

# ACCELERATE▶25

## MANAWATŪ-WHANGANUI

Prosperous. Strong. Vibrant.

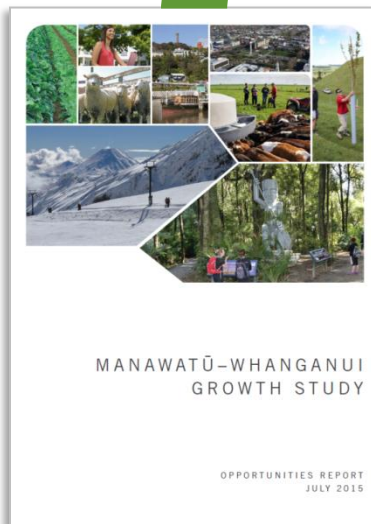
### THE JOURNEY THUS FAR...

**From Regional Growth Study**

July 2015

**To Accelerate25 Programme**

October 2015 - July 2016  
and beyond



## ACCELERATE▶25

### MANAWATŪ-WHANGANUI

#### Key Outputs:

- Real growth demonstrated
- Regional Economic Action Plan formed
- Framework for future action built.

[www.accelerate25.co.nz](http://www.accelerate25.co.nz)

#### ACCELERATE25 IS ABOUT:

Increasing job opportunities and quality of life in the Manawatū-Whanganui region by connecting people, business and our environment.

#### IT EXISTS TO:

Accelerate opportunities for a stronger and more prosperous Manawatū-Whanganui by 2025: for our people; for our mokopuna; for New Zealand.

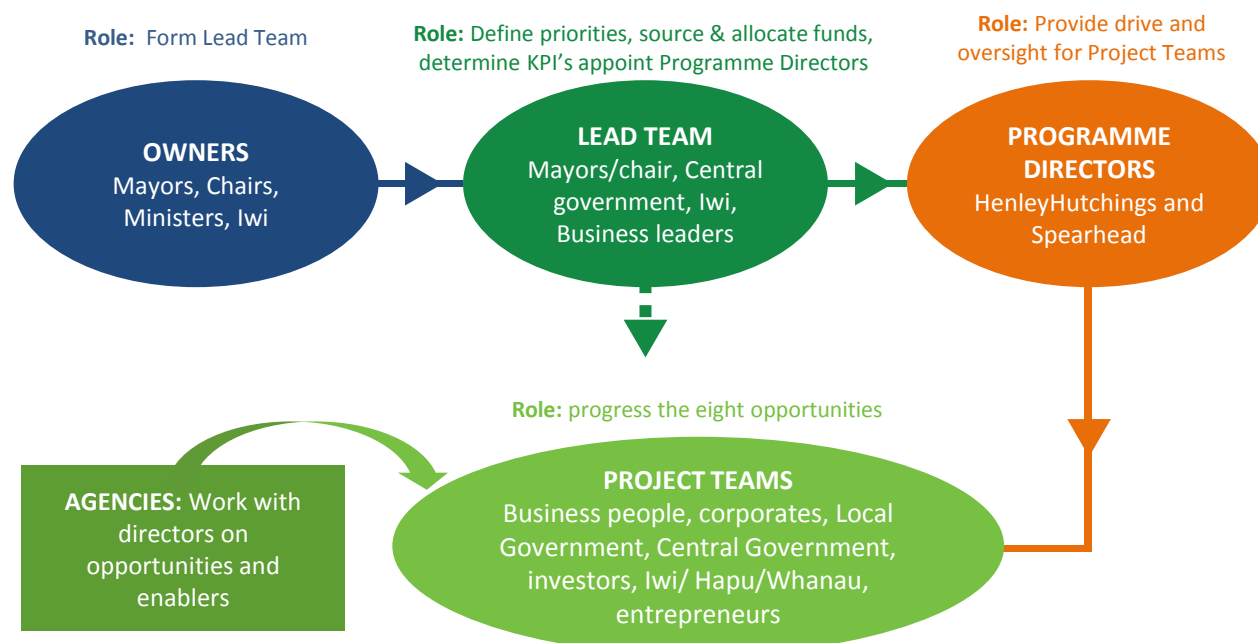
#### IT IS:

- **A direct result** of the findings of the Manawatū-Whanganui Growth Study
- **A whole-of-region programme of activity** designed to accelerate regional prosperity
- **Greater good for the entire region:** lifting key areas of opportunity to greater levels of achievement for over-arching benefits
- **A mind-set** that encompasses pride, determination and collective drive to accelerate prosperity through the enrichment of lifestyle, the environment and optimised business opportunities.

### TO ACHIEVE:



### IMPLEMENTATION TEAMS











### ENABLERS



### DELIVERABLES



Opportunities	Current Position	Success Target / Desired Outcome	Options for Action
<p><b>1. Tourism and visitor services</b></p> 	<p>Reliant on domestic tourism. Strongly seasonal – sluggish shoulder season. 13% of Ruapehu District jobs; 6.2% of GDP; significant outdoor-nature based tourism asset; adjacent to high flow state highways; strong cultural dimension.</p>	<p>Match number domestic and international visitors; achieve 0.5m visitor nights by 2025; increase tourism employment and visitor spend by 10%; boost regional GDP by \$63m; grow tourism enterprise (companies) by 20% by 2025.</p>	<p>Convene workshop (3 Dec). Develop asset - complete mountain-bike trails; add depth to Tongariro crossing walk; align with partner RTOs; combine attractions into multi-day family packages; market -target selected internationals.</p>
<p><b>2. Sheep and beef farming</b></p> 	<p>One million hectares of hill country in the region. Latent additional production potential of up \$50 million pa.</p>	<p>Shift bell curve of production toward leading-edge performers (who currently achieve 4 x average); contribute toward 2025 primary sector double exports from the primary sector goal.</p>	<p>Convene workshops (Feb 2016). Design, pilot and refine an extension / adoption model and clarify, add to, and prioritise intervention options suited to increasing productivity/prosperity of hill country farmers.</p>
<p><b>3. Land use optimisation</b></p> 	<p>Extensive area on flood plains with underutilized land use capability and un-allocated water. One Plan provides regulatory certainty. Dairy and arable crop expansion potential.</p>	<p>New investors recognize comparative value of MW land. Higher percent of land used to limit of capability. New medium scale irrigation-reticulation established in Rangitikei and Orua.</p>	<p>Convene mini-conference with 50 leading farmers, researchers, real estate, primary sector and regional council stakeholders. Commission research on: deep ground water; moderate scale water storage; nutrient headroom; comparative land value / production potential etc.</p>
<p><b>4. Mānuka honey</b></p> 	<p>100,000 hectares in region with Mānuka honey production potential. Adds diversity and employment opportunities to hill country farming. Market continues to grow. UMF measurement now available. PGP progresses well</p>	<p>All potential Mānuka honey land is fully used for honey production. MW region is lead user of new cultivar. Information about potential benefit cost is widely available. New employment generated in region through whole honey supply chain.</p>	<p>Identify gap between land owners with honey potential and land currently used. Promote PGP cultivar potential widely. Horizons consider One Plan cultivar land clearance amendment. Supply chain employment opportunities identified.</p>
<p><b>5. Fresh vegetables</b></p> 	<p>Excellent vegetable growing soils on western flood plains. Domestic market saturated but large premium international market opportunity (TPP etc.) Large employment generator. Iwi involvement potential.</p>	<p>Tightly organized production-to-market structure, focused on a limited range of markets with dedicated leadership, is established. Market partners established – strategic investment in place.</p>	<p>Partner with Horowhenua / Massey to convene workshop (26 Nov) to identify constraints and path to unlock potential. Work with NZTE and exporters to secure market partners and products. Establish supply chain logistics from existing channels.</p>
<p><b>6. Poultry meat production and grain growing / processing</b></p> 	<p>Poultry consumption market in some Asian countries is 50% of Australasia. NZ disease-free 'provenance' status provides an opportunity for top end of market Rangitikei plains good for grain growing. Coastal land for chicken farms.</p>	<p>Market secured. Market partner(s) in place with strategic investment. New national scale grain storage-distribution center established with Poultry meat farms developed centrally.</p>	<p>Attain market access. Secure market partners with cross investment. Develop central processing facility and grain mill etc. Build farms.</p>
<p><b>7. Affordable care and lifestyle for older people</b></p> 	<p>Proportion of elderly in population increasing. 700,000 market within one hour drive of Levin with road improvement. Affordability of aged care growing issue – new community based models required.</p>	<p>Levin and possible Whanganui become centers for a new model for community-based aged-care service. Training, employment and prosperity benefits accrue.</p>	<p>Describe the model and compare it to more traditional approaches. Have a conversation with lead players and convene workshop to test the appetite for the model and confirm steps toward implementation.</p>
<p><b>8. Business process and food innovation outsourcing</b></p> 	<p>Contact centers offer employment to a wide range of people in areas suffering under-employment. Spearhead have marketing initiatives in place already. FoodHQ has capability but lacking optimum cohesion. Needs resource</p>	<p>Food HQ develops multi-national Food R&amp;D. Becomes global and domestic sought-after science/tech-based value-add provider. MW becomes hub of contact-center service provision 1200 new jobs created in next 3 years.</p>	<p>Accelerate current initiatives including call center Pilot set up. Unite and drive Lower Nth Island initiative with HB and Wgtn. Resource Massey Food HQ to focus for contract R&amp;D.</p>