

# MEMORANDUM

FROM: Nigel Davenport – Venture Timaru Chief Executive  
TO: Timaru District Mayor and Councilors  
SUBJECT: Venture Timaru Operational Update for the quarter to 31 March 2024  
DATE: 4<sup>th</sup> June 2024

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## Background

Please find attached an update relating to our Economic Development and Visitor Promotion operations for the quarter to 31 March 2024.

## Local Economy

For the period to March 2024, the Timaru District's GDP has taken a slight fall, while conversely, consumer spending is tracking upwards, with a rise of 6.6 percent.

Timaru's GDP fell 1 percent, while other southern areas including Tasman, Nelson, Ashburton and Westland also experiencing drops in GDP of just under 1 percent. By comparison, Christchurch, Southland, Hurunui, Marlborough recorded a small amount of GDP growth of less than 1 percent. Mackenzie District was an anomaly in the figures, showing growth of 2.8 percent, and Queenstown Lakes, growing 3.8 percent.

The 6.6 percent growth in consumer spending for Timaru outpaces the national spending growth figure of 2.8 percent, according to Marketview data, which Infometrics says reflects solid employment growth and consumer confidence locally.

Guest nights at commercial accommodation providers are also show positive growth, up 5.7 percent in the year to March, and for the March quarter alone, that figure jumps to 14 percent.

Employment has increased by 1.8 percent, and the unemployment rate has also grown, to 3.4 per cent. This certainly backs up what we are hearing from the business sector that our traditionally tight labour market has eased a bit with many currently experiencing a good variety of applicants coming through in many roles being advertised.

The average current house value in Timaru District is up 0.8% for year ending March, compared to a year earlier, with the average house value now \$526,729. The figures show we're still a really affordable part of the country to live in, where you can buy a pretty good house for under \$500k, plus get a decent job. Add to that the easy pace of life, and it makes a very attractive offering.

Overall the recent report is a bit of a mixed bag really, which is certainly reflective of the challenging economic environment – interest rate remains up there, cost of living pressures are being felt by everyone whilst we are also moving into winter months when everyone tends to hibernate a bit. More than ever winter is a good time to buy local and support local business in any way we can.

2023/24 Strategic Priority #1 Develop the Towards 2050 plan

- Update
  - it was anticipated that this important long term aspirational strategy for the District would be ignited in this current year however it was deferred as we better positioned the need for a longer term aspirational plan for our district.
- Next Steps
  - the co-development of the Towards 2050 aspirational strategy is a key part of our work over coming 18-24 months. As detailed within our 2024/25 Statement of Intent it has a prioritised focus as we will engage with our community to collaboratively develop the Towards 2050 plan – more people, higher paid and more jobs, increased productivity & prosperity and at the heart of it all – an enviable quality of life for all that live here. If Timaru can be aspirational in terms of how many jobs it creates, the people it attracts, and how productive these jobs are then Timaru’s economy could potentially triple in size by 2050 bringing with it significant economic, social and cultural benefits.
  - to support the Towards 2050 work – working with TDC CE to bring key Council stakeholders and other influential entities together to progress full alignment at a high level for the benefit of the district and wider South Canterbury area.

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2023/24 Strategic Priority #2 Diversity of Housing Stock -actively promote & facilitate investment in type-diverse housing developments

- Update

Inner/Near City living – aligned the City Town Strategic Framework and at the request of Council, we have championed a project that aims to Inspire and Excite more inner and near city residential development within the Timaru City Centre bringing with it increased vibrancy and business opportunities. In essence we have people coming into our City Centre to shop and work but importantly we need more people staying longer = inner and near city living.

An initial draft of “Making it Happen – a guide to inner & near city residential development”, developed locally, has been reviewed by Council staff and the final editing is currently being undertaken. We have also collated a City Centre Residential Development database of known city centre residential developments (proposed/underway) - the aim being to ensure support and guidance is provided by appropriate persons (council staff/professionals etc..) to help facilitate and expedite this much needed enhancement to our City Centre.

Infill and residential developments – we engage with landowners and developers to assist where we can with plans they may have to progress residential development of all sizes both within and outside of Future Development Areas.
- Next Steps
  - Finalise and launch the “Making it Happen – a guide to inner & near city residential development” – *within 1-2 months*
  - Maintaining the City Centre Residential development database and facilitate ongoing support, guidance and introductions as needed - *ongoing*.
  - Finalise and implement a Benefits Realisation tool that monitors and reports on increased vibrancy and investment into our City Centre and the impacts this is having – *within 1-2 months*
  - Distribute a Future Housing Preference Survey to gather a better understanding of how and where our District’s residents want to live now and in the future – *within next month*.

**2023/24 Strategic Priority #3 People Attraction - further amplify efforts to attract the people we need to grow and provide vibrancy to our district**

- Update

- We have been actively updating our people attraction resources (imagery, videos, infographics etc...) and making these freely available to local employers and recruitment agencies via the [TOOLKIT](#) located on our website to compliment job
- Our Showcasing Timaru Resource is being updated
- Our Welcome to Timaru Resource, in multiple languages, has been updated and distributed to local agencies.
- A new series of industry/economic development aligned imagery is being obtained to further enhance our promotional and attraction activities.
- Summer has been a very busy month with numerous successful events (existing and new) –supported as previously reported by the Councils Major Events Fund (MESF). The highlight no doubt being local artist Kaylee Bell’s early January concert held at the Soundshell. The pictures from the evening speak for themselves with concert attendance at max capacity 5,000-6,000 and thoroughly enjoyed by all there.



MESF supported events Jan – March - Caroline Bay Rock’N’Hop, Seaside Festival, Multicultural Festival, Kaylee Bell and Caroline Bay Carnival and April - June – Rally South Canterbury, Illuminate and Colour Festival.

- Next Steps

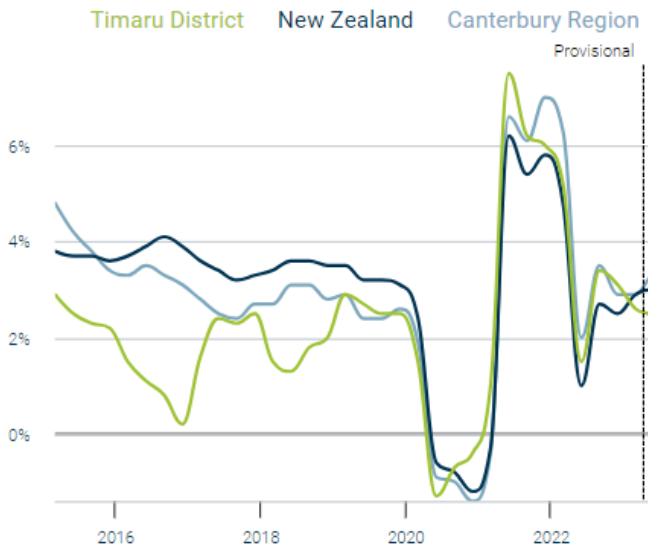
- Working with a national and regional sports organisation we hope to shortly confirm a new international sporting event to the District to take place likely late Jan/early Feb 2025
- On finalisation of MESF funding for 2024/25 opening applications August 2024.
- Housing diversity and Towards 2050 work both are integral to the District evidencing our desire to grow and attract people by providing them with options as to how and where they want to live and providing an attractive aspirational view of where our great district is heading.
- Planning is underway for our very successful South Canterbury Outstanding Food Festival (SCOFF) for Sept 2024.
- Seasonal visitor attraction campaigns continue.

### General updates:

- Working closely with Council we were thrilled to welcome a high profile NZ reality TV show for filming in the District across the month of April at a main location on the outskirts of Timaru but with many on-site locations around our District. Due to air in July this will be an amazing platform which will showcase our District.
- New business opportunities interested in the TDHL owned Washdyke industrial land are progressing very well under NDA.
- As the RTO we are very keen to collect data in relation to those visiting and staying in the Caroline Bay area. We have been introduced to, and met with (along with TDC reps), a third party provider who utilises relatively cost effective swipe in/out technology that can provide us with a cost effective solution enabling this data collection – who's using, where are they from, how long do they stay in the area etc. The proposal is currently being reviewed by Council.
- Actively involved in the review of the draft City Town Master Plan and adjoining plan for Caroline Bay.
- Statement of Intent submitted to Council in draft 28 Feb with workshop with Council undertaken in April providing additional context to our identified priorities for 2024.25.
- Heading into the winter season will be a quieter time for visitors to our region and therefore operators, but creates an opportunity for training, attendance at trade events and planning. In April VT attended a hui of the central South Island RTOs (CHCHNZ, Hurunui, Mackenzie, West Coast and Kaikōura) to work on continued collaboration as a region.
- In April-May 2024 Venture Timaru conducted the second annual survey to gauge community sentiment about the cruise sector in Timaru District. The survey was circulated through social media channels, newsletters and via newspaper advertisements and a total of 144 responses were received, an increase on the figure for 2023. The overwhelming feedback from the survey is that the community supports the cruise sector coming to Timaru and further, welcomes growth in the sector. There were a small number of comments of negatives brought about by the cruise visitors, but many positives were identified. Respondents commented about their perceptions for passengers of the CBD, shopping and activities, but these were largely assumptions not backed up evidence (e.g. suggestions of the need for bike hire, heritage tours in the CBD, extending shop opening hours etc.).
- Working closely with barkers of Geraldine to progress a variety of opportunities associated with the significant expansion plans unveiled to the community late April.

**Monitoring Indicators (non-financials) as per 2023/24 Statement of Intent - as at 31<sup>st</sup> March 2024**
**1. Gross Domestic Product – Tim Dist v NZ – source Infometrics**
**Gross domestic product growth**

Annual average % change



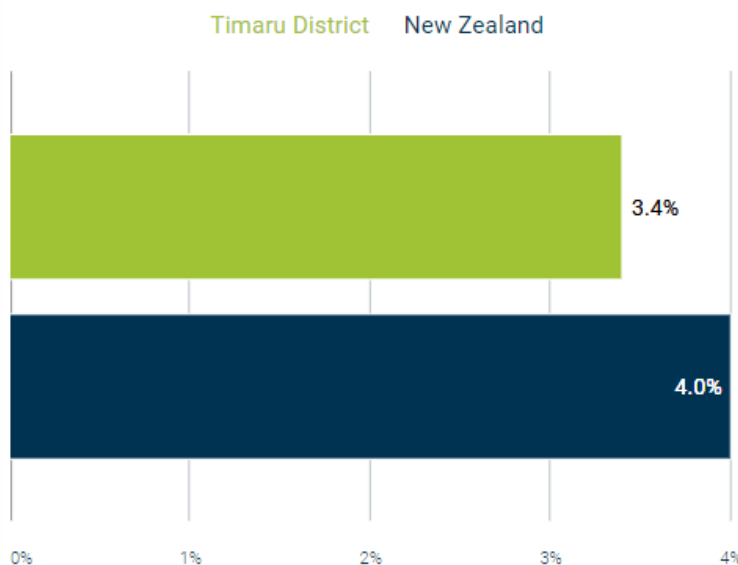
GDP in the Timaru District was provisionally down (1.0%) for the year to Mar 2024, compared to a year earlier. Growth was lower than in New Zealand 0.2% growth.

Provisional GDP was \$3.639bn in Timaru District for the year to Mar 2024 (2023 prices).

Annual GDP growth in Timaru District peaked at 7.5% in the year to June 2021.

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

Annual average rate to March 2024



The annual average unemployment rate in Timaru District was 3.4% in the year to March 2024, up from 2.9% in the previous 12 months.

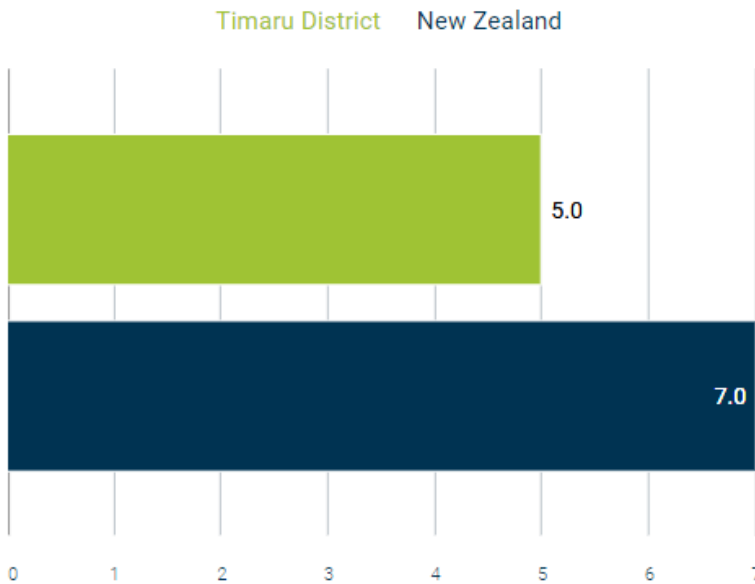
In the year to March 2024, the annual average unemployment rate in Timaru District was lower than in New Zealand (4.0%).

Over the last ten years the annual average unemployment rate in Timaru District reached a peak of 4.1% in June 2021 and a low of 2.8% in June 2023.

3. **Housing Affordability** – source Infometrics/Corelogic

**Housing affordability**

Ratio of house prices to household incomes, year to March 2024



For Timaru 5.0 times the average household income \$105.4K buys you the average house valued at \$527K.

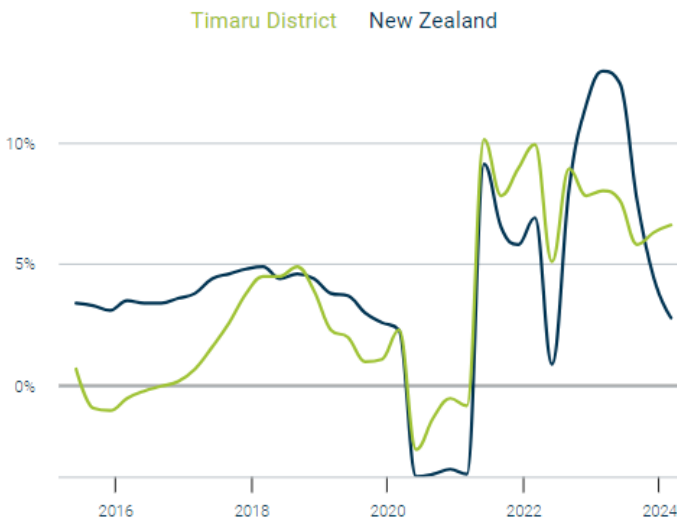
Household incomes are a better measure for housing affordability than individual incomes as it reflects the true ability of a household to afford housing. A higher ratio, therefore, suggests that average houses cost a greater multiple of typical incomes, which indicates lower housing affordability.

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

Consumer spend in the district over the year to Mar 2024 increased 6.6% v a NZ wide increase of 2.8%. – up to \$791m in total.

**Consumer spending**

Annual average % change



Noting how consistent our spend has been since 2020/21 compared to the highs and lows of NZ in total.



## Financials

**Venture Timaru**  
**Profit & Loss Statement**

1 July 2023 - 31 Mar 2024

	YTD ACTUAL 31/03/2024	YTD BUDGET 31/03/2024	TDC SOI BUDGET 2023/24
<b>INCOME</b>			
Economic Development Grant - TDC	\$ 540,000	\$ 540,000	\$ 720,000
Tourism Grant - TDC	\$ 296,247	\$ 296,249	\$ 395,000
MyNextMove Contract - ex MSD	\$ 110,251	\$ 120,748	\$ 177,300
Reg Apprenticeship Initiative - ex Kanoa (Provincial Development Unit)	\$ 354,611	\$ 354,611	\$ 520,000
Major Events Funding - Tourism ex TDC	\$ 245,000	\$ 245,000	\$ 245,000
Regional Events Funding - Tourism ex Central Government	\$ 15,000	\$ 15,000	\$ 15,000
Private Sector Partnership project	\$ 96,622	\$ 96,000	\$ 195,000
Other Income - ED	\$ 73,652	\$ 61,825	\$ 81,500
Other Income - Tourism	\$ 69,074		\$ -
<b>TOTAL INCOME</b>	<b>\$ 1,800,457</b>	<b>\$ 1,729,433</b>	<b>\$ 2,348,800</b>
<b>EXPENDITURE</b>			
Economic Development	\$ 209,709	\$ 218,556	\$ 328,585
Human Resources	\$ 258,368	\$ 275,825	\$ 300,290
Tourism	\$ 359,953	\$ 307,071	\$ 414,970
MyNextMove	\$ 93,101	\$ 121,509	\$ 180,470
Reg Apprenticeship Initiative	\$ 354,611	\$ 354,611	\$ 520,000
Major Events Funding	\$ 259,734	\$ 245,000	\$ 245,000
Regional Events Funding	\$ 15,000	\$ 15,000	\$ 15,000
Private Sector Partnership project	\$ 93,335	\$ 94,000	\$ 195,000
Special Project	\$ 19,315	\$ 19,000	\$ 150,000
<b>TOTAL EXPENSES</b>	<b>\$ 1,663,126</b>	<b>\$ 1,650,572</b>	<b>\$ 2,349,315</b>
<b>OPERATING SURPLUS/(DEFICIT)</b>	<b>\$ 137,331</b>	<b>\$ 78,861</b>	<b>-\$ 515</b>

The \$59K positive variance of actual \$137,331 to budget \$78,861 in Operating Surplus in the above 9 months to March 2024, is largely attributed to unbudgeted Tourism income associated with Official Visitor Guide placements, Cruise Hop on Hop of Bus income and SCOFF contributions from neighbouring districts. Noting all expenses associated with these income streams are within Tourism Expenses \$359,953 (v budget \$307,071).

Given the volume of quality applications (Aug 2023) to the Major Events Fund, the VT board agreed to pay out an additional \$14,734 from VT reserves – this in addition to the \$245K MESF funding received ex Council during the year.

Venture Timaru  
April 8 · 🌐

We've come to the end of another busy cruise season, with Timaru hosting 12 cruise ships. We're keen to get some feedback from our community about your views on the cruise sector, to find out if you're keen to see more cruise visits, how the visits have impacted the community, plus suggestions for the future. This will all help with our future planning.

Click the link: <https://www.surveymonkey.com/r/Cruisefeedback24>

## Cruise Survey 2024



# Last cruise ship visits to Timaru District for season

Rachael Comer

March 15, 2024, · 03:00pm

0 Comments → Share



The Volendam cruise ship in Timaru's port last Friday.  
JOHN BISSET / THE TIMARU HERALD

Timaru is in for a busy two days with its final two cruise ship visits of the season, one expected to bring more than 2200 passengers to the region.

The Noordam's visit on Sunday and Resilient Lady's visit on Monday coincide with the annual Caroline Bay Rock and Hop at the weekend, and Venture Timaru operations and destination manager DI Hay said there would be thousands of extra people in the district.

It had been a big cruise ship season for Timaru with 13 cruise ship visits.

On Monday the town would welcome the biggest cruise ship so far to the port with Resilient Lady's first stop ever in Timaru.



**SEASIDE FESTIVAL**  
CAROLINE BAY - TIMARU  
**1 - 11 FEB 2024**

A celebration of all things summer, the Seaside Festival takes place at the iconic Caroline Bay showcasing sand sculptures, carnival rides, inflatables, movies, huge fabulous kites and much more!

[seasidefestival.nz](http://seasidefestival.nz)

- 1-11 FEB Seaside Cocktails**
- 2-6 FEB Inflatables**
- 3 & 11 FEB Timaru Artisan Farmers Market**
- 4 FEB Movies on the Bay**
- 4, 6 & 11 FEB Live Music**
- 4 FEB Amazing Kite Day**
- 5 & 7 FEB C Play Stories**
- 6 FEB The Great Beach Dig**
- 8 & 11 FEB Haere Mai Ki Waho Nature Sessions**
- 9-11 FEB Timaru Summer Shakespeare**
- 10-11 FEB Timaru Horticultural Society Summer Show**
- 11 FEB Beach Cricket**



# DID YOU KNOW?

SHOWCASING LOCAL BUSINESSES & ORGANISATIONS



# Did You Know?

**Four brothers**  
In 1957 four McCain brothers founded McCain foods opening the first production facility in their hometown of Florenceville, in Canada.

**30 years**  
McCain entered the New Zealand market in 1985, In 1993 McCain announced a major expansion of its plant in Timaru New Zealand 2023 celebrating 30 years of making fries in Timaru.

**One in every four**  
Did you know that one in every four frozen potato products in the world is a McCain product?

**13 growers**  
In Canterbury we are partnered with 13 growers to supply our operations in Timaru.

**McCain is more than potatoes!**  
In fact, we make a wide range of other products including snacks and meals we even have a facility in Hastings which produces frozen vegetables!

**Made in Timaru**  
McDonald's perfectly crispy and golden fries were made here in Timaru!



 **Venture Timaru**  
January 25 · 🌐

Looking forward to welcoming Virgin Voyages' ship Resilient Lady on Monday 18 March, with 2700 passengers on board - our biggest cruise ship to visit to date!



STUFF.CO.NZ

## International cruise ship manager visits Timaru

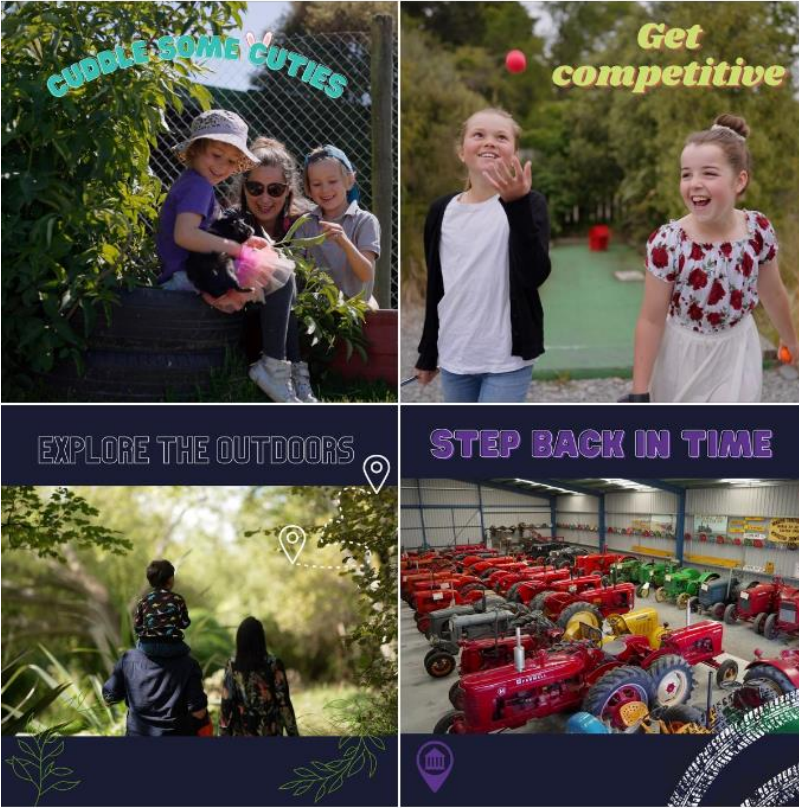
International cruise line Virgin Voyages has been scoping out South Canterbury in preparation ...

📣 Boost this post to reach up to 1350 more people if you spend NZ\$12.

**Boost post**

**We Love Timaru**  
March 29 · 🌐

Head out this long weekend and enjoy our beautiful region!  
Happy Easter to you all 🐰



**We Love Timaru**  
February 22 · 🌐

A new and exciting event being added to the calendar for this year 🎉



**We Love Timaru · Following**  
Public



Looking for things to do these school holidays? 🌟 Here's 10 ways to crush boredom in Timaru District! 📌 From hidden gems to family faves ❤️





## Welcome to Timaru District



VISIT OUR  
YOUTUBE  
CHANNEL

Affordable housing and an easy, relaxed lifestyle is what Timaru District can offer you. We pride ourselves on being a region of New Zealand where the children can still walk safely to school and the commute to work takes just five to 10 minutes. Best of all, we have plenty of jobs available – from entry level positions to highly skilled managers. It's a great place to visit and an even better place to live. Discover the opportunities here.



**TIMARU**  
welovetimaru.nz



Nau mai ki te rohe o Timaru.

Kei tēnei rohe, he pai te utu o ngā whare, ā, he ngāwari noa te noho. Koinei tētahi rohe i Aotearoa nei e haumarua tonu ai ngā tamariki i a rātou e hikoi ana ki te kura, ka mutu ka 5, ka 10 pea ngā meneti te taraiwa ki te mahi. Waihoki, he nui ngā tūranga mahi e wātea ana - mā te ihu hūpē, mā te mātanga, mā te katoa. He tino wāhi hararei, heoi kāore e kō atu i tēnei rohe hei wāhi noho. Nau mai ki Timaru me ōna hua katoa.

Māori



Talitali lelei ki moutoulu ki he Vahenga Timaru.

Koe feitu'u lelei 'a e Vahenga Timaru ki he nofo, he 'oku faingofua mo ma'u ma'ama'a e nofo'anga pea toe nonga foki e feitu'u ni. 'Oku mau polepole 'i homau feitu'u ni ko 'ene malu kihe fanau 'i he 'enua lue kihe ako pea toe ofi foki ki he fefononga'aki takai holo he 'oku miniti pe 'e 5 ki he 10 kuo ke a'u kihe ngaahi feitu'u mahu'inga. Ka ko hono lelei taha koe lahi e ngaahi ngaue 'oku 'ataa 'o kamata pe mei he tu'unga ma'ulalo taha ki he tu'unga pule mo toe ma'olunga ange. Ko e feitu'u lelei 'eni ke 'ahia ka 'oku toe lelei ange ki he nofo. Vaka'i leva e ngaahi faingamalie ni.

Tongan



O le taulaga i Timaru, o se nofoaga e taugofie ona maota ma laoa, e tamaoaga i se siosiomaga matagofie, ma faamalieleina oe i se soifuaga faigofie ma le taugofie. E mitamita tagata nuu o Timaru o se vaega o Niú Sila, i lona saogalemu mo fanau, au e savavali saóloto i aoga ma isi nofoaga. E latalata le fesoótaiga i le taulaga ma nofoaga manaómia. Ua na o le 10 minute femalagaiga mo aoga ma galuega, ma nisi o auauanga mo le soifua atinae o le tagata. Ae maise le tele o avanoa faigaluega, e amata i avanoa tau amata, seia paia avanoa o le atamai faápitao. O se nofoaga matagofie mo tafaoga mo aiga, ma aumau ai faatasi ma ou lava tagata Samoa. Afio mai ma saili mai sou avanoa, tatou te fesilafai ma fiafia faatasi ai i Timaru nei.

Samoa



Timaru menawarkan kehidupan yang santai dan rumah mampu milik. Kami bangga menjadi salah satu negeri dalam New Zealand yang dimana kanak-kanak boleh berjalan kaki dengan selamat ke sekolah dan perjalanan ke tempat kerja hanya mengambil masa 10 minit tanpa kesesakan lalu lintas.

Di antara yang paling terbaik adalah, Timaru menawarkan peluang pekerjaan yang banyak dari peringkat bawah hingga peringkat pengurusan atasan.

Timaru adalah negeri yang kaya dengan pelbagai tempat untuk dilawati dan diduduki. Mari mengunjungi Timaru untuk melihat peluang disini.'

Malaysian



Abot-kayang pabahay, simple at maginhawang pamumuhay ang handog ng bayan ng Timaru para sayo. Ipinagmamalaki namin na kami ay nasa rehiyon ng New Zealand kung saan ang mga bata ay ligtas na pumasok mag-isa sa paaralan at ang transportasyon patungong trabaho ay aabot sa lima hanggang sampung minuto lamang. Higit sa lahat, napakaraming oportunidad sa trabaho dito mula sa pinakamababa hanggang sa pinakamataas na antas ng posisyon. Tiyak na kahanga-hangang bisitahin at manatili sa bayan na ito. Tara! Tuklasin natin ang pagkakataong ito.

Tagalog (Filipino)



ティムールは、お手軽な価格の住宅、リラクセスしたライフスタイルが満喫できる場所です。子供が、安全に歩いて学校に行く事が出来、通勤も車で10分以内と快速！ ニューゼーランド国内でも、屈指の安全な町です。しかも、新卒からハイスキルの管理職まで、求人も多く出ています。ぜひ、実際に訪れ、この生活を体験してみてくださいはいかがでしょうか。詳細はこちらから。

Japanese



Die Timaru Distrik het bekostigbare behuising en bied 'n maklike, rustige leefstyl. Ons is trotse inwoners in 'n deel van New Zealand waar kinders steeds veilig skool toe kan loop en waar dit slegs 5 tot 10 minute neem om werk toe te ry. Die beste van alles is, ons het genoegsame werksgeleenthede beskikbaar, van beginners posisies tot hoogs-gekwalfiseerde bestuursposte. Dit is 'n wonderlike plek om te besoek maar 'n veel beter plek om in te bly. Ontdek die geleentheid wat Timaru kan bied.

Afrikaans



在Timaru, 你可以轻松买房, 惬意生活; 在Timaru, 孩子们可以安全地步行上学, 上下班仅需5-10分钟; 最重要的是, 在Timaru, 我们有大量的工作机会-从基础职位到高级经理。这是一个旅游胜地, 更是一个居家生活的好地方。欢迎你来这里, 发现你的机会, 实现你的梦想。

Mandarin



टिमरू जिते मे आप का स्वागत है। किफायती रहने और आसान, आरामदायक जीवन शैली जो की टिमरू जिल्ला आपको प्रदान कर सकता है। हम खुद को न्यूज़ीलैण्ड का एक बेठ होने पर गर्व करते है जहाँ बच्चे अभी भी पाठशाला तक सुरक्षित रूप से चल सकते है और काम करने के लिए बस मे पांच से दस मिनट लगते है। खुशी की बात है, सभी के लिए हमारे पास बहुत सारी नौकरिया उपलब्ध है- प्रवेश स्तर से लेकर ऊच कुशल प्रबंधकी तक। यहाँ यात्रा करने के लिए एक शानदार जगह है और रहने के लिए एक बेहतर जगह है। यहाँ अवसरों की खोज करें।

Hindi



VISIT OUR  
YOUTUBE  
CHANNEL

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Bezahlbarer Wohnraum und ein einfacher, entspannter Lebensstil sind das, was der Bezirk Timaru Ihnen bieten kann.

Wir sind stolz darauf, eine Region Neuseelands zu sein, in der die Kinder noch sicher zur Schule gehen können und der Weg zur Arbeit nur fünf bis zehn Minuten dauert.

Das Beste ist, dass wir viele Stellen zur Verfügung haben - von Einstiegspositionen bis hin zu hochqualifizierten Managern. Es ist ein großartiger Ort zum Besuchen und ein noch besserer Ort zum Leben. Entdecken Sie hier die Möglichkeiten.

German



مقابلة تيمارو توفر ميزات السكن الميسور التكلفة مع نمط الحياة السهل والمرح. تفكر بكوننا جزء من نيوزيلندا حيث لا يزال بإمكان الأطفال المشي بأمان إلى المدرسة وتستغرق المسافة إلى العمل من خمس إلى عشرة دقائق فقط والأفضل من ذلك كله، لدينا الكثير من فرص العمل المتاحة - من المناصب المبتدئة إلى الإداريين ذوي المهارات العالية. إنه مكان رائع للزيارة ومكان أفضل للعيش فيه. اكتشف الفرص هنا.

Arabic

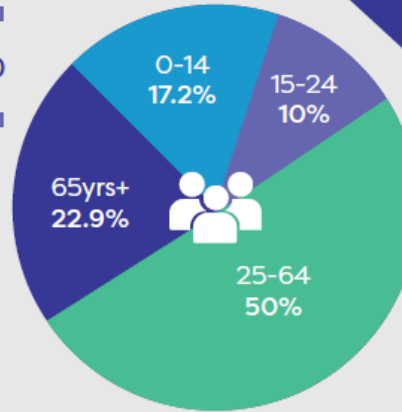




## Timaru District by Numbers

Population 48,900

Year ended: 30th June 2023  
Source: Infometrics & Stats NZ



## Dairy Payout



Year ended: March 2024 | Source: Infometrics

## Total jobs filled 27,163



Year ended: March 2023 | Source: Infometrics



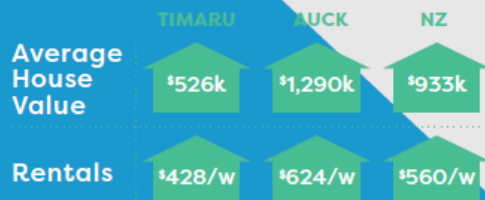
**TIMARU**  
welovetimaru.nz

## GDP Growth



Year ended: March 2024 | Source: Infometrics

## Housing



Year ended: March 2024 | Source: Infometrics

## Education Data

### Leaver Qualifications

Recent data (as of 2022) shows:  
- 72.8% of students leaving secondary school have achieved NCEA Level 2

- 89.8% of students who stay until 17 years old achieve NCEA Level 2 or above

Source: Educationcounts.govt.nz

### Tertiary

In 2021:

- 63.7% of students were enrolled in some sort of tertiary study one year after leaving secondary school. (4.4% above the national average).

- 30.9% of students leaving secondary school went on to enrol in a Level 7 degree or higher.

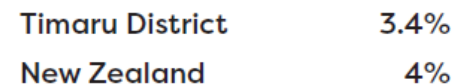
Source: Educationcounts.govt.nz

From 2019-2022, regional apprenticeships grew by 48.6%

Source: Ministry of Education

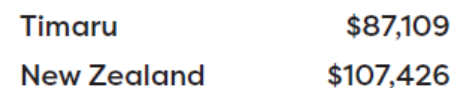


## Unemployment Rate



Year ended: March 2024 | Source: Infometrics

## Household Incomes (median)



Year ended: March 2024 | Source: interest.co.nz