

MEMORANDUM

FROM: Nigel Davenport – Venture Timaru Chief Executive
TO: Timaru District Mayor and Councillors
SUBJECT: Venture Timaru Operational Update for the three months to 31 Dec 2022
DATE: 15 February 2023

Background

Please find attached an update relating to our Economic Development and Visitor Promotion operations for the quarter to 31 Dec 2022.

General Commentary

Finishing the calendar year with a watchful eye on local COVID levels which spiked again pre Xmas, the same challenge remains for local industry – the ability to attract and retain the workforce they need. Generally speaking, across the board our business and industry are in desperate need for staff.

Pleasingly there are ongoing tweaks being made to immigration settings however they are very reactive, and we still remain well behind our main competitors Australia and Canada in attracting the workforce we so desperately need. Local business and industry are being as innovative and accommodating as any of their colleagues around the country in attracting new workforce to the area, but it is hard work. Refer our updated 2022 [OUR STORY](#) - a resource being widely used in workforce attraction.

Notably our GDP performance for the period to 31 Dec 2022 dropped below national levels for the first time since pre-Covid and this as much as anything is reflecting the abovementioned workforce challenges as it is a softening of the national and local economy as inflationary pressures are being felt.

PRIORITY – Housing – we continue to position the critical need for diversity in our Districts housing stock and have submitted as such on the Proposed District Plan.

We firmly believe we all have a role to play in addressing this critical issue for our District which is impacting the ability of local business and industry to both attract and retain the workforce they so desperately need. Anecdotally we have heard some new employees to the area have effectively been forced to live in Oamaru due to lack of choice here in the District.

Whilst fully respectful of the regulatory environment across the range of housing developments needed i.e. inner/near city, in-fill and larger scale residential developments, we equally believe there is room to “move the dial” from a more conservative and reactive interpretation of the intent of various regulations, to one that is bolder, more innovative and proactive. Interpretations that once communicated clearly signal to developers and landowners alike that Timaru District is where they need to be progressing housing developments and we are keen to make things happen.

One step forward in this regard are the suggested approaches to various inner city living regulations that Isthmus Group have submitted on to the proposed District Plan - approaches we are fully supportive of.

PRIORITY - Logistics and freight disruptions – we continue to advocate for a fully aligned national transport strategy which incorporates road, rail and most importantly seas (coastal shipping). Great to see the contract Kotahi have with Maersk, to ship in the main, Fonterra & Silver Fern Farms containers in/out of PrimePort, has recently been formally extended for a further period to 2030. This will be a catalyst for additional investment and service enhancements by Timaru Container Terminal (owned by Port of Tauranga).

It is also pleasing to hear that the recent addition to our coastal shipping service by Swire/Pacifica is being well supported locally and that further growth in this area is a distinct possibility.

PRIORITY – Energy Efficiency & Conservation Authority Regional Energy Transition Accelerator - the various workstreams associated with this programme are well advanced and we are on track for EECA to present back their findings to local stakeholders early March.

From there a report will be finalised outlining our local roadmap to process heat transition and emissions reduction including more targeted sustainable energy opportunities.

Scott Base

- School and Community Events held Nov 23rd in Timaru with Antarctica NZ, Leighs Construction, Antarctic Heritage Trust, and Impact Ed. Very well supported evidencing the communities thirst for information on this exciting project.
- Early 2023 Leighs have issued the initial tender documents into the sub-trades sector, and we are working closely with all parties to ensure locals get as much opportunity to be as involved as possible.
- The next major milestone will be the “turning of the first sod” and blessing of the site in May or June as construction is scheduled to commence.
- Story boards on Antarctica NZ and the redevelopment project are throughout our community and will be complimented by additional boards/images in the CML building in Timaru’s CBD early March.
- We, Antarctica NZ and Leighs are in discussions to progress opportunities for the broader outcomes associated with the project i.e. opportunities for Apprent^{ICE}s, rangatahi, Māori and Pacifica and people with disabilities.
- There was also some well-deserved prominence on TV One News during Nov for the Minecraft Project on which 450+ of our local rangatahi across 9 local schools have worked. Refer [HERE](#). Notably this project has not only exposed our rangatahi to all things Antarctica NZ and Scott Base but also to market leading software and digital & design opportunities.
- NZ On Air have confirmed funding to Antarctica NZ for an extensive documentary on the Scott Base Redevelopment project. Ant NZ have confirmed their film partner and we have intro’d them to Ara as a possible location for their film base over the next 4-5 years.

Year Ahead for VT 2023/24 – the board and management of VT undertook a Strategic Planning session early February in which our workplans and associated strategic priorities for 2023/24 were agreed. These form the foundation of our Draft Statement of Intent & Budget which will be submitted to Council by 1 March 2023.

“Aspirational Timaru – Population 75,000 by 2050” not surprisingly this recent work completed for us by Economist Benje Patterson featured prominently in the above deliberations. A focus in the immediate future is to backload this high level piece of work with a strategy and plan to implement. [Status Quo not an option](#)

Contribution to NZ Inc – we are also working closely with Mayor Bowen to better position and communicate into Central Government officials and agencies the contribution South Canterbury makes to NZ Inc. We firmly believe

traditional GDP contribution statistics do us an injustice locally, given many of the value add / profits of the larger national companies represented here in the region are recognised at out of region head offices – with local operations assessed on a break event cost centre basis.

The intention is to more directly evidence and communicate the “grunt” of our local area based primarily on the volume of exports grown, processed, and generated here. This information to be supplemented by other key statistics such as RUC which whilst incurred locally can in some cases be recognised at out of region head offices resulting in roading investment decisions being somewhat ill informed or skewed.

Sustainable is Attainable (SiA) - Ally Dawson started as Strategic Project Coordinator 22nd Nov with SiA her initial priority alongside EECA RETA. Following an update on workstream progress from the nationwide network of R&D and academic organisations and institutions (early Nov) there are a number of prominent opportunities well advanced within this initiative. A year in review function for local SiA members and wider community stakeholders was held 8th December.

Tourism and Visitor – Summer promotion has been focused on Seaside Summers theme, targeting three different groups – families, active boomers and young visitors (20s-30s). Seaside Festival drew the crowds over 5 days including Waitangi Weekend included sand sculptures, street art, beach dig, free movies on the Bay and Kite Day.

Cruise Season - has been very busy and having a big impact on staff, with the VT team providing extended information services to passengers, plus coordinating with the Port, Timaru Information Centre and independent tour operators. Overall, to date of this report, with 11 of the 14 cruise visits now completed, the feedback from passengers and cruise companies has been overwhelming positive and bookings are already at 10 visits for the next season.

TRENTZ – This is New Zealand’s largest international tourism business event and most important event of the year on the tourism events calendar. TRENTZ brings hundreds of international travel buyers together to meet with New Zealand’s leading tourism operators (sellers) over four days to build or renew relationships and negotiate business for upcoming seasons. This is the first time TRENTZ has been held since Covid, and it will be in Ōtautahi in May 2023. VT will be exhibiting representing the district and our tourism operators. In addition VT is partnering with Mackenzie Tourism to host pre and post famils (familiarization visits) with 45 attendees registered.

TSRR Funding & Project Updates - Product development work continues with the following businesses including digital capability, marketing collateral, business plans, project management:

- Raptor Experience
- Pleasant Point Museum & Railway
- Te Ana *Māori* Rock Art Centre
- Geraldine Vintage Car & Machinery Museum
- SC Traction Engine Museum
- Geraldine Farm Tours
- Roger Mahan Heritage Centre
- Route 79
- SC Car Club

Other project updates:

- Cycle & Walk Trails Strategy – Work continuing.
- Business Convention Bureau – website listing will be live early March and promotion begin.

Information Centres: Busy summer period is seeing a big surge in visitors, as expected. Timaru Information Centre has been operating additional hours for the cruise visits and providing excellent service.

Datahub highlights for December (the latest report available):

Visitor numbers –

- Daily visitors were highest on Monday 26 Dec 2022 with 11,523 visitors. This was Boxing Day as well as the first day of the Caroline Bay Carnival.
- The second highest was on Sunday 25 Dec 2022 with an average of 10,962 visitors.

Key Visitor Figures:



Visiting spending (Sourced from Marketview capturing electronic card transactions ECT) –

- ECT Visitor spending in the Timaru RTO area was \$19.0m in December 2022, up 8% or \$1.4m from December 2019 and up 8% or \$1.4m from December 2021.
- ECT spending by domestic visitors made up \$16.9m of this, up 12% or \$1.8m from December 2019 and down -2% or \$331k from December 2021.
- ECT spending by international visitors was \$2.0m, down -14% or \$322k from December 2019 and up 519% or \$1.7m from December 2021.

Comparison of spending in regional hotspots:

Area	December 2022	December 2021	December 2019
Timaru City	\$14.7m	\$13.9m	\$13.7m
Geraldine	\$2.3m	\$2.0m	\$2.3m
Rest of Timaru	\$1.9m	\$1.6m	\$1.4m

Accommodation - There were 38 commercial accommodation establishments in Timaru registered on the Accommodation Data Programme (ADP) in December 2022. Not all accommodation provide information, as a result this data is only indicative figures.

- 17,200 recorded guest arrivals spent 35,700 guest nights in commercial accommodation in Timaru in December 2022.
- Guest arrivals were up 28% from December 2021, while guest nights were up by 23%.
- The average length of stay was 2.1 nights, just below the national average of 2.2 nights.
- The average occupancy rate was 46%, below the nationwide average of 56%.

WeloveTimaru.nz – rebranding of our tourism website and social channels late last year is now well embedded with traffic going well to the site, with over 11,000 visits from mid Jan to mid Feb.

Social channels & wider marketing activity–

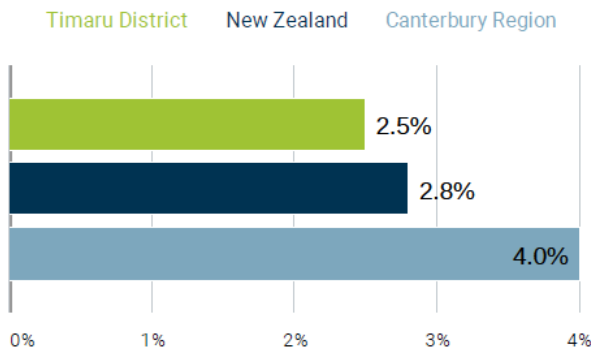
Latest activity reports for social channels below and welovetimaru now has a TikTok account. Details of the target market and users is below. Timaru Trails is now featuring on a Timaru Metro bus, to raise awareness for the local market. Print promotion has been mainly focused on magazines, with longer shelf-life than newspapers.

Major Events Fund – we attach to this report a summary of recent months events supported by MESF and the benefit to the District.

Monitoring Indicators (non-financials) as per 2021/22 Statement of Intent

1. Gross Domestic Product – Tim Dist v NZ – source Infometrics

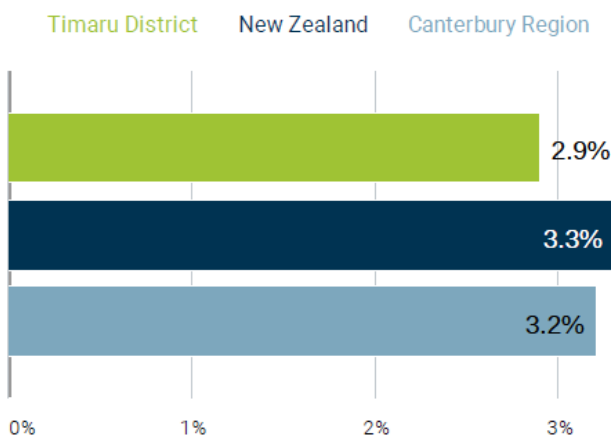
Gross domestic product growth
(provisional)
Annual average % change December 2021 -
December 2022



As at Dec 23 – annualised GDP growth in the Timaru District at **2.5%** dropped slightly below NZ’s **2.8%** - the first occurrence of this for the first time since pre-COVID.

2. Unemployment Rate – Tom Dist v NZ – source Infometrics

Unemployment rate
Annual average rate to December 2022



Timaru District at **2.9%** remains firmly below NZ 3.3% and Canterbury regions 3.2%. Notably jobseeker numbers for Jan 23 at 468 are a 5 year low – a clear marker of the critically tight labour market locally at present.

3. Housing Affordability – source *interest.co.nz*

	Population	House price	Income	Median multiple				
				Jan-23	Dec-22	Nov-22	Jan-22	Jan-21
New Zealand	5,130,000	762,500	\$101,328	7.53	7.81	8.01	8.90	7.73
Christchurch	394,700	622,000	\$98,804	6.30	6.59	6.81	6.89	5.64
Timaru	48,400	535,000	\$92,310	5.80	5.10	5.00	4.88	4.93
Dunedin	134,100	515,000	\$87,978	5.85	6.89	6.86	7.80	7.62



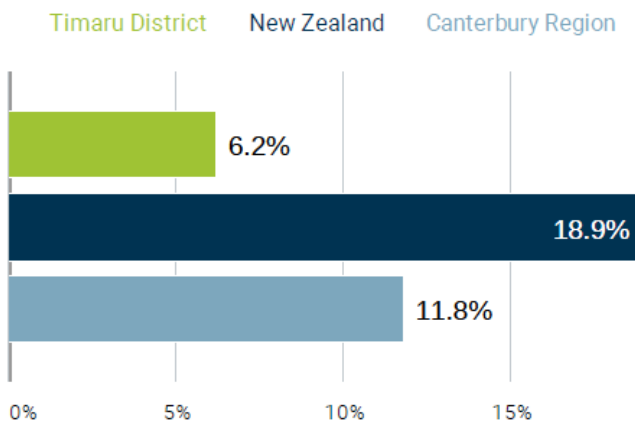
Based on median household incomes to median house prices, Timaru District remains one of the most affordable places in the country to purchase a house – with our **median house price \$535K** (Sept \$490K) costing **5.80x** (Sept 5.35x) our **median household income \$92.3K** (Sept 91.7k).

However as detailed earlier in this report the pressing issue remains the quality and availability of housing stock at or near this price and critical need for diversity of product.

4. Visitor & Consumer Spend - source *Infometrics & Marketview*

Tourism expenditure

Annual average % change December 2021 - December 2022



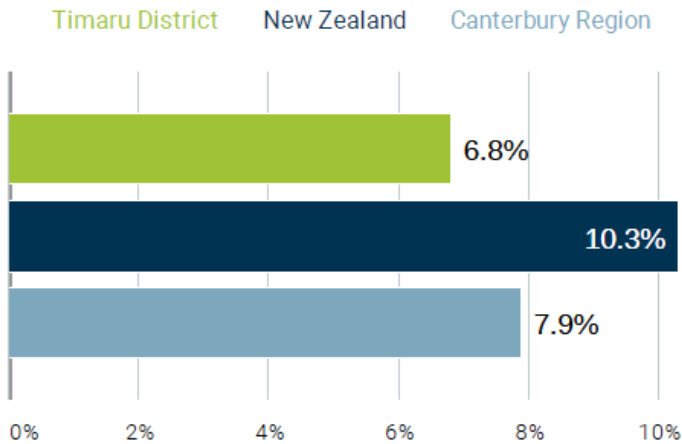
International border reopening and the re-emergence of international tourism has seen our tourism expenditure growth v NZ revert to traditional levels.

That said the 6.2% growth in local tourism spend equates to **\$172m for the Dec 22** year v \$162m a year ago – so a very strong and positive result.

The burgeoning local cruise ship market will also positively impact this result even further during coming Jan 0- March 23 period.

Growth in consumer spending

Annual average % change December 2021 -
December 2022



Locally despite the Xmas period we experienced a softening in Consumer Spending – not unexpected given the current cost of living environment.

Current indications are that this will continue across Q1 2023 falling further into winter months.

Financials

Venture Timaru
Profit & Loss Statement

1 July 2022 - 31 Dec 2022

	YTD ACTUAL 31/12/2022	YTD BUDGET 31/12/2022	TDC SOI BUDGET 2022/23
INCOME			
Economic Development Grant - TDC	\$ 336,000	\$ 336,000	\$ 672,000
Tourism Grant - TDC	\$ 183,750	\$ 183,750	\$ 367,500
MyNextMove Contract - ex MSD	\$ 72,502	\$ 72,500	\$ 145,000
VR Simulator - ex Kanoa (Provincial Development Unit)	\$ 145,000	\$ 145,000	\$ 165,333
Reg Apprenticeship Initiative - ex Kanoa (Provincial Development Unit)	\$ 454,794	\$ 750,000	\$ 1,500,000
Major Events Funding - Tourism ex TDC	\$ 254,933	\$ 225,000	\$ 230,000
STAPP Funding - Tourism ex Central Government	\$ 18,906	\$ 20,000	\$ 15,000
TSRR Funding - Tourism ex Central Government	\$ 141,015	\$ 155,000	\$ 400,000
Regional Events Funding - Tourism ex Central Government	\$ 30,757	\$ 50,000	\$ 65,000
MOE NELP Project	\$ 15,000	\$ -	
Other Income	\$ 31,034	\$ 23,575	\$ 35,000
TOTAL INCOME	\$ 1,683,691	\$ 1,960,825	\$ 3,594,833
EXPENDITURE			
Economic Development	\$ 139,320	\$ 134,633	\$ 329,276
Human Resources	\$ 127,788	\$ 143,307	\$ 342,000
Tourism	\$ 193,720	\$ 187,212	\$ 367,500
MyNextMove	\$ 70,094	\$ 68,032	\$ 145,000
VR Simulator	\$ 48,000	\$ 145,000	\$ 165,333
Reg Apprenticeship Initiative	\$ 454,794	\$ 750,000	\$ 1,500,000
Major Events Funding	\$ 254,933	\$ 225,000	\$ 230,000
STAPP	\$ 18,906	\$ 20,000	\$ 15,000
TSRR	\$ 141,015	\$ 155,000	\$ 400,000
Regional Events Funding	\$ 23,715	\$ 50,000	\$ 65,000
Special Project ex Reserves	\$ 51,664		\$ 35,000
TOTAL EXPENSES	\$ 1,523,949	\$ 1,878,184	\$ 3,594,109
OPERATING SURPLUS/(DEFICIT)	\$ 159,742	\$ 82,641	\$ 724

In the 6 months YTD we are tracking very much in line against budget across all workstreams. The exception being that at Dec 22 we had received \$145K from Kanoa for the Sth & Mid Canterbury Driver Simulator Pilot Programme of which due to timing only \$48K had been expensed to the programmes developers. This actual v budget underspend of nearly \$100K is the main reason for our operating surplus for the period being \$159.7k v budgeted \$82K.

We were also approached by Ministry of Education to assist Hutt Valley Chamber of Commerce in a short term project to help inform the National Careers System Strategy – resulting in unbudgeted income \$15K.

Seaside Festival – Facebook tracking

Highest-ranking organic



Reach **9,606**
Engagement **1,532**



Reach **4,704**
Engagement **459**



Reach **8,310**
Engagement **548**

Wider Marketing Activity

MyWay Bus Advertising



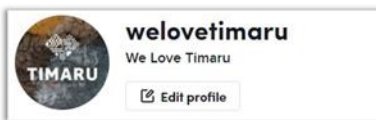
Style Magazine



NZCMA Magazine



Tiktok



<https://www.tiktok.com/@welovetimaru>

Monthly users
1 Billion +

Total users
1.56 Billion +

Total Downloads
30 Billion +

AGE	%
Under 18	28
19 - 29	35
30 - 39	18
39+	19

GENDER	%
Female	57
Male	43

HASHTAG	# VIEWS	AVG POST VIEWS
#adventure	919,934,354	8,549
#traveling	591,122,819	3,483
#Travelblogger	182,071,678	12,731
#explore	5,838,927,731	9,723
#traveling	210,992,508	2,402



Data n Dashboards Limited
191 followers
1w • 🌐

+ Follow ...

We Congratulate **Venture Timaru** for its Commendation Best Practice Primary Research Award for Sustainable is Attainable.

The goal of Sustainable is Attainable is to develop viable alternatives for the waste & by-products generated during food processing and manufacturing. This is achieved through collaboration across businesses, universities and research & development organisations.

The programme is industry-focused and originated in South Canterbury, New Zealand. A large number of businesses, universities and research & development organisations are involved in the initiative, which includes data collection, assessment, identification and progression of various solutions.

We once again congratulate **Raeleen de Joux, Nigel Davenport, and Di Hay** for this award.

Data n Dashboards is honoured to sponsor Economic Development NZ 2022 Annual Conference Best Practice Awards.


If you want to learn more about this project. Please visit <https://lnkd.in/dq7VYDD4>

#newzealand #innovation #awardsforexcellence #bestpractice #awards #awards2022




Venture Timaru
369 followers
2w • Edited • 🌐

Huge Congrats to **Nicki Sutherland, Kanchana Marasinghe** and the team at **EECA (Energy Efficiency and Conservation Authority)** working with the great people of Southland to kickstart the RETA programme. We here in South Canterbury (alongside our Mid Canterbury and North Otago neighbours) are thrilled to be the second region to recently launch RETA alongside our local business, iwi, lines companies and other key stakeholders. "Alone we can do so little, together we can do so much". https://lnkd.in/gSSr9I_k



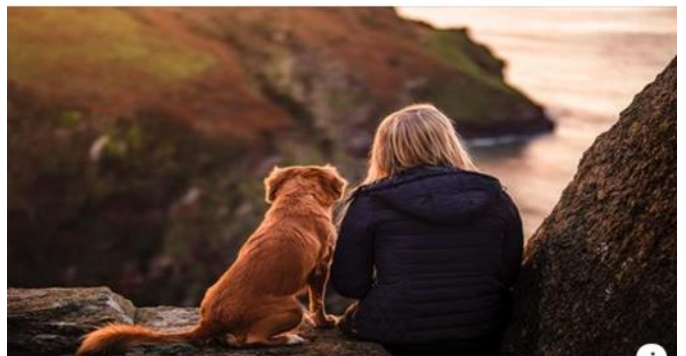
EECA (Energy Efficiency and Conservation Authority)
2w • 🌐

EECA has published a new Southland Regional Energy Transition Accelerator (RETA) report in partnership with regional development agency **Great South**. The recommendations inside will help Southland industry transition ...see more




Venture Timaru Tourism
3d • 🌐

Looking for somewhere fun to take your pooch over the weekend? Here are our top 5 dog-friendly walks in the Timaru District that you and your canine companion should check out!



[VTTOURISM.CO.NZ](https://vtourism.co.nz)
Venture Timaru Tourism - Top picks for our regions' favourite dog walks
Discover the best dog friendly walks in South Canterbury



Venture Timaru
Published by Renée Sargent · October 3 at 1:06 PM ·

What an awesome day this was! Great turn out Timaru!



Brews on the Bay is 🥰 feeling thankful.

October 2 at 4:33 PM ·

WHAT A DAY | From all of us at BOTB, thanks to everyone that came out and partied yesterday afternoon.

Great drinks, great food, great music & great mates. What more do you need?

#botb22 #ourcupisfull

Venture Timaru Tourism
October 3 at 2:37 PM ·

School holidays are here! 🎉
That means we've got another School Holiday Treasure Hunt for you, actually ... we've got 3!
We've created treasure hunts for Timaru, Geraldine and Temuka.
All you have to do to complete these hunts, is to download the Timaru Trails app, find the School Holiday Treasure Hunt trail in your town, and follow the instructions! ... See more



Venture Timaru Tourism
October 12 at 8:53 AM ·

What are you up to these school holidays?
Why not our School Holiday Treasure Hunts?!

We've had some awesome entries so far!

We've created treasure hunts for Timaru, Geraldine and Temuka. 📱 ... See more

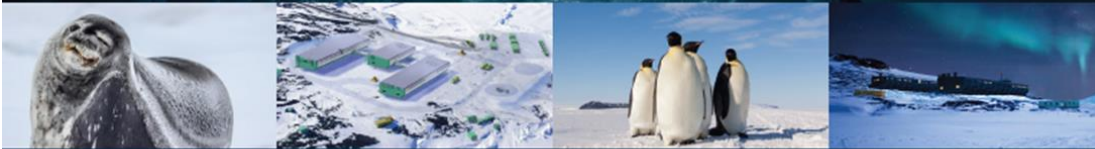




An evening of Scott Base

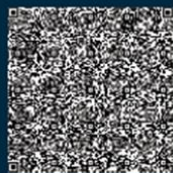
Wed 23 November, 5:30pm - 7:30pm
Caroline Bay Hall
Timaru

With the Scott Base Redevelopment due to commence here in Timaru 2023, we invite you along to hear about all things Scott Base.



Hear from speakers from : Antarctica New Zealand, Impact-ed, and Leighs Construction.

**This is a ticketed, but FREE event.
Get your tickets here**



[Secure Tickets](#)

Brought to you by



We Love Timaru

November 26 at 1:14 PM · 🌐

Nau mai, haere mai to all those attending the [Te Rūnanga o Ngāi Tahu Hui-ā-iwi 2022](#). We hope you all enjoy your time here 🥰



Te Rūnanga o Ngāi Tahu ✓

November 26 at 7:39 AM · 🌐

🕒📢 The time is here e te whānau, welcome to day 1 of Hui-ā-iwi 2022 🥰📢

🏆 GIVEAWAY 🏆

To celebrate everybody coming together as whānau, hapū and iwi once again w... See more



We Love Timaru

November 3 at 8:55 AM · 🌐

How cool is this?! Grab your creative friend and bring them down! 🥰



Alive Vibrant Timaru

November 2 at 9:14 AM · 🌐

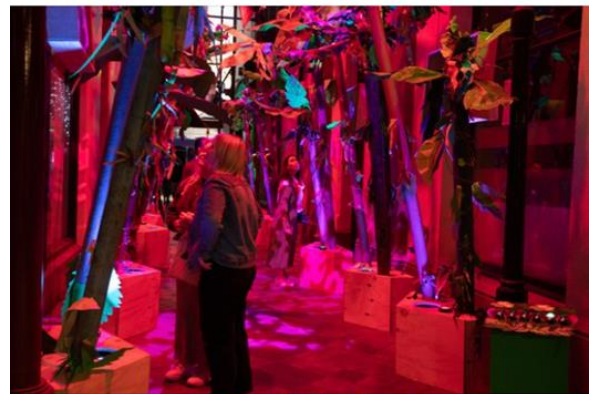
This Saturday (Nov 5) we invite you to come down to Sophia Street car park to pick up a spray can and try your skills on our purpose built street art container.... See more



We Love Timaru

November 9 at 10:16 AM · 🌐

How cool does the Timaru Arcade look here?! Great job [Ignite Timaru](#) , [Aigantighe Art Gallery](#) and [Vibrant NZ](#) 🥰 Get down and see it before it's gone!



Vibrant NZ

November 8 at 4:36 PM · 🌐

The Arcade Jungle lives on! Due to extremely popular demand with a capital D, the installation will remain in place until the late evening of Sunday 14th November! Come, Press the Buttons.

Massive props to the [Aigantighe Art Gallery](#) for supporting this project and [NB Architects](#) for providing the Power.



Mid & South Canterbury Virtual Reality Driver Simulator Programme

The Mid & South Canterbury Virtual Reality Driver Simulator Programme originated from the needs identified by the highly collaborative transport and logistics sector locally.

Needs that included making driver education and ultimate class one licence attainment accessible and non-threatening so that an increasing number of our rangatahi initiate their licence process as early as practicable thereby making them more readily employable across all sectors. Timaru District Council, Fulton Hogan and Venture Timaru formed the local steering group which also expanded the focus of the programme to road and driver safety. Following an introduction to VR developers Gfactor Technologies of Dunedin, by the Mayoral Taskforce for Jobs, great relationships were formed and this exciting "first for NZ project" was born.



How will CoDrivR help?

- Practice and improve without a vehicle or lessons.
- Install good driving behaviour from the outset.
- Develop skills to handle real life driving situations, consequence free.
- Reinforce the most current road rules.
- Results and reports that track progress.
- Increase confidence in abilities and reduce anxiety.

This programme sees the local programme steering committee installing a VR Driving Simulator (free of charge) into all 11 secondary schools across Mid & South Canterbury, 1 to YMCA & APM and 1 mobile simulator unit – all by the end of March 2023.

VR Simulators are already installed and operational at Mackenzie, Ashburton and Roncalli Colleges, Craighead Diocesan, Waimate High School, and YMCA. An additional 3 units will be installed in Ophi College, Timaru Girls and Geraldine High Schools by end of November.

- Gfactor CoDrivR VR Simulator Programme overview:
 - Will ensure all secondary school students will have ready access to fit for purpose modern day driver education opportunities from as early as year 9
 - Provides a much enhanced platform to encourage all students to commence their class 1 driver licence process as soon as they turn 16 years old IMMEDIATELY making them more employable and attractive to all employers within the transport and logistics sector (and so many more)



The CoDrivR Project

Gfactor develop virtual reality software, and have created the Co-DrivR Project for a new generation of learner drivers; to give them the skills to handle real life driving situations without the impact of real-life consequences.

Based in Otepoti-Dunedin, our CoDrivR simulators have already been developed for Worksafe NZ to support driver training in side-by-side vehicles, and Go-Rentals to induct tourists to New Zealand roads.

- Incorporates 4 modules, all filmed on local roads and familiar to users, which are informed through extensive engagement with, and guidance from, Waikā Kotahi and local Road Safety Coordinators.
- Initial 4 modules (Fully funded and maintained for all units for up to 3 years) are aligned to the 4 main causes of young and new driver crashes being:
 - Intersections, coming, urban environment, and rural roads.
 - Retains the ability to quickly update, via internet connections, new and updated modules, experiences, and interactions.
- Additional enhancements to the programme currently under consideration include:
 - a further unit which will be fully mobile in a purpose built trailer
 - a class 2 truck driving simulation module
 - Samoan and Tongan language versions
 - Remote real time driver instruction involvement

The programme developers are Gfactor Technologies of Dunedin <https://MaliScanner> has detected a possible fraud attempt

What is CoDrivR?

CoDrivR is a driver education system.

Our latest virtual reality simulator is designed for teenagers who want to learn how or practice their driving, and build their confidence in preparation for their restricted or full driving licence test.



We are building a step by step programme with 2 key goals:

- Support progress from learner, to restricted, to a full licence.
- Install safe driving habits and awareness from the start, to improve driving in the real world.

CoDrivR is designed to work alongside existing driver programmes, to provide an effective tool that builds student confidence and competence in driving, in a consequence free environment.

Barriers to Learning

- Anxiety
- Lack of confidence
- Fear of failure
- Access to a vehicle
- Being taught outdated knowledge or bad habits
- Expense of professional driving lessons and tests

Source: The Case for Change Driver Learning Challenge The Auckland City Council, Feb 2016

How Does CoDrivR Operate?

- Learner led
- Immersive virtual reality environment
- Driving real roads in your region
- Combined audio and visual instructions and encouragement
- Integrated use of practice, video guides and quizzes to consolidate learning
- Instant in-headset feedback
- Progressive learning modules: warm-ups, training sessions and challenges
- All modules are fully repeatable
- New modules unlock as learners progress



How Can Schools Measure Progress?

The CoDrivR Project focuses on five core skills to measure learner progress:

- ☑ Visual Awareness
- ☑ Speed Control
- ☑ Rule Following
- ☑ Hazard Perception
- ☑ Decision making

Your organisation has access to individual and aggregate data tracking the progress of your members, as well as updates from Gfactor about key trends we see as being nationally in our learner drivers. In collecting and sharing any data, we will adhere to the Privacy Policy Act 2020 and respect your organisation's computer policies.

Fulton Hogan Central South Island manager Brett King says "It's been enlightening to be working with people that can take a concept and deliver reality – in this case virtual reality, to enhance the opportunity for the communities outside of the main centres – this is cutting edge, and Fulton Hogan are proud to be part of the story"

Timaru District Council Land Transport Manager Suzie Ratahi says: "Young drivers are over-represented in crashes. Improving skills in decision making, judgment and observation are key to growing better young drivers and reducing the risk of crashes in our region. We share the vision with our co-partners that the CoDrivR programme will increase the capability of young drivers to make safer choices, based on continuous exposure to a vast variety of driver scenarios."

Venture Timaru Chief Executive Nigel Davenport says, "This exciting NZ-leading pilot programme enables our next generation drivers to enhance their driving and decision-making skills in a real-world driving experience without real road consequences. It can only help to encourage them all to get their licence as early as possible and increase their employability."



Many of us grew up with the opportunity to get out, and learn to drive in old cars on empty roads. Mistakes were made of course but we usually escaped with a near miss or a few minor scrapes.

That situation no longer exists for most youth but we're still faced with the reality that driving skill only comes from driving practice.

With a well designed, simulated driving programme we can deliver the equivalent of real world driving experiences without real road consequences.

Help us to inspire our next generation to master the skill of driving, open new employment opportunities, and contribute to a safer road environment.

RhyeGardner/CEO

70% of jobs require a driver's licence, even if no tasks involve driving
Source: 8 March 2018

Young drivers are **600% - 800%** more likely to crash than our safest drivers.
AACT Research Centre Report 2017

70% of drivers wait up to 3 years before taking their next test.
AACT June 2018

50% Restricted
Getting a full licence can take 10 years!

84% of youth breach their learner or restricted licence conditions.
Researcher @ Rapp 2016

Driving offences are a common pathway to a criminal record.

The Project Steering Committee are hugely appreciative of the support of their partners:





Event Name	Event Date	Supported	Commentary
Rally South Canterbury Many teams stayed 2-3 nights which brings a surge in spending for the local economy. 340 attendees - drivers and teams. (Spectators are in addition to this figure). Great national and international exposure (latter via livestreaming)	15-17 June 2022	\$23,500	Turnover of \$900,000 (i.e. money that would not have been spent if the event was not held). Estimated MESF Return on Investment (ROI) is 13.7 (for every \$1 MESF supported an estimated \$13.70 was returned to the local economy. Calculated on value add) NB: The economic benefit to the district is likely to have been larger than this figure above, due to large numbers of spectators. Entrant survey feedback: <i>We have competed at Timaru Rally for the last 5 years ... we love the event, the roads, the competition, the organisers, the local people highlight of the Rally season for us to travel to from Pukekohe near Auckland.</i> <i>Amazing hospitality from motellers, restaurants, function venue and rally personnel. Very enjoyable weekend.</i> <i>A brilliant event as per usual, I heard only good things from out-of-town visitors.</i>
South Island Secondary Schools Netball tournament 2022 This had been delayed due to Covid, and to finally hold was a huge accomplishment to the organisers. Held over 4 days, with up to 80 high school netball teams involved from all over the South Island. Approx. 1000 competitors and management plus 100 umpires and officials. No report available for approx. spectator numbers although est at an additional 750 min.	29 Aug- 1 Sep 2022	\$15,000	Turnover of \$1,298,000 (for competitors and management only) Estimated MESF Return on Investment (ROI) is 30.3 (for every \$1 MESF supported an estimated \$30.30 was returned to the local economy)
South Canterbury Vintage Car Club SWAP MEET & Bazaar	10-Sep-22	\$5,000	Smaller amount provided to assist with cost of promotion and advertising. No formal event impact report completed.
Temuka & Geraldine Agricultural & Pastoral Association Incorporated (A&P) Approx 5000 attendees - 80 per cent locals, 20 per cent inter-regional Feedback from exhibitors about how successful the day had been for them and they will return in 2023. Overwhelmingly positive feedback from spectators about the day, particularly post Covid lockdowns and isolation	01-Oct-22	\$10,000	Smaller amount provided to assist with cost of promotion and advertising. No formal event impact report completed.
South Island Master Games Biennial sporting event for Timaru, run at numerous locations attracting predominantly out of region visitors. A big focus is the social events run around the sporting matches. 24 + sports, 2100 + competitors including 44 football teams, 21 hockey teams and 46 netball teams with approx. 1700 national visitors, 100 from wider region and 240 from Timaru District	7 - 17 October 2022	\$50,000	Turnover of \$3.4 million, (i.e. money that would not have been spent if the event was not held). Estimated MESF Return on Investment (ROI) is 24.8 (for every \$1 MESF supported an estimated \$24.80 was returned to the local economy)
South Canterbury Traction Engine and Transport Museum (Horse Power Rally) Pre Labour Weekend 2 day event showcasing machinery from our Districts past. Estimated 9,000 visitors, 1,000 exhibitors and 100 officials and volunteers. of which at least 35% were from out of district	1-2 October 2022	\$21,500	Report being finalised
4 & Rotary South Island Champs Huge turnout to this well organized event that targets younger motorsport enthusiasts. 400 entrants over 3 days, 4425 spectators over 3 days, 790 spectators at Levels Racetrack, 1500 vehicles in Night Cruise	11-12-13 November 2022	\$30,000	Turnover of \$662,000 from the 400 (i.e. money that would not have been spent if the event was not held). Estimated MESF Return on Investment (ROI) is 8.2 (for every \$1 MESF supported an estimated \$8.20 was returned to the local economy) NB: The economic benefit to the district is likely to have been larger than this figure above, due to the significant number of spectators. However only a small number of spectators took part in an online survey, so this information has not been assessed through the event calculator as it was not considered to be a true representation. What we have learnt from the spectator survey is that most of those who completed it came from Christchurch/Canterbury and stayed two nights in commercial accommodation. Entrant survey feedback: <i>Timaru is a fantastic place to have the event - keep it in this lovely town!</i> <i>Every year Timaru gets better and better I have thought about moving there a few times.</i> <i>Timaru is awesome and a wicked track to drive.</i>
The Harcourts Geraldine Festival Friday attendees – approx. 5000, Saturday attendees – approx. 10,000. Most attendees from Timaru District (59%), Canterbury/Christchurch (14%), Ashburton/Mid Canterbury (7%). 21% stayed overnight. Most would come again and most (96%) would recommend visiting Timaru District to friends and family. Stallholders – 98 stalls Friday; 210 stalls Saturday. Most stallholders from Canterbury (75%) and half stayed overnight.	10-13 November 2022	\$25,000	Post event report awaited
Festival of Roses This was the 20th anniversary festival, and included: Gardening seminars hosted by gardening celebrity and NZ Gardening editor Lynda Hallinan, workshops and masterclasses, free guided tours of Timaru's public rose gardens, 20th Anniversary Garden Party, artistic and wearable flowers exhibitions. 100 + stalls for Roses on the Bay Market Day and approx. 4,000-15,000 attendees over 3 days	2-4 December 2022	\$25,000	Post event report awaited
Christmas on the Bay This well supported unticketed community event was organized by Presbyterian Support South Canterbury for the first time as a fundraiser for Family Works. Estimated cost to stage is \$30,000 supporting by event funding and sponsorship. Approx 4500 attendees with 120 + entertainers	10-Dec-22	\$10,000	Post event report awaited
Caroline Bay Carnival Back again in 2023 after the cancellation of 2022, this is a cornerstone event for Timaru District and without doubt brings crowds to the family friendly event over 10-12 day period. Early anecdotal reports indicate very successful event, with good patronage. Report due March. Approx 10k attendees New Years Eve, Excellent weather contributed to higher attendance over the entire carnival. Higher attendance of locals	26 Dec-8 Jan	\$20,000	Post event report awaited
			DEFINITIONS Turnover The total value of goods or services that are produced as a result of the event. Value Add (GDP) The increase in the value of the goods and services generated in the economy as a result of the event which, when aggregated, totals Gross Domestic Product (GDP). It is the sum of salaries and wages, depreciation, profits and indirect taxes less subsidies.
UPCOMING			
Colgate Games	13-15 Jan 2023	\$20,000	Organisers report a great success, drawing young athletes and their families from around the South Island. Report awaited
Bay Spray	Feb-23	\$10,000	This was a smaller arts event held during the Seaside Festival. While attracting smaller crowds, it added a cultural offering for the family festival. Report awaited
The Caroline Bay Rock and Hop 2023	16-19 March 2023	\$50,000	
Race Relations Day	Mar-23	\$10,000	
Illuminate – Light and Sound Experience	May 2023 (5 Nights approx.)	\$25,000	
NZ Young Farmer of the Year National Finals	6-8 July 2023	\$20,000	
Matariki Twilight Market	21-Jul-23	\$15,000	