

# GROWING MANAWATŪ

Manawatū District Economic Development Strategy 2017-28

## STRATEGIC OUTCOMES

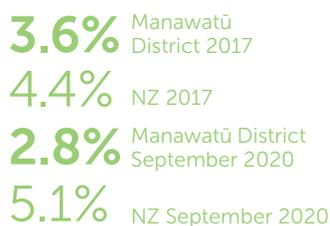
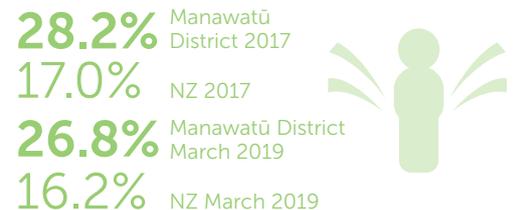
Our central location encourages and attracts business growth now and into the future.

Our infrastructure enables and supports a wide range of economic activity.

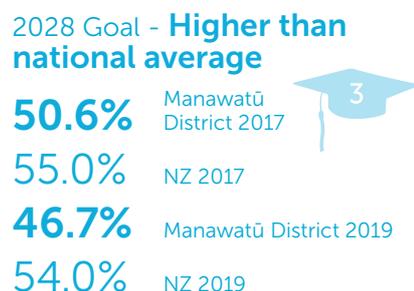
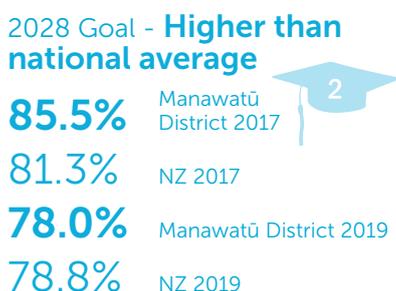
Our land supports a diverse range of sustainable economic activity now and into the future.

## PULSE CHECK DECEMBER 2020 – HOW ARE WE GETTING ON?

### ON TRACK



### THINGS TO WATCH



Due to the impact of COVID-19 on tourism spending, reliable national and regional tourism estimates are not available at time of publication.



## UNCERTAIN TIMES

There is uncertainty about how economic conditions both here and overseas will evolve over the coming months in response to COVID-19, and the impact of these combined factors on local economic activity. Due to this elevated level of uncertainty, some principles have been identified that are focused on supporting economic development both over this current period of uncertainty, and over the longer term.

## ECONOMIC DEVELOPMENT PRINCIPLES



Staying informed and agile in an uncertain economic environment



Creating caring, resilient communities



Leveraging our location, land and infrastructure

## STRATEGY REVIEW 2021

In order to allow some dust to settle on 2020, Council has scheduled a full review of the strategy to kick off mid-2021. Our priorities for this review are to consider the role of the Māori economy and the role of our young people in the economic development of the district going forward.

Other areas of focus will include:

- How we can better tell our Manawatū District stories
- Ramping up our industry data from a district perspective
- Planning for growth by ensuring land supply
- Opportunities in agriculture
- Our advocacy role in supporting the microeconomy
- Local support for local businesses

MDC is currently preparing a housing strategy which will set out our role in the provision of housing across the market. Easing the affordable housing shortage is critical to supporting economic growth and building the resilience of our communities. This strategy is scheduled for adoption in early 2021.

