

# Mahere whakawhanake ohaoha

## Economic development plan

We want an innovative, resilient and low-carbon city economy, where communities prosper and achieve their goals.

Our city's economic wellbeing depends on opportunities to improve our standard of living and reduce economic disadvantage. A profitable business sector, knowledge and skills, work, health, environmental amenity, and housing, all contribute to living standards.

We will partner with agencies and organisations to improve wellbeing. We will focus on delivering the conditions needed to support economic activity in the city, now and into the future.



### Promote the city

#### What will this mean?

People are proud to call Palmerston North home. The city is known as a great place to visit, and for lifestyle and investment opportunities.

#### Specific actions

- Market the city to visitors, residents and investors
- Attract and support conferences and other business events to the city

### Provide opportunities and infrastructure to accommodate business growth

#### Specific actions

- Rezone identified growth areas for housing and business needs
- Investigate opportunities for Local Business zoned land as new housing areas are planned
- Ensure serviced land is available to enable short, medium and long-term for housing and business development
- Consolidate Industrial zoned land around air, rail and road freight infrastructure
- Support Te Utanganui to become a multi-modal distribution hub

#### New or one-off actions

- Review the District Plan business zones to protect the city's centres-based business land supply  
[See [Housing plan](#) and [Transport plan](#)]

#### What will this mean?

The city has land and other opportunities to cater for housing and business development needs. The land is appropriately serviced and the roading network is efficient, safe, and fit for purpose.

### Attract and support major events and activities

#### What will this mean?

Residents and visitors have opportunities to attend a range of major events in Palmerston North. Local communities and businesses benefit from the vibrancy and the economic activity that major events and activities bring to the city.

#### Specific actions

- Attract major events to the city, including national secondary school sports tournaments at Central Energy Trust Arena and other council facilities
- Support major events in the city through the:
  - Major Events Fund
  - Arts Event Fund
  - Sports Events Partnership Fund (Sport Manawatū)
  - Sponsorship Fund
- Support the assessment of economic and social impacts of major events and activities
- Support the annual NZ Rural Games to be held in Palmerston North
- Sponsor the Property Brokers Manawatū Jets to take part in the National Basketball League
- Sponsor the annual New Zealand Food Awards to be held in Palmerston North

#### New or one-off actions

- Sponsor the Central Hinds womens' cricket team (years 1 to 3)
- Fund the New Zealand Rugby Museum's international exhibition (year 1)

## Ka aha mātou? What will we do?

### Support sustainable business activity and labour market development

#### What will this mean?

The business sector has access to business support services through the Central Economic Development Agency (CEDA). Businesses have the skills and talent they need to thrive. They have access to information, tools, and opportunities to support them to transition to a sustainable (including profitable), low carbon future.

#### Specific actions

- Profile and promote the region
- Promote and support key sectors and regional strengths
- Work closely with Rangitāne o Manawatū and Māori to support opportunities for growth and development of the Māori economy
- Attract and retain skilled workers to the city to meet short, medium and long-term labour market needs
- Provide support to industry for business growth
- Provide information and education resources to city businesses
- Fund and support the central city Business Improvement District (Palmy BID) through a targeted rate

### Support international education and promote Palmerston North's interests to global partners

#### What will this mean?

Palmerston North has enduring relationships with international partners. Businesses and organisations have greater opportunities to access international markets and to attract students and visitors. There are opportunities for the transfer of technology and knowledge sharing.

#### Specific actions

- Promote Palmerston North's interests to global city partners
- Promote the important and distinct contribution of iwi Māori to the city and regional economy
- Provide opportunities for meaningful and effective relationships between iwi Māori and international partners
- Facilitate international economic and education partnerships with city institutions
- Manage official delegations and relationships with embassies and high commissions
- Participate in international forums and events

### Provide services for visitors including the Conference and Function Centre, isite Visitor Centre, and holiday park

#### What will this mean?

Visitors, holiday makers, and delegates experience high quality visitor services and facilities in the city.

#### Specific actions

- Provide the Conference and Function centre
- Provide information services for visitors and locals through the isite Visitor Centre
- Provide services for visitors
- Support the Māngai Atawhai City Ambassadors programme during the summer

#### New or one-off actions

- Review of the options for the delivery of information and assistance to visitors (year 2)
- Review the accommodation options offered at the Holiday Park (in consultation with the lease holder) (year 3)

### Manage council's strategic investments and attract external investment

#### What will this mean?

The community benefits from the sound management of Council's strategic investments. Advocacy by Council, CEDA, and regional partners attracts inward investment to the city.

#### Specific actions

- Manage the Palmerston North Airport to optimise outcomes for the city now and into the future
- Provide after-hours call centre services for other New Zealand councils
- Manage Gordon Kear Forest
- Advocate with partner-organisations for government and commercial investment to the city and region