



THE POWER OF LOCAL ADVOCACY.

“
WAIT, **WHAT?**
Let's **bust myths**,
challenge
perceptions, and
show off the best
of Manawatū!

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WHY THIS CAMPAIGN?

At CEDA (Central Economic development Agency), part of our role is to raise the profile of the region to drive more visitation, business and investment. While this work is normally focused outside the region, this year we're mixing it up and targeting our locals.

Manawatū has so much to be proud of – we just need to talk about it more and be our own champions. Tall poppy syndrome is out, and local pride is in!

By celebrating our strengths, sharing our region's awesome lifestyle, and enjoying our epic backyard more, we can collectively lift perceptions of our region from the inside out – which in turn helps to attract talent, investment, and visitors, ultimately strengthening our local economy.



THE PROBLEM //

25% of local businesses believe New Zealand thinks
Manawatū is 'boring'

Only 68% of locals would **actively encourage others to visit**

THE OPPORTUNITY //

Our region's visitor economy is worth **over \$500m per annum**, and we know that a large reason for visiting is to see friends and whānau...

Imagine if our locals leveraged this by celebrating the region and **showcasing the best of Manawatū** instead of being a 'downer'? If we work together, every visitor to the region becomes another advocate.

Sharing our region with visitors **grows the local economy**, leading to more demand for cafes and restaurants for example, therefore **creating more choices for residents** or students and **better viability for businesses**.

WHAT YOU CAN DO //

1. Don't be shy! **Be positive about Manawatū** in conversations and online
2. Check out the **region's strengths** to see how great we are - start here: **ManawatuNZ.co.nz**
3. **Challenge outdated myths** because we live in a pretty cool place!
4. **Think like a visitor** - get out and about on your weekends and reacquaint yourself or discover new favourites.

GET INVOLVED //



Let's work together to change perceptions and showcase the best Manawatū has to offer!