

ACCELERATE▶25

MANAWATŪ-WHANGANUI

Prosperous. Strong. Vibrant.

WWW.ACCELERATE25.CO.NZ

 [@Accelerate_25](https://twitter.com/Accelerate_25)



THE STARTING POINT

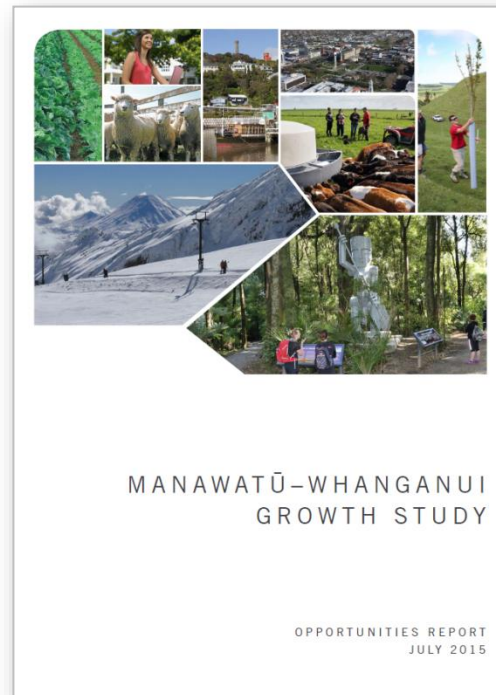
- Manawatū-Whanganui identified as a 'surge' region in 2015
 - Manawatū-Whanganui Growth Study prepared 2015
 - Accelerate25 Economic Action Plan created 2016



PUTTING THE STUDY INTO ACTION

July 2015

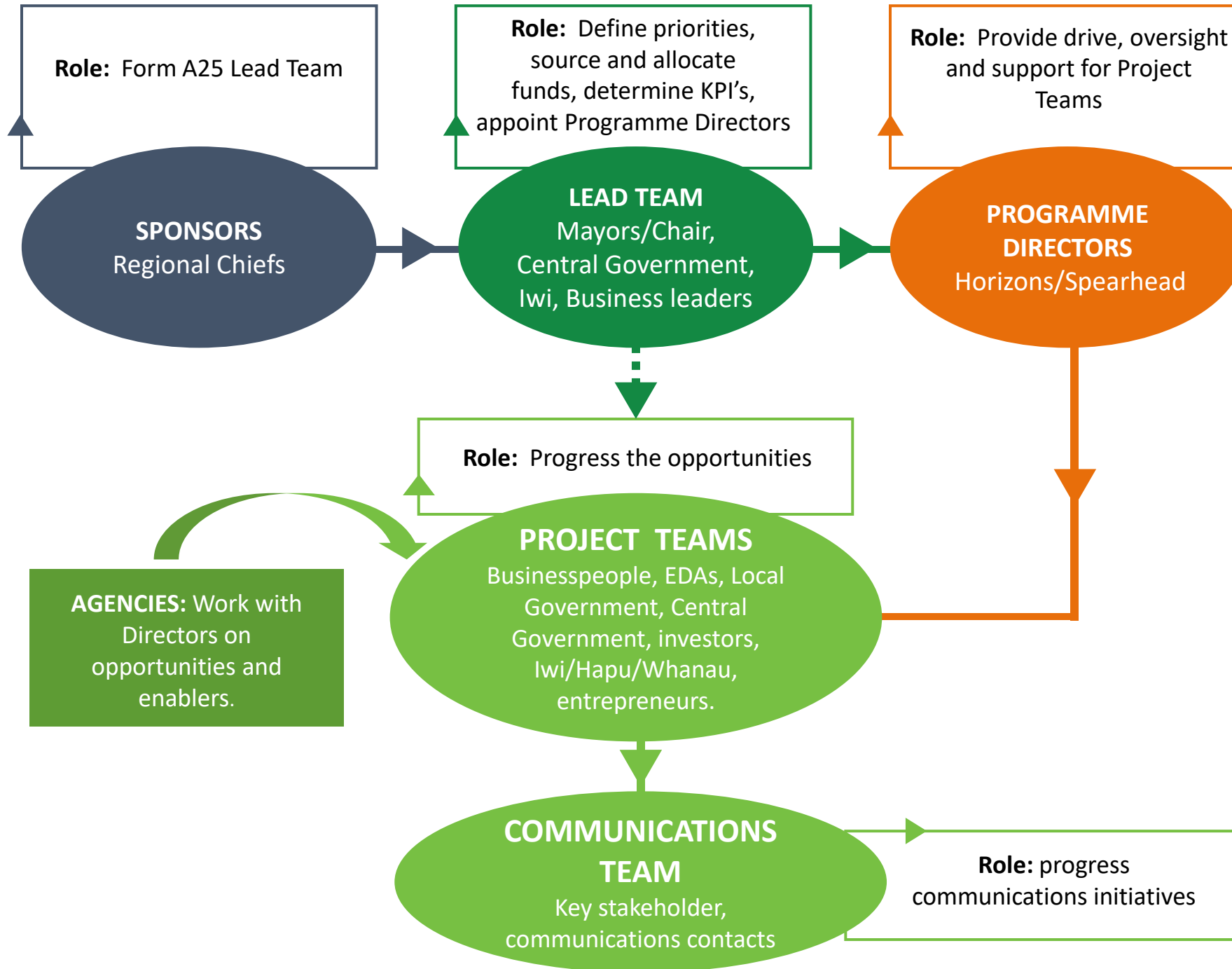
October 2015 - July 2016



ACCELERATE▶25
MANAWATŪ-WHANGANUI

Key Outputs:

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

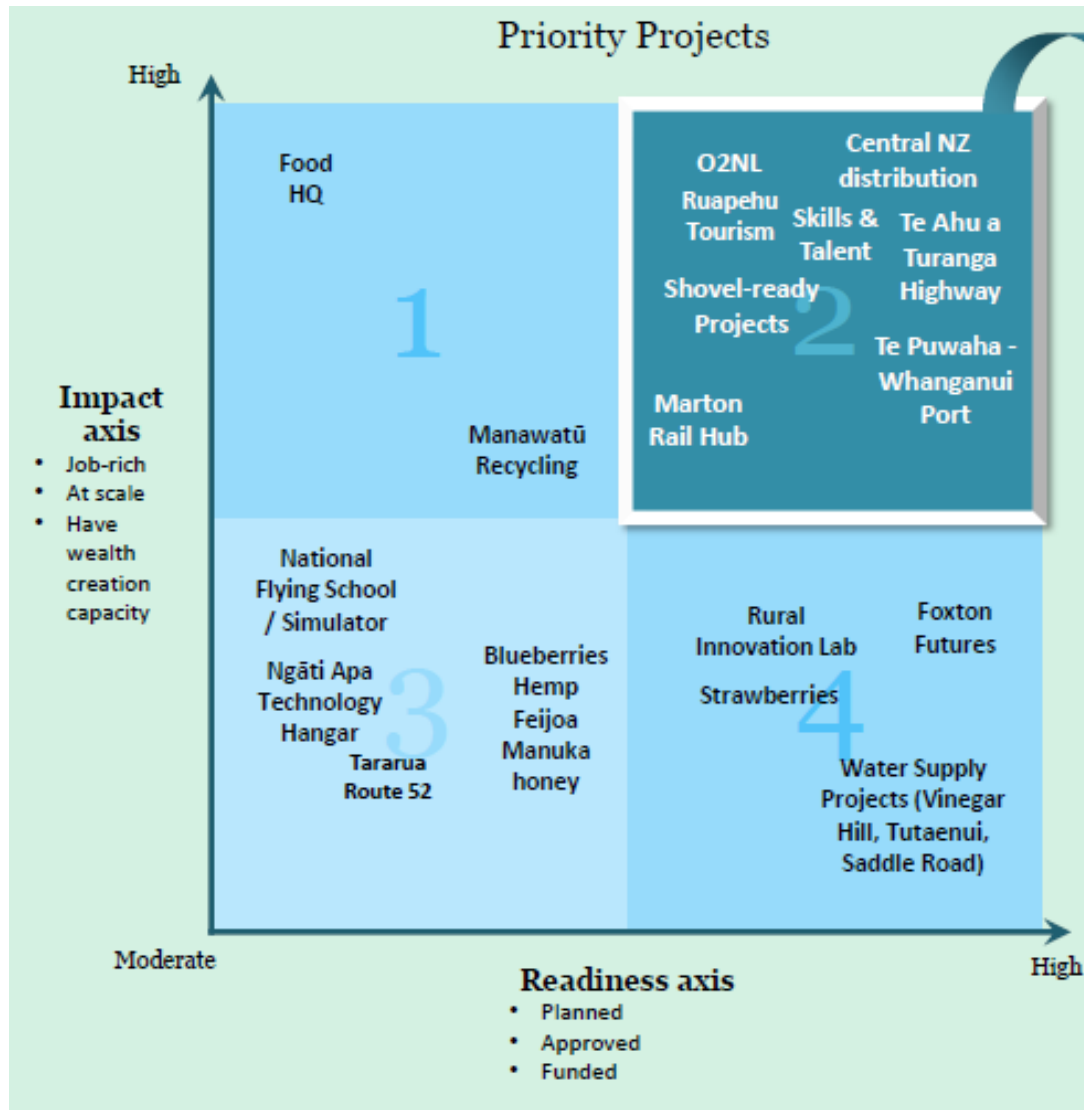


2015-20 - A REGION ON THE MOVE

- What changed?
 - National growth led increased regional confidence and purpose
 - The Growth Study and Action Plan brought the region to the attention of Central Government
 - Government became more active in the regions with a clear plan
 - The Plan identified real opportunities for the region
 - A united region accelerated momentum



PRIORITY (RECOVERY) PROJECTS



Refresh - STAKEHOLDER FEEDBACK



HOW SHOULD WE WORK TOGETHER?



THE RECIPE FOR SUCCESS - ENHANCING THE MIX

- A25 and the Lead Team to focus on the transition of building a modern contemporary economy.
- Role of A25 and Lead Team is to **enable** – facilitate, encourage thought leadership and press parties to invest in the region.
- The **doing** role is for the organisations – councils, EDAs, business enterprises etc.



PLAYING TO OUR STRENGTHS

There were some clear strengths of the A25 Lead Team that we want to preserve. The Lead Team has had the ability to **influence success** through:

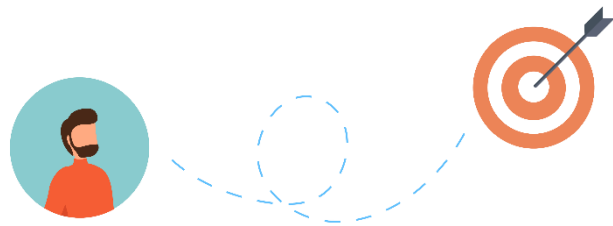
Relationship and Connection



Assembling resources



Providing a target



Building confidence



LEAD TEAM INTERVENTION APPROACH

Initiating & Catalysing:

- **Identification** –opportunity spotting
- **Scoping** –quickly assessing the opportunity; overseeing robust delivery strategy
- **Connecting** –encouraging/bringing the right people to the table
- **Resourcing**-especially Central Government, but also other public and private sources

Creating momentum

- **Empowering** –projects/ventures to operate themselves and to find their own way
- **Stiffening** –problem solving, stiffening resolve and ambition

WHAT'S IN THE ACCELERATION ZONE?



LEAD TEAM INTERVENTION APPROACH



TRANSPORT INITIATIVES ACROSS THE REGION



to over \$980
 worth of 'shovel
 projects submitted
 government for
 consideration, a
 \$1 billion of
 investment towards
 infrastructure
 projects
 planned or
 way to be
 assisting with
 medium-term
 from COVID-19.



Zoom to



Route 52 Upgrade

Project

- Upgrade of Route 52 from Porangahau (New Zealand border) to Dannevirke.

Benefits

- Resilience to handle increasing log movements from maturing East Coast forests.

VISION

PARTNERS

COMES

Eagle Technology, LINZ, StatsNZ, NIWA, Natural Earth, © OpenStreetMap contributors.

THE FUTURE

- The foundation is there, but some transformational features are required.

FOUR PILLARS

1. Sustainable food and fibre
 - including Food Technology products
 - and Agri-tech capability
2. Specialised services
 - Technology, high value specialised manufacturing and tertiary services
3. Māori economy
 - realising the value lying in the Māori economy
4. Tourism
 - Shaped with a long-term view

SIX BEARERS

1. Effective transport networks – throughout the region and other regions, scaled for growth
2. High performing workforce – through education, learning and skills
3. High speed internet connectivity – to support enhanced business technologies
4. Community infrastructure – to support quality of life and attract population
5. Energy – renewable and available
6. Environmental sustainability – because this is a bottom line for a modern economy

ACCELERATE▶25

MANAWATŪ-WHANGANUI

Prosperous. Strong. Vibrant.

WWW.ACCELERATE25.CO.NZ

 [@Accelerate_25](https://twitter.com/Accelerate_25)



WHAT'S IN THE ACCELERATION ZONE?

- **Productivity** –higher levels of labour productivity meaning less cost to produce more wealth
- **Value and volume** –moving up the value chain, especially in terms of commodity products, but also new or extended manufacturing and service industries
- **Sustainability**–strong sustainability focus across all activities.
Sustainability as part of the economy
- **Wellbeing**–a similarly strong focus on people and resilient economy and community