














OPPORTUNITY / ENABLER	PRIORITIES	PROGRESS TO DATE
 <p>TOURISM AND VISITOR SERVICES</p>	<ul style="list-style-type: none"> • Destination, marketing and value proposition. • Manawatu Gorge Cycle Trail. • Mountains to Sea Cycle Trail. • Tongariro Alpine Crossing. • Local Infrastructure. • Commissionable Products and Services. 	<ul style="list-style-type: none"> • The project team has been to tender and has identified providers for the destination and marketing plan. The tourism team will provide a more detailed update at the March Lead Team meeting. • Government's next funding round for tourism related infrastructure has been announced and communicated to territorial authorities in the region. • Actions relating to the Manawatu Gorge / Te Apiti will be pursued by the Gorge Governance Group. • DOC have completed the first round of consultation on the Tongariro National Park Management Plan Change and have indicated support to recommendations on Mountains to Sea Cycle Trail actions. DOC is now progressing to a second round of consultation and then hearings on the proposed changes to the National Park Plan. This is scheduled to begin in late March.
 <p>LAND USE OPTIMISATION</p>	<ul style="list-style-type: none"> • Information sharing to support land use decision making. • Stock water reticulation. • Water availability. • High margin/low volume specialist and innovative crops and products. • Sustainable Farming Fund bid in place. 	<ul style="list-style-type: none"> • An updated work programme was provided to Minister Guy on projects underway through the Land Optimisation opportunity as part of Central Districts Field Days. • Two areas of potential growth in the primary sector work are emerging: <ol style="list-style-type: none"> 1. As a result of the Hackathon event at the CD Field Days the role the region could play as an enabler of agritech and precision agriculture. Initial discussions are being held with Mkey parties as a follow-up to the Hackathon. 2. The Primary Sector Reference Group (PSRG) has met with the General Manager of Red Meat Profit Partnership (RMPP). RMPP has identified, and is testing solutions to many of the issues identified in the Regional Growth Study and Action Plan – particularly with respect to farm mentoring and knowledge transfer as ways of raising profitability and sustainability. RMPP is looking at how it can expand from its proof of concept work, <100 farms nationally, to a scaled up approach. The opportunity for the region is to pursue a 'pilot region' type approach for this. These are underway. • A pre-feasibility study for stockwater reticulation is underway in the Tutaenui catchment managed by Rangitikei District Council. • Stockwater reticulation workshops held and due to be rolled-out around the region. • Ruapehu A25 Ag proposal for extension accepted in principle and will be funded.
 <p>MĀNUKA HONEY</p>	<ul style="list-style-type: none"> • Mānuka honey - regulatory standard. • Land suitable for use for Mānuka plants. • Sustainability benefits of Mānuka planting. • Other current Government Mānuka honey commitments. • Regional Plan – treatment of land management for Mānuka planting. • Mānuka honey production (Link: Skills and Talent Enabler). 	<ul style="list-style-type: none"> • Maori producers and landowners are in the process of discussing opportunities in this area. This may develop further under Te Pae Tawhiti. • Engaging with large scale operators to support industry growth including on-farm beekeeping capability development, and smaller scale operators with information resources and cost benefit analysis for production and operation. • Government has updated its regulatory work. The work is focussed on a scientific definition of Manuka honey. An update from MPI will be provided at the March Lead Team meeting. • Minister of Food Safety David Bennett is looking for opportunities to meet Manuka processors in the region to update government's progress on defining manukua.

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 QUALITY CARE AND LIFESTYLE FOR OLDER PEOPLE	<ul style="list-style-type: none"> • Create a Master Plan • Training programmes suited to Quality Care and Lifestyle for Older People 	<ul style="list-style-type: none"> • Programme Director and MBIE are working with Horowhenua District Council to ensure the direction from the Action Plan is aligned with the master plan proposal. • Master Plan to be reworked by late March / early April.
 BUSINESS PROCESS OUTSOURCING: CALL CENTRES	<ul style="list-style-type: none"> • Customer 'lead generation' • Grow talent pool 	<ul style="list-style-type: none"> • Two new call centres are being explored with one secured and due to open in early April. Pitches to new businesses continue. • Ministry of Social Development training programme continues.
 BUSINESS PROCESS OUTSOURCING: FOODHQ	<ul style="list-style-type: none"> • Client exemplar • Improve market penetration • Leadership and specialist resources • Refreshed strategic plan 	<ul style="list-style-type: none"> • An additional \$10k funding contribution from MBIE has been made. This will contribute to FoodHQ joining the Food Valley Food Innovation website. FoodHQ needs to supply matched funding and develop a set of KPIs with MBIE. This work is now underway. • Government has provided an additional \$100k funding to the overall programme. • The FoodHQ Board has moved to combine the roles of Multinational Business Director and its Senior Executive position. • The FoodHQ Board is keen to meet the Accelerate25 Lead Team. • Minister Bridges has agreed in principle to visit FoodHQ.
 FRESH VEGETABLES AND HORTICULTURE	<ul style="list-style-type: none"> • Pilot market development programme 	<ul style="list-style-type: none"> • Project has re-started with Cameron Lewis as the project lead. • Next step is engaging with market partners. • Horowhenua growers are motivated and encouraged by recent Taste Trail event.
 TE PAE TAWHITI	<ul style="list-style-type: none"> • Tourism (boutique) • Land and Water use optimisation • Mānuka honey • Skills, training and work experience • Growing Business 	<ul style="list-style-type: none"> • Initial steps taken around opportunities with building of an alliance model across the region are a longer term priority. • As part of a recent announcement by Minister Upston government is funding programmes for skills development for women in agriculture with a focus on Maori in areas where there are regional growth studies and action plans in place.
 GROWING BUSINESS (ENABLER)	<ul style="list-style-type: none"> • Tourism and other start-up businesses • Accelerated support for 25 targeted companies in the region • Advanced farmer discussion groups 	<ul style="list-style-type: none"> • Existing work of New Zealand Trade and Enterprise (NZTE), EDA's, and private sector continues. • Have met with regions EDA's and the project has re-started with consultation on how the team will be structured to undertake the Accelerate25 actions.
 SKILLS AND TALENT (ENABLER)	<ul style="list-style-type: none"> • Mānuka honey production • Pathways for students to connect from education to employment • Training programmes suited to Quality Care and Lifestyle for Older People 	<ul style="list-style-type: none"> • Regional workshop has been held with the Ministry of Social Development, UCOL and Talent Central. This team is in the process of meeting again to put in place a project plan. • Connection being made with EDA team.

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 <p>DISTRIBUTION AND TRANSPORT (ENABLER)</p>	<ul style="list-style-type: none"> Whanganui River Marine Precinct and Port Area Revitalisation Project Regional Ring Road Rail Tourists 	<ul style="list-style-type: none"> Master Plan and Business Case for the Whanganui Marine Precinct and Port Revitalisation project are on-track for completion by June 2017. Key focus now for the plan is to have a solid business case and be clear on what it is going to deliver. NZTA is leading development of new roading alongside the Regional Land Transport Committee. The strategic business case is complete for the Regional Ring Road under a project called 'Accessing Central New Zealand'. The key task underway is to align the local road component of the project with changes to the State Highway network. This connection and a clear work programme are critical.
 <p>DIGITAL CONNECTIVITY (ENABLER)</p>	<ul style="list-style-type: none"> Broadband to rural areas. Mobile black-spot and Broadband coverage. 	<ul style="list-style-type: none"> A Request for Tender has been released for the National Rural Broadband Initiative and Mobile Black Spot Coverage Programme. Tender closes 3 April 2017 with the aim that contracts are in place by July 2017. A national list of highway cellphone blackspots and tourist centre blackspots has been compiled and are priorities for the forthcoming work. Crown Fibre Holdings (CFH) attended a meeting of regional Mayors and Chief Executives. CFH has invited the Councils to identify where they can help further develop the coverage programme through additional funding, assisting with land for towers and consenting processes. Individual Councils have been requested to respond directly to CFH. For example the work of the Kumeroa team could be included in feedback from Tararua DC to CFH.
 <p>POULTRY MEAT</p>	<ul style="list-style-type: none"> Market focus and partnership. 	<ul style="list-style-type: none"> Project currently on hold until opportunity presents itself.