

TE MAURI O  
**MANAWATŪ**



**KO TŌKU KAINGA TĒNEI, KO MANAWATŪ // THIS IS MY HOME, IT'S MANAWATŪ //**

# TO LIVE HERE IS A PRIVILEGE. IT'S A GIFT...

**RANA NASER**  
PALMERSTON NORTH LOCAL

P5 // **Welcome to Manawatū**

P6 // **Our past & people**

P7 // **Why Manawatū?**

P8 // **Transport links**

P9 // **Economy - a vibrant and innovative region**

P10 // **Manawatū's economic snapshot**

P11 // **A place where innovation and business thrive**

P13 // **Investment & business opportunities**

P16 // **Sustainable Manawatū**

P17 // **A magic formula**

P18 // **Where talent meets opportunity**

P19 // **Built to last**

P23 // **Putting down roots**

P24 // **Inhale, exhale**

P25 // **Essential Info**

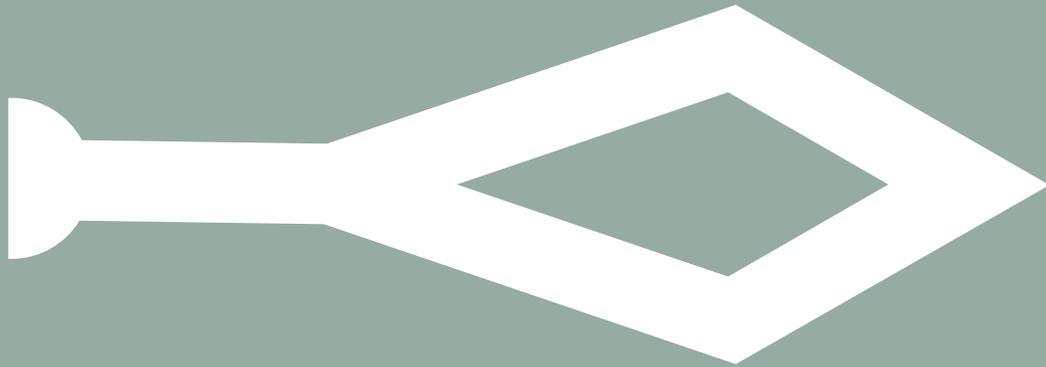
P28 // **Outdoor life**

P30 // **Culture, food & entertainment**

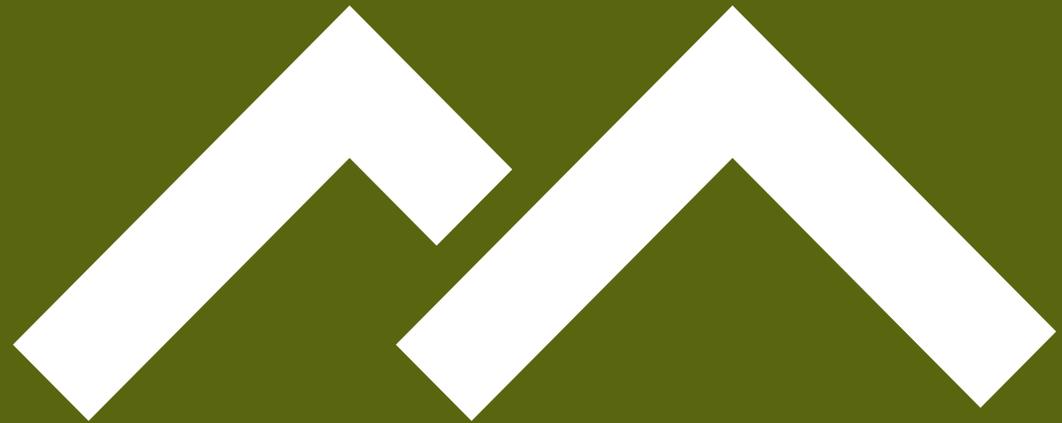
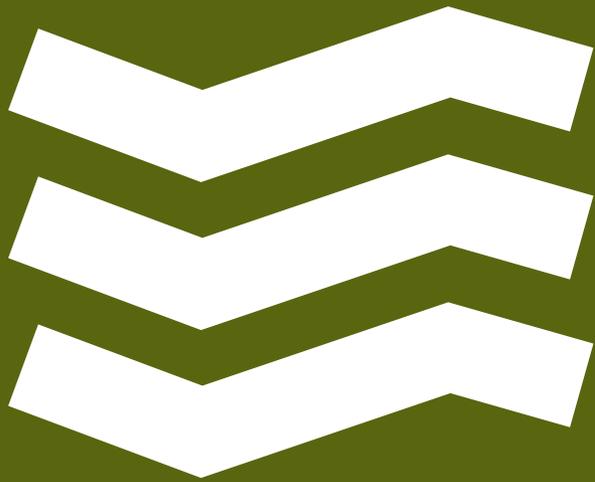
P31 // **Striking a balance**

P33 // **Resources & events**

P34 // **Contact details & social links**



**MANAWATŪ, A NAME THAT MEANS “HEART STANDING STILL”,** IS A PLACE WHERE FERTILE PLAINS NOURISH, WHERE OUR RIVER CARVES ITS OWN PATH FORWARD AND OUR MOUNTAIN RANGES - RUAHINE AND TARARUA - STAND TALL. FIRST SETTLED SOME 400 YEARS AGO BY MĀORI, THE REGION IS HOME TO THREE IWI: RANGITĀNE O MANAWATŪ, RAUKAWA AND NGĀTI KAUWHATA.



**RANGITĀNE IWI – THE TANGATA WHENUA OR PEOPLE OF THE MANAWATŪ – TRACE THEIR ORIGINS BACK TO THE KURAHAUPO AND AOTEA MIGRATORY CANOES.** ACCORDING TO MĀORI LEGEND, THE GREAT MANAWATŪ RIVER WAS NAMED BY EXPLORER HAU WHO HAD TRAVELLED DOWN THE COAST FROM TARANAKI, CHASING AFTER HIS RUNAWAY WIFE AND HER LOVER. HAU HAD ALREADY CROSSED OTHER BIG RIVERS, BUT THE MANAWATŪ MADE HIS “HEART STAND STILL”.



# MANAWATŪ // THE BEST OF BOTH WORLDS

**MANAWATŪ IS FAMOUS FOR ITS EFFORTLESS BLEND OF CITY AND RURAL LIVING; HERE YOU CAN CHOOSE YOUR IDEAL LIFESTYLE, FROM PEACEFUL RURAL VILLAGES, TO BUSTLING TOWNSHIPS, OR CITY LIFE.**

THE REGION INCLUDES THE CHARMING TOWNS OF FEILDING, KIMBOLTON, ĀPITI, HIMATANGI BEACH, LINTON AND ASHHURST TO NAME A FEW, AND AT THE CENTRE OF IT ALL IS THE CITY OF PALMERSTON NORTH, THE LIVELY, MULTI-CULTURAL HEART OF MANAWATŪ.

The region spans 2,624 km<sup>2</sup> and encompasses breathtakingly beautiful parks, rivers and mountain ranges, including the famous Tararua and Ruahine Ranges, and sweeps out to the rugged west coast beaches of Himatangi and Tangimoana.

Over 120,000 people choose to call Manawatū home, with nearly 75% living in Palmerston North. Hop in the car and you're less than two hours from Wellington and one hour from Whanganui. It's also an easy drive to North Island ski fields, Hawke's Bay wineries and Mount Taranaki.

What makes Palmerston North city and Manawatū more liveable than most, is the world class education, flourishing industries (including technology, education and logistics) and a safe environment for raising a family.

Did you know Manawatū is recognised among some of the top agrifood hubs in the world? Home to more than 3900 scientists, researchers and innovators and national and global companies, the agritech and agrifood sector here is thriving.

The opportunities for business and investment are seemingly endless, as are the lifestyle opportunities, from breathtaking walking and mountain biking tracks to thriving food and retail scenes, that stand shoulder-to-shoulder with the big cities of New Zealand.

Living in Manawatū offers meaningful experiences. It is a place for the adventurous, the eco and culture-conscious and the thinkers of this world. It provides a road less travelled, and more opportunity than most for learning, for growth and for life. So let the weight lift off those shoulders and relax into the life you've always planned on having.



## OUR PAST, OUR PEOPLE // HEART STANDING STILL

### OUR HISTORY

Manawatū, a name that means “heart standing still”, is a place where fertile plains nourish, where our river carves its own path forward and our mountain ranges - Ruahine and Tararua - stand tall. First settled some 400 years ago by Māori, the region is home to three iwi: Rangitāne O Manawatū, Raukawa and Ngāti Kauwhata.

**“MANAWATŪ IS A REGION FULL OF DREAMERS AND DOERS, A TALENTED POPULATION WHO ALSO VALUE COMMUNITY. EVERYONE HAS A UNIQUE STORY TO TELL AND INCREDIBLE JOURNEYS THAT ARE UNRAVELLING AND FLOURISHING HERE.”**

MAHALEE GUIEYSSE,  
PALMERSTON NORTH LOCAL

### OUR LEGEND

Rangitāne iwi – the tangata whenua or people of the Manawatū – trace their origins back to the Kurahaupo and Aotea migratory canoes. According to Māori legend, the great Manawatū River was named by explorer Hau who had travelled down the coast from Taranaki, chasing after his runaway wife and her lover. Hau had already crossed other big rivers, but the Manawatū made his “heart stand still”.

## MANAWATŪ NOW

- >> Palmerston North’s diverse population of 130 cultures and 90 languages provides access to all of New Zealand’s diversity, within one compact location.
- >> 18.5% of the regional population affiliate as Māori (higher than national average of 16.2%).
- >> 5.3% of the city’s population identify as Pasifika and 12% identify as Asian.
- >> 20% of the population were not born in New Zealand.
- >> Traditional international student population of over 3,000.\*
- >> 37% of the city population is between 15-35 years. Palmerston North city has the second lowest median age in New Zealand at 33.9 years.
- >> More than 6,000 people are employed in the education sector in the Manawatū region.
- >> There are 3,900 people employed in science and research in the city.
- >> The city holds the highest percentage of doctorate degrees per capita than anywhere in New Zealand including the highest number of Māori with doctorate degrees.
- >> Palmerston North has been a refugee resettlement location for over 10 years (has welcomed the third most refugee arrivals of all locations in New Zealand).
- >> The region has the fastest growing Pasifika Community outside of Auckland.
- >> Manawatū’s population has increased 32.2% since the year 2000.

\*Due to COVID-19 border restrictions currently sitting 2209



**CLICK FOR MORE  
ON MANAWATŪ'S  
PEOPLE & HISTORY**

# THREE

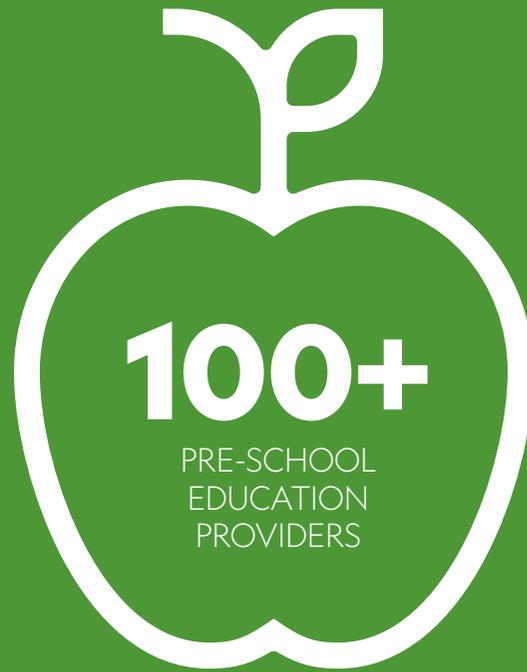
TERTIARY INSTITUTES

# 3,200+

INTERNATIONAL STUDENTS  
LIVING IN MANAWATŪ

# SEVENTY

PRIMARY, INTERMEDIATE &  
SECONDARY SCHOOLS



# 100+

PRE-SCHOOL  
EDUCATION  
PROVIDERS

WE SPEAK 90  
LANGUAGES

WE REPRESENT  
**130**  
CULTURES

你好

BONJOUR

HELLO

Kia ora!

# 20%

Population  
not born in  
New Zealand



**11 mins** From city centre to airport

# 196

PARKS &  
RESERVES



# 172

CAFES &  
RESTAURANTS



# 15 MINS



## OUR AVERAGE COMMUTE TIME TO THE CITY

Easy two hours (or less!) drive to  
Wellington, Hawke's Bay, Wairarapa,  
Taranaki and Mount Ruapehu ski  
fields, and three hours to Taupō.

Weekday commuter train services  
linking Palmerston North with  
Wellington.

InterCity bus daily services to all  
North Island cities.



CLICK FOR MORE ON WHY  
MANAWATŪ IS SUCH A  
FANTASTIC PLACE TO LIVE





## CREATING CONNECTIONS // NEW ZEALAND'S BEST CONNECTED CITY

Manawatū is a thriving, prosperous and internationally oriented region in the heart of central New Zealand, with rail, road and air links throughout Aotearoa.

Did you know Palmerston North is one of the most central, well connected cities in New Zealand?



[CLICK FOR MORE ON MANAWATŪ'S  
ACCESSIBILITY & TRANSPORT LINKS](#)

## GETTING AROUND

- >> Direct flights to Auckland, Hamilton, Christchurch and Nelson - connecting flights to the rest of New Zealand.
- >> Palmerston North Airport is the 7th largest airport in New Zealand.
- >> Our airport is situated a short 11-minute drive from Palmerston North's CBD.
- >> Average commute time from home into the city - 15 minutes.
- >> Easy two-hour drive to Wellington, Hawke's Bay, Wairarapa and Taranaki, and three hours to Taupō.
- >> Daily commuter train services linking Palmerston North with Wellington.
- >> Regular daily bus services within Palmerston North, plus daily commuter services linking regional communities.
- >> InterCity bus daily services to all North Island cities.

# FUTURE FACING //

**WE ARE EXPERIENCING RECORD LEVELS OF GROWTH AND INVESTMENT, CREATING A BUOYANT ECONOMY SO THERE IS NO BETTER TIME THAN RIGHT NOW TO BE PART OF THE ACTION IN MANAWATŪ.**

By 2025, Manawatū will be New Zealand's most progressive region, a bold and ambitious vision. In fact, our target is to be the first choice for talent, business and investment for New Zealanders and those living abroad.

Achieving this vision relies on three big goals:

By 2025 Manawatū will be:

- >> Recognised as one of the top three agrifood hubs in the world.
- >> A leading distribution hub, and leverages off its role in central New Zealand.
- >> Renowned for its exceptional lifestyle and competitive advantages, and is a magnet for investment, business and talent.

**We know where we are heading, and we'd love for you to join us!**

# IN THE PIPELINE //

Palmerston North city and Manawatū have a secure and bright future, with more than \$4 billion of investment underway or planned in the next decade. This pipeline of investment includes significant roading projects Te Ahu a Turanga, the Regional Freight Ring Road, KiwiRail Freight Hub, capital works for Massey University and expansion of our Hospital facilities.

Other significant projects include FoodHQ, several new distribution centres, Mercury Energy wind farm and a significant upgrade to the city's main sporting and events Arena. The region is seeing significant interest from investors in leading edge green technology projects.

# OUR KEY INDUSTRIES //



**PRIMARY +  
AGRIBUSINESS //**

Our agricultural sector underpins the region's economy, playing a key role in New Zealand's meat and dairy industries.

The growth and productivity of this sector is supported by a strong agricultural research base in the region including FoodHQ, the Massey and AgResearch joint food science facility, Te Ohu Rangahau Kai, and three Crown Research Institutes.



**FOOD  
INNOVATION //**

Manawatū is renowned as a national centre of excellence for agrifood innovation, with the research institutes and a number of incubators supporting innovative agrifood and agritech firms.

The high concentration of world-class research and business collaboration here offers a compelling case for more international companies to locate their agrifood-based operations in Manawatū.



**BUSINESS  
SUPPORT HUB //**

As the preferred head office location for a growing number of national and global companies, and government departments, Manawatū provides a thriving and connected business community ideal for any size – from start-ups to big business.

Our location keeps us close to the pulse of Government in Wellington, and with robust infrastructure and high-speed digital connections, the city plays a lead role in the digital telecommunications for New Zealand's crisis centres.



**DISTRIBUTION  
& LOGISTICS //**

Manawatū is perfectly located at the heart of the lower North Island with the region connecting Taranaki, Hawke's Bay and Taupō to Wellington. This forms a distribution point across the lower North Island to a quarter of New Zealand's population. This is a central hub with highway, rail and air connections to major centres and regions in all directions, creating a successful distribution and logistics centre where big businesses, including EziBuy and Foodstuffs base themselves, as well as a number of transport and logistics companies.

## POPULATION

# 122,500

Population Palmerston North City  
& Manawatū District  
as of 30 June 2020



## 17.9%

Population increase since the year 2000

## OUR REGION'S BRIGHT FUTURE

# \$4 billion +



Of public investment secured, planned  
and underway in the next decade

## GDP

# \$6,007m

GDP Manawatū Region  
(September 2020)



## \$49,216

GDP Per Capita  
(June 2020)

## HOUSE & RENTAL PRICES

# \$541,619    \$487,127

Palmerston North

Manawatū District

Compared with \$753,038 (national average) October 2020



## MEDIAN AVERAGE WEEKLY RENT:

(Geometric mean rent, year ended October 2020)

\$363 Palmerston North  
\$366 Manawatū District  
\$449 New Zealand

## SALARIES & WAGES

# \$3,268m



## Total salaries and wages in Manawatū region

year ended September 2019

## BUSINESS & EMPLOYMENT

# 61,800

EMPLOYEES

As at February 2020

# 11,976

BUSINESSES

As at February 2020



CLICK FOR MORE  
ON MANAWATŪ'S  
PEOPLE & HISTORY



**A PLACE WHERE  
INNOVATION AND  
BUSINESS THRIVE //**

**"MANAWATŪ IS QUITE A FORCE WHEN IT COMES TO INNOVATION AND BUSINESS. IT'S SUCH A HUB OF EXPERTISE AND POSSIBILITIES."**

**DANIELLE BALMER,**  
PALMERSTON NORTH AIRPORT

Manawatū provides an established business ecosystem of national and global companies, startups, research institutes, educational organisations, defence forces and central and local government agencies. The region is in a strong position to continue bucking the trend of a cooling global economy.

We are home to FoodHQ, a collaboration of internationally recognised companies, research and educational institutions providing food companies and innovators access to one of the world's leading clusters of food science expertise and facilities.

The Fonterra Research and Development Centre (FRDC), one of the largest dairy research facilities in the world, has more than 300 researchers, engineers and scientists from 46 countries, including 130 PhDs. Synlait also has R&D facilities here.

You will find world leading agritech companies and boutique makers and innovators rubbing shoulders with the likes of Fonterra, Toyota and Ezibuy, one of Australasia's largest multi-channel retailers, whose headquarters are in Palmerston North.

Combine our innovative business minds with our prominent educational and research institutes, cultural diversity, safety and affordability, innovative and sustainable industries, and central location, and you have a robust and stable pool of qualified talent to power any successful enterprise. Pair all of this with our strong employment in agriculture, construction, manufacturing, services and defence sector employment, and you also have a business community unique to New Zealand.



### **WHY DO BUSINESS IN MANAWATŪ?**

- >> We are New Zealand's centre of science, education and innovation. This includes world leading food science and research organisations, R&D facilities and institutions that support entrepreneurship.
- >> We have no shortage of talent: Palmerston North has the highest concentration of scientists, researchers and innovators in Australasia, with 3,900 working in the sector.
- >> Our region's central location positions us as a distribution and logistics hub with state highway, rail and air connections to regions in all directions. There is significant investment going into additional infrastructure under the Central New Zealand Distribution Hub. This includes the KiwiRail Regional Freight Hub, the North East Industrial Zone, Palmerston North Airport, and the planned Regional Freight Ring Road.
- >> There are solid linkages between Massey University, UCOL and IPU New Zealand and industry which builds a skilled and talented pipeline of workers.
- >> The world class telecommunications infrastructure in Manawatū includes NZ's first roll-out of 5G.
- >> There are low costs of doing business in our region.
- >> We offer outstanding and affordable lifestyle opportunities for your staff.
- >> The above ecosystem supports key sectors such as agrifood, agritech, transport and logistics, health and defence.



# THE FUTURE //

**We have survived 2020 due to our diversified and resilient economy, with our economy continuing to flourish. Looking ahead, we will continue to be a surge region over the medium to long-term.**

Opportunities for investment in Manawatū are seemingly endless. We have a wide range of commercial and industrial development opportunities in the works, with \$4 billion of public investment and infrastructure secured and underway in the next 10 years.

A growing number of corporates have chosen to base their headquarters in Palmerston North. In addition, government and public sector industries are also well represented in the city, with the Defence Force and multiple District Health Board service hubs both located here as well as Housing NZ, NZ Immigration Service, Te Puni Kōkiri and Studylink.

The Central New Zealand Distribution Hub is a huge project for the city, the region and New Zealand's economic growth. This hub will integrate rail, air and road transport, marrying greater efficiency for moving goods between rail, road and air. One of a kind in New Zealand, it will bring with it jobs and significant opportunities.

This will build on our comparative advantages, drawing further investment interest in the region.

## #STARTUPS

There's a lot of opportunity for anyone with an entrepreneurial spirit and looking to start a new business // Here are some successful established and startup businesses based in Manawatū:

- » Tonic & Cloth
- » Tahi Spirulina
- » The Crafted and Co
- » The Herb Farm
- » Earshots
- » Biolumic
- » Mā Innovations
- » Frogparking
- » Greentech Robotics
- » Xalt
- » Hyperceptions
- » Koru Diagnostics
- » Stocktrim Software Limited
- » Levno



# DIGITAL CONNECTIVITY FOR BUSINESS SUCCESS //

**We have survived 2020 due to our diversified and resilient economy, with our economy continuing to flourish. Looking ahead, we will continue to be a surge region over the medium to long-term.**

Opportunities for investment in Manawatū are seemingly endless. We have a wide range of commercial and industrial development opportunities in the works, with \$4 billion of public investment and infrastructure secured and underway in the next 10 years.

A growing number of corporates have chosen to base their headquarters in Palmerston North. In addition, government and public sector industries are also well represented in the city, with the Defence Force and multiple District Health Board service hubs both located here as well as Housing NZ, NZ Immigration Service, Te Puni Kōkiri and Studylink.

The Central New Zealand Distribution Hub is a huge project for the city, the region and New Zealand's economic growth. This hub will integrate rail, air and road transport, marrying greater efficiency for moving goods between rail, road and air. One of a kind in New Zealand, it will bring with it jobs and significant opportunities.

This will build on our comparative advantages, drawing further investment interest in the region.

**THERE ARE MANY THINGS WE ARE PROUD OF IN MANAWATŪ, BUT IT IS THE INNOVATIONS WE CONTINUE TO MAKE TO ACHIEVE A GREENER, HEALTHIER PLANET, WHICH ARE OUR FAVOURITE.** OUR SCIENTIFIC AND TECHNOLOGICAL CAPABILITIES IN THE FIELD OF AGRIFOOD AND TECH INNOVATION IS OUR POINT OF DIFFERENCE AND THE REASON WHY GLOBAL COMPANIES TURN TO US TO FIND THE SOLUTIONS TO THEIR SUSTAINABILITY PROBLEMS.



# THE FUTURE OF FOOD // STARTS HERE //

**MANAWATŪ IS HOME TO AN ESTABLISHED AND GROWING AGRIFOOD HUB OF NEW ZEALAND,** FAMOUS FOR ITS INNOVATION AND EXCELLENCE WITHIN THE FIELDS OF AGRICULTURE, AGRITECH AND FOOD SUSTAINABILITY. THE ADVANCES WE HAVE MADE IN THESE AREAS HAVE CONTRIBUTED TO THE TRANSFORMATIVE ECONOMIC GROWTH OF THE REGION.

We're creating successful and sustainable economic development by building on our strengths in agrifood and agritech expertise to create growth and expansion and investment opportunities, as well as quality, well paid jobs that offer training and a genuine career path.

We've developed a high concentration of collaborating businesses, academics and research institutions supported by local and central government, to improve the performance of our agriculture and agritech sectors. These include educational institutions Massey University, UCOL and Talent Central, as well as FoodHQ, AgResearch, The Factory, Rural Innovation Lab and the global agritech accelerator Sprout, and to foster real progress in attracting international investment, accelerating innovation and developing talent.

## **BUILDING A LEGACY //** NZ'S GREENEST REGION

Palmerston North is a future-focused city that plans for, and cares about, a sustainable future. The Palmerston North City Council (PNCC) is working towards the city becoming a low carbon economy and creating clean energy, with the effective planning of infrastructure and the protection, maintenance and enhancement of the natural and built environment. Manawatū is also strengthening its environmental and sustainability initiatives through the likes of Environment Network Manawatū, Arohatia Te Kawau, Ruahine Whio Protectors project, and the Central Energy Trust Wildbase Recovery.



**CLICK FOR MORE ON PALMY'S  
ECO CITY STRATEGY**



## MAKING THE JUMP:

**" I USED TO LIVE IN HAMILTON AND COMMUTE TO WORK IN AUCKLAND EVERYDAY - SOMETHING I GREW TIRED OF. MOVING BACK TO MANAWATŪ, I WAS ABLE TO MOVE TO A RURAL LIFESTYLE BLOCK TO SPEND TIME WITH MY YOUNG DAUGHTERS BUT STILL BE CLOSE TO SHOPS, GREAT SCHOOLS AND EVERYTHING ELSE WE NEEDED IN PALMERSTON NORTH."**

## A MAGIC FORMULA // SHAREENA SANDBROOK

**SHAREENA SANDBROOK HAS LIVED IN MANAWATŪ FOR MOST OF HER LIFE. HOME TO HER IS THE PICTURESQUE POHANGINA VALLEY.**

Shareena's business, Frogparking, are specialists at start-ups, with a track record in bringing innovative tech solutions to low tech industries. They saw a gap in the market to go global with their high-tech parking technology. Now, with offices in Los Angeles, Melbourne and Sydney and customers all over the world, Shareena is normally offshore for a large part of the year. The direct links from Palmerston North to Auckland, Wellington and Christchurch means it is a breeze to head off on an international flight to anywhere in the world.

Shareena chose Manawatū for her headquarters for its lifestyle opportunities and lack of commute.

Frogparking employs graduates from Palmerston North's Massey University to fill engineering, marketing, design and production roles. Shareena's staff are like family, often catching up with each other

on evenings and weekends or doing things outside work together. The beauty of living and working in a small community. "The Manawatū is an easy place to live. We have staff that have bought houses and moved here from other parts of New Zealand. It's a great place to settle down and we want our staff to enjoy living here for a long time."

Manawatū's fast internet makes remote working easy for Shareena and her team, and she is excited by the region's big focus on getting 5G.

When she is not at work, you can find Shareena riding her three horses on her lifestyle block, at the beach or a nearby forest. "Recently I decided to give downhill mountain biking a go. There are some great tracks up at Arapuke Mountain Bike Park - alas, the tracks are better when you stay on two wheels, not tumbling down the side of them like I did recently!"

# WHERE TALENT THRIVES //

## MANAWATŪ PROVIDES MANY OPPORTUNITIES FOR PART-TIME AND FULL-TIME WORK,

PARTICULARLY IN THE FIELDS OF INFRASTRUCTURE DEVELOPMENT AND CONSTRUCTION, AGRIFOOD AND AGRITECH, MANUFACTURING, BUSINESS SUPPORT, SCIENCE, TECHNOLOGY, HEALTH AND EDUCATION.

Government agencies, research facilities and education providers sit alongside some exciting and innovative small and medium-sized businesses who make up an important part of our workforce. Our diverse range of industries and scale means we're always on the lookout for qualified and skilled people to move and work here.

Major infrastructure works such as Te Ahu a Turanga Manawatū - Tararua Highway, Ohakea redevelopment and Mercury Energy wind farm, are further boosting employment opportunities and stimulating the economy along with a strong construction pipeline of new housing and business facilities.



[CLICK FOR MORE ON WORKING IN MANAWATŪ](#)

## MEGA EMPLOYERS IN MANAWATŪ //

- >> Norwood
- >> Levno
- >> Bidfood
- >> ETECH
- >> EziBuy
- >> FMG
- >> Stewart Dairylands
- >> My Farm
- >> Fonterra
- >> Toyota New Zealand
- >> Nexus Logistics
- >> Mainfreight
- >> Colspec Construction
- >> Higgins
- >> JAPAC Homes
- >> Plumbing World
- >> Property Brokers
- >> New Zealand Pharmaceuticals
- >> Bell Booth
- >> ProTen
- >> Moana/Prepared Foods
- >> Beca
- >> Foodstuffs
- >> Tomorrow Today OBO
- >> Quest Industries
- >> Integration Technologies Limited
- >> Powa Products
- >> Stallion Plastics
- >> Proliant



# BEST MOVE EVER //

**“MOVING TO MANAWATŪ  
HAS ALLOWED ME TO  
LEAVE MY TEACHING JOB  
AND GO OUT AS A FULL  
TIME ARTIST.”**

JOE MCMENAMIN // ARTIST, FEILDING

As one of New Zealand’s most affordable regions to live, we have warm, healthy homes with more space than you’ll ever need, and stunning lifestyle blocks available for a fraction of the cost compared with the rest of the country.

We have something for all tastes, from quiet village life to family friendly suburbs and sophisticated central city living - we’ve got just the place for you. And with the median house price just over \$586,621 compared with \$806,151 nationally, your next home is an affordable reality.

## **OPPORTUNITY IN ABUNDANCE**

Our architects, builders and property developers are creating housing that is affordable, sustainable and a pleasure to live in. The region is in the unique and competitive position of being able to absorb further growth, with land available to be developed and more affordable costs of development compared to other centres in New Zealand.



**CLICK FOR MORE ON  
MANAWATŪ'S LAND & HOUSING  
OPPORTUNITIES**



# LIVE YOUR WAY //

## **THE REGION'S BEATING HEART //** PALMY

You'll love Palmerston North for its city living without the stress. A bustling city (without the overcrowding), Palmerston North offers everything you want from a major city without all the hassle. The community is diverse but close-knit, where newcomers are warmly welcomed.

## **CHARMING RURAL TOWN LIFE //** FEILDING

Feilding's small town atmosphere greets you with red-bricked pavements, quaint flower beds and a warm elegance - it's easy to see why they've won the award for 'New Zealand's Most Beautiful Town' no less than 16 times.

## **RURAL //** AND COASTAL LIVING

If you're after a more relaxed rural lifestyle or want to walk on the beach every morning, Manawatū is speckled with small towns and villages offering the lifestyle you want, while still being within easy reach of the city.

**“WE GET THE BEST OF..**





**...BOTH WORLDS HERE."**

JOANNA & RICHARD // MANAWATŪ LOCALS



“  
**LIFE  
COULDN'T  
BE EASIER  
HERE...**

FROM THE SHORT COMMUTES, ITS CENTRALITY, ITS RECREATIONAL FACILITIES AND AWARD-WINNING RESTAURANTS AND CAFÉS, YOU HAVE MORE TIME TO SPEND ON THE IMPORTANT THINGS IN LIFE. THERE'S A REAL SENSE OF COMMUNITY HERE AND FREEDOM TO LIVE THE LIFE YOU WANT.”

## **PUTTING DOWN ROOTS // DANIELLE AND BEN**

**DANIELLE AND  
BEN ARE YOUNG  
PROFESSIONALS  
WHO HAVE JUST  
BUILT THEIR FIRST  
HOME IN FEILDING.**

Danielle is the Marketing and Communications Manager for Palmerston North Airport, and Ben is in the Royal New Zealand Airforce currently posted to Maintenance Wing Ohakea where he is part of the Deeper Maintenance servicing team on the A109 and NH90 helicopters.

Danielle, a Manawatū native, and Ben, from the South Island, have chosen the region for its affordability, pace of life, proximity to the rest of the country and the short commuting times.

Danielle and Ben chose to build a home, as opposed to buying an existing home. “Affordability wise building a home was the perfect scenario for us. Through word of mouth we were able to secure a section and a house design we were really excited about and for relatively the same cost as buying an existing home. It was a no brainer. We built in Feilding and there was no question for us that this is where we wanted to build our life together, as we were close to family and the city but could also enjoy the small-town lifestyle. Plus, building allowed us the freedom to have everything we ever really dreamed of having in a home.”

In their spare time you'll find Ben playing first five for the Manawatū Turbos rugby team, and Danielle sampling the wares at some of her favourite eateries Saigon Corner, The Herb Farm and The Fat Farmer to name a few. Together they enjoy walking and hiking the Te Āpiti - Manawatū Gorge, He Ara Kotahi and the Sledge Track all with their amazing views and lush native bush.

“Heading out to Foxton Beach in the summer and stopping by Mr Grumpy's for some fish and chips is a highlight. So is horse trekking out at Makoura Lodge in Āpiti with its panoramic views. Visiting Orlando Country Club and having a crack at their driving range is also a tonne of fun.”

“Small town and regional living has some really awesome benefits that you just can't get anywhere else. On the whole don't knock it till you try it really rings true here. A number of my friends are choosing this lifestyle more now over big city living and we can all see why.”

# INHALE // EXHALE

## THERE IS A LOT TO LOVE ABOUT LIVING IN MANAWATŪ. ARE YOU DREAMING OF RURAL LIFE BUT DON'T WANT TO MAKE THE COMMITMENT?

THINK OF PALMERSTON NORTH AS A PLACE FOR SMALL TOWN LIVING BUT WITH BIG CITY IDEAS. THIS IS A LAND WHERE SMALL TOWNS AND SEASIDE COMMUNITIES COME TOGETHER, TO ALLOW YOU AN OPPORTUNITY TO ESCAPE THE DAILY GRIND AND JUST BREATHE.



**CLICK FOR MORE ON LIFE IN MANAWATŪ**

Whether you're a student, academic, a highly skilled worker, entrepreneur or young family, there's everything you need here to live your best life. The Manawatū is a great flexible region where you can live 15 minutes out of the city and be on a lifestyle block property, yet still drive to the supermarket in 10 minutes and stock up on all your supplies.

There is no shortage of places to spend your time throughout the year. If it's an excellent café, restaurant and bar scene you're after, we have that. If you love spending time in the outdoors amongst stunning vistas and wildlife, well we have that too.

With over 130 cultures calling Palmerston North home, we welcome all with open arms. We have the warmest, most friendly people. You can't go many places without bumping into someone you know and having an unscheduled twenty minute chat about life while getting groceries or walking a track.

## SOMETHING TO WRITE HOME ABOUT //

- >> Feilding has been crowned "New Zealand's most beautiful town" more than 16 times.
- >> Massey University in Palmerston North is New Zealand's largest tertiary institution.
- >> Has New Zealand's largest sand-dune field.
- >> Best place to learn how to fly.
- >> Safe and affordable with a great lifestyle for students, families and couples (World Health Organisation Safe City Accreditation).
- >> Affordable, warm and well insulated housing.
- >> With no commuting time there is more time at the end of the day to relax with friends and family.
- >> Where some of the best minds in the world are gathered and where ideas flourish.
- >> Where people jam, and traffic doesn't.



# PUTTING YOUR BEST FOOT FORWARD //

**NO MATTER WHAT  
STAGE OF LIFE YOU'RE AT,**  
YOU'LL LOVE LIVING IN  
MANAWATŪ.

**We've got everything you need to achieve the lifestyle you want, while not skimping on the essentials. Our region offers plenty of choice and serves all segments of the population, from those in the urban core to the region's outskirts and every demographic and age group.**

Get ready to carve out your own future with our world class education facilities and institutes. Palmerston North is the nation's education, training and research city and is recognised nationally and internationally, inspiring the great minds of the future.

With three tertiary institutions, private training organisations, Te Wananga Aotearoa, along with Crown Research Institutes, the New Zealand Defence Force College and 70 primary, intermediate and secondary schools across the city and region, there is no shortage of opportunities to learn and upskill.



**CLICK FOR MORE ON EDUCATION  
OPPORTUNITIES IN MANAWATŪ**



# HEALTHCARE YOU CAN COUNT ON //

**PALMERSTON NORTH OFFERS EASY ACCESS TO QUALITY HEALTHCARE AND A RANGE OF MEDICAL SERVICES, INCLUDING THE PALMERSTON NORTH REGIONAL HOSPITAL WHICH PROVIDES ONE OF THE LARGEST TRAUMA CENTRES IN NEW ZEALAND.**

There are a number of private hospitals and specialist providers too, including Broadway Radiology, Crest Hospital, Fertility Associates, and Aorangi Orthopaedic Centre. Specialist medical practitioners who are based in other metro regions, travel to Palmerston North regularly and hold clinics to ensure specialist treatment is available to our broad population base and neighbouring regions.



**CLICK FOR MORE ON MANAWATŪ'S ESSENTIAL SERVICES**

## HEALTHCARE SERVICES IN MANAWATŪ //

- 1** Maternity services
- 1** National patient support groups
- 7** Dentistry
- 17** Pharmacies
- 19** Public hospital services
- 21** Allied health
- 23** GPs / accident and urgent medical care
- 38** Private hospital services
- 39** Social services
- 40** Community health services
- 54** Cancer support
- 103** Mental health and addictions



# ACTION // PACKED

## **THERE'S TIME FOR FITNESS AND FAMILY IN MANAWATŪ.**

EASY-TO-REACH WALKING AND RUNNING TRACKS MEAN YOU CAN START THE BUSINESS DAY ON A STRONG FOOTING.

**The region offers never-ending exploration for outdoor enthusiasts, as well as beautiful parks and reserves for those who love being outside but less inclined to get a sweat up. Local favourites Victoria Esplanade and Ahimate Park are worthy places to spend a lazy afternoon in the city, while Feilding's iconic Kowhai Park is perfect for family fun.**

Our unique natural beauty makes the outdoor life a whole lot sweeter. Manawatū is a hard region to beat when it comes to our walking and mountain bike tracks, and proximity to stunning beaches, rivers and swimming holes. Walk the dogs, take a picnic, stare at the beautiful scenery or mix up your running route. Take a ride down the premier mountain bike destination Arapuke Mountain Bike Park varying from grade two to grade five.

For walking tracks, we think the Ruahine and Tararua Forest Parks are unmatched in terms of their beauty and wild, natural landscape, as are the extensive walking trails alongside the Manawatū River. The Sledge Track and Rangiwahia Hut Track are hugely rewarding tramps, and Te Āpiti – Manawatū Gorge is one of the North Islands iconic outdoor destinations for walking and hiking. And take the road less travelled with three backcountry drives: The Country Road is a collection of scenic driving routes which allows you to stop along the way and explore Manawatū's backyard.

Whether sitting on the sand or dipping into the waters of our west coast beaches, the Himatangi, Tangimoana and Foxton Beach provide a perfect opportunity to reconnect with nature.



# GAME//ON

**PALMERSTON NORTH HAS A GREAT RANGE OF RECREATIONAL FACILITIES,** INCLUDING MORE THAN 170 RESERVES AND SPORTS FIELDS WHICH VARY IN SIZE FROM SMALL URBAN 'POCKET PARKS' TO LARGE OUTDOOR RECREATION AREAS.

Our award-winning Lido Aquatic Centre complex is also an absolute joy for all ages and stages. The city's major sports and events hub, the Central Energy Trust Arena, has a variety of indoor and outdoor venues and plays a key role in regional events, as well as providing entertainment and recreation opportunities for residents and visitors.

Palmerston North is host to over 35 different sport and recreation groups, including canoe polo, basketball, golf and hockey.



**CLICK FOR MORE ON MANAWATŪ'S  
MANAWATŪ'S GREAT OUTDOORS**



**“WE ARE LUCKY TO LIVE IN SUCH A STUNNING PLACE.”**

SHAREENA SANDBROOK // FROGPARKING



# CONNECT WITH CREATIVITY //

## **ARTS, MUSIC AND NIGHTLIFE,**

THE LIFEBLOOD OF AN  
URBAN CITY AND REASON  
PEOPLE CHOOSE TO CALL  
IT HOME.

**We are proud to have a thriving arts and culture scene and host a year-round calendar of cultural and social events and festivals that honour the vibrancy and diversity of the region.**

Immerse yourself in Manawatū's eclectic arts community, where passionate, talented people can express their creativity and appreciate others. With a diverse array of art galleries, theatres, museums, dance and recording studios, exhibitions, art programmes and a lively, local music scene, it's easy to become involved.

At the cultural heart of our city lies Te Manawa Museum which celebrates art, science and heritage, drawing together creativity and discovery with an ever-changing schedule of touring exhibitions, events and activities, and family events to keep the kids entertained.

The Palmerston North City Library is also an ever-popular meeting point for our community and is locally known as the Living Room of the City.



**CLICK FOR MORE ON MANAWATŪ'S  
ART, CULTURE & ENTERTAINMENT**



# EAT YOUR // HEART OUT

## INTERNATIONAL **EVENTS** //

Do you fancy motor racing, golf, jazz music or world-class theatre shows? All bases are covered here. The International Festival of Cultures, the New Zealand Military Tattoo, ANZ Netball Championship, NRL, Central Districts Field Days, Kimbolton Sculpture Festival, International Speedway Teams Championships, and the New Zealand PGA Golf Championship, have all taken place in Manawatū.

## ALL YOU CAN **EAT** //

Home to an impressive number of delicious food destinations that showcase the cultural diversity in the region with award winning chefs and restaurants. Eat your way around the world at one of our 172 cafés and restaurants. You can enjoy Afghan food one evening, Mexican on another, Vietnamese cuisine, Cambodian, outstanding Indian, the list is endless.

Brew bars and after-work pubs are dotted around the inner-city making socialising a breeze, and the city centre is a hub for shopping, from boutique stores featuring local designers, to some of New Zealand's best-known brands.



**CLICK FOR MORE ON MANAWATŪ'S FOOD & DRINK OFFERING**



FOR THE GUIEYSSSES,  
MANAWATŪ IS THE BEST  
PLACE FOR THEIR FAMILY  
FOR SO MANY REASONS.

**“YOU CAN FIND A  
BEAUTIFUL WORK/  
LIFE BALANCE IN  
MANAWATŪ.”**

## **STRIKING A BALANCE //** MAHALEE AND BENOIT

**CALLING MANAWATŪ  
HOME FOR 11 YEARS AND  
COUNTING.**

They moved to Palmerston North after living in Singapore and meeting in Sweden as exchange students, and now have three children together.

Mahalee, a freelance tourism content specialist and digital marketer, is from the Philippines, and French born Benoit is a Professor of Chemical and Bio-Process Engineering at Massey University. He does a lot of work in wastewater engineering, but his fundamental research is focused on algae. They are both part of the Tahi Spirulina team farming local, New Zealand grown spirulina at Himatangi Beach.

There are fantastic playgrounds, open spaces and access to nature that makes it easy for families to enjoy the simple things in life. There’s a real sense of community – for example, the Palmerston North City Library is dubbed the ‘living room of the city’ and it’s so true. We go every week and it’s one of our favourite places and really brings people together.”

The active, relaxed lifestyle appeals to the Guieysses. The family likes to spend their weekends by getting outdoors. They head to the beach, explore glowworm caves, visit a backcountry hut, or just wander down to the Manawatū River pathway to explore by foot or bike.

“Manawatū is like a blank canvas where you can live out your best lives. There’s arts, culture, innovation, a flourishing food scene and the great outdoors all at your doorstep. All in one day, you can enjoy a riverside run, the farmer’s market, an afternoon of mountain biking, a sunset on the beach and a delicious evening at the local brewery.”

“You’ll also find people of all different backgrounds, from all over New Zealand and the world, innovating and carving their own path. In te reo Māori, Manawatū translates to ‘heart standing still’ which in our case, rings very true.”

# LET'S MAKE A DATE //

JANUARY //

**GRAVEL AND TAR**

FEBRUARY//

**FESTIVAL OF CULTURES**

**EXPLORE ESPLANADE DAY**

**SUPERSTOCK TEAMS CHAMPS**

MARCH //

**NEW ZEALAND RURAL GAMES**

**CENTRAL DISTRICTS FIELD DAYS**

**KIMBOLTON SCULPTURE FESTIVAL**

JUNE //

**INTERNATIONAL JAZZ & BLUES FESTIVAL**

NOVEMBER //

**CROSS HILLS GARDEN COUNTRY FAIR**

DECEMBER //

**MAGIC OF CHRISTMAS NIGHT MARKET**

## RESOURCES //

- >> Live and work in Manawatū
- >> Find out more about moving to Manawatū
- >> Follow @Manawatu\_NZ on Instagram  
#ThisIsManawatu
- >> Follow Palmy & Manawatū on Facebook

**DARE TO THINK DIFFERENTLY AND TO CARVE YOUR OWN PATH.**  
WE CERTAINLY HAVE, AND IT'S OUR DIFFERENCES THAT MAKE US, US.  
COME ON OVER AND JOIN US!

TE MAURI O  
**MANAWATŪ**



WEBSITE //  
[MANAWATUNZ.CO.NZ](http://MANAWATUNZ.CO.NZ)

FACEBOOK //  
PALMY &  
MANAWATŪ

INSTAGRAM //  
[@MANAWATU\\_NZ](https://www.instagram.com/MANAWATU_NZ)  
[#THISISMANAWATU](https://www.instagram.com/THISISMANAWATU)

EMAIL //  
[INFO@CEDA.NZ](mailto:INFO@CEDA.NZ)

PHONE //  
**+64 6 350 1830**