

LOCAL ADVOCACY CAMPAIGN

Business Toolkit



**WHY IS IT IMPORTANT TO BE AN
ADVOCATE FOR MANAWATŪ? BECAUSE
NO ONE TELLS OUR STORY BETTER
THAN THE PEOPLE WHO LIVE HERE.**

TALL POPPY SYNDROME HAS BEEN PART
OF KIWI CULTURE FOR A LONG TIME, BUT
HERE IN MANAWATŪ, WE HAVE SO MUCH
TO BE PROUD OF – SOMETIMES, WE JUST
NEED A LITTLE REMINDER.



WAIT, WHAT?

Here, we have more time for the things we love and less time stuck in traffic like some of our neighbours.

With shorter commutes, we can hit the mountain bike trails, explore stunning walks, attend exciting events, or dive into hobbies that bring us joy.

We can have a fulfilling job, squeeze in an after-work adventure, catch up with a mate, and still make it home in time for tea.

Manawatū also offers incredible value for money. From affordable housing and top-notch schooling to a vibrant mix of restaurants, bars, and eateries, everything you need to build a fulfilling life is right here.

Plus, the whānau love the free attractions like the Victoria Esplanade, Hīmatangi Beach, Wildbase Recovery Centre, and Tōtara Reserve, while an action-packed events calendar means there's always something fun to do.

Think you know Manawatū like the back of your hand?
Put your knowledge to the test with our regional quiz and go
in the draw to WIN BIG!

Plus - discover new ways to be a better local and make the
most of everything our region has to offer.

Let's celebrate everything that makes Manawatū special!

➞ **ManawatuNZ.co.nz/wait-what/**

COPY TO SHARE WITH YOUR TEAM:

Subject: Wait, what? How well do you know Manawatū?

“Kia ora team,

We are pretty lucky to call Manawatū home – but have you told anyone that lately? Let’s spread the love for our region! Put your knowledge to the test with the ‘Wait, What?’ Locals Quiz and be in to WIN BIG. Bonus points if you challenge your friends and whānau to see who knows Manawatū best!

And if you’re looking for inspiration on what to do this weekend, keep scrolling on ManawatuNZ.co.nz – you might just find something new to love about our region.

Why is it important to be an advocate for Manawatū? Because no one tells our story better than the people who live here! Tall poppy syndrome may be part of Kiwi culture, but in Manawatū, we have so much to be proud of – we just need a little reminder.

Here, we get more time for the things we love, and less time stuck in traffic. With shorter commutes, we can hit the trails, explore stunning walks, attend exciting events, or dive into hobbies that bring us joy. A successful career, an after-work adventure, a catch-up with a mate – and make it home in time for tea.

Take the quiz now: ManawatuNZ.co.nz/wait-what/

Let’s celebrate Manawatū together and get behind this awesome campaign!”



SPREAD THE WORD:

Here's some ready-made social media posts, visual assets and key messages to share on your channels and help spread the word.

Post #1 Local knowledge

Think you know Manawatū inside and out? Wait, what?! It's time to put your local knowledge to the test! Take the quiz and go in the draw to WIN BIG!

Bonus challenge: Tag a mate and see if they can beat your score!

Take the quiz now:
manawatunz.co.nz/wait-what/

Post #2 Myth busting

Wait, what?! Did you know Manawatū is home to over 3,100 scientists, researchers, and innovators, driving world-class breakthroughs right here in our backyard?

Let's bust some myths and celebrate what makes our region amazing! Take the 'Wait, What?' quiz to test your knowledge and win epic prizes!

Get started: manawatunz.co.nz/wait-what/

Post #3 Be a better local!

Manawatū is more than just a place – it's our home. But could we do more to show it off? Take the 'Wait, What?' quiz to learn something new, win great prizes, and find out how to be a better local!

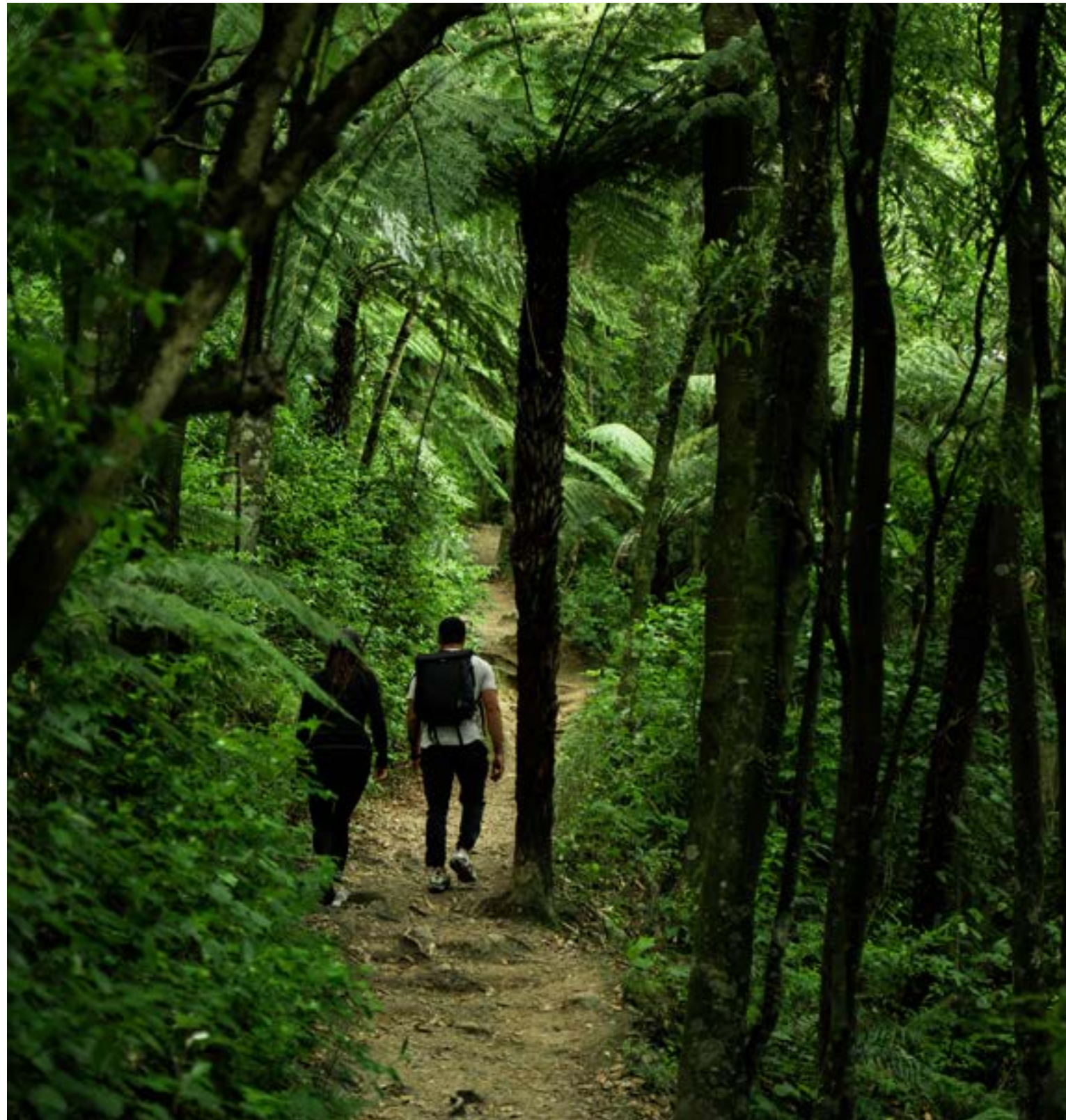
What's your favorite hidden gem in Manawatū? Drop it in the comments!

Take the quiz:
manawatunz.co.nz/wait-what/

Post #4 Be a better local!

We live in a pretty cool place – so let's shout about it! Whether it's grabbing a world-class coffee, exploring hidden gems, or supporting local businesses, there's always something to celebrate in Manawatū.

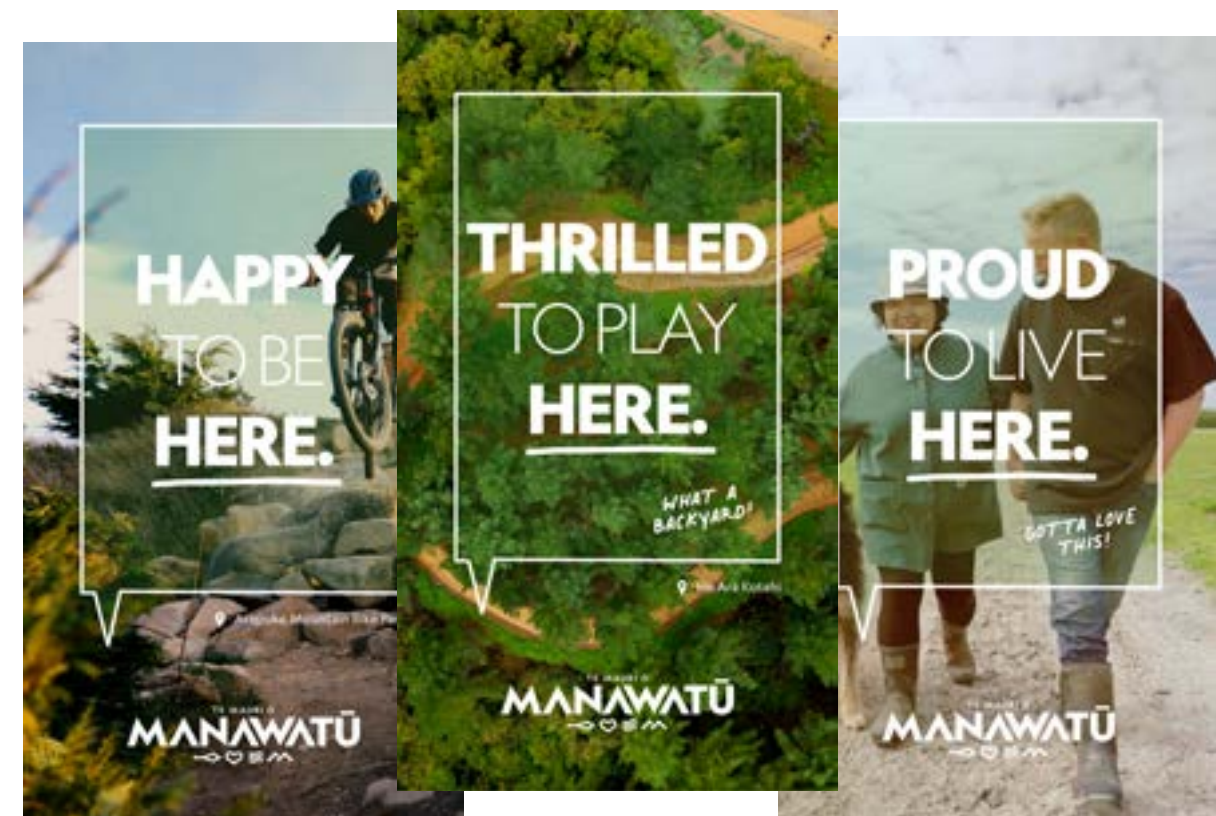
Take a moment to appreciate what's in your own backyard and share it with others. The more we champion our region, the more it thrives!



IMAGERY:

Make your messages and posts stand out with these ready-to-use images and creative material!

Download here: [Campaign Imagery](#)



Questions? Contact us at marketing@ceda.nz