

February 2016

# COMMITTED TO GROWING OUR REGION



Welcome to the first Growing our Region update for 2016. While the year is starting to ramp up, work under the Accelerate25 programme is already in full swing. There are some exciting initiatives underway across the region, including the inaugural NZ Agri Investment Week scheduled for 14–19 March.

#### **Prospects report released**

The first draft of the Regional Action Plan has been released and is available to download from the [Accelerate25](#) website. Known as the "Prospects Report", this is the first full draft of information relating to opportunities identified in the [Regional Growth Study](#) and it will form the basis of our final Regional Action Plan. It's important to note this is a snapshot of progress that's been made under the programme to date. With another four months until the final Plan's release, and teams continuing work to flesh out next steps, these opportunities will develop further before the final release at the end of May this year. [Read the full prospects report.](#)

#### **Welcoming the fourth enabler: Skills and Talent**

Those familiar with the Regional Growth Study report will know it identified eight opportunities and three enablers to help drive this Region forward. The Accelerate25 programme is working to draw together an Action Plan for realising the potential of these

opportunities and the enablers will be critical to supporting success.

The enablers were initially identified as Transport and Distribution, Productivity of Māori Land and Growing Businesses. However, as the Accelerate25 programme has developed, it's become evident that Skills and Talent must also be included as attracting and retaining the right people to support growth and development will be vital across all eight opportunities. The enabler relating to Māori land development has also evolved and will now be known as 'Growing the Maori Economy'.

### **Growing the Māori Economy**

It's felt that shifting the focus of enabler 'Productivity of Māori Land' to 'Growing the Māori Economy' will provide for a more holistic approach. It recognises of the importance of Māori skills and assets to supporting regional prosperity across all areas not just through development of Māori land. Instead this will come under the wider 'Land Use Optimisation' opportunity.

A specialist Māori engagement group has been established to represent this enabler and Māori engagement alongside each of the eight opportunities.

### **What's next?**

Accelerate25 will be moving at pace over the first five months of this year to develop the final Regional Action Plan. This development will include ongoing assessment of the opportunities and enablers being pursued. A part of that process is regular, critical thinking about each action and thorough but focused investigation into how to best achieve programme objectives to increase job opportunities and quality of life in the Manawatu–Whanganui region by connecting people, business, Iwi and our environment.

Below you'll see a bit more about what's been happening and what's coming up in relation to the programme. We'll look forward to bringing you further monthly updates as we move through to May. In the meantime, you can keep up to date on Twitter by following @accelerate25 or via our website at [www.accelerate25.co.nz](http://www.accelerate25.co.nz) And, as always, if you have any questions or feedback, please don't hesitate to get in touch with the team via email to [regionalgrowth@horizons.govt.nz](mailto:regionalgrowth@horizons.govt.nz)

**Michael McCartney**

Accelerate25 Lead Team Facilitator

# **ONE REGION ONE TEAM**



Agri Investment Week is taking place in Palmerston North and Manawatū from 14–19 March to coincide with the Central Districts Field Days. Its objectives to achieve greater investment in capital raising, innovation and talent are in tune with the goals of the Accelerate25 programme and a land optimisation workshop will be held as part of the series of events. Find out more about the week's activities via the Agri Investment Week website.

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A workshop on affordable care and lifestyle for older people was hosted by the Horowhenua District Council in December last year. The workshop was the first step in the formation of an Accelerate25 Action Team on the subject.

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The tourism group has now met twice to discuss opportunities relating to the wider Ruapehu area, with a focus on accelerating the development of a tourism-specific action plan. The group met on 1 February and is progressing a tourism vision that looks to focus on the Ruapehu region and down the Whanganui River as key draw cards to keeping tourists in the wider region for longer, and encouraging them to explore the wider Manawatū–Whanganui area while they visit.

Don't forget to follow our Twitter feed @accelerate\_25 for news updates. We encourage you to forward this e-newsletter to friends, family and colleagues to by inviting them to join the mailing list. Use the "Forward to a friend" setting [here](#) or simply send them the link to [subscribe!](#)



## MBIE Growing New Zealand for all



Skills, knowledge and networks of Māori collectives are set to increase with the announcement of a new fund. Te Pūnaha Hīringa: Māori Innovation Fund is a new \$2 million per year fund, which will assist Māori collectives to gain the understanding and knowledge needed to realise the economic potential of their assets.

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It was fantastic to see Proliant's new cattle blood plasma manufacturing plant officially opened on Friday by Economic Development Minister Steven Joyce in Feilding. The US owned plant brings new jobs and new opportunities in the US market.



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