

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 March 2023
DATE: 22nd May 2023

Background

Please find attached an update relating to our Economic Development and Visitor Promotion operations for the quarter to 31 March 2023.

General Commentary

Having weathered the COVID storm better than most we, like the rest of New Zealand, are really seeing the effects of inflationary pressures, rising cost of living and supply chain disruptions (better than what it was but still some delays being experienced). Whilst our spending levels (consumer and tourism) are up on same period last year, there is a noticeable softening in our local economy as our buying trends more towards “must have” items versus “nice to have”. That said we have an extremely diverse industry sector base which coupled with some key local projects due to commence (such as the Scott Base Redevelopment) gives us cause for some optimism that we will continue to perform well – if not a bit lumpy moving forward.

A key challenge moving forward is to ensure the voice of Canterbury and the South Island remains prominent as central government looks to rightly rebuild North Island areas affected by Cyclone Gabrielle and address inflationary pressures. However, it is critical the right balance needs to be found between this focus and the need to keep the beating heart of New Zealand going strongly – the latter being something we contribute greatly to through our local business and industry sectors. To assist this “voice” we recently commissioned a report on our local Food & Fibre exports to clearly evidence our strength in this area – key findings being:

- Food and fibre exports from South Canterbury totaled \$3.9 billion in 2022.
- These exports represented **7.3%** of New Zealand’s food and fibre exports.
- Given that South Canterbury accounts for just **1.2%** of New Zealand’s population, the region punches above its weight in terms of its contribution to New Zealand’s total food and fibre exports.
- Food and fibre exports have grown rapidly. Over the five years to 2022, the value of food and fibre exports from South Canterbury climbed 82% from an estimated \$2.1 billion in 2017 to \$3.9 billion in 2022.
- Additionally, it is conservatively estimated that heavy vehicle movements on South Canterbury’s state highways contribute \$35 million to the government’s road user charge (RUC) revenue – yet on average over past few years we have received no more than \$10m p.a in roading funding back.

PRIORITY – Housing – we continue to advocate for an environment that excites and inspires property owners developers and investors to actively progress developments that will bring diversity into our housing market – inner/near city apartments & townhouses, infill and medium to large scale residential development.

This is a long game; however we are working closely with the council to progress opportunities associated with proactively developing and promoting opportunities in this space right across our district. In our discussions with property owners, developers, and investors there is a general consensus and desire to make things happen, we just need

to establish resources that assist their understanding on what can be done and where when it comes to both association rules and regulations but also imagery associated with typography of development.

Through the recent reset of the CityTown project we look forward to championing the Private Sector Partnership workstream – a key part of this is facilitating an enabling environment that excites and inspire a variety of developments.

PRIORITY – Energy Efficiency & Conservation Authority Regional Energy Transition Accelerator – following a stakeholder session held at Alpine Energy House early Feb, the final EECA RETA Report detailing our pathway to lower emissions across South & Mid Canterbury will be released late May. From there the focus will be on implementation and we at VT will work closely with all stakeholders to progress this I the months to come.

VT will also partner with Alpine Energy to follow up with those medium to large energy users to collate in more detail their short and longer term energy demands aligned with potential growth plans etc...

PRIORITY – Workforce Attraction

- Through January/February we have initiated initial social media campaigns using our recently competed Timaru Story - [SEE HERE](#) – separately targeting Auckland and wider North Island. Using a slightly different approach this is really a proof of concept exercise which will inform us of the next steps in this important area of our work.
- We are also reviewing the variety of workforce attraction resources held in various locations across our websites , YouTube, and other platforms as to correctness and usefulness. This review involves seeking input from a selection of local businesses and also recruitment agencies. Will inform priorities in this space, what to focus on, update and as importantly do away with.
- Very pleasing to also be ranked #1 region for relocation ex the metropolitans with this gaining significant attention nationally and locally.
 - a. [Timaru Top Regional Town](#)
 - b. [Timaru Pretty Good Place to Be](#)

“Our first place ranking is cemented even further when you take into account our great weather, friendly people, awesome schools and numerous career opportunities - this list just goes on.”

Nigel Davenport
Venture Timaru

- c. [America to Timaru - Couple falls in love with town](#)
- d. [We Love Timaru - why some agree it’s the best place to live.](#)
- e. National TV coverage also occurred with
 - i. VT CE on The Project Monday 20th [Timaru The Project](#) **12,000 views/134 shares**
 - ii. Mayor Bowen on Seven Sharp Tuesday 21st March [Timaru Seven Sharp](#)
- f. We have further amplified our social media campaigns into the North Island off the back of the above referencing the articles and TV appearances alongside our new Timaru Video. In the last 7 days alone
 - i. Auckland specific targeted campaign has seen 21k click throughs.
 - ii. The rest of NZ specific campaign has seen 26,000 click throughs.
 - iii. In total a social media targeted campaigns since Jan have been clicked/viewed 76,700 times.

- g. We have completed discussions with a variety of local employers, recruiters, and HR heads to review existing workforce attraction resources, modes and content and are actively updating these across our website and social media platforms.
- h. We've received a variety of comments/emails as a result of the above exposure – some examples:

Hi Nigel - I saw you on the project last night and it could not have been better timing as my partner, and I navigate what 'moving out of Auckland so we can purchase a house' might look like. I have been on trade me all morning and wow! There are some beauties down there. Having never been, would you recommend particular suburbs over others to be looking at? We are heading down in a month to have a look around.

We just got a phone call from a woman, Beverly Castle. She said she had just recently read the Stuff article ranking Timaru as the No.1 place to move to. She wanted to say she and many generations of her family have lived in Timaru, and wanted to say it's a lovely place and wanted to personally thank the team at Venture Timaru for the work that we do, and have done for our region. She said we had done a great job and she thanked us very much for it, and wanted me to pass the message on to the rest of you.

We lived there for 43 years and miss it very much. It's a beautiful city with very little rain, a crisp coldness in winter that refreshes you, and is a hub to outreach a multitude of activities all accessible on day trips. A wonderful city to raise your children and beautifully laid out with its sparkling harbour with the mountains in the background. Nowhere better!

Additional snapshot updates:

- **Scott Base** – with final project budgets and initial contractors currently being finalised, all is on track for this exciting project to commence onsite at Primeport mid-late July 2023. We continue to work closely with all parties to ensure their servicing and support requirements will be met and the wide range of associated opportunities fully explored.
- **MyNextMove (MnM)**
 - with our very own youth transition initiative being the basis for now 25+ like services across NZ, we were thrilled in the recent budget to receive confirmation that funding for this initiative has been extended for a further two years. We had worked closely with both MSD (the funder) and MOE (the endorser) to both extend and expand (double the number) this valued initiative. However the current environment and need to repair North Island areas meant the expansion came off the table. Still the extension of existing provider contracts is very much welcomed.
 - Aligned to our work in this this space we have also recently received confirmation of funding up to \$70K over the next 3 years to hold up to 8 events to expose our rangatahi to the wide range of opportunities in the Tech Sector (we are one of only 13 areas selected nationally). We will be working closely with our Dunedin and CHCH counterparts to align to our existing relationships with Canty Tech and Centre of Digital Excellence in their areas.
 - Pathways Expo 2023 (MnM in partnership with local Careers Advisors) involving 30+ businesses and >700 students held successfully in May.
- **New Business Opportunities** we are working closely with TDHL and others as appropriate on a variety of parties interested at expanding operations into Timaru – with specific interest in the Washdyke Industrial area. Central location, connectivity, and high levels of collaboration within and between industry sectors are common attraction themes across these interested parties. As no doubt expected. these discussions are commercially sensitive and are being undertaken under NDA.

- **Yeah ahead 2023/24** – we welcomed the opportunity to present to Council our 2023/24 Statement of Intent, providing additional context into our workstream priorities going forward. We are looking to solidify the plans and strategy, backing the presented Aspirational 2050 work, to help inform and align with Council’s 2024 year review of the Long Term Plan.

Tourism and Visitor

- **TRENZ** This is New Zealand’s largest international tourism business event and the most important event of the year on the tourism events calendar. TRENZ 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. Held in May 2023, it was the first time TRENZ has been held since the pandemic, and was hosted in Christchurch at Te Pae. In total 1500 people attended from around the world. Timaru District has not been represented at TRENZ for a number of years pre-Covid and the Christchurch location created a perfect opportunity for us to take part.

Venture Timaru represented the district as the Regional Tourism Organisation, highlighting key visitor attractions and hospitality operators including Te Ana, Raptor Experience, Geraldine Farm Tours, Barkers Eatery, Geraldine Cheese Co, The Oxford, Hector Black’s, and Bay Hill Bar. In addition, Venture Timaru partnered with Mackenzie Region to host pre and post familiarization (famil) visits to our region for delegates. In total we hosted 40 delegates from North American, the United Kingdom, Europe, Asia, India, and Australia. The delegates include representatives of tour companies targeting high-end free independent travelers (FITs) and groups. Refer <https://www.stuff.co.nz/timaru-herald/news/300870073/travel-buyers-brought-to-timaru-to-boost-tourist-numbers>

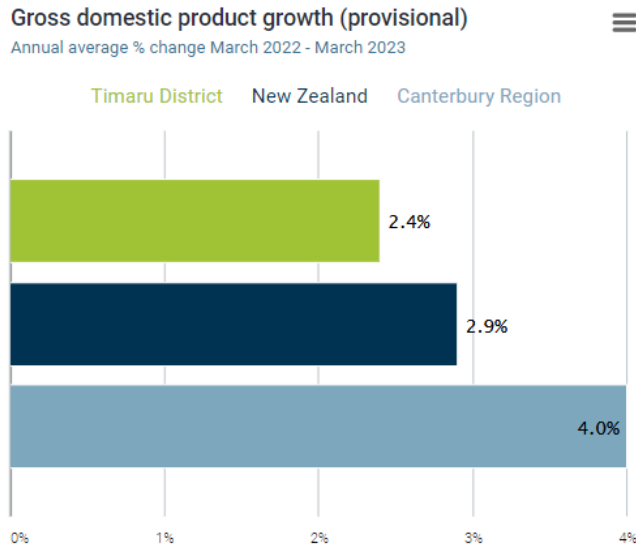
Venture Timaru believes future attendance at TRENZ is vital to build our international reputation as a visitor destination and will continue to work on this, with the aim of having some of our tourism operators attend with VT in 2024.

- **Business Events** - The website listing is now live <https://www.vttourism.co.nz/events/business-events> and a pdf or e-book is in final draft. A two-day trade show is being held in Wellington in late June, [Meetings NZ](#), and we will be exhibiting promoting Timaru as a central destination for business events of up to 30 people. These could be executive/leadership team retreats, or small conferences.
- **Qualmark** – We are delighted to share that Geraldine Farm Tours has received Silver Qualmark this month. This is the second of our operators that we have been specifically supporting with this process and it is hugely pleasing that they have gained a silver award. Work is continuing with other operators to gain their Qualmark status. The importance of being Quakmarked is that it is an endorsement of the quality of the experience, and means operators gain support and promotion from Tourism New Zealand.
- **Destination Management Plan (DMP)** – The DMP is now just over 18 months old and the tourism team is taking time to assess progress on the key actions and report back to the Tourism and Visitor Advisory Group. A critical addition with the the inclusion of cruise in the plan and we plan to survey operators who have been involved in the last season plus the wider community to gauge their views on building the cruise sector for the region.
- **SCOFF** – Initial planning underway, as SCOFF enters its fourth year. This time is will not have central government funding support, as a result, sponsorship is now being sought. The target is to get \$25,000 of sponsorship from members of our Food Processing & Manufacturing BCG. At this stage the format of the event will remain the same – featuring highlighted South Canterbury dishes at eateries. Some addition features will also be added in, to be confirmed.

- **Website –**
 - New this month is the 10 Reasons to visit tab - <https://www.vttourism.co.nz/10-reasons-to-visit-timaru>
 - Home page video – under construction and expected to be live in the next couple of weeks.
- **Official Visitor Guide (OVG) 2023** - Design concepts are now in draft form for our new OVG, with print and distribution target of October 2023. The guide in its existing format has been well received and while digital content is vital, it appears there is still demand for a hard copy document to promote the region. Our new guide will be more extensive, with itineraries and highlights of key attractions, plus it will include business listings for operators, with a nominal fee for inclusion, based on a cost recovery model for the brochure. This is in line with what most other RTOs are producing around the country.
- **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.
- **Capability Training for Operators:** At the end of the summer and autumn visitor season, we are now looking to offer capability training in the quieter months. Plans at present are for:
 - Sustainability Workshop 25 May – Presented by Tourism Industry Association, this will be an interactive, practical session for operators, so they leave with an action plan for their business.
 - Local visitor attraction update for accommodation and hospitality staff – a series of workshops will be held to bring frontline staff together to learn the key visitor points and attractions for the Timaru District. Families will also be offered the opportunity to give staff hands on experience of our visitor attractions.

Monitoring Indicators (non-financials) as per 2021/22 Statement of Intent (as at 31st March 2023)

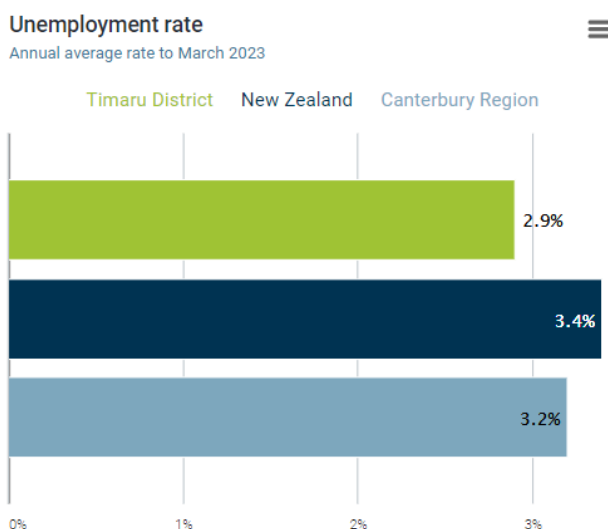
1. **Gross Domestic Product – Tim Dist v NZ** – source *Infometrics*



Infometrics chief forecaster Gareth Kiernan sums up this result:

- “Although Timaru’s growth is well below the nationwide average in the latest results, it was well ahead of the nationwide average over the previous two years.”
- “some areas are still playing post-Covid catch-up, and it’s important to look at the district’s figures in a wider context, of the “uneven effects” of the pandemic on different parts of the country.

2. **Unemployment Rate – Tim Dist v NZ** – source *Infometrics*



Timaru District at **2.9%** remains firmly below NZ 3.4% and Canterbury regions 3.2%. The national labour market has started to cool, barely, as a challenging economic outlook reduces businesses’ willingness to make new hires but higher net migration in the last 3-6 months has lifted the supply of workers. The unemployment rate still lingers around record lows, indicating the labour market remains very tight, and earnings growth is elevated.

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

	Population	House price	Income	Median multiple				
				Apr-23	Mar-23	Feb-23	Apr-22	Apr-21
New Zealand	5,180,000	780,000	\$107,981	7.22	7.20	7.11	8.58	8.38
Christchurch	394,700	660,000	\$105,187	6.27	6.49	6.41	7.14	6.30
Timaru	48,400	510,000	\$98,273	5.19	4.98	4.94	5.33	5.03
Dunedin	134,100	570,000	\$94,174	6.05	6.07	6.09	7.09	7.61



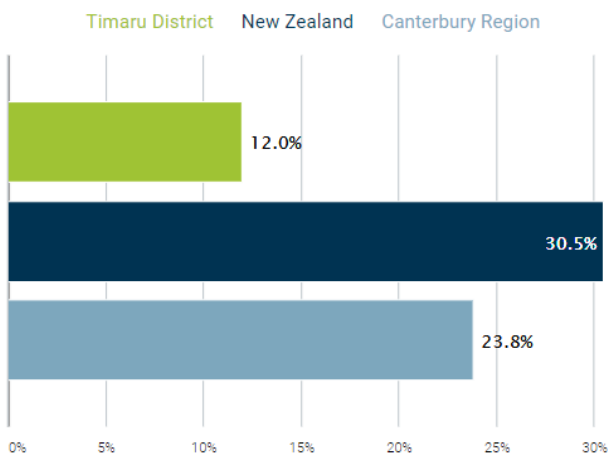
Based on median household incomes to median house prices, Timaru District remains one of the most affordable places in the country to purchase a house – with our **median house price \$510K** costing **5.19x** our **median household income \$98K** (Sept 91.7k). However as detailed earlier in this report the pressing issue remains the quality and availability of housing stock at or near this price and critical need for diversity of product. In speaking with local real estate agents recently, the market has sifted dramatically in the past 6-9 months (o/a cost of living and inflationary pressures) firmly into a buyers’ market from a sellers’ market – albeit lack of diversity in properties available, other than traditional house and land, is noticeable.

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



Tourism expenditure

Annual average % change March 2022 - March 2023



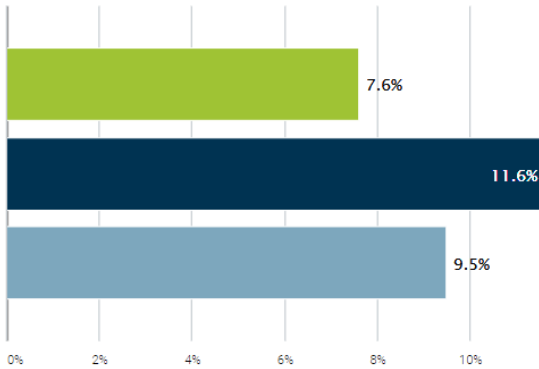
International border reopening and the re-emergence of international tourism has seen our tourism expenditure growth v NZ revert to traditional levels.

That said the 12% growth in local tourism spend equates to **\$187m for the March 22** year v \$167m a year ago – so a very strong and positive result.

Growth in consumer spending

Annual average % change March 2022 - March 2023

Timaru District New Zealand Canterbury Region



A steady result with year on year 7.6% increase in consumer spending. Interestingly consumer spending over the three-year period from March 2020 to March 2023, rose 16.9% in the district, compared to nationwide growth of 14.1%. In short, spending in Timaru was less heavily affected by the Covid-19 pandemic and restrictions than in many other parts of the country, so activity in the district is coming from a stronger starting position, implying there is less scope for growth now than in some other regions.

Still-high inflation, and households refixing onto higher mortgage rates throughout 2023, will see consumer spending growth ease over 2023.

Financials

Venture Timaru
Profit & Loss Statement

1 July 2022 - 31 Mar 2023

	YTD ACTUAL 31/03/2023	YTD BUDGET 31/03/2023	TDC SOI BUDGET 2022/23
INCOME			
Economic Development Grant - TDC	\$ 504,000	\$ 504,000	\$ 672,000
Tourism Grant - TDC	\$ 275,625	\$ 275,625	\$ 367,500
MyNextMove Contract - ex MSD	\$ 118,342	\$ 108,750	\$ 145,000
VR Simulator - ex Kanoa (Provincial Development Unit)	\$ 145,000	\$ 152,000	\$ 165,333
Reg Apprenticeship Initiative - ex Kanoa (Provincial Development Unit)	\$ 588,589	\$ 1,125,000	\$ 1,500,000
Major Events Funding - Tourism ex TDC	\$ 319,933	\$ 225,000	\$ 230,000
STAPP Funding - Tourism ex Central Government	\$ 54,116	\$ 53,757	\$ 15,000
TSRR Funding - Tourism ex Central Government	\$ 299,836	\$ 270,000	\$ 400,000
Regional Events Funding - Tourism ex Central Government	\$ 26,276	\$ 50,000	\$ 65,000
MOE NELP Project	\$ 15,000		
Other Income	\$ 49,501	\$ 35,462	\$ 35,000
TOTAL INCOME	\$ 2,396,218	\$ 2,799,594	\$ 3,594,833
EXPENDITURE			
Economic Development	\$ 189,276	\$ 218,308	\$ 329,276
Human Resources	\$ 221,791	\$ 218,204	\$ 342,000
Tourism	\$ 275,295	\$ 298,497	\$ 367,500
MyNextMove	\$ 89,940	\$ 102,888	\$ 145,000
VR Simulator	\$ 231,000	\$ 152,000	\$ 165,333
Reg Apprenticeship Initiative	\$ 588,589	\$ 1,125,000	\$ 1,500,000
Major Events Funding	\$ 319,933	\$ 225,000	\$ 230,000
STAPP	\$ 47,378	\$ 47,019	\$ 15,000
TSRR	\$ 299,836	\$ 270,000	\$ 400,000
Regional Events Funding	\$ 26,276	\$ 50,000	\$ 65,000
Special Project ex Reserves	\$ 60,655	\$ 60,000	\$ 35,000
TOTAL EXPENSES	\$ 2,349,969	\$ 2,766,916	\$ 3,594,109
OPERATING SURPLUS/(DEFICIT)	\$ 46,249	\$ 32,678	\$ 724

In the 9 months YTD we are tracking very much in line against budget across all workstreams. Important to note the variances of actual v budget of our central government funded initiatives/projects (MyNextMove, Simulator, Tourism Funding etc...) primarily relates to timing differences only.

For example:

- VR Simulator actual expense of \$231K v income of \$145K – the variance being prior period funding carried over unspent from 2022 year and expensed in the current year.
- Major Events funding utilising funding allocated but not used in 2022 year o/a covid impacts but retained and utilised in the current year.



We Love Timaru updated their cover photo.

February 28 at 3:37 PM · 🌐



We Love Timaru

March 20 at 9:38 PM · 🌐

This is incredible 🤩

We love street art. So much so, we have a dedicated trail on our Timaru Trails app for you to seek them all out 📍

Find the app in the Google Play or App Store



Alive Vibrant Timaru

March 20 at 7:40 PM · 🌐

Have you been to see Timaru's latest mural in all of its glory? It's pretty stunning and we're over the moon with [KORYU official](#) and all of those who made this ... [See more](#)



Venture Timaru

March 9 at 10:22 AM · 🌐

The countdown is on to the start of the \$344 million Scott Base Redevelopment Build in Timaru! Work is now expected to begin in May-June 2023 at [PrimePort Timaru Limited](#). The specialist ship that will deliver the new Scott Base research station to Antarctica has been booked for January 2027 – exactly 70 years after the original base opened in 1957. BigLift Shipping will sail the prefabricated base from PrimePort Timaru, to Pram Point, Ross Island on the back of an MC-Class ve... [See more](#)



The Project NZ 
March 20 at 7:09 PM · 

It's official; if you want leave the city and move to the regions for a better life, the best place you can go is Timaru!

So what's its secret?

#TheProjectNZ | Three



 Sarah Flynn, Sharon Spackman and 163 others

59 comments 1

Venture Timaru 
March 20 at 4:18 PM · 

Awesome result for Timaru District - we topped the leader board for the best region to live! Venture Timaru chief executive Nigel Davenport says our first place ranking is cemented even further when you take into account our great weather, friendly people, awesome schools and numerous career opportunities – this list just goes on. Where else can you have the best of natural New Zealand right on your doorstep and truly experience one hour surf to snow? Check out our video to attract newcomers here <https://www.vtdevelopment.co.nz/live-and.../our-story-video>



STUFF.CO.NZ

Want to move out of the city but not sure where? Here are the regions ranked

Eleven regions ranked by unemployment, housing affordability, GDP per capita and most imp...

Seven Sharp 
6d · 

The cost of living is rising and moving is looking more expensive! But according to research, Timaru is the best place to move to.



 You, Richard Spackman and 28 others

4 comments 12 shares

Timaru needs more workers to continue growth, combat aging population

Yashas Srinivasa · 05:00, Jan 23 2023



JONNY BOSSETT/STUFF

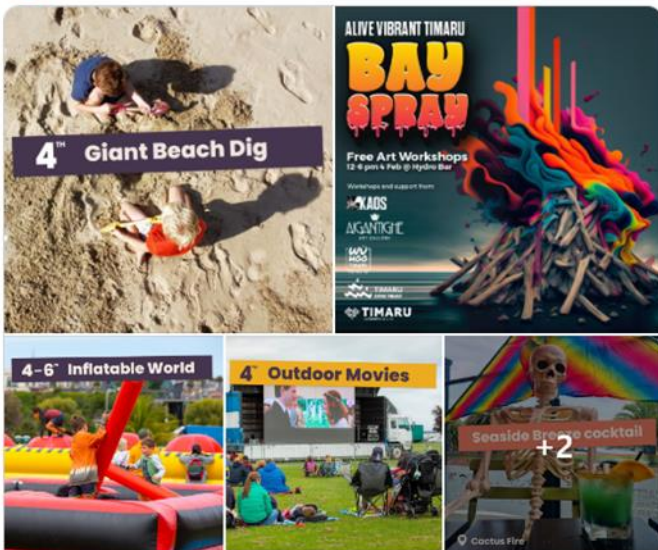
Venture Timaru commissioned economist Benje Patterson of People & Places to highlight what an aspirational economic future could look like for the Timaru District. Pictured is PrimePort Timaru in 2020. (File photo)

Timaru needs to attract more than 4000 working aged people to the district by 2050, just to maintain the workforce it has now. And one of the district's business leaders is challenging everyone to help make that happen and more.

Counteracting the district's ageing population is one of the key challenges identified in a new report canvassing the district's economic outlook.



We Love Timaru
February 4 at 8:09 AM · 🌐



Seaside Festival
February 4 at 8:00 AM · 🌐

SEASIDE SATURDAY 🥳

Today is our most jam-packed day of seaside fun!

We've got :

- 📍 Seaside Festival Market by Timaru Artisan Farmers Market - 9am - 12:30pm
- 👉 In... See more



Venture Timaru
January 25 · 🌐



It's a record season so far for cruise visits to Timaru - and capacity for passengers on the ships visiting is 10,000! "That's a mind-blowing amount of international passengers being dropped right in the heart of our district that we would never otherwise get coming to town," says VT's Di Hay. Read more below.



STUFF.CO.NZ

Cruise ship visits: 'Without doubt a significant economic impact' for Timaru District



We Love Timaru
6d · 🌐



80% of VIP tickets are ALREADY sold out!! 🥳
If you want to be a part of the VIP club then now's the time, don't miss out! 🍷



Brews on the Bay
6d · 🌐

ATTENTION beer & cider lovers! 🍷 Don't miss out on the biggest social event of the year - Brews on the Bay!

We have an exciting update on ticket sales for the event. Our VIP tickets are 80% sold out and Pre-sale tickets are 76% sold out.

Don't wait until it's too late, grab your tickets today to avoid disappointment! With a wide selection of brews, delicious food and great tunes, this is an event you won't want to miss.

Get your tickets now and get ready for an unforgettable day of beer, food, and fun! 🍷



Venture Timaru

DISTRICT - ECONOMIC & TOURISM AGENCY

This is the first in a new series of quarterly updates from us here at Venture Timaru – the Economic Development and Visitor Agency for the Timaru District. We thought we'd start with an overview of the local economy, move onto to some of our key focuses then provide an infographic of some key "good to knows" on our local economy via Timaru by the Numbers. Also, how good was it recently to be identified as the #1 region to move to if you want a better way of life outside the hustle and bustle of our big cities.



ECONOMY – having weathered the COVID storm better than most we, like the rest of New Zealand, are really seeing the effects of

Inflationary pressures, rising cost of living and supply chain disruptions. Whilst our spending levels (consumer and tourism) are up on same period last year, there is a noticeable softening in our local economy as our buying trends more towards "must have" items versus "nice to have". That said we have an extremely diverse industry sector base which coupled with some key local projects due to commence (such as the Scott Base Redevelopment) gives us cause for some optimism that we will continue to perform well – if not a bit lumpy moving forward. A key challenge is to ensure the voice of Canterbury and the South Island remains prominent as central government looks to rightly rebuild North Island areas affected by Cyclone Gabrielle. However, it is critical the right balance needs to be found between this focus and the need to keep the beating heart of New Zealand going strongly – the latter being something we contribute greatly to through our local business and industry sectors.



WORKFORCE ATTRACTION – labour shortage is a national crisis and is being felt by just

about every business locally. Traditionally having one of New Zealand's lowest unemployment rates below 5%, which is generally considered full employment, we currently sit with an unemployment rate of 2.9% - a 10 year low level. On one hand this is a pleasingly low unemployment rate but on the other hand it clearly evidences how tight the labour market is with any employable person quickly snapped up. We continue to work closely with business to assist with a variety of resources to help them to attract the wide variety of skills and knowledge they so desperately need. Please get in touch as we are keen to share the wide variety of free work force attraction resources with you.



HOUSING - when attracting new workers and families to the District it is imperative we have a wide range of housing options for

them to choose from. Traditional house and land packages no longer "cut the mustard" as buying habits have changed so we desperately need variety which includes inner/inner city apartments & townhouses complimented by new infill builds to medium and large scale residential developments. Council recognise this is a priority for the District and we continue to encourage the establishment an enabling environment that encourages development of a

diverse range of housing options. When interpreting the intent of associated housing rules and regulations, we need to first ask ourselves is this development/opportunity good for the district? If the answer is yes, lets "twing the dial" when interpreting the intent of these rules and regulations to a bolder innovative position that enables and encourages developers, landowners, and investors to make it happen.

Did you know? - some project updates:

Scott Base Redevelopment – the countdown is on with this one in a lifetime project due to start middle of this year down at Primateport Timaru. We are working with Antarctica NZ and Leighs Construction to explore the wide variety of opportunities associated with this exciting project. Keep up with all the news on the Scott Base page on our website. www.vtddevelopment.co.nz/business/scott-base-redevelopment-project

Regional Energy Transition Accelerator Programme – partnering with the Energy Efficiency & Conservation Authority (EECA) we are only the second region nationally to roll out this proactive initiative to decarbonise local industry. The final report will be available April 2023 and will provide a clear pathway to the implementation of a lower emissions, resilient and sustainable energy platform for our South & Mid Canterbury areas.

My Next Move - now in its 6th year, and nationally recognised by having been replicated in 25+ other locations around

New Zealand, we continue our rewarding partnerships with local secondary schools, training providers and industry to "expose educate and excite" our students on the wide variety of career pathways and further education opportunities open to them. It's all about ensuring our next generation can make the best informed decisions they possibly can on their lives post secondary school – we'd love to hear from you if you are keen to be involved.



Sustainable is Attainable (SIA) – Into its 4th year, this is an unprecedented level of collaboration across 20+ of our local food processors and manufacturers with the networks of universities and research & development agencies across New Zealand, as they collectively explore and develop viable alternatives for the waste & by-products generated during food processing and manufacturing. This includes progression of solutions across value extraction, circular economy, new product, and waste minimisation opportunities and SIA expanded in August 2021 in to the Hawkes Bay.



Aged Workforce Strategy – as part of the District's Aged Friendly Strategy, our focus is on fostering, collaborating, and promoting local businesses who have created innovative aged friendly employment workplaces so other employers can learn and implement similar practices. In a tight labour market like ours, it's important we do all we can to encourage a leading approach to our "wise workers" which include proactive initiatives to up-skilling/retraining, recruitment, and succession & transition planning. After all, our wise workers hold significant knowledge and skills which can benefit our wider communities significantly.



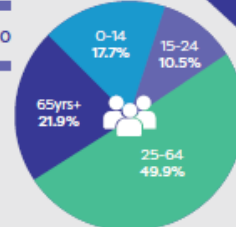
TIMARU

welovetimaru.nz

Timaru District by Numbers

Population 48,500

Year ended: Mar-21
Source: Infometrics & Stats NZ



Dairy Incomes

Est 2022/23 \$483m
Actual 2021/22 \$506m
Actual 2020/21 \$427m

Year ended: Dec-22 | Source: Infometrics

Total Jobs filled 26,610



Year ended: Mar-22 | Source: Infometrics

Housing



Year ended: Dec-22 | Source: Infometrics

Venture Timaru
DISTRICT - ECONOMIC & TOURISM AGENCY

All figures rounded.

Imports

Cement	393,100
Stock Feed	362,400
Fertiliser	301,400
Fuel	315,400
Steel	62,676
Other bulk	61,900
Fish	42,100
Other conventional	16,900

Measurement: Tonnes | Year Ended: Jun-22 | Source: Primeport

Export (containerised)

Dairy	367,640
Other	119,827
Meat	31,754
Onions	17,129

Exports (bulk)

Logs	483,900
Tallow	92,700

GDP Growth

Timaru District 2.5%
New Zealand 2.8%

Year ended: Dec-22 | Source: Infometrics

Unemployment Rate

Timaru District 2.9%
New Zealand 3.3%

Year ended: Dec-22 | Source: Infometrics

Household Incomes (median)

Timaru \$93,473
New Zealand \$102,687

Year ended: Feb-23 | Source: Inlandscout

Canterbury MSD Update

Month **March 2023**

Canterbury MSD Working Age Population aged 18-64 years As at Jun 22	Canterbury MSD Jobseeker Support recipients March 2023			Regional Council Working Age Population aged 18-64 years As at Jun 22	Regional Council Jobseeker Support recipients March 2023		
367,690	15,225			406,100	16,410		
	Last year Mar 22	Actual	Difference		Last year Mar 22	Actual	Difference
		16,560	-1,335			18,012	-1,602



Total Jobseekers for all TLAs in the Canterbury Regional Council Area

Area	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23
Canterbury	18,618	18,543	18,381	17,961	17,802	17,484	17,358	17,091	16,953	17,442	17,418	17,049	16,923

Work Ready Jobseekers for all TLAs in the Canterbury Regional Council Area

Area	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Jan 23	Feb 23	Mar 23
Kaikōura District	45	48	54	54	63	60	63	63	39	45	45	39	30
Hurunui District	123	126	126	126	117	120	114	117	120	135	138	123	117
Waimakariri District	510	525	507	495	486	459	465	477	468	507	501	474	468
Christchurch City	6,861	7,005	6,960	6,879	6,777	6,612	6,471	6,354	6,378	6,702	6,834	6,636	6,504
Selwyn District	393	387	393	366	387	396	381	354	363	372	393	384	378
Ashburton District	303	330	330	333	342	315	318	303	303	300	306	306	276
Timaru District	519	516	540	528	540	525	510	483	465	483	468	459	444
Mackenzie District	30	27	24	30	27	27	27	27	30	27	30	39	33
Waimate District	96	105	111	111	108	111	108	102	99	99	105	108	99
Waitaki District	321	327	336	324	342	354	354	321	309	306	294	300	285
TOTAL	9,201	9,396	9,381	9,246	9,189	8,979	8,811	8,601	8,574	8,976	9,114	8,868	8,634