

March/April 2016

COMMITTED TO GROWING OUR REGION



Members of the Accelerate25 Lead Team met in Feilding on 24 March where they discussed Action Plan progress and the need to look beyond the Plan's launch to ensure long-term success. The Team was pleased with the programme's progress and the quality of discussion at workshops being held across the region to determine key actions.

While Programme Directors are currently running ahead of schedule in terms of drafting content for the final Action Plan, there's no time to rest on our laurels. We now need to consider what resources, tools, partnerships and structures will be required for successful implementation. A number of the region's councils are currently consulting on their Annual Plans for 2016/17. Horizons Regional and Ruapehu District councils in particular have posed questions around their ongoing role in economic development. I encourage you to give some thought to what this should look like and have your say via the submission process.

Achieving the actions set out in our Regional Action Plan will require investment and initiative across the spectrum from independent investors, businesses, local government and central government. This is a major point of consideration for the Accelerate25 Lead Team ahead of the final Plan's launch. They are very conscious of the need to ensure structures and partnerships

are in place to keep up the momentum and this will remain a focus over the coming months. Te Puni Kokiri is also funding work around characterising the Maori economy in the Manawatu-Whanganui region. This is being led by Dr Jason Mika and will continue through to October. The Lead Team noted that it was important to acknowledge this in the creation of the Action Plan and allow room for the findings of this work in its implementation.

Another point discussed at workshops has been around the need to better capture and share our regional story. One Region, One Team has become a catch-cry for the Accelerate25 Programme. So, over the next few weeks we will be working on promotional material to help us better convey the opportunities that exist for people seeking a great place to live, work, play and invest. Thank you to MPI and TPK who have provided funding for this project. We look forward to sharing this with you. Watch this space.

Michael McCartney

Accelerate25 Lead Team Facilitator

ONE REGION ONE TEAM

March was a busy month for the region with a number of new businesses opening their doors and huge numbers flocking in for the inaugural Agri Investment Week and Central Districts Field Days. Below are a few highlights from the past month as we look towards completion of the Regional Action Plan in early May.



Prime Minister John Key attended the opening of Speldhurst Country Estate Lifestyle Village on the site of the old Kimberley Centre in late March. The lifestyle village is currently valued at about \$160 million and is expected to house more than 600 people. Developer Wayne Bishop studied lifestyle villages, both in New Zealand and overseas, for many years prior to developing Speldhurst and saw the Kimberley Centre site as providing an opportunity for an “awesome living space for older people”.

During his time in the district, the Prime Minister also cut the ribbon to officially open chicken farm, Le Poulet Fabuleux, in Himatangi. This local

in Timatangi. This local, family-operated farm has created jobs within the community as well as overseas through export.

[READ MORE](#)

The inaugural [NZ Agri Investment Week](#) was held 14–19 March with conferences, networking events and demonstrations keeping attendees busy throughout the week. Accelerate25's John Hutchings hosted a workshop for the Land Use Optimisation opportunity Friday 18 March. Around 60 agri-business leaders attended, with keynote speakers including Manawatu-based farmer Hew Dalrymple, Lianne Simpkin from Tararua District Council and Nicola Shadbolt from Massey University. In his introduction, Minister for Economic Development Steven Joyce encouraged attendees to think beyond just current usage and consider all opportunities to make the most of the region's land resources into the future.



Business Process Outsourcing (BPO) and Food Innovation
Outsourcing was identified as one opportunity in the Regional Growth Study. Since then, two clear work streams have become apparent within the opportunity, and as such, the focus has been split into two project teams – “Part 1” focusses on the provision of quality Call Centres based in the region and “Part 2” focusses on work with FoodHQ. Over time these focusses will continue to develop to realise other BPO

realise other business opportunities within the region.

[READ MORE](#)

Closely aligned with Accelerate25's ongoing Business Process Outsourcing work is the opening of the Proliant Biologicals plant in Feilding. In a recent Manawatu Standard article Vision Manawatu Regional Manager Mark Hargreaves says the plant "...further[s] the region's reputation as a biotechnology and agricultural hub..."

Proliant's plant produces New Zealand Bovine Serum Albumin (BSA), made from the blood of cattle which is manufactured into products such as diagnostic test kits and vaccines for research, and used in drug production. The opportunity to process blood plasma here in New Zealand, instead of sending unprocessed blood plasma overseas, has been warmly welcomed by many of the region's leaders as such facilities create job opportunities.



[READ MORE](#)

[VIEW FULL NEWSLETTER ONLINE](#)



WHANGANUI DISTRICT COUNCIL
Te Kaunihera o Rohe o Whanganui

HORIZONS REGIONAL COUNCIL

11-15 Victoria Avenue 4442 **T** 0508 800 800
Private Bag 11025 **F** 06 952 2929
Manawatu Mail Centre **W** www.horizons.govt.nz
Palmerston North 4442 **E** info@horizons.govt.nz

To unsubscribe from this email list click [here](#) | If you have trouble viewing this email follow this [link](#)
.: powered by [SmartMail PRO](#)