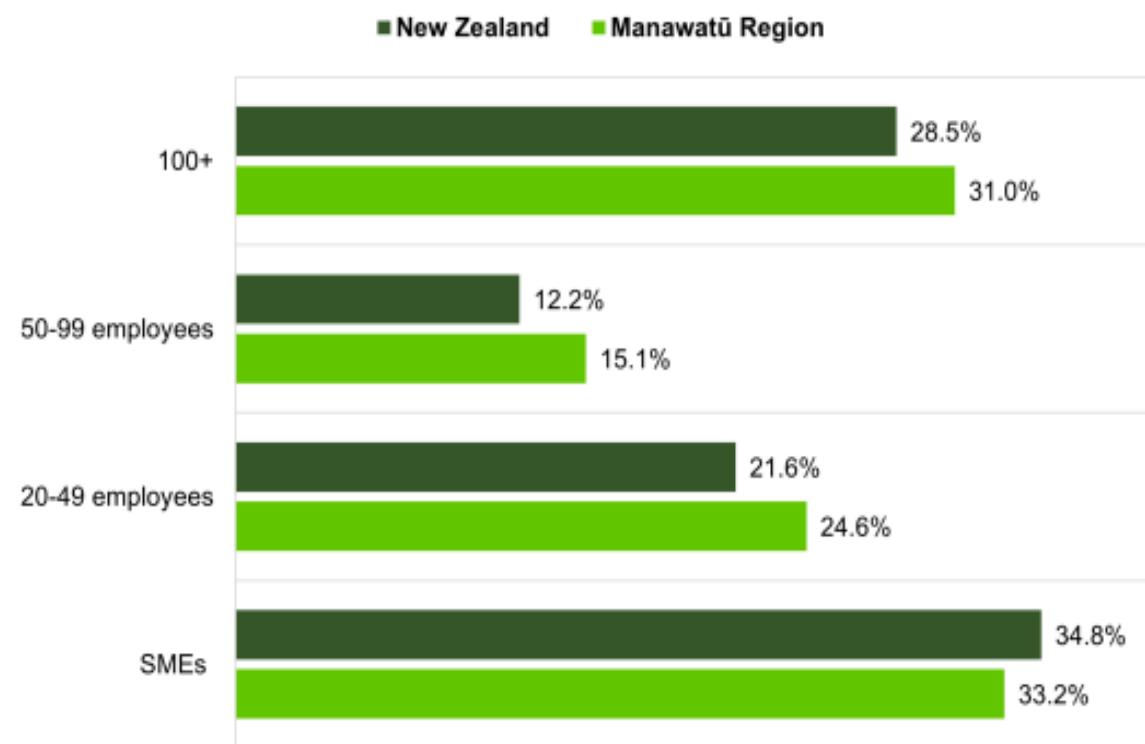
## GDP GROWTH Subsectors and economy-wide



## Big business driving regional business size growth

- 810 businesses
- 7.5 employees per business vs 5.9 NZ
- Wholesale trade 9.4 employees per business vs 6.2 NZ

### Share of distribution and logistics workforce by business size

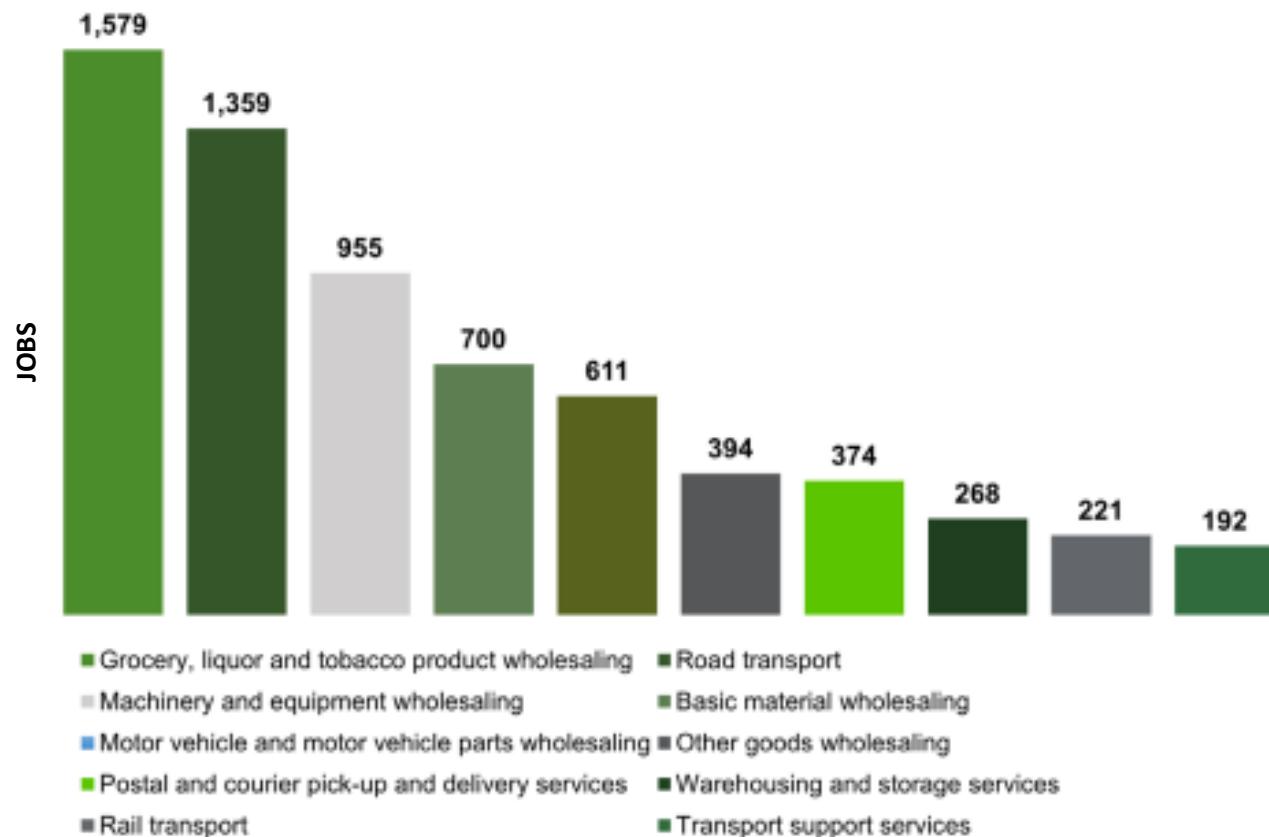


Source: Statistics NZ, business demography 2024

- Regional employment in the sector ranked among NZ's fastest-growing
  - Employs 6,800 workers across the regional economy
  - Makes up a larger share of regional employment at 9.7% versus 8.7% NZ
  - Ranks fourth for employment growth between 2000-2024 behind Auckland, Christchurch and Tauranga, adding 2,527 workers
  - Employment growth outpaced national growth ~ 61.7% vs 34.9% NZ (2000 to 2024)
  - For every 2.6 people directly employed in the sector, 1 additional job created across the regional economy
  - Employment contribution has increased from 2.3% of total sectoral employment in 2000 to 2.8% in 2024

The sector is a **significant and growing** contributor to **regional employment**





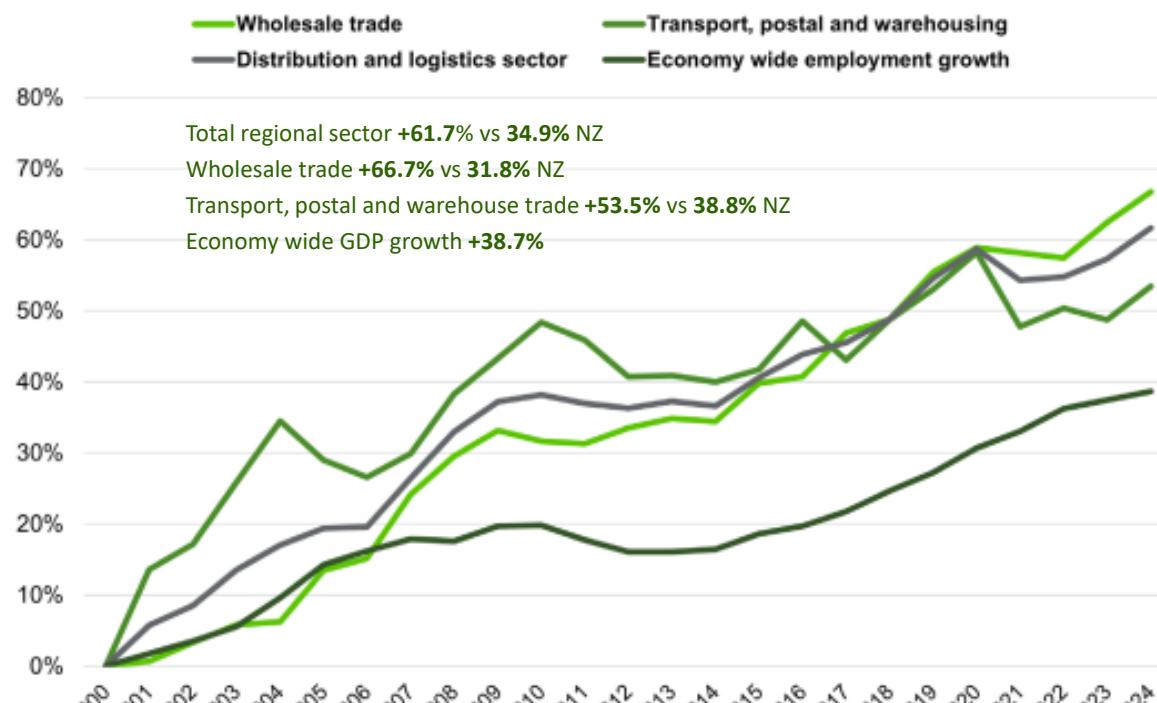
## 10-Largest DISTRIBUTION & LOGISTICS EMPLOYERS

### MANAWATŪ REGION 2024



## EMPLOYMENT GROWTH

### Subsectors and economy-wide

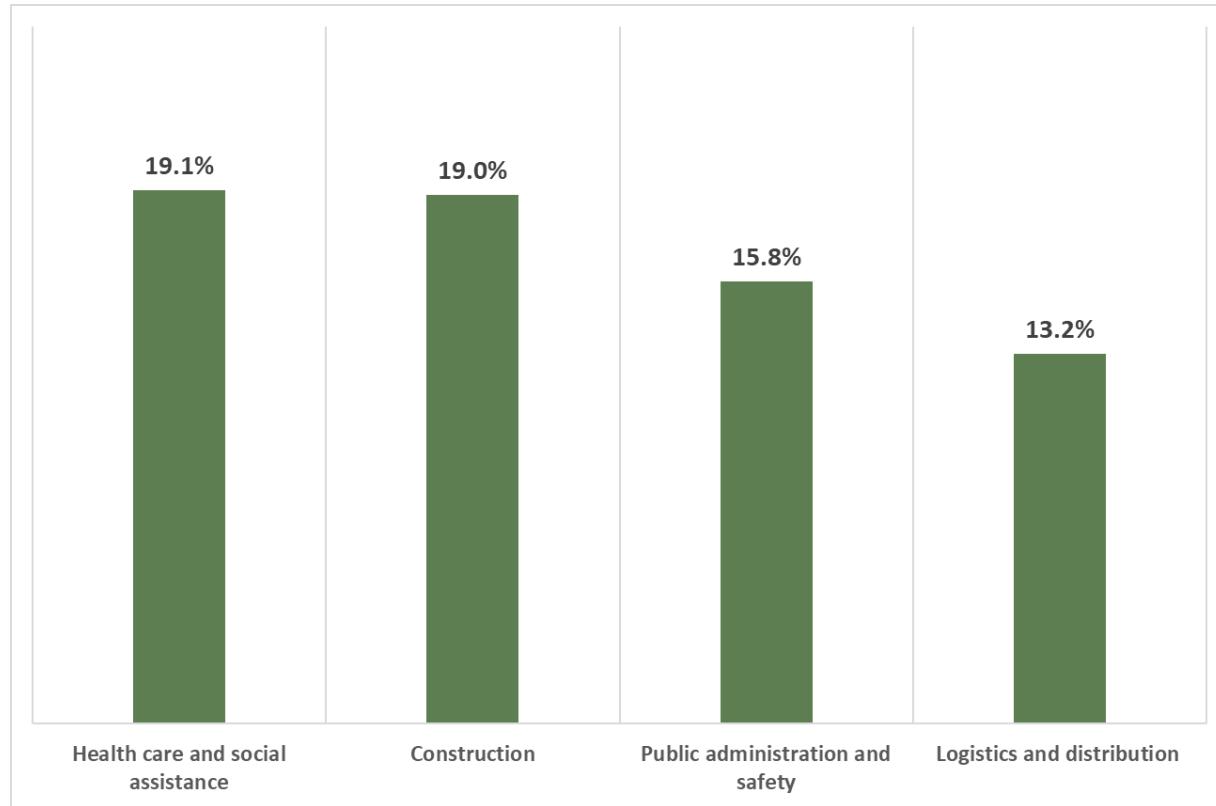


Source: Infometrics Regional Economic Profile data, 2000-2024

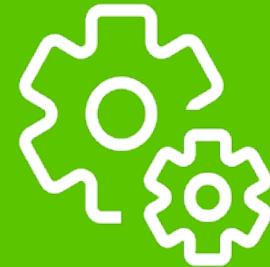
**RAPID EXPANSION of REGIONAL Distribution & Logistics sector EMPLOYMENT**



## Industry contribution to regional employment growth (2000-2024)

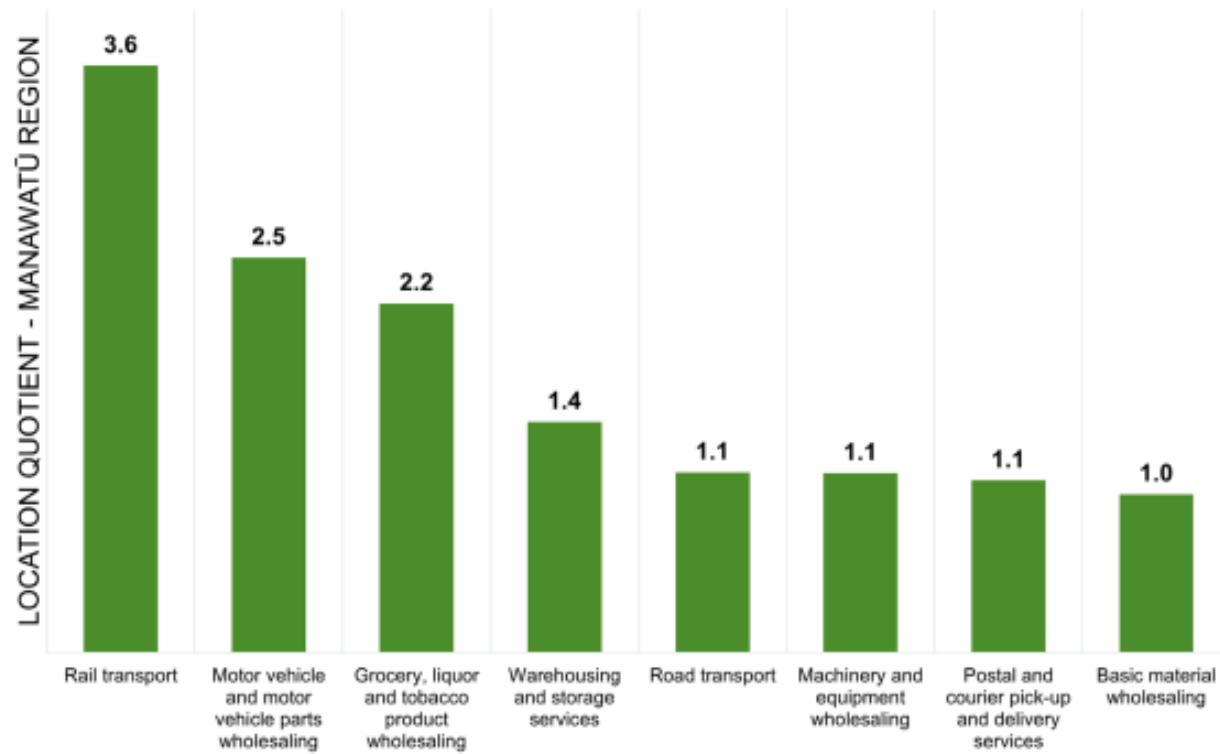


**Distribution & Logistics sector is the fourth largest contributor to employment growth**



## Location quotients

### Regional subsectors

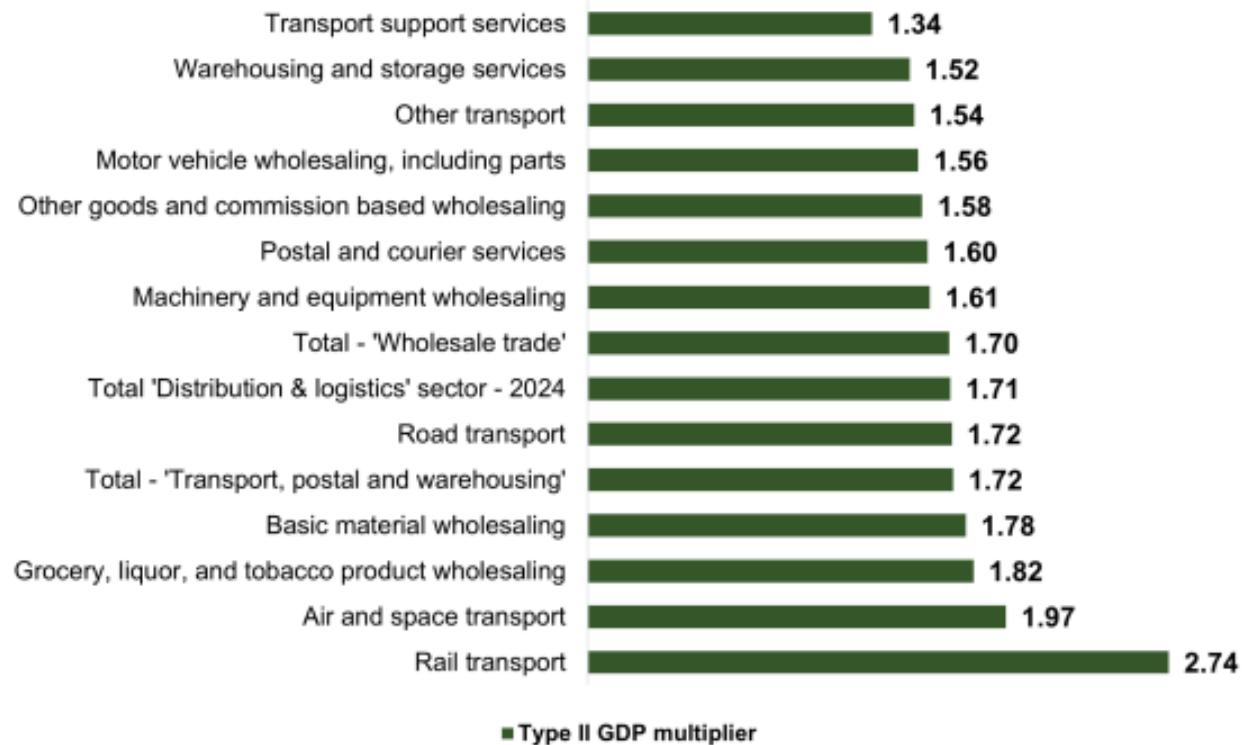


Source: Infometrics Regional Economic Profile data, 2024

Economic  
specialisation  
&  
comparative  
advantage



## GDP multipliers

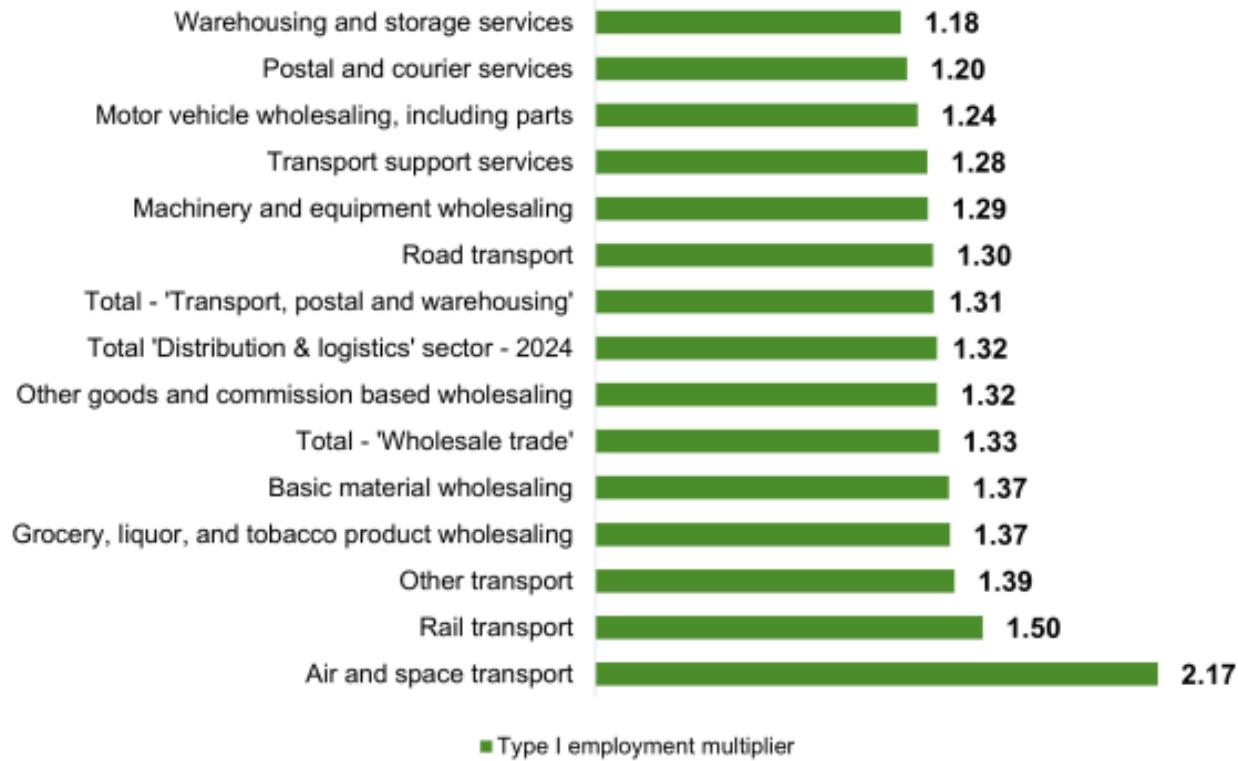


Source: Butcher IO models, Manawatū Region (2019)

**Strength in the sector amplifies growth across the wider regional economy**



## Employment multipliers



**Strength** in the sector **amplifies** growth across the wider regional economy



Source: Butcher IO models, Manawatū Region - 2019

# OUR distribution & logistics **WORKFORCE**



- Increasing educational attainment with a greater proportion of level 2 to bachelor, level 7 and post grad honour degrees
- Higher proportion of European and Māori in the workforce than nationally
- A greater proportion of women in the workforce compared to nationally
- Stronger regional youth engagement in the workforce
- A greater proportion of fulltime work in the local sector than across the broader regional economy or the NZ sector
- Earnings made up 10.7% of total regional earnings compared to 9.4% NZ (2023)
- High earnings growth regionally at 260.7% between 2000-2023 compared to 181.6% nationally
- Lifestyle and affordability

## TE UTANGANUI //

### THE CENTRAL NEW ZEALAND DISTRIBUTION HUB

Te Utanganui is a unique inter modal distribution hub in the lower North Island of New Zealand, consisting of rail, road, air, and sea connections.

Complementing the Golden Triangle (Auckland-Hamilton-Tauranga) and southern Christchurch node, Te Utanganui is one of the three key nodes in New Zealand's national transport and freight network in the heart of the country.

Te Utanganui is accelerating at pace, and we have ample room to grow. Join us as we move to a sustainable and resilient future of distribution and freight, that supports Aotearoa and the world.



FIND OUT MORE //  
[TeUtanganui.co.nz](http://TeUtanganui.co.nz)

