

August 2015

COMMITTED TO GROWING OUR REGION



Kia ora koutou katoa,

It's been two weeks since we launched the **Manawatū-Whanganui Growth Study** For those who were unable to attend, I am the Senior Government Official appointed by Ministers to ensure central government works effectively with the region.

It was great to see so many regional leaders and business people come together for the launch and learn more about economic opportunities that can drive the region forward. The more difficult bit of the journey – converting the opportunities in to tangible results – is now taking shape and this newsletter provides you with a quick update of where we are currently and what we are going to do over the next month or two.

Creating the Manawatū-Whanganui Economic Action Plan

As many people commented during the launch of the Growth Study, it's up to us to ensure that the Growth Study has real meaning by taking the information it contains and converting that in to action and progress. A successful Action Plan should provide the blueprint for lifting economic performance across the region over the next 5–10 years. It will present not just the region's views on which of these opportunities hold the greatest potential but

Some of these opportunities hold the greatest potential but also outline tangible actions and next steps that will capitalise on these opportunities and improve economic outcomes.

The ground work for the Action planning process is being laid by the region. Horizons Regional Council and central government are jointly funding this process. The Action Plan will prioritise the opportunities identified in the report and outline a series of projects that seek to realise these opportunities. A 'Lead Team' that will provide strategic oversight of the development and the implementation of the Action Plan is being established. The Lead Team will be comprised of six regional leaders from business, iwi and local government as well as myself as the central government representative.

Membership of the Lead Team is close to being agreed and it will meet for the first time by mid-September. The Lead Team will be supported by a Programme Director that drives and marshals the process day-to-day. The recruitment process for this Director is currently underway and an appointment will be made by the Lead Team.

We are aiming to have a final agreed Action Plan by early 2016 and its effectiveness and success will depend on a wide range of factors. The most important of these is how we tap into the expertise and experience of the region to develop and test ideas. Project teams will be formed from around the region to identify actions for each opportunity.

Progress already on some Opportunities

A number of the opportunities identified in the Manawatū-Whanganui Growth Study also have potential in other regions. The Sheep and Beef industry and Manuka Honey opportunities in particular are already being investigated by central government agencies because the challenges to improvement and expansion are often shared across the country. The Ministry for Primary Industries is working to solve labelling standards issues for Manuka Honey and they are also beginning to work with the Sheep and Beef industry on initiatives to improve productivity. We will feed this work into our Action Plan process. It could provide changes and initiatives that will offer our region some excellent opportunities to unlock its potential.

Mauri ora,

Di Grennell

Government Senior Lead Official for the Region

ONE REGION ONE TEAM

The launch of the Manawatu-Whanganui Regional Growth Study Report marked the start of an exciting era for growth and development in our Region. Now that the findings are public, work is underway to turn words into action. Through this enewsletter we'll be keeping you informed about the next steps in the process and sharing a few of the successes of our Region as we go. We'll also let you know how you can get involved in implementation so watch this space for more.



Iwi, business and community leaders turned out in force to hear from Ministers at the Growth Study launch on 31 July. Missed it? View the vid or read coverage below.

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Quotes are being sought for the pivotal role of Programme Director. Submissions close 28 August. Think you know someone who might fit the bill?

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