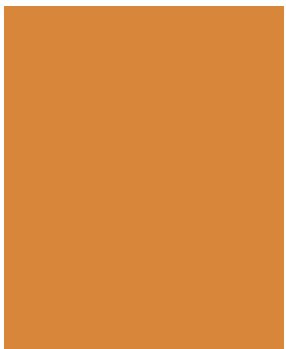




NEW ZEALAND
CHEFS ASSOCIATION
CONFERENCE
PALMERSTON NORTH CITY
JULY 2019



PALMERSTON NORTH CITY
& Manawatu



GREAT REASONS TO MEET IN PALMERSTON NORTH CITY AND MANAWATU

Culinary Connections

Manawatu is a central hub, connecting the regions of Hawke's Bay, Gisborne, Horowhenua and Wanganui to form the Central Branch of the New Zealand Chefs Association.

With its central location, The Central Branch is able to position itself alongside the food innovation center of New Zealand, from food science, development and tech through to education, distribution and industry and onto the consumer.

Food Science

One of our city and region's strength is its food science, innovation and technology sector. The area is home to Food HQ, a collaborative partner of the New Zealand Chefs Association, and the future of food. Food HQ's partners will open the minds of chefs and showcase new food pathways from around the country. The city offers a great range of potential speakers within Food HQ and its various industry partners.

Great Industry Visits

There are plenty of incredible opportunities for delegates to visit food and beverage producers in the region. Ranging from a commercial organic farm to a producer of Manuka honey, through to an ice cream factory, an artisan cheese maker and even a micro brewery. We have a great selection to inspire and educate attendees.

Plate of Origin

Palmerston North City and Manawatu is home to the national 'Plate of Origin' competition, the tastiest part of AgriFood Investment Week, showcasing the best food from across New Zealand.

Central Location

The unique geographic location of Palmerston North City provides a strategic advantage for conference organisers. The airport is only a short 10 minute drive from the CBD, with excellent flight connections to all major centres. The City is also located within a three hour drive of over one million people, making it an easy place to drive to for many.

Variety of Venues

Palmerston North City offers a variety of options when it comes to convention venues, including some very special and unique locations. The choice includes purpose-built convention centres, major hotel chains, an iconic brewery, an Edwardian theatre, an international motorsport track and a country club where you can step out of the meeting room straight onto the golf course or driving range.

Compact City

Once you arrive in Palmerston North City there is very little need for transport as the city is very compact, reducing cost for organisers and delegates. All accommodation options offer free car parking and are within close walking distance of most conference venues, restaurants, shops and cafes.

Affordability

Palmerston North City offers a great return-on-investment for organisations running their conference here, with excellent value across a range of venues, accommodation and conference services. There is minimal or no need for transport while in the City, due to the close proximity of facilities and low taxi fares, resulting in great savings for both conference organisers and delegates.

Content to interest all

With such a strong and diverse food sector we know that Palmerston North City and Manawatu will offer the 2019 New Zealand Chefs Association Conference a strong variety of attractive content for young chefs, secondary school teachers, the tertiary sector and industry chefs.

We would enjoy the opportunity to host you and any of the New Zealand Chefs Association team in Palmerston North City. Please accept our invitation to show you around the facilities and activities profiled in this proposal, as this is the best way to evaluate them.



Damian Peeti
NZ Chef's Association
c/- UCOL
d.peeti@ucol.ac.nz

9 June 2017

Dear Damian

NZ Chefs Annual Conference 2019

I am delighted to be able to write a letter of support for the attached proposal. The bid to have the NZ Chef's Annual Conference in July 2019 in Palmerston North is one that I wholeheartedly support.

Palmerston North is the home of FoodHQ, one of the most exciting and innovative initiatives in the New Zealand food innovation system. FoodHQ has ten partner organisations who are working together collaboratively to build the best innovation system in the country for the food and beverage industry. The partners cover all aspects of the New Zealand food value chain and aim to provide support for all those looking to develop innovative food products for sale in New Zealand and beyond. Collectively FoodHQ has more than 2,200 scientists and researchers in the Manawatu – the largest concentration of expertise in the country.

FoodHQ looks forward to strengthening our collaborative partnership with the NZ Chefs Association is one of the key organisations. The conference provides us with an opportunity to support the Chefs Association. We will work alongside the organizing committee to ensure that the conference participants hear from some of the talented local speakers who are resident in the Manawatu.

Kind regards

A handwritten signature in black ink that reads 'Claire Massey'.

Professor Claire Massey

Acting Programme Director, FoodHQ

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20 June 2017

OFFICE OF THE MAYOR
Palmerston North City Council

Central Branch
NZ Chefs Association Inc
PALMERSTON NORTH

To whom it may concern

NZ CHEFS ASSOCIATION CONFERENCE 2019 BID

Palmerston North City is home to Massey University and UCOL Polytechnic, both hospitality industry training partners, and a city with a large footprint in the food and hospitality sector. The city has more cafes, restaurants and bars per capita than any other city in New Zealand and is home to many national and international food producers.

I understand a bid for the 2019 NZ Chefs Association Conference has been submitted by our Economic Development Agency – CEDA, of which the city strongly supports.

As a partner of FoodHQ New Zealand's innovation network, Palmerston North is well placed to show-off our food research and innovation sector as well as industry training and numerous food producers and manufacturers.

Our tertiary and training providers have a strong food focus with Massey and UCOL, both very active with food technology degrees and hospitality training programmes.

From a conference perspective, we have numerous conference venues and hotel accommodation options. As well as many possible site visits specific to the Chefs, hospitality and food industry including; Massey Micro Brewery, Tui Brewery, several Fonterra and Goodman Fielder plants, Angus Breeders, Speirs Foods and Prepared Foods to name a few.

I offer the full support of the Mayor's Office to assist with planning and supporting the 2019 Conference if successful and wish you all the best in your bid application.

Yours sincerely

Grant Smith | Mayor



GETTING HERE

Centrally Located In New Zealand

Palmerston North City's central location places it within a three-hour drive of one million people, making it an easy place to travel by road and air.

Air

Palmerston North Airport has increased its flight services with three airlines, Jetstar New Zealand being the newest addition, flying in and out of the city. This exciting news has seen significant improvements in both availability and prices of flights.

The airport is a gateway to the region with regular flights throughout New Zealand available daily. Palmerston North Airport is five kilometres, or a 10 minute drive, from the city centre.

Taxi, bus and shuttle services to the city depart from in front of the airport terminal building, and many of the major New Zealand vehicle rental companies are represented at the airport.

Land

Accessing Manawatu is easy from all directions, and if you take our suggested scenic routes you'll find that the region provides a spectacular driving experience. From Auckland/Taupo on SH1 turn off at Mangaweka onto the 'Manawatu Scenic Route' or just south of Mangaweka at Vinegar Hill onto 'Stormy Point Route' to see dramatic landscapes and drive through picturesque rural villages and towns.

Travelling from Wellington on SH1, turn right just before Levin onto SH57 and enjoy a stop off at the village of Shannon for designer clothing, local art, heritage and a great cup of coffee.

Upon arriving in the city, you will find its layout easy to navigate, with a grid-like layout and wide streets.





Palmerston North Airport



AIR NEW ZEALAND



Jetstar



Originair



Direct Flight Times

Auckland	1 hour
Wellington	35 mins
Christchurch	1 hr 10 mins
Nelson	45 minutes
Hamilton	50 mins

Drive Times

Taupo	3 hours
Wellington	2 hours
New Plymouth	3 hours
Wanganui	45 minutes
Napier.....	2 hours

HOME OF

food^{HQ}TM

The City is home to Food HQ, a collaborative partner of the New Zealand Chefs Association, the food value chain and future of food. The partners of Food HQ offer fascinating insights and developments, and new food pathways for Chefs around the country. They are environmentally and food security focused, anticipate what the market wants and target the niche market sectors internationally. Food HQ is partnered with some of New Zealand's key quality food producers and offer a large collaborative network.

This amount of knowledge and talent in Palmerston North City and Manawatu gives the New Zealand Chefs Association Conference a large and varied number of local speakers to work with.



HOME OF



Plate of Origin is an annual competition showcasing the best food from across New Zealand. Hosted in Manawatu, ten local restaurants are partnered up with ten of the best restaurants and chefs from around the country, including well known chefs Mark Soper and Fleur Sullivan. Each partnership then creates one main dish, highlighting two key ingredients to represent their partner restaurant's region. Plate of Origin 2017 ran in association with Cuisine Magazine, Food HQ and Visa Wellington On a Plate and was held during the annual New Zealand AgriFood Investment Week.





CENTRAL BRANCH OF NZ CHEFS ASSOCIATION

Damian Peeti – Manawatu/Whanganui - President

Damian is a Chef Lecturer at UCOL. He enjoys the networking and culinary competition aspect that the New Zealand Chefs Association brings, which has inspired the opportunity to hosts the conference if successful. He is married with two sons, and outside of his profession, he devotes his time to his family, travelling and sports.

Phil Eldon – Hawkes Bay – President

Phil qualified in the UK, travelled through Europe then migrated to New Zealand 10 years ago. He now works in education teaching at Workforce Development in Hospitality and Catering Certificates levels three to five. He lives in Hastings with his family.

Phil Healy – Whanganui - Secretary

Phil is the owner of Kai Catering in Whanganui and is a graduate of UCOL. He has worked in a number of kitchens in the Bay of Plenty, Hawkes Bay, Manawatu and the Wairarapa. This is his first term as the branch secretary, and he looks forward to the new role.

Paul Shadbolt – Manawatu – Treasurer

Paul works for Southern Hospitality and is a UCOL graduate. Paul has 30 years of hospitality experience, as well as a strong business management and recruitment background. Outside the industry, he enjoys Softball and family time.

Zachariah Meads – Manawatu – Young Chefs

Zach is currently studying in the Diploma Level 5 at UCOL. In the last two and a half years he has competed in a number of competitions throughout the North Island, and is currently preparing to compete in Commis Chef of the year at the New Zealand Hospitality Championships.

Dash Kumar – Whanganui

Dash is a graduate of Whanganui UCOL and is currently the Head Chef of Delicious Cafe and Wine Bar. Dachs has a keen interest in networking and extending his knowledge in the industry, and in his spare time he's a keen outdoorsman and sportsman.

Helen Brown – Horowhenua

Helen trained in Christchurch, through the polytechnic. She currently tutors on the UCOL Cookery programme level four at HLC. She has completed the diploma in Adult Education and is now working towards the Dip Adult Ed level 6. She is getting married next year, and has a blended family and has one granddaughter.

Sue Mathews – Gisborne

Sue has a Bachelor of Culinary Arts, and is currently a coordinator of Adult Community Education and STAR at EIT. Sue works with many agencies and communities throughout Hawke's Bay and East Coast, and has a strong passion for cooking for health, and supporting programmes that engage students with growing, foraging and preparing food for a healthy lifestyle.





UCOL PALMERSTON NORTH - WORKSHOPS

UCOL's Palmerston North campus will host the majority of the conference workshops. The Maori name of the campus is 'Rangitane Tikaraina ki te Maturanga' by Rangitane, which translates in part to "straight pathway to education".

The UCOL kitchen facility is a fully equipped learning space which connects to the Ambitions Training Restaurant; a fully operating and licenced premise.

The kitchen facility can also be adapted from a training space to a space catering for workshop presentations and demonstrations. The space is equipped with everything you would find in a commercial kitchen, to accommodate the schools cookery, bakery and hospitality programmes.

Alongside the kitchen facility, the school also has access to space with technology capable of making an ideal environment to host conference, workshops and meetings.

UCOL's Success in Hospitality

In 2016, three students from Palmerston North's UCOL teamed up to compete, and win, New Zealand's most prestigious Toque d'Or Culinary Competition.

Team manager and UCOL tutor Mark Smith has been involved with many campaigns, and it's a testament to him and others for the on going commitment and sacrifices that one has to make to be successful.

A former Toque d'Or competitor from 2015 and current UCOL Diploma Level 5 student, Zach Meads is now preparing to compete at this year's Commis Chef of the Year in Auckland. Zach has gained an impressive resume, winning classes with Gold at both the Hawke's Bay Salon and Taranaki Hospitality competitions this year. This highlights Palmerston North as a centre for hospitality excellence, with a clear pool of talent. For these students, and others who follow in their footsteps at UCOL, rewarding careers within the hospitality are now firmly within their grasp.





FOOD PRODUCER SITE VISITS

Riddet Institute

The Riddet Institute is a premier centre for fundamental and strategic scientific research. Its area of expertise is at the intersection of food material science, novel food processing, human nutrition and gastrointestinal biology.

The Riddet Institute is a Centre of Research Excellence (CoRE), one of ten currently funded by the New Zealand government Tertiary Education Commission. It brings together New Zealand's leading scientists in food and nutrition in a collaborative, multidisciplinary national network. The Riddet Institute CoRE is a partnership between Massey University (host institution), University of Otago, University of Auckland, AgResearch and Plant and Food Research. The Institute unites leading scientists and key elements of New Zealand's resources in food and related sciences and is a catalyst for innovation to create sustained competitive advantage for New Zealand's food industry.

Brew Union

New to the city, Brew Union's hand crafted beers are made from a base of stunning grains malted only 40km away in Marton, and quality base and specialty malts from Gladfields in Dunsandel, Canterbury. These are combined with some of the world's finest hops from Motueka, which means more than 98% of their base beer ingredients are New Zealand sourced.

Brew Union's microbrewery system was designed and fabricated locally from mostly a repurposed dairy and brewery tanks, and designed to minimise liquid waste, conserve water and energy while delivering quality handcrafted beverages.

Brew Union's food selection is focused on fresh, sustainable, seasonal and local products, including free-range eggs, chicken and pork, and the industrial chic style of the venue makes it a popular local spot.



Massey Micro Brewery

The research microbrewery on the Manawatu Massey University campus was built in 2008 and underwent a substantial upgrade near the end of 2009. The facility is for teaching and research and is available to commercial partners for specialist brewing development.

The microbrewery features a 200L brew capacity with ten 200 litre combined fermentation and conditioning tanks, and a fully computerised temperature control and logging system for all stages of the process.

In addition to operating as a fully functioning brewery facility, the installation has been designed as an excellent teaching facility and also serves as an excellent platform for teaching aspects of food microbiology.

Speirs Food Ltd

Speirs Foods Ltd takes pride in its production facility, based in Marton, with the site boasting 2,000 square metres of production capability, where up to 200 product lines are manufactured seven days a week.

Speirs Foods are primarily recognised for their expertise in the processing of fresh produce into fresh-cut salads. However, it is a little known fact that part of that expertise is getting the products to market in top condition.

The company's technologies enable shelf life extension through natural processes with no artificial additives, preservatives, chemicals, genetic alterations or irradiation. The result is extended shelf life for the retailer and all natural goodness for the consumer without compromising taste and freshness.



Waireka Honey Centre

Amber golden and soft as silk, New Zealand honey is some of the finest in the world.

At the Waireka Honey Centre in Manawatu they produce and stock an extensive range of honey products including natural honey from leading producers, honey mead, the "nectar of the gods", healthcare and skincare products and their house made honey ice creams.

Bio Farm

Biofarm, which is located overlooking the Manawatu River, specialises in producing natural foods with considerable nutritional benefits, while satisfying its rapidly expanding customer base, and caring for the environment and the animals in its care.

Certified organic since 1986, Biofarm is the second oldest commercial organic farm still operating and unique in the fact that it is still run by its original owners. Biofarm is also unique in that it produces both the raw material (milk) and the finished product on the one farm.

Fonterra - Kapiti Ice Cream Palmerston North Plant

Since 1984, Kapiti cheese, ice cream and deserts have become a staple in the repertoire of our best chefs, a commonplace on cheese boards, and the perfect dessert at home. The range has expanded, but the philosophy behind Kapiti and its commitment to excellence remain intact. Truly great food created to enjoy and share is, and always will be, at the heart of everything they do.

Atahua Angus Breeders

Atahua is an award winning Angus Stud farm of 200 cows and 3000 crossbred ewes. Atahua Farm is a family run business consisting of two farms in rural Manawatu - the Kiwitea farm has 600 acres and the Apiti farm has 700 acres. The team at Atahua are happy to show their successful kiwi way of farming to produce top quality beef with a guided tour.



WELCOME FUNCTION

FRIDAY NIGHT



REGIONAL PROGRESSIVE DINNER

SATURDAY NIGHT

Local restaurants take up the challenge to create a course using local quality food and beverage to showcase to chefs from around the country to enjoy.

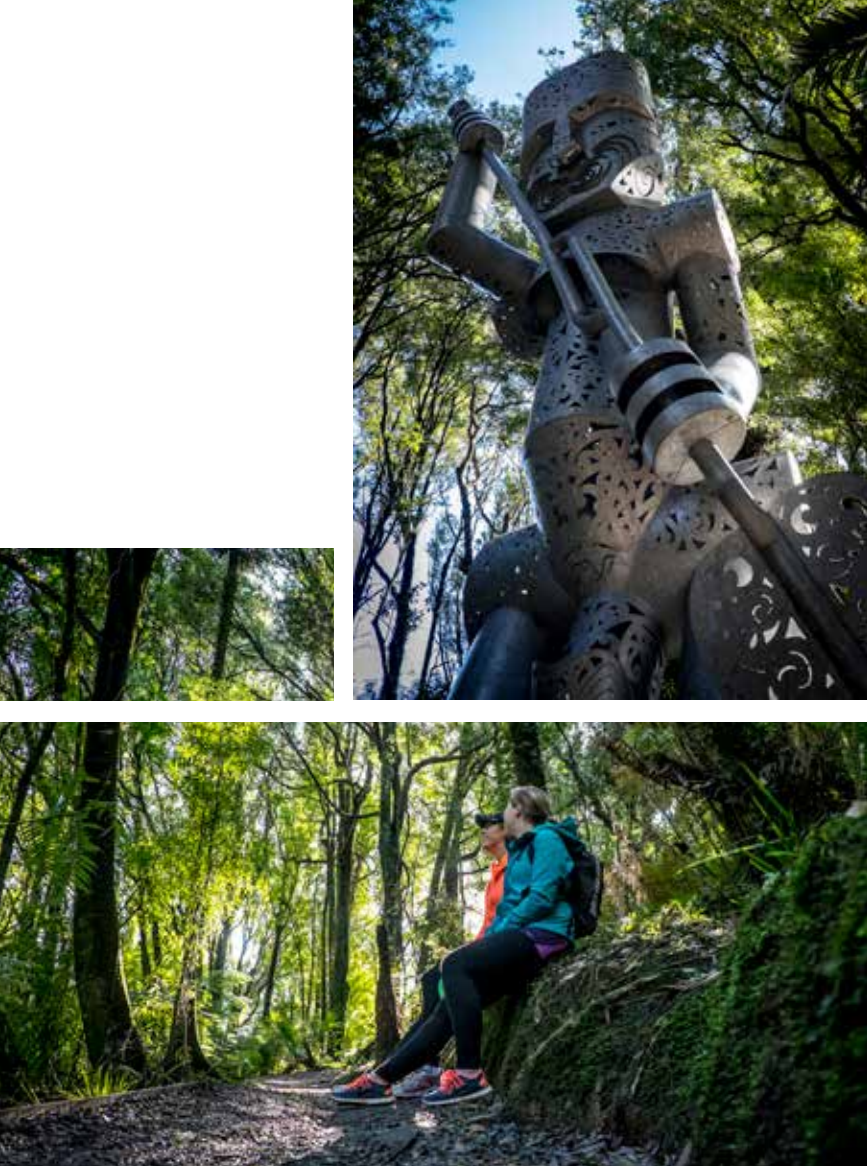




New Zealand Chefs Association GALA AWARDS DINNER SUNDAY NIGHT

Arrival at the venue for the New Zealand Chefs Association Gala Awards Dinner. This event is where we recognise outstanding achievement and award our Culinarian of the Year, and our Young Culinarian of the Year. The menu will be designed with assistance from our very talented High Performance Squad. These are our international representatives with the 2020 Culinary Olympics in their sights. The dinner is sponsored by our platinum sponsors.





LEISURE ACTIVITIES

Manawatu has a vast array of activities for everyone with the normal city options of shopping, movie theatres, swimming complexes, art galleries, museum and live theatre. Here is a taste of some of the things that are on offer:

Te Apiti – Manawatu Gorge Track

Te Apiti – Manawatu Gorge, just 15 minutes from the Palmerston North CBD, is a landmark of awe-inspiring legend, geographical magnificence and cultural wealth. The scenic divide between the Tararua and Ruahine Ranges borders the Manawatu Region. With its native bush and wildlife, Te Apiti is a time capsule that preserves the bush that once covered Manawatu, a place frozen in time, a land steeped in legend and myth, a land of the people. Te Apiti offers a number of walking tracks that are suitable for all abilities.

New Zealand Rugby Museum

This iconic museum is the home of New Zealand's rugby heritage and culture, the sport that shaped our nation. See some of the world's rarest rugby artefacts, including the first silver fern, the oldest rugby ball and a replica of the first All Black jersey. Hear the stories behind the items on exhibit with a guided tour from one of the museum's experts; you'll be rewarded with a trip back in time exploring the rich history and folklore of the nation's game. You can even test your kicking, tackling, leaping, sprinting and pushing skills in the 'Have a Go' area.



Golf

With more than seven golf courses in the Manawatu, this is truly a golfer's paradise. From 18 hole courses alongside the lagoon to a three level course, complete with a cable car and panoramic views of sheer white cliffs, a rushing river and more. The urban charm of the Manawatu Golf Course and its on-site facilities will please even the most discernible golfer, the views and green views will impress all who visit the Rangatira Golf Course and a lasting impression is guaranteed at the Apiti Golf Club, kept lush and mown by the local sheep.

Feilding on a Friday

On Fridays the Feilding Farmers Market takes over Manchester Square and nearby the Feilding Saleyards come alive with farmers and drovers selling and trading livestock. This is one of the largest saleyards in the Southern Hemisphere and a great chance to experience a part of New Zealand's farming life. Learn about local history at nearby Coach House Museum, only a short walk away from the saleyards. To add to a Friday visit there are plenty of cafes, restaurants and shops.

The Herb Farm

The Herb Farm offers a natural, eco and feel-good experience in a rural retreat setting. As well as indulging in a refreshing walk through the gardens, a highlight of The Herb Farm is being able to make your own healing and chemical-free body products to take home at one of their workshops. You can also purchase body products in their shop, enjoy the beauty retreat and their café.

Daytona Indoor Raceway

Daytona Indoor Raceway is one of the best go-kart tracks in New Zealand. This thrilling and high octane adrenaline activity can be enjoyed in any weather, as the track is fully indoor.



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PALMERSTON NORTH
CONVENTION BUREAU

www.ManawatuNZ.co.nz

A division of

CEDA
CENTRAL ECONOMIC
DEVELOPMENT AGENCY

PALMERSTON NORTH CITY
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