
MEMORANDUM

FROM: Nigel Davenport
TO: Donna Cross – Group Manager Commercial & Strategy Timaru District Council
SUBJECT: Operational Update for the four months to October 2020
DATE: 26th November 2020

Background

As requested, please find attached a brief update on some of the highlights and issues relating to our Economic Development and Visitor Promotion operations for the 4-month period to 31 Oct 2020.

One of the initial highlights, having assumed responsibility for Aoraki Tourism (RTO) officially as of 28 April 2020, was the change of our name to Venture Timaru. A name that better reflects our economic development and visitor promotion activities.

Highlights

Regional Apprenticeship Initiative – being approached by the government to act as the third-party administrator for Mid & South Canterbury & North Otago. As a result, we have accessed \$4.0m to support up to 100 new apprentices across the priority sectors of primary, construction, engineering, manufacturing, and wood processing. Opening 19th October, we have at date already approved 40 applications resulting in valuable central government funding directed straight into our local businesses to help them employ, successfully maintain their new apprentices, and grow their business.

Enhanced engagement with local industry - our well established business connection groups across key backbone industries i.e. food processing & manufacturing, trades, transport & logistics, tourism & hospitality, professionals, and retailers continue to strengthen a foundation of trust, collaboration, and sharing of best practice that is the envy of many other parts of New Zealand. An example of this is the collaboration of 22+ of our food processors and manufacturers (a first in NZ) working together to optimise value add and circular economy opportunities with their waste streams, with this growing more recently into initial collaborations on transition to sustainable energy.

Prime Minister Visit – working closely with the office of our local Labour MP, we hosted the Prime Minister in September for a visit that was deferred from August o/a Auckland COVID development. This prominently displayed to the PM and her accompanying ministers the strength and diversity of our local area especially our wide-ranging capability across our primary, processing, transport & logistics and biotech. We have over recent months also hosted a variety of other cabinet ministers and opposition party politicians. We welcome the recent announcement that Economic Development, SME's, and Tourism will sit under the one Minister in Stuart Nash this term – a clear recognition from Central Government of the close alignment of these key sectors of our economy.

An aligned refresh of 2015-2035 Economic Development Strategy and completion of a new Destination Management Plan. Now as the EDA and RTO for the district we are thrilled to be undertaking this important piece of work from which a fully aligned and integrated economic development strategy and destination management plan will be established to inform our immediate, short and long term priorities and work plans. There will be clear alignment, as appropriate, to District and Long-Term Plans and the Mayoral Forums Plan for Canterbury. Destination Management will also

incorporate strong elements of collaboration with our near neighbours, wider Canterbury Region and the national NZ inc approach of Tourism NZ.

Promotion of our District - the merging of EDA and RTO responsibilities has enabled us to refresh and align our workforce, business and visitor attraction messaging across our social media, web, and hard copy platforms. We remain a small but nimble organisation able to quickly adapt to meet need and demand by directing our promotional focus in an efficient and targeted manner. As stated below with workforce attraction remaining our biggest challenge, we continue to expand our focus in this critical area.

New Business Opportunities - discussion have been initiated with a variety of new business opportunities (both new from existing businesses and new to district) in recent months. At various stages of progression, these opportunities are across education, energy, waste, processing, tourism, distribution & logistics sectors. The value of TDC's "ease of doing business" (as highlighted in our annual survey undertaken in May), coupled with proactive local stakeholders' keen to progress and assist new and exciting opportunities cannot be underestimated. We will, as these parties permit us to, communicate these opportunities in more detail.

Appointment to Canterbury Regional Skills Leadership Group representing our district and lower Canterbury sub-region. Regional skills leadership groups were formed in mid-2020 to identify and support future skills and workforce needs in the region. They are part of a joined-up industry led approach to labour market planning which will see our workforce, education and immigration systems working together to better meet diverse needs. RSLG's are regionally based and regionally led, responsive to COVID 19 by providing eyes and ears on the ground, help inform Government activities and decisions and influence local initiatives.

Ramped up Visitor Promotions, improved collaboration & coordination and more funding for local operators and events.

- Escape to Timaru District (Winter Campaign), SCOFF (Spring campaign) and Timaru District Urban Escapes and Lists of To Do's (Summer Campaign) all successfully undertaken with examples attached
- The Escape to Timaru District winter campaign was especially successful in reigniting business for our local accommodation and hospitality sector through quieter winter months, exacerbated further by COVID impacts. This campaign reached 104,538 across all of South Island and lower North Island, via social and print media with 13,173 extended engagement through our website achieved.
- The prompt establishment of a tourism and visitor advisory panel has also been instrumental in a marked and immediate improvement in the coordination and information flow across our local accommodation providers, hospitality operators, sports, and event's organisers and facility managers. Our two information centres and most recently our Airport Manager have also joined this group.
- Funding – we have been very fortunate to directly receive, or help facilitate, a variety of funding that has both provided much needed support for local business and event organisers, and also enabled us to progress the development of new events and visitor attraction scoping and development:
 - STAPP Funding (Govt) \$400,000 for
 - New 10-day event - Sth Canterbury Outstanding Food festival (SCOFF) launched Sept with the involvement of 25 + local processors and producers and 60+ hospitality businesses. A huge success but it will be even bigger and better in 2021.
 - New attraction – Geraldine Walkway and Sculpture Trail – WIP – scoping underway
 - New Resource – Central South Island touring app along with a Timaru and heritage trails app – WIP nearing completion in readiness for launch
 - New Destination Management Plan –WIP – commenced
 - New Food Heritage Centre (Feasibility Study & Business Case) – WIP – scoping underway.

- Collaborative visitor attraction activity with near neighbours, Canterbury region and wider Tourism NZ strategies.
- Domestic Events Funding (Govt) – part of the Canterbury advisory panel which oversaw approval of funding locally to SI Masters Games \$36k, Rock N Hop \$30K, Waimate 50 \$100K and Mackenzie A&P Show \$40K.
- Regional Events Funding (Govt) - allocated o/a pre-covid international tourism spend. VT to receive \$177K which will be allocated across next 1-3 years in support of SCOFF, new Festival event and other new events being finalised.
- Stimulus Fund \$150K (TDC) – allocated across 27 district wide events heavily impacted by COVID in their ability to obtain sponsorship and support e.g. farmers markets, Xmas parades, festivals etc...

OBJECTIVES	KPI	ACHIEVED
encourage innovation and facilitate the growth of existing business	a minimum of 20 new connections facilitated for existing businesses per month	Yes – a variety of intro’s made e.g. local church - PGF application, 40+ local business to Reg Apprentice Initiative, 2 x business seller to potential purchasers, new business opps to local professionals etc...
assist business to re-deploy, retain, and attract a skilled workforce	quarter on quarter improvement in the district’s unemployment rate	No – June 3.3% & Sept 20 3.7%. Still below NZ 4.4%. Districts work ready jobseekers peaked at 944 in Aug dropping to 892 in Oct.
deliver tourism and visitor attraction services for the District	quarter on quarter improvement in the district’s tourism expenditure	Yes – June ¼ impacted by lockdown with \$30m visitor spend. Sept ¼ buoyed by busy School Holidays \$36m
create an environment to attract and assist new and developing business	a minimum of 10 new and developing business opportunities identified and engaged per quarter	Yes – as detailed above with various promising discussions ongoing.

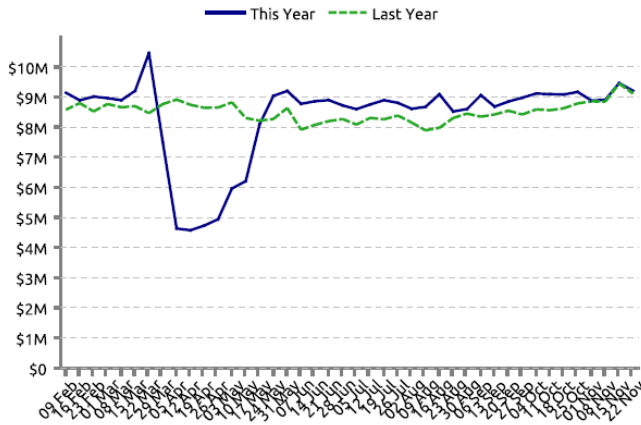
Issues

Despite having come through the lockdown and subsequent months better than most parts of the country, we like many parts of provincial NZ are faced with three challenges:

- Attracting a skilled workforce – pre covid & for the past 5-6 years this has been the biggest challenge facing our local economy and this has intensified in recent months as significant shortages have become evident nationally as we head into the traditionally busy spring and summer harvest & processing periods. We continue to facilitate regular communication with local business, recruiters, and MSD to ensure collaborations and connections are made to alleviate workforce pressures as best we can. We have also undertaken a targeted “We’ve Got Jobs” campaign across the South Island and wider North Island highlighting the variety of both seasonal and permanent jobs on offer here in Timaru District and South Canterbury
- Heated Housing and tight Rental Markets – again like most of NZ we are experiencing challenges with limited availability of housing and rental stock. Local business are struggling to house those new seasonal or permanent staff they are successful in attracting. We need to be bold, encourage and Incentivise the development of current residential zoned and developable land into affordable house and land packages attractive to the workforce we desperately need i.e. first home buyers and young families.
- Supply Chain disruptions starting to hit – in addition to some obvious stock sourcing issues with a number of local retail outlets, our processors too are experiencing significant logistics issues getting their product to market. Disrupted and inconsistent shipping schedules into and around NZ, coupled with continued rolling strikes along the east coast ports of Australia are compounding challenges in getting empty containers into NZ to then fill and export. We are also hearing of many businesses experiencing significant delays in sourcing machinery componentry etc...

Timaru District Week ending 22 November 2020

1. WEEKLY VALUE OF SPENDING



3. Change in value of spending

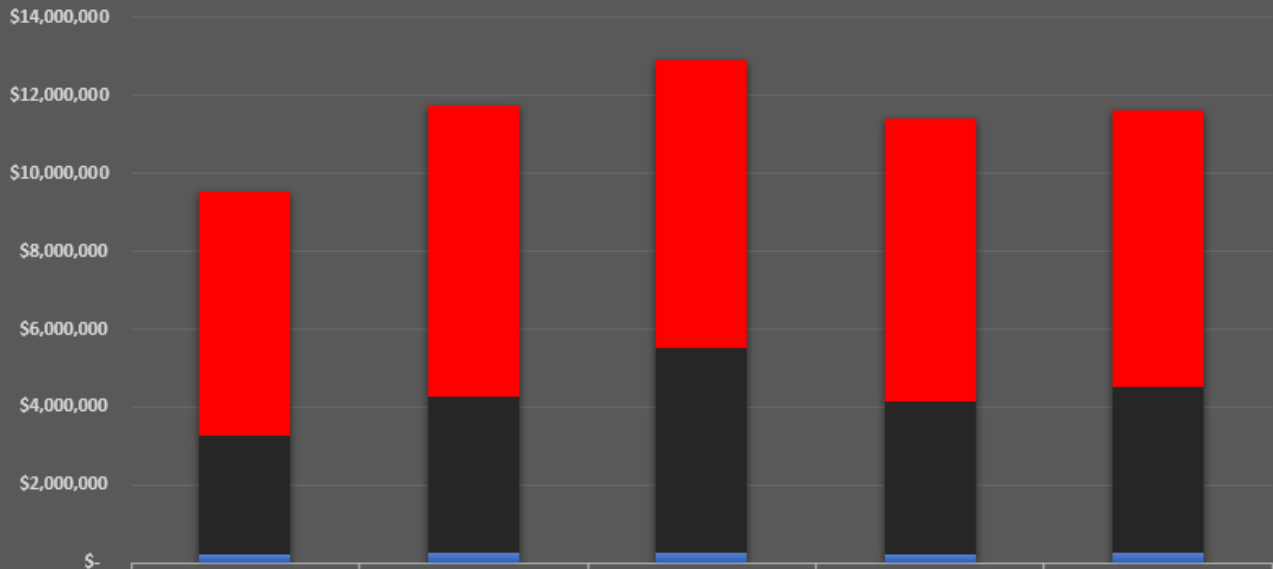
SWLY
+1.0%

CUMULATIVE
-1.6%

6. WEEKLY SPEND AND TRANSACTION CHANGES

Week Ending	SWLY		Cumulative	
	\$	#	\$	#
09-Aug	+9.9%	+6.9%	-4.8%	-14.4%
16-Aug	+14.0%	+4.2%	-4.2%	-13.8%
23-Aug	+2.6%	-0.5%	-3.9%	-13.3%
30-Aug	+1.8%	+0.6%	-3.7%	-12.9%
06-Sep	+8.5%	+5.0%	-3.4%	-12.3%
13-Sep	+3.1%	+2.0%	-3.2%	-11.8%
20-Sep	+3.6%	+1.8%	-2.9%	-11.4%
27-Sep	+6.6%	+5.5%	-2.7%	-10.9%
04-Oct	+6.1%	+3.4%	-2.4%	-10.5%
11-Oct	+6.2%	+4.9%	-2.2%	-10.1%
18-Oct	+5.3%	+5.6%	-2.0%	-9.6%
25-Oct	+4.3%	+2.6%	-1.8%	-9.3%
01-Nov	+0.3%	-0.6%	-1.7%	-9.1%
08-Nov	+0.7%	-1.2%	-1.7%	-8.9%
15-Nov	+0.2%	+1.1%	-1.6%	-8.6%
22-Nov	+1.0%	-0.8%	-1.6%	-8.4%

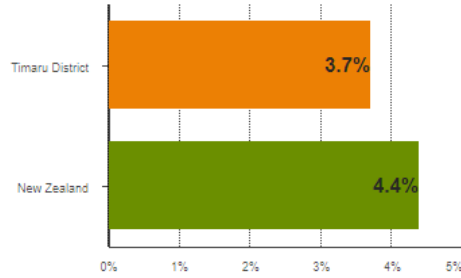
Timaru District Visitor Spend



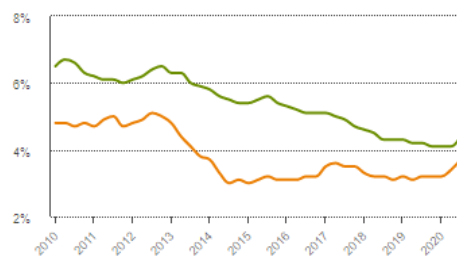
	May-20	Jun-20	Jul-20	Aug-20	Sep-20
Canterbury	\$6,247,992	\$7,455,539	\$7,414,802	\$7,262,385	\$7,129,046
Rest of NZ	\$3,033,353	\$4,036,331	\$5,259,684	\$3,929,339	\$4,254,049
International	\$242,410	\$251,199	\$246,747	\$224,699	\$248,148

International Rest of NZ Canterbury

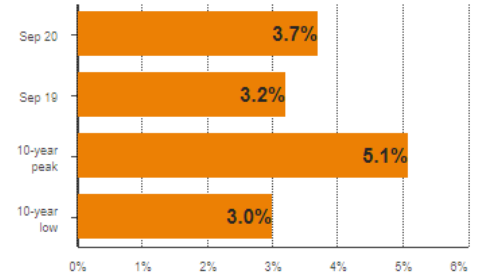
Unemployment rate
Average annual rate, year to September 2020



Unemployment rate
Average annual rate



Unemployment rate
Annual average, Timaru District



ACTIVE ESCAPE

- Peel Forest activities
- Horse treks
- Bush walks
- Geraldine stargazing
- Motel packages
- Central South Island holiday location



Horse trekking • hidden waterfalls • stargazing

PLAN HERE FOR LATER: welovetimaru.nz



TIME FOR A TIMARU ACTIVE ESCAPE

- Abundant walking tracks
- Easy bike hire
- Fabulous food – dine in or delivered
- Sunset drinks on the Bay Hill
- Central South Island holiday location



PLAN NOW: welovetimaru.nz




SEASIDE SUMMER DAYS IN TIMARU

Get your friends and whanau to join you for summer days in Timaru. Plan your activities at welovetimaru.nz

TIMARU | GERALDINE | TEMUKA | PLEASANT POINT | PEEL FOREST



Timaru District is thrilled to welcome

...

THE PRIME MINISTER OF NEW ZEALAND



THE RT HON JACINDA ARDERN

Minister for National Security and Intelligence, Arts, Culture and Heritage, and Child Poverty Reduction

Venture Timaru and the Timaru District Council invite you to a business lunch on Tuesday 15th September to hear from our Prime Minister.

Light lunch and some refreshments will be provided. Cash bar operating.

...

Date: Tuesday 15th September, 2020

Time: 11:30am to 1:30 pm

Location: The Landing Service Conference Centre, 2 George St Timaru

Please RSVP as soon as you can to enquiries@venturetimaru.nz



SCOOP
SOUTH CANTERBURY
**OUTSTANDING
FOOD FESTIVAL**
11-20 SEPTEMBER 2020

**EAT.
DRINK.
SAVOUR.
ENJOY.**

**School Holidays
in Timaru District**

- Temuka treasure hunt
- Free family fun
- Rainy day activities
- Baby farmyard animals
- Coastal tracks
- Te Ana Maori Rock Art
- Rock pooling
- Native bat spotting

Inspiration for school holiday activities | welovetimaru.nz

Venture Timaru
Published by Stuff · July 9

Awesome result Timaru!!! We've topped the South Island for the biggest increase in consumer spending (15.4 per cent) so far for the first week of the school holidays - followed by Hanmer Springs and Nelson-Tasman.

STUFF.CO.NZ
Domestic tourism: Small towns still leading the charge in terms of recovery, research suggests

**100%
BEHIND**



**INVEST
IN YOUR
COMMUNITY**



Venture Timaru

Published by Kate O'Connell · October 27 at 5:30 PM · 🌐

Let your friends and whānau know, we've got jobs.

Timaru District and South Canterbury have been fortunate not to suffer the major economic impacts of COVID-19 as experienced in other parts of the country - in fact we have many seasonal and permanent jobs AVAILABLE NOW.

For more information and contact details for local recruitment experts head here: <https://bit.ly/37LcG8G>




Venture Timaru

Published by Nigel Davenport · October 19 · 🌐

REGIONAL APPRENTICESHIP INITIATIVE (RAI) - APPLICATIONS NOW OPEN.


Financial support is now available for new apprentices across Mid & South Canterbury and North Otago in the RAI priority sectors of Primary, Construction, Manufacturing, Mechanical Engineering, and Wood Processing.

As third party administrator for RAI, Venture Timaru is thankful for the support of the [Provincial Growth Fund](#) in establishing this great initiative for our local businesses. ... [See More](#)

**Looking for a job?
Stay local.**

Introducing... The Job Board!



Are you looking for holiday work? Do you want an apprenticeship opportunity? Need a temporary job? [We have the answer.](#)

Our new 'Job Board' feature advertises local job vacancies **just for you!** Simply visit mynextmove.nz to view a list of jobs available in.



My Next Move

Published by Courtney Young · October 8 · Instagram · 🌐

It was great to see these 3 lovely whānau from [New Zealand Police](#) take part in this campaign. They all started their careers from different places and ended up being colleagues. 🙌👏👏👏 #nowrongpath #mynextmove #careers #firstjobs #jobopportunity #nzpolice #police



56,535
People Reached

4,176
Engagements

Boost Post

👍👍👍 You and 35 others

3 Comments 21 Shares



My Next Move

Published by Courtney Young · October 9 · Instagram ·

He's not quite the Prime Minister but he is our Mayor! 🙌 Thanks for being involved [Nigel Bowen - Timaru District Mayor](#) 👤👤👤
#mynextmovenz #timarudistrictcouncil #nowwrongpath #career #mayor #courier Timaru District Council



Venture Timaru

Published by Stuff · September 9 ·

South Canterbury Transport and Logistics sector led course hits the spot.
Fantastic example of our collaborative business community in the region and we're proud to be working with this group.



STUFF.CO.NZ

Employment for 21 heavy vehicle operator students in past year

556
People Reached

48
Engagements

[Boost Post](#)

14

2 Comments

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Comment as Venture Timaru



Pari Mahuika

Definitely the best way to get into the industry.. absolutely loved the course and now in a full-time position.. tutors were amazing!!!

Like · Reply · Message · 11w

1



Ann-Marie Ferguson

Best course ever i just finished the latest one and highly recommend it to all !!

Like · Reply · Message · 11w

2



SUSTAINABLE IS ATTAINABLE

A collaborative approach to sustainable waste and by-product management by South Canterbury's food processors and manufacturers