

MEMORANDUM

FROM: Nigel Davenport – Venture Timaru Chief Executive

TO: Timaru District Mayor and Councilors

SUBJECT: Venture Timaru Operational Update for the quarter to 30 September 2024

DATE: 22nd November 2024

Background

Please find attached an update relating to our Economic Development and Visitor Promotion operations for the quarter to 30 Sept 2024.

Local Economy

The announcement by Alliance to close the Smithfield plant came as a shock for many with just over 600 workers affected. We along with the Mayor & TDC, James Meager MP, MSD and The Chamber of Commerce have collaborated with local service providers to ensure all affected workers, and their families have received the appropriate support and guidance needed. VT, Chamber and MSD held a job fair early November which was attended by over 400 individuals and 41 employer, training provider and support agency exhibitors. The employers in attendance all had jobs on offer and indicated that 90-95 individuals secured jobs before the Job Fair with them, 50 more were offered jobs at the Fair, and they were following up with almost 200 people after the fair.

Whilst the loss of an estimated \$80 m p.a of wages and associated service provider income will be felt across our community, the above and the proactive and coordinated response by all areas of our community has been hugely appreciated by the Smithfield workers and is a testament to the true spirit and care of our region. *Refer attached examples of feedback received*

The decision made by Antarctica NZ (at the request of the Minister for Foreign Affairs & Trade)) in August to reassess their plans to redevelop Scott Base was also a blow to us locally. They have indicated they no longer wish to utilise the land set aside for the development down on at Primeport and are currently looking at new designs that they can construct within the MFAT. Having partnered with PrimePort and council over many months to successfully attract this once-in-a-lifetime project, this recent development is a massive disappointment and has happened as a result of factors, completely outside of our control locally. We continue to advocate both directly into MFAT and via our local MP that the Government tangibly evidence their support for the provinces by mandating this project still proceeds here in Timaru.

Economic activity in the District fell 0.9% in the year to September 2024, a deeper fall than the national economy, which was flat, according to Infometrics provisional GDP estimates. Weakness in transport, construction, wholesale, and manufacturing has contributed to our weak GDP result. We have experienced several quarters of GDP decline, although encouragingly this reduced to a 0.3%pa decline in the September 2024 quarter. Employment growth of our residents was flat in the year to September 2024, whilst the closure of the Alliance Smithfield meat works is yet to register in terms of employment and GDP.

Our population grew 1.0% in the year to June 2024, down from 2.1% in 2023, with slower population growth flowing through to slower employment and consumer spending growth. Consumer spending was tracking strongly over recent quarters, but slipped to just 0.5%pa growth in the September 2024 quarter, for an annual increase of 4.8% in the year to September 2024. Softer consumer spending is likely in coming quarters, reflecting household caution in the wake of the Smithfield closure, on top of weaker economic activity and population growth.

The outlook for agriculture has started to improve, most notably the dairy payout, with our dairy farmers expected to receive an additional \$98m this season, taking the annual pay-out to \$525m. Meat prices have improved too, led by beef, with a sluggish recovery for lamb and mutton prices.

Our tourism sector has performed strongly, but is starting to succumb to a stalling in international tourism recovery, and pullback in domestic tourism. Guest nights at commercial accommodation slipped down 0.6% in the year to September 2024, with domestic and international guest nights falling 9%pa in the September 2024 quarter.

Our housing market has started an earnest recovery, with a 6.3%pa rise in house values in the September 2024 quarter, ahead of a decrease of 0.3%pa nationally. However, renewed interest in house purchases is yet to translate to construction. New dwelling consents continue to slide, down 17% in the year to September 2024 nationally and in the District, with just 39 new dwelling consented in the quarter. Offsetting the softness in residential construction, non-residential consents jumped up in the September 2024 quarter, buoyed by \$22m of consents for industrial buildings.

Source: Infometrics

Statement of Intent – Three Year Operational Objectives

Support EXISTING BUSINESS to grow and prosper	
2024/25 Operational Activities	<ul style="list-style-type: none"> • Realign a targeted industry engagement plan as to future plans, challenges, barriers, productivity improvements, decarbonisation etc.. • Identify & assist existing business and industry expansion plans - access to key enablers water, power, people & supporting infrastructure & services • Key stakeholder participation in the development of a South Canterbury Energy Strategy.
2024/25 KPI's	<ul style="list-style-type: none"> • Energy Strategy Completed & Implemented. • Detail expansion plan assistance provided to local business
Latest Update	<ul style="list-style-type: none"> • Engaged with AIRNZ reps over ongoing flight cancellations. They are fully committed to Timaru service, addressing disruptions, and exploring the best way to service our area. Talks are progressing on all options available to enhance our schedule of flights and minimise disruptions. • Along with Mayor and TDC CE met with a local building company on timeframes to progress subdivision requests for housing in-fill and also their desire for more consistency across the building consent process for “same plan” house construction. TDC CE progressing. • Barkers factory expansion is underway, and we continue to work with them to identify opportunities for them to source raw product locally – potential new horticulture ventures. • Two known expansion plans for local food processors have been deferred o/a current economic climate but we anticipate these being reignited over the next year. Whilst one of these processors is recognised as one of the most efficient production facilities within their group, their freight and distribution costs are one of the highest which is a clear barrier to them progressing their expansion plans. Having resilient and cost competitive multi-modal transport links is a critical to ensuring we retain and grow existing, and attract new, industry. A key issue to address. • Collating details on individual decarbonisation activity for our large process heat users who are keen to tell this story to collectively evidence the steps being taken as this has been identified as a key workforce attraction topic. • The South Canterbury Energy Strategy is to be reignited under the guidance of Alpine Energy. This will be aligned to the Canterbury Mayoral Forums Regional Energy Stocktake which is currently underway – VT has representation in both initiatives. • Nearly 60 businesses/organisations were engaged with across the Sept 2024 quarter where we also prepositioned the aspirational Towards 2050 initiative. A few themes from these engagements included: <ul style="list-style-type: none"> ○ Tough winter, ○ Softened labour market seeing a noticeable increase in both the volume and quality of job applicants, however many have deferred recruitment decisions as trading conditions challenging. ○ Market demand for some food processors down, lessening production ○ Initial concerns about dry winter and potential for water restrictions impacting primary production since negated to some extent by recent weather. ○ Ongoing struggle to attract teachers and teacher aid to the region

Attract & Assist NEW BUSINESS to the District	
2024/25 Operational Activities	<ul style="list-style-type: none"> Establish a Business & Investment attraction "hunter/gatherer" role. Develop enhanced Business Attraction resources for the district. Assist TDHL to secure tenancy for 13ha Washdyke Industrial Park.
2024/25 KPI's	<ul style="list-style-type: none"> Min 4 New Medium/Large Businesses committed to establish in Timaru District. Commitments in place for tenancy of Washdyke Industrial Park
Latest Update	<ul style="list-style-type: none"> Tania Stoddart appointed 26 August as VT's new Business Development Manager. The role will oversee Business Attraction, Towards 2050 facilitation and data gathering & analysis. Our districts unique selling points and strengths are being collated into "Make Timaru your Business" business attraction campaign which will be launched prior to years end – and initially targeted nationally into key entities, professional advisors, academic institutions/R&D's etc.. Hard copy and social media channels to be fully utilised for the campaign with supporting updated Information Memorandum developed able to be tailored to each specific opportunity identified. No new medium/large business engaged with by VT have committed to Timaru in the initial Sept 2024 quarter with the main current engagements summarised as follows: <ul style="list-style-type: none"> Global logistics company have deferred plans for a local facility for 18-24 months o/a need to complete 4 concurrent Australian and Auckland like developments first. Timaru remains firmly in their sights Future foods entity remain very interested in establishing a facility here within the Food Processing and Manufacturing environment – attracted by our central location, closeness to supply and utilities. Capital raise underway which will determine timeframes moving forward. The pressing need to attract a 3.5/4 star hotel locally has seen us update a local accommodation market overview which we have distributed to local known property owners who we understand are at various stages of discussions with differing hotel operators. Further early stage discussions underway with exciting opportunities within aviation (2), hospitality, aged care, and tourism sectors.

Assist business to attract, develop & maintain a skilled WORKFORCE	
2024/25 Operational Activities	<ul style="list-style-type: none"> Renew workforce attraction resources for industry and recruitment agencies. Amplify activity to "Expose Educate & Excite" our future workforce on local career pathways. (MyNextMove – MnM student transition initiative) Workforce Training – facilitate improved alignment of local training delivery that meets the needs of local industry.
2024/25 KPI's	<ul style="list-style-type: none"> # of new industry aligned locally provided training opportunities 20 pathway events, min 3500 students and 150 local businesses
Latest Update	<ul style="list-style-type: none"> New Workforce attraction video "what Makes Timaru Special?" launched and shared extensively to local business, recruitment agencies, educators etc. Refer Workforce Video Women in Trades Event 08th August. 22 exhibiting organisations (mix of local trades employers, training providers and employment support). 120 female attendees, a mix of jobseekers, school students and NEETS. Students from 5 different schools and the YMCA. Interview Skills session, run by Di Hay & Grant Jenkins for 50+ Year 12 students at Roncalli College. Worked with Multicultural Aoraki to utilise existing VT video resources to create a welcome to Timaru video resource for global newcomers to the District. Inspiring the Futures Craighead Diocesan: 5 Industry role models, 70 Year 7&8 students. Students ask questions to try guess what role models do for a job. Introduce new career roles and career advice. Inspiring the Futures Pilot: Former-refugee students. 25 students aged 14-25 (Some job seekers). 3 industry role models from different industries. Demystifying ideas around employment here in NZ, gender stereotypes, key skills, opportunities etc. With the Vocational Education changes for Polytechs, ITO's etc.. unwound by National Government we are to meet with Ara CE to seek their plans for the Timaru Campus and course deliver – content and mode. A fit for purpose industry informed training & development for existing and future workforce is top of the agenda along with exploring opportunities for the innovative development of an "educational hub" utilised by a variety of training providers potentially including targeted degree level courses delivered locally by University of Canterbury/Lincoln University. Along with Auckland, Hutt Valley, and Dunedin Cambers as Education to Employment (E2E) colleagues (MnM), we met with the Minister early October to present the merits of E2E seeking ongoing support beyond current contract expiry June 2025. Introducing TEC Skills Highway funding opportunity to local industry. Focussed on improving Literacy and Numeracy up to \$100K is available to fund bespoke training aligned to each business identified needs – forms, processes etc...

PROMOTE the district as destination of choice	
2024/25 Operational Activities	<ul style="list-style-type: none"> • Further develop existing event offering, and attract new in/out of season events. • Develop a Cruise Strategy in partnership with Primeport, tourist operators and community to grow Cruise Sector by providing the best possible experience for all cruise visitors.
2024/25 KPI's	<ul style="list-style-type: none"> • Cruise Sector Economic Benefit reported on. • Event ROI Economic Benefit for every \$ invested via Major Events Fund
Latest Update	<ul style="list-style-type: none"> • Refresh of Event Facility and Business Event handbook resources is underway. • Successful Major Event Fund recipients for 2024/25 advised in our June 2024 quarterly report to TDC – noting applications totalled \$555,947 v \$245,000 available. • Cruise economic impact report – Released from CLIA (Cruise Lines Industry Association) and Cruise NZ. Key national findings in info graphic attached. The figures for Timaru show for the 2023-2024 season: <ul style="list-style-type: none"> ○ 13 cruise days ○ 15,687 pax on visit days ○ 3,758 crew on visit days ○ Passenger spending \$1.8m ○ Crew spending \$0.2 ○ Cruise lines spending \$1.2m. ○ Total impact \$3.6m <p>When taking into account the passenger spending in port on retail, hospitality and Tours, plus cruise line costs (eg berthage, food and beverage, fuel and shore excursions arranged by the cruise lines) each passenger brings \$229.49 to Timaru District. The passenger and crew numbers are maximum capacity and do not always accurately reflect how many individuals visited Timaru.</p> • With the support of the TDC's Major Events Fund we are excited to attract an International Tennis Federation 2nd Tier event to Timaru second week of Feb 2025. International livestreaming, ITF/WTF rankings, est 3750 attendees players, support staff and spectators. • We are partnering with Primeport to develop a long term Cruise Strategy with this to commence Q2 2024/25. • Traitors NZ shot at Claremont Castle screened in July receiving many plaudits https://thespinoff.co.nz/pop-culture/26-07-2024/why-this-season-of-the-traitsors-is-the-best-reality-tv-weve-ever-made • SCOFF held 12-23 Sept involving 42 eateries and 30+ producers. Supporting sponsorship from Hospitality NZ and High Country Salmon, Mackenzie Region & Waimate District Council. National profile on Radio NZ with support ex AIRNZ via a Grabaseat prize package and promotion reaching 35,533 people with 74,055 impressions. Two Raw Sisters promotion with specially created SCOFF recipe shared on their socials and EDM. • New Tourism Data dashboard launched on VT website refer https://www.vtdevelopment.co.nz/business/tourism-data • Refresh of our Destination Management Plan commenced Sept and will be completed by December. • VT's Di Hay has been elected as one of three South Island trustees for the Regional Tourism New Zealand national board. She joins representatives from Auckland, Bay of Plenty, Rotorua, Christchurch, and Queenstown, plus the independent chair. Key issue on the table for discussion is that work is now underway on a tourism growth roadmap. This work recognises the Government's ambition to grow exports value, and as New Zealand's second-highest export earner, tourism has a critical role to play in contributing to this.



Facilitate enabling and new to district INVESTMENT in infrastructure and community assets.	
2024/25 Operational Activities	<ul style="list-style-type: none"> • Assist with identifying and processing key infrastructural opportunities of benefit to the district – (airport/port/ transport & logistics) • Facilitate new residential development investment that provides typography diversity - property owner, developer, investor introductions. • Coordinate and foster Central Government relationships to attract new investment to support local initiatives and prioritised projects.
2024/25 KPI's	<ul style="list-style-type: none"> • Min 6 new residential developments progressed • \$\$ of new to district investment • Detail facilitated investment/development introductions made.
Latest Update	<ul style="list-style-type: none"> • Assisting/endorsing Opuha Water and Timaru District Council with their respective Regional Infrastructure Investment applications to Kanoa to support resilience with dam R&M and acceleration of Councils Timaru Airport runway extension programme. • VT along with Mayor, TDC CE and Chamber CE are engaged with the Canterbury Ambition initiative to collaboratively identify and prioritise the regions infrastructure needs and advocate into Central Government – initially via Regional Deals fund. • Met with regional lead for Te Puni Kōkiri, the Governments principal policy advisor on Māori wellbeing and development, who in turn met with Arowhenua board representative . Jointly identifying local co-investment and collaborative economic development opportunities at scale with iwi, hapu and other entities to support Māori aspirations across manufacturing, processing, sustainability, housing and renewable energy. VT to meet with soon to be appointed new Commercial GM at Arowhenua to position opportunities. • Timaru CBD Inner and near city Living project “Making it Happen” well advanced and with Council officers for review pending launch. Aligned to this we are currently engaged with/assisting 4 inner city living developments and a new to district developer/investor keen to explore similar opportunities. • LINZ on behalf of SOUTH PAN will be progressing with installation of one of 5 x NZ reference stations at Timaru airport through Q1 next year. SouthPan is a joint NZ/Aus Government initiative tasked with providing satellite supported and freely accessible GPS at a significantly enhanced level. This will bring benefits right across our district to both industry and our personal lives -precision farming, civil engineering & construction, fleet monitoring, surveying etc... We are working with SouthPan to develop a Press Release to communicate this exciting news and associated economic benefits – likely PR out early Dec.. • Investigating opportunities for the Smithfield site

MAKING IT HAPPEN

A guide to residential development in the Timaru City Centre

Information, ideas and inspiration for residential developers in the Timaru City Centre

TIMARU DISTRICT
**TOWARDS
2050**



<p>Background</p>	<p>Operationalising a “Timaru District Toward 2050” (T2050) long term focus will occur over the 2023-26 period and be completed in time to inform the Council’s Long Term Plan cycle in 2026. We will champion this aspirational vision for our district that, whilst challenging, will aim to ensure we maximise our potential across social, economic, and cultural areas. Engagement with key stakeholders and our wider communities will be a key feature of this work.</p> <p>The following copy of our joint press release provides this context in more detail.</p>
<p>Key Points</p>	<ul style="list-style-type: none"> • The initial (previously provided) aspirational report prepared for us by economist Benje Patterson was not the plan – but purely a report that set out 3 different scenarios whose primary purpose was to act as a <u>catalyst for us to start the conversation about our longer term future.</u> • Whilst the report was completed some months back it has been important we pre-positioned its findings with the Mayor and others in our community, to first seek their feedback and agreement that such a plan was both needed and the work was worthy of progressing. • This will not be VT or a TDC plan but <u>our Districts plan.</u> It will align to existing plans and strategies across various sectors and organisations.
<p>Latest update</p>	<ul style="list-style-type: none"> • T2050 has been pre-positioned with in excess of 60 individuals, businesses and organisations across Aug/Sept • The initiative was officially launched 4th November (delayed from proposed 28 Sept o/a Smithfield closure announcement) • The first engagement/consultation forum was held with leaders across key enabling sectors of our community on 5th November <ul style="list-style-type: none"> ○ Attendees represented: Health, Education, Iwi, Water, Energy, Regulatory/Planning, Business & Industry, Local Government, Infrastructure, Youth and Rural. ○ There was full agreement on the need for a longer term aspirational plan for our District and now is the “right time” ○ The forum collated our current foundations (Strengths/Uniqueness and associated challenges/opportunities) off which our plan will be formed. Education (of existing and future workforce), Energy and a “Can Do Timaru” enabling environment were some of the more prominent topics to come out of these initial discussions. ○ We also took time to discuss “blue sky opportunities” – those both aligned/adjacent to our existing strengths but also left field new to district opportunities. ○ The question of “for who are we doing the plan? was discussed at length with the consensus both at the forum and from subsequent feedback from participants being “Our People and Place” must be at the absolute centre of our plan. One such suggestion being a focus on “TŪPUNA PONO - Being Good (True) Ancestors”. ○ Forum input being collated and feedback to attendees and apologies for consideration and ongoing input/engagement • Engagements have also been undertaken with: <ul style="list-style-type: none"> ○ Temuka, Geraldine & Pleasant Point Community Boards ○ Multicultural Aoraki ○ Tongan Society ○ Samoan Society • We will be prioritising our meetings with Councillors to collate your input and thoughts on what an aspirational future looks like for our District. • T2050 wider engagement is ramping up and will continue over the next 6-9 months – ensuring as many voices as possible are heard to help inform the plan, the first draft of which to be available by 2025 year end at the latest. • Engagement outcomes/input will be communicated and detailed on our T2050 landing page where there is also a platform for all to provide input via a short questionnaire. Refer HAVE YOUR SAY - TOWARDS 2050

Feedback/Endorsements

Simon Carter: *We are immensely grateful for the ongoing support of Timaru District Council and Venture Timaru as one of the major funders of our staple events: the South Island Masters Games, Brews on the Bay, and the Timaru Seaside Festival. Venture Timaru's proactive and community-driven approach has been instrumental in bringing these events to life. Their dedication to fostering local growth and creating dynamic opportunities for the region is unparalleled. Their commitment to helping organisations like ours succeed reflects their vision of a vibrant, thriving Timaru. We are proud to partner with such a forward-thinking and passionate organisation that consistently goes above and beyond to support local initiatives.*

Grainstor: *I just wanted to take a moment to thank each of you and your teams for the tremendous effort and energy that went into making yesterday's Job Fair a success. The sense of community among local and even some not-so-local businesses was incredibly heartening, and it was clear how much thought went into the planning and execution of the event. The "have fun" mantra set at the briefing genuinely captured the spirit of the day. The positive energy and organization on-site were the foundation of a welcoming environment that allowed everyone to focus on connections and opportunities. I'm pleased to share that Farmers Mill welcomed a new team member today and we're hoping to extend another offer later this week. We're also all acutely aware of the distressing news surrounding the closure of the Alliance Smithfield meat works plant, and our thoughts are with those affected by this change. It's reassuring to know that with initiatives like yesterday's fair, there are avenues of support and opportunity for impacted workers. Thank you once again for everything you've done to bring this event to life. It was an inspiring day, and we're grateful for the chance to be a part of it.*

Silver Fern Farms: *Kia Ora team, Just a quick message from us here at Silver Fern Farms to thank you all for the hard work you put into yesterday's job fair. We spoke with some amazing people and managed to connect with around 25-30 people that we are hopeful we can match with suitable employment. It is amazing to see everyone is good spirits as well considering the circumstances - its brilliant support you are offering. Thank you very much for all your efforts and allowing us to be a part of it. Thanks again from all of us here at Silver Fern Farms 😊*

AWARDS RECOGNITION we were thrilled and humbled to be acknowledged by our peers in winning win both the Innovative use of Technology award, and then the Supreme Award, at the annual EDNZ Best Practice Awards recently, for the Mid & South Canterbury CoDriv Virtual Reality Driving Simulator project.

Delivering a simulator into every secondary school across Mid & South Canterbury, providing our rangatahi with real road experiences without real world consequences to give them the confidence to start on their driver education and licensing journey has been so rewarding. Working with the developers Rhys, Claire and their team at GFactor of Dunedin to bring the collective vision of enhanced and accessible driver education to our next generation of drivers, to "reality" - a first for NZ. This initiative has only been possible with the unwavering support of our hugely



valued and equally determined funders and partners of which Timaru District Council and staff Suzy Ratahi and Daniel Naude have been a huge part - along with CODE - New Zealand's Centre of Digital Excellence, Fulton Hogan, Ashburton District Council, Ministry of Social Development NZ, Kānoa - Regional Economic Development & Investment Unit, Community Trust of Mid & South Canterbury, Brake, the road safety charity, Waimate District Council and the South Canterbury Transport and Logistics Group.

Financials

Venture Timaru
Profit & Loss Statement

1 July 2024 - 30 Sept 2024

	YTD ACTUAL 30/09/2024	YTD BUDGET 30/09/2024	TDC SOI BUDGET 2024/25
INCOME			
Economic Development Grant - TDC	\$ 186,250	\$ 186,252	\$ 745,000
Tourism Grant - TDC	\$ 102,000	\$ 102,000	\$ 468,000
MyNextMove Contract - ex MSD	\$ 36,527	\$ 36,527	\$ 176,700
Reg Apprenticeship Initiative - ex Kanoa (Provincial Development Unit)	\$ 97,394	\$ 97,394	\$ 300,000
Major Events Funding - Tourism ex TDC	\$ 115,000	\$ 140,000	\$ 245,000
Private Sector Partnership - TDC	\$ 710	\$ 700	\$ 13,000
Regional Events Funding - Tourism ex Central Government	\$ 62,495	\$ 62,495	\$ 71,995
Active Transport Strategy Trails - TDC	\$ -	\$ -	\$ 50,000
Other Income - ED	\$ 5,125	\$ 5,125	\$ 20,500
Other Income - Tourism	\$ 12,450	\$ 12,700	\$ 24,200
Interest Income	\$ 4,230	\$ 4,200	\$ 40,000
TOTAL INCOME	\$ 622,181	\$ 647,393	\$ 2,154,395
EXPENDITURE			
Development HR	\$ 115,336	\$ 126,783	\$ 461,010
Development expenses	\$ 64,059	\$ 65,537	\$ 339,490
Tourism HR & Expenses	\$ 105,448	\$ 112,406	\$ 517,200
MyNextMove Contract - ex MSD	\$ 32,452	\$ 32,590	\$ 190,000
Reg Apprenticeship Initiative - ex Kanoa (Provincial Development Unit)	\$ 97,394	\$ 97,394	\$ 300,000
Major Events Funding - Tourism ex TDC	\$ 115,000	\$ 140,000	\$ 245,000
Private Sector Partnership - TDC	\$ 710	\$ 700	\$ 13,000
Regional Events Funding - Tourism ex Central Government	\$ 62,495	\$ 62,495	\$ 71,995
Active Transport Strategy Trails - TDC	\$ -	\$ -	\$ 50,000
Special Projects - ex VT Reserves	\$ 9,554	\$ 9,550	\$ 95,000
TOTAL EXPENSES	\$ 602,448	\$ 647,455	\$ 2,282,695
Provision for taxation			
OPERATING SURPLUS/(DEFICIT)	\$ 19,733	-\$ 62	-\$ 128,300

Income – Tracking very much in line with YTD budget noting:

- Major Event Grants approved total \$245K for the 2024/25 year but we have only paid out \$115K as at 30/9/24 with residual to be paid out leading into the events scheduled for late 2024 and into 2025.
- We are undertaking work associated with the recently approved Active Transport Strategy (Trails related – hard copy, web and app based development of Districts walking and biking trails) with this work to be completed by Q2 2025.

Expenses:

- most notable variance is in HR expense underspend approx \$11K o/a new Business Development Manager role not appointed until end August.

Towards 2050 Press Release issued 4th Nov 2024:

Higher paid jobs, increased productivity, and an enviable quality of life for all that live here - it might sound too good to be true, yet realistically this needs to be what we aspire to for our district through to 2050 and beyond. As the economic and tourism agency for the district, Venture Timaru commissioned economist Benje Patterson of People and Places to project where the district could be by 2050 – primarily to kick start the conversation about our future.

The ensuing report, “Scenarios of an aspirational economic future for Timaru District”, looked at current trends across four key economic indicators - gross domestic product (GDP), job numbers, population growth and productivity - and assessed what the district would look like in 2050 if the status quo remained versus the hypothetical “a bit more” and “much better” scenarios. The report describes the “much better” scenario as the most “ambitious and transformational”, with employment increasing by 16,500 jobs and the district’s GDP nearly tripling.

The report highlights that maintaining the status quo presents challenges due to our aging population and rising death rate, a trend similar to most provincial areas across New Zealand. By 2050, 30 percent of our population will be at retirement age. To counteract this and keep our current level of employment, Timaru’s population will, as a minimum, need to increase from 50,200 to 53,000.

“The results were quite confronting – on current trends come 2050 we are neither better off nor do we maintain status quo, we actually go backwards, and this, being something I’m sure we all agree on, is simply not acceptable” said Nigel Davenport, Chief Executive of Venture Timaru. “Put bluntly we need to do much better to maintain and then enhance the vibrancy and prosperity of this great district of ours”.

Currently Timaru has a competitive advantage in the Food and Fibre, Logistics and Professional, scientific and technical services sectors.

“Moving forward it is important we play to and enhance our existing strengths but also explore and attract adjacent and new business while embracing innovation and creativity” say Davenport. Davenport believes now is the time to be bold, innovative and aspirational about the future of our district.

Mayor Bowen agrees “ It’s time to take an aspirational approach to our future explore and offer new opportunities including breaking into new industries and markets, leading to more and higher-paying jobs”. “This is all about igniting a collaborative and cohesive aspirational approach to “all our district can be and so much more” come 2050 and beyond. Importantly, this will not be informed by individuals but by all of us” says Mayor Bowen.

“There will be no re-inventing any wheels, rather plans already underway across various sectors and areas will be brought together in a way that we can all grasp, advocate for and play our part in making happen” he says.

Davenport says while there is much more work to be done yet, he is excited about the next 1-2 years as Venture Timaru helps facilitate this important work with the wider community and help bring a Towards 2050 plan to life. “Wide spread engagement across our community is to get underway, as everyone who calls the district home has an important role to play, and we are keen to hear from everyone”.

“An online platform has been established to seek input from the wider community to help inform the Towards 2050 plan with this complimenting a variety of in person catch ups planned. “All are invited to share thoughts on how we can achieve a bolder, more innovative, and aspirational future for our District leading to 2050 and beyond”.

“All information gathered will be collated to help inform the development and subsequent implementation of a Towards 2050 plan which will encompass our communities aspirations for our District along with associated barriers to achievement and the opportunities to overcome these”.

We Love Timaru
July 11 at 1:56 PM · 🌐

Congratulations!! Well deserved U-Bake 🍩



Baking New Zealand
July 11 at 7:31 AM · 🌐

The results are in! 🍩 Here are New Zealand's best doughnuts...
South Island bakery U-Bake has taken out the top prize at Baking New Zealand's Decked Out

We Love Timaru
August 16 at 11:40 AM · 🌐

On the menu 😋

Want to find a great place to eat and have fun this weekend? Then head out to [Cafe Mes Amis - Orari Cafe](#) and [Mini Golf](#) for some delicious freshly made food and superb cakes and slices! Get competitive and enjoy a round of mini golf, themed with quirky aspects from around the cafe.

Check out their Facebook page to see their delicious baked goods on offer. They are open daily from 7:30am - 4:30pm.



Venture Timaru
6 days ago · 🌐

How exciting is this? We're thrilled to be able to support bringing this to town with a grant from the Major Events Support Fund, which we administer for [Timaru District Council](#)



STUFF.CO.NZ

Timaru to serve up World Tennis Tour
Timaru's 'first-class' tennis centre has been confirmed as new host of host World Tennis Tour.



Fonterra's expansion a sign of confidence in region

South Canterbury
Rachael Comer

Fonterra's \$75 million expansion at its Studholme site in the Waimate District is "huge" for South Canterbury, the head of the district's tourism agency says.

Venture Timaru chief executive Nigel Davenport's comments come on the back of Wednesday's announcement that the dairy giant is expanding its factory at Studholme to create a hub for high value proteins.

Davenport said while the region was encountering "some challenging economic times, we will, as we always do come out the other side."

"The diversity and strength" of local industry sectors were a key reason for that, he said.

"As the Southern Hemisphere's largest dairy company, Fonterra's commitment to invest, and expand their already substantial local operations further with an eye to the future, is huge for us all."

He said it would provide even more opportunities across its supplier farmer network, as well as trades and servicing businesses and also provide career pathways for the region's youth.

Davenport said the news followed the announcement that Geraldine's Barker's factory is to undergo a massive expansion.

"Fonterra's announcement further amplifies the confidence businesses have that 'here is where they need to be to succeed' and our location is just a great place to do business."

He said South Canterbury was attractive for businesses because of its central



An aerial view of Waimate, home to Fonterra's Studholme site. JOHN BISSETT/THE TIMARU HERALD

South Island location and its accessibility and connectivity to key transport links. "And a skilled and knowledgeable workforce — all of which are encapsulated in an environment that is welcoming, collaborative, and openly business friendly."

Fonterra chief executive Miles Hurrell said the investment of about \$75m was part of the co-op's strategy to grow value through its world-leading ingredients business by partnering with customers who value the company's unique offering.

"We have valuable expertise in dairy science and innovation, making us leaders in the manufacture of dairy proteins and other advanced ingredient solutions," Hurrell said.

"The expansion of our Studholme site will allow us to increase production of this high-value product and ultimately grow returns to farmers."

Fonterra president global markets ingredients Richard Allen said the co-op's dairy ingredients were highly sought after by customers globally.

"We see significant opportunities in

the global high protein dairy category, which is projected to grow by close to US\$10 billion (NZ\$16,029,500,000) over the next four years, at an annualised growth rate of 7% per annum (Euromonitor 2024)," Allen said.

"Increasing our manufacturing capacity for functional proteins will enable us to continue to strengthen our offerings with existing customers as well as attract new business."

Site works at Studholme will begin next month with the first product expected to come off the line in 2026.

In addition to producing advanced proteins, the site will continue to support the South Island's milk processing as it has done since Fonterra acquired it in 2012.

Allen said the project team reviewed Fonterra's worldwide asset network before deciding on the Studholme site.

"It's pleasing to see we are able to expand an existing site to produce these high value ingredients."

"The Studholme site was chosen as it is the right size, relatively new and had been built with future expansion in mind. It makes sense economically and we're confident in the longevity of the site to supply these ingredients for the long term." Fonterra expects six new roles will be created at the site as a result of the project and a large number of contractors involved in the build will come from the Canterbury region.

The project will also support the conversion of Studholme's existing coal boiler to a coal-free alternative in line with Fonterra's commitment to exit coal by 2037.

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This is a beautiful example of collaboration across Islands and EDAs. Congratulations, [Kelvin Wright](#), [Nigel Davenport](#), [Vaughan Cooper](#), [Chami Abeyasinghe](#), and [Stacey Hitchcock](#)!

Kelvin Wright • 1st
Tumu Whakararae - Te Puna Umanga
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Collaborative mindsets, creating value, and sharing insights for NZ Inc.....

Great work by the collective to pull together a strategic collaboration with partner agencies to more efficiently progress food and fibre opportunities across the country

A huge thankyou to [AGMARDT \(The Agricultural and Marketing Research and Development Trust\)](#) for your continued support of this initiative and our other programs - without your support we wouldn't be able to do what we do.

Great strategic leadership from [Nigel Davenport](#) [Stacey Hitchcock](#) [Chami Abeyasinghe](#) [Vaughan Cooper](#) to create this partnership - love your work!

[Venture Taranaki Trust](#)

Collaborating across the regions: How economic development agencies are breaking down silos and...
agmardt.org.nz

👍 for Ffowcs-Williams and 4 others

My Next Move
Published by Liam Brown
September 25 at 3:55 PM • 🌐

Some snaps from last weeks [Inspiring the Future Aotearoa](#) career event at [Craighead Diocesan School, Timaru NZ](#) 🌟

This event was put on for Year 7 & 8 students to help ignite career thinking, breakdown industry stereotypes and to introduce some of the career pathways available in our region.

We had 5 amazing role models attend from within our community. Students asked our role models 20 yes or no questions about their job and then had to guess what they thought it was. They then got to hear from role models about what they do and how they got started in their own careers.

Thank you to our superstar role models: Tori from [Total Automotive 2017 Ltd](#) 🚗, Grace from [Venture Timaru](#) 🏠, Renee from [New Zealand Police](#) 🚔, Kellie from [Sanford Limited](#) 🏢 and Olivia from [Precision Build NZ Ltd & Timaru District Council](#) 🏠.

