

Quarterly Report to Timaru District Council

to 31 December 2024

OUR VISION:

To enable a vibrant and thriving community by cultivating the economic potential of our district.

WHAT WE DO:



Facilitate

- Communication
- Connectivity



Enable

- Collaboration
- Cooperation



Grow

- Capacity
- Community Wellbeing
- Creativity & Sustainability

YTD PERFORMANCE DASHBOARD:

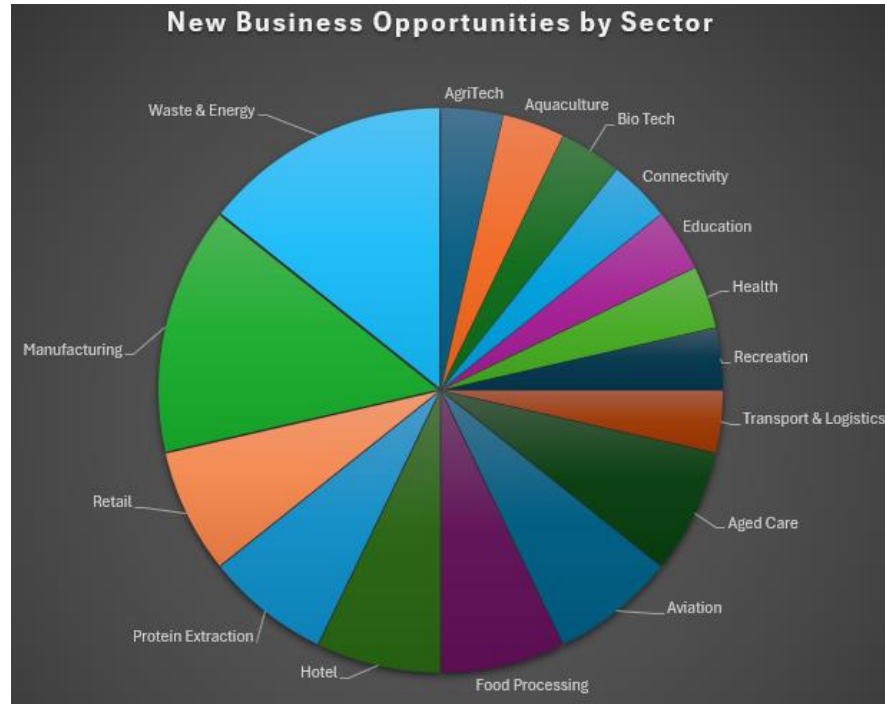
COMPLETED
ONGOING/W.I.P
NOT PROGRESSED
IMPROVEMENT NEEDED

SOI 3 Yr Operational Objectives	SOI Prioritised 2024/25 Activities	COMMENTARY (high level – achievement detail within report)	NEXT STEPS
Support EXISTING BUSINESS to innovate and grow.	Engage business and assist with future plans, challenges, barriers, productivity improvements, decarbonisation, access to enablers (power/water/workforce etc..)	<ul style="list-style-type: none"> Engaging with 20+ existing businesses monthly assisting where needed with introductions, identification & assistance with barrier removal and support with expansion plans. On steering group advocating for Sth Canty in developing a Canterbury Energy Stocktake and strategy. 	<ul style="list-style-type: none"> Ongoing reporting on value added by VT in engagements including elevation of strategic risks to existing business identified and action taken/elevated. Regional Energy stock take to be completed and report to Mayoral Forum by July 2025 to inform a future regional approach to energy. The report will identify and recommend areas of priority related to resources, demand, assets and networks.
	Key stakeholder participation in the development of a South Canterbury Energy Strategy.		
Attract & assist NEW BUSINESS to the District.	Establish a Business & Investment attraction "hunter/gatherer" role	<ul style="list-style-type: none"> Business Development Manager role appointed Sept 2024 and attraction resources updated Working closely with TDHL to promote industrial park now under development Prior barriers to attracting new business now largely overcome and "professionally predatory" attraction underway. 	Refer following report for more detail <ul style="list-style-type: none"> "Make Timaru our Business" campaign underway in active discussions with 23 new to district business opportunities with 10 of these at advanced stages Engaging with and report on a minimum of 10 new businesses or referral sources per month. Assisted with the establishment of 2 new retail & service businesses.
	Develop enhanced Business Attraction resources for the district.		
Assist business to attract, develop & maintain a skilled WORKFORCE	Assist TDHL to secure 100% tenancy for 13ha Washdyke Industrial Park.	<ul style="list-style-type: none"> Workforce attraction resources updated and distributed Engaging with Ara to explore opportunities for Timaru Campus to be an "education hub" with multiple providers delivering enhanced training and development to current and future workforce. 4 future workforce events undertaken involving 4 schools and 450 students 	<ul style="list-style-type: none"> MyNextMove contract up for renewal by June 2025, partnering with fellow providers Auckland, Hutt Valley and Dunedin Chambers to position with MSD and Education Ministers.
	Renew workforce attraction resources for industry and recruitment agencies.		
PROMOTE the district as a "destination of choice"	Amplify activity to "Expose Educate & Excite" our future workforce on local career pathways. (MyNextMove student transition initiative)	<ul style="list-style-type: none"> VT advised the responsibility for Caroline Bay Plan to remain with Council Commenced update of our Business Events resources Cruise Strategy commissioned Dec 2024 – working in partnership with Primeport and Tourist Operators International Tennis event secured for Feb 2025 – 2nd largest held in NZ. 	<ul style="list-style-type: none"> Cruise Strategy to be completed and implemented Q1 2025. Facilitating a huge 10 days of events in Feb 2025 with Intl Tennis, National Elite Road Cycling, Superbikes (return after 3 yrs), Classic Car Rally and Seaside Festival. Targeted attraction of business events and conferences to commence
	Workforce Training – facilitate improved alignment of local training delivery that meets the needs of local industry		
Facilitate new to district INVESTMENT in Infrastructure & Community assets	Own and implement a Caroline Bay Plan for the future that maximises visitor experience and community engagement.	<ul style="list-style-type: none"> Making it Happen resource completed (Inspire and Excite Inner/Near City Living in CBD) – <i>with Council for review pending launch</i> Assisted Kanoa engagement and endorsement of Opuha Water Regional Infrastructure Fund (RIF) Application Advocating for sub-region on Canterbury Housing Strategy and Canterbury Ambition – both mandated by Canty Mayoral Forum 	<ul style="list-style-type: none"> Assist Kanoa engagement and endorse Council RIF related to Airport Runway Extension. Need to ramp up engagement with local residential developers to progress diversity in housing across our district
	Further develop existing event offering and attract new in/out of season events.		
Facilitate new to district INVESTMENT in Infrastructure & Community assets	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.	<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. 	
	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.		

ATTRACTING NEW BUSINESS

We acknowledge the need to amplify our efforts to attract new business to the District and achieve tangible outcomes in this space. Prior concerns with the lack of “project ready” land and access to energy have largely been allayed, giving us to confidence to ignite “professionally predatory” activities via an overarching Make Timaru your Business campaign which we detail below. Firstly we provide more detail on the existing with **23 new to district business opportunities of which 10 are at advanced stages:**

Current New Business Opportunities in various stage of negotiation – sector breakdown:



- The variety of current new business opportunities aligns to the inherent strength of our district which is the existing diversity of our industry sectors.
- We have obvious strengths and capability in our “sweet spot” sectors such as food processing (wet and dry), manufacturing, transport and logistics, however that hasn’t precluded us exploring opportunities in other aligned or new sectors.
- There is a prominence of a “future focus” within existing opportunities being progressed notably - biotech, protein extraction, connectivity, aquaculture, waste & energy, and the technology associated with one of the aviation opportunities.
- There is an identified opportunity for our district to lead the way with how we are processing our waste/by-products especially from our Food processing sector. The close proximity and well established trusted level of collaboration is the ideal foundation off which a variety of opportunities have been identified: anaerobic digestion, biofuels, biogas, vermicast, black soldier fly etc..

Current more advanced new business opportunities

- **Aviation** – initiated introduction via ED professional network to NZ based/US funded advanced technology opportunity, positioning Timaru as an ideal South Island testing base for their operation. Visiting February to meet potential local partners and scope locations. Estimated FTE’s 15-20.
- **Protein Extraction** – introduced via VT contacts at NZ Trade and Enterprise post query from VT re international partners looking to invest in NZ. Existing Taiwanese operation who use microalgae and their proprietary technologies to develop 100% plant-based & sustainable alternatives protein for the food industry. Positioned with potential local partners, suppliers and equipment providers and visit being arranged late Feb/early March. Est FTE’s 25-30.
- **Food Processing** – discussions under NDA on potential greenfields operation. Working closely with TDHL on options. Est FTE’s 120
- **Recreation** – new business, globally popular and rapidly growing competitive/recreational sport, potential Caroline Bay location. Former Timaru resident is the lead ex UK. Working with Parks & Rec and Sport Canterbury. Teams call in coming weeks to progress. Favourable funding model. Est FTE’s 5
- **Aged Care** – two opportunities being progressed – traditional multi-faceted care facility as well as an innovative “unit-hub” model more suited to inner/near city living. Est FTE’s 50-60.

Make Timaru your Business Campaign.

To be ignited in Q1 2025 this multi-pronged campaign will see us prominently promote Timaru District as the place to do business.

1. **“HOOK” Teaser Tiles** – we have developed a range of teaser tiles/ads that will be promoted via our social media channels (Facebook and LinkedIn) and in print media – associations booklets and pamphlets. They will be utilised and boosted into target areas and along with the follow up “Why Timaru” pdf resource will also be used in in-person approaches to identified specific business targets and as importantly referrers from our network of organisations, associations, crown research institutes and academic institutions. The initial suite of these “teaser tiles” include such themes as
 - a. **Leading with Vision...Powered by Pioneers** - Emphasizes our legacy of trailblazers and its commitment to shaping a dynamic, prosperous future
 - b. **Where Collaboration fuels Innovation** - Highlights the power of our interconnected industries to drive progress.
 - c. **Diverse Industries & a Culture of Partnership** – again showcasing our established culture of varied sectors working together for shared success
 - d. **We’re AA+ Rated**
 - i. **Ambitious** – Driven by a forward-thinking vision for growth and innovation.
 - ii. **Accessible** – Centrally located with excellent national and global connectivity.
 - iii. **Affordable** – Competitive operational costs and cost of living for businesses and employees.
 - e. **Timaru - We’re here....Where RU?** – a variety of these tiles will include logos of well-known local businesses (with their approval) highlighting the diversity and quality of businesses who call Timaru District their home.
2. **“LINE” - Why Timaru pdf resource.** An impactful and informative resource to be accessed via dedicated Make Timaru your Business page on VT website once interest generated via above promotions which direct to the page via QR/weblink or direct to us in person at VT. This pdf will also be used in in-person targeted approaches and will also be distributed to local businesses to themselves use as they advocate to their own business networks to Make Timaru your Business.
3. **“SINKER” Timaru the Total Package** – an updated and individualised information memorandum that is tailored to each opportunities specific requirements. Think a proposal that, informed by meetings and site visits etc,, provides an overview that covers all your requirements (and then some), making the decision to “Make Timaru your Business” a fait accompli.

As mentioned earlier we undertake from Jan 2025 to be engaging with a minimum of **10 new to district business opportunities or referral sources per month** to relentlessly target and secure new to district businesses.

MAKE TIMARU YOUR BUSINESS

Strategically located, affordable, and full of opportunity—
Timaru is where your business can thrive.

★★ We are AAA+ Rated ★★

- 80% of the South Island's population within 2.5 hours
- PrimePort Timaru: Direct access to global markets
- Diverse industries and skilled workforce ready to support your growth

ACCESSIBLE
Driven by a forward-thinking vision for growth and innovation.

AMBITIOUS
Centrally located with seamless national and global connectivity.

AFFORDABLE
Competitive operational costs and high-quality living for businesses and employees.

Discover the advantages of Timaru for your business
Visit ventur timaru.nz/make-timaru-your-business
or Contact Us Today!

Venture Timaru
03 687 2682 | enquiry@ventur timaru.nz
ventur timaru.nz/make-timaru-your-business

Scan QR Code to know more.

December 2024 quarter – additional highlights of note

<p>Support EXISTING BUSINESS to innovate and grow.</p>	<ul style="list-style-type: none"> • Part of steering group that coordinated community support and response to Smithfield closure. Pleasing to hear anecdotally that 500+/610 affected workers have found employment • Job Fair associated with the closure very well attended and received by workers and their potential new employers. • Virtual Reality Driver Simulator programme – facilitated in partnership with local and national partners (inc Council) – won big at the Economic Development of New Zealand National Conference and Awards. Winning the Technology Award and then taking out the Supreme Award. • Facilitating a group of local agri-sector leaders to meet with Barkers to explore opportunities to supply a variety of raw product (fruit and vegetables) locally to support their significant processing expansion now underway. • A large local well -established food processor and manufacturer, seen as one of the most efficient operations within their group, have opportunities to progress a significant expansion however their freight and distribution costs are reportedly the barrier (being some of the highest in their group). • Partnered with Chamber to bring Health and Safety Minister to meet with local businesses on nationwide consultation underway and also AirNZ to meet with frequent flyers to explore options to mitigate cancellations and best service South Canterbury. • Established a relationship with LINZ to promote in partnership the benefits of the enhanced data and GPS positioning satellite resource being installed locally across 2025. Introducing partners from a variety of sectors to help test the system.
<p>Attract & assist NEW BUSINESS to the District.</p>	<ul style="list-style-type: none"> • Business Development Manager appointed • Make Timaru your Business campaign scoped and finalised for launch Q1 2025 • Partnering with TDHL to help promote and attract new business to their new 13ha Washdyke Industrial Park • Engaging local business to act as advocates/promoters of Timaru District as the place to do business.
<p>PROMOTE the district as a “destination of choice”</p>	<ul style="list-style-type: none"> • Di Hay appointed to the board of Regional Tourism NZ providing an amplified local voice at a national level. • 2023/24 Cruise season Economic Impact/Benefit assessed at 3.60m from a season that saw 13 cruise ship visits/15,687 passengers/3728 crew. Equated to \$229.49 per passenger. • Twilight Night Market held Nov 22nd another huge success with large numbers attending and extremely positive feedback. • Destination Management Plan updated to reflect burgeoning cruise sector. • Awarded Active Transport Strategy project by Council to finalise Walk & Bike Trail resources – print, app and web – to be completed by March 2025 • VT nominated CPlay for the Trademe People’s Choice Playground of the year – as one of three finalists result will be known Feb 2025. • Events: <ul style="list-style-type: none"> • SI Masters Games – 11days/2000 competitors/\$370 avge daily spend/Major Event Fund Support \$24.9K - ROI \$1:\$75.14 - \$1.8m GDP Boost • 4 & Rotary – 3 days/2200 attendees/\$350 avge daily spend/ Major Event Fund Support \$14.6K - ROI \$1:\$31.92 - \$467K GSP Boost
<p>Facilitate new to district INVESTMENT in Infrastructure & Community assets</p>	<ul style="list-style-type: none"> • Assisting and endorsing Regional Infrastructure Fund applications by Opuha Water and Council – outcomes to be known Q1 2025.

Appendices

- 1. Financial Reports (actuals to budget) to 31 December 2024**
 - a. Financial Commentary
 - b. Profit & Loss
 - c. Balance Sheet
 - d. Cash Flow statements

- 2. Towards 2050 Update**

- 3. Economic Commentary**

- 4. Examples of print media and social media engagements**

- 5. Endorsements received**

Venture Timaru
Profit & Loss Statement

1 July 2024 - 31 Dec 2024

Appendix 1: Financial Reports

Financial Commentary

- YTD tracking in line with budget noting:
 - Major Event Funding fully allocated as detailed within Sept 2024 quarterly report to council \$195K of \$245K distributed with residual to be distributed in Q1 for Jan – June 2025 events.
 - Development HR approx. \$10K below budget o/a new Bus Dev Mgr role not appointed until Sept 2024
 - Unbudgeted Active Transport Strategy project awarded to VT by Council \$50K – District Walk and Bike Trails. We consider we are well placed to deliver like-projects for council.
- We actively review and seek cost savings and efficiencies by reviewing our cost structures monthly.
- Whilst a number of our larger operational expenses are fixed (HR, Visitor Centres etc...) in the six months to Dec 2024 we have achieved savings in our variable costs across subscriptions, office administration and IT.

Actual v Budget Balance Sheet and Cashflow Statements follow.

	YTD ACTUAL 31/12/2024	YTD BUDGET 31/12/2024	TDC SOI BUDGET 2024/25
INCOME			
Economic Development Grant - TDC	\$ 372,500	\$ 372,502	\$ 745,000
Tourism Grant - TDC	\$ 204,000	\$ 204,000	\$ 468,000
MyNextMove Contract - ex MSD	\$ 72,778	\$ 72,776	\$ 176,700
Reg Apprenticeship Initiative - ex Kanoa (Provincial Development Unit)	\$ 195,851	\$ 195,851	\$ 300,000
Major Events Funding - Tourism ex TDC	\$ 195,000	\$ 245,000	\$ 245,000
Private Sector Partnership - TDC	\$ 1,687	\$ 1,688	\$ 13,000
Regional Events Funding - Tourism ex Central Government	\$ 71,995	\$ 71,995	\$ 71,995
Active Transport Strategy Trails - TDC	\$ 6,335	\$ -	\$ -
Other Income - ED	\$ 10,250	\$ 10,250	\$ 20,500
Other Income - Tourism	\$ 12,450	\$ 12,700	\$ 24,200
Interest Income	\$ 20,171	\$ 19,200	\$ 40,000
TOTAL INCOME	\$ 1,163,017	\$ 1,205,962	\$ 2,104,395
EXPENDITURE			
Development HR	\$ 222,941	\$ 232,986	\$ 461,010
Development expenses	\$ 158,716	\$ 163,421	\$ 339,490
Tourism HR & Expenses	\$ 205,242	\$ 214,763	\$ 517,200
MyNextMove Contract - ex MSD	\$ 61,422	\$ 74,290	\$ 190,000
Reg Apprenticeship Initiative - ex Kanoa (Provincial Development Unit)	\$ 195,851	\$ 195,851	\$ 300,000
Major Events Funding - Tourism ex TDC	\$ 195,000	\$ 245,000	\$ 245,000
Private Sector Partnership - TDC	\$ 1,687	\$ 1,688	\$ 13,000
Regional Events Funding - Tourism ex Central Government	\$ 71,995	\$ 71,995	\$ 71,995
Active Transport Strategy Trails - TDC	\$ 6,335	\$ -	\$ -
Special Projects - ex VT Reserves	\$ 4,415	\$ -	\$ 95,000
TOTAL EXPENSES	\$ 1,123,604	\$ 1,199,994	\$ 2,232,695
Provision for taxation			
OPERATING SURPLUS/(DEFICIT)	\$ 39,413	\$ 5,968	(128,300).

Balance Sheet and Cash Flow Statements

VENTURE TIMARU LIMITED

Statement of Financial Position as at 31 December 2024

	Actual 31/12/25	Annual Budget 30/6/25
Assets		
<i>Current Assets</i>		
Bank accounts and cash	257,000	297,000
Debtors and prepayments	24,700	39,500
Short term investments	760,800	369,000
Other current assets	14,000	10,100
Total Current Assets	1,056,500	715,600
<i>Non-Current Assets</i>		
Property, Plant and Equipment	33,700	35,000
Total Non-Current Assets	33,700	35,000
Total Assets	1,090,200	750,600
Liabilities		
<i>Current Liabilities</i>		
Creditors and accrued expenses	54,900	98,000
Employee costs payable	54,200	56,000
Funding unallocated	401,800	185,000
Total Current Liabilities	510,900	339,000
Total Assets less Total Liabilities (Net Assets)	\$ 579,300	411,600
Accumulated Funds		
Issued Capital	1,000	1,000
Equity	578,302	410,600
Total Accumulated Funds	579,300	411,600

VENTURE TIMARU LIMITED

Statement of Cash Flows for the 6 months to 31 December 2024

	Actual 6 mths to 30/9/2024	Annual Budget 30/6/25
Cash Flows from Operating Activities		
Interest and dividends	21,309	40,000
Cash receipts from operating activities	1,230,795	2,040,000
GST	(95,454)	(41,000)
Payments to suppliers and employees	(1,264,224)	(1,660,000)
Cash payments for other operating activities		(804,000)
Income Tax	(10,889)	-
Total Cash Flows from Operating Activities	(118,463)	(425,000)
Cash Flows from Investing and Financing Activities		
Receipts from sale of property, plant and equipment	250	-
Receipts from maturity of investments	173,703	410,000
		-
		-
Total Cash Flows from Investing and Financing Activities	173,953	410,000
Net Increase/(Decrease) in Cash	55,490	(15,000)
Bank Accounts and Cash		
Opening cash	201,536	312,000
Net change in cash for period	55,490	(15,000)
Closing cash	257,026	297,000

The Future Starts Here.

Shaping Timaru's Path to 2050

Background

An initial high level desktop report was carried out to explore the district's economic future and identify pathways for sustainable growth. The report evaluated key economic indicators and presented various scenarios for Timaru's development by 2050, offering insights into how different strategies could impact the district's prosperity.

The report evaluated key economic indicators and emphasised significant challenges posed by demographic shifts, particularly the aging population. Without action, Timaru risks economic decline, with stagnating job numbers and limited GDP growth. Maintaining the status quo is not an option, and to sustain current employment levels alone, the population must grow or innovate ways of 'working smarter not harder'.

By developing aspirational growth scenarios and working collaboratively on a community wide plan, we can create new opportunities and strengthen both the economy and the wellbeing of our community, ensuring a prosperous future.

Whats been happening?

Engagement Plan Launched

Engagement



20

**Cross Sector
Leaders
At Launch**

90

**Business
Consultations
To Date**

7

**Sector
Consultations
To Date**

46

**Public Survey
Completions
February**

Feedback



Survey respondents have indicated Workforce & Education, Community Wellbeing and Economic growth as the top 3 priorities.

An ageing population, health services, housing, regulatory environment and wealth gaps are common themes of key challenges.

There is an overarching emphasis on retaining youth within the district by creating better work and education opportunities and recreational activities.

Community Communications & Promotional Plan Launched February 2025

MONTHLY COURIER ARTICLES
& NEWSLETTER UPDATES

WEEKLY FACEBOOK
& LINKEDIN POSTS

WEBSITE
LAUNCHED

Boosted Survey
post on Facebook

Flyers & Brochures
Libraries & Public Spaces

Library Drop In Sessions
For older people

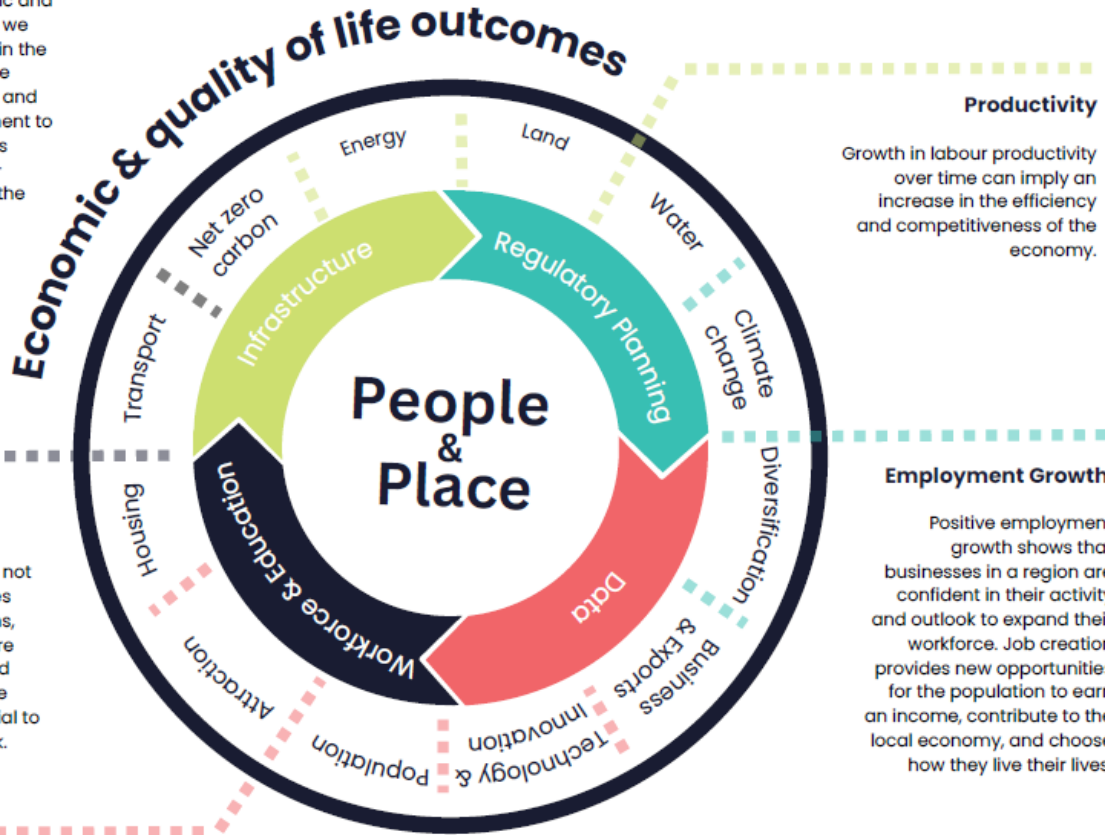
What we've learnt?

Consultations to date have revealed the following learnings,

- **People-Centric Economic Growth**
Growth should be approached with a people-centric focus, balancing economic development with sustainability and well-being. Innovation should prioritize solutions that benefit both people and the environment, ensuring sustainable outcomes for future generations.
- **Community and Place at the Heart of the Vision**
The vision should place people and place at the center, aiming to create a sustainable, thriving community where all residents can thrive. A holistic approach to infrastructure and services will ensure long-term social, economic, and environmental resilience.
- **Population Decline and Innovation as a Response**
Given the population decline, driven by lower fertility rates, an innovative mindset is essential. Leveraging technology and automation will help maintain economic viability while creating new value and addressing both environmental and social challenges.
- **Dynamic, Long-Term Vision for Future Generations**
The plan should be designed with future generations in mind, ensuring strategies remain dynamic and adaptable to future needs. This will involve sustainable infrastructure, education, and environmental protection, providing opportunities for future residents.
- **Addressing the Aging Population**
With a growing aging population, it is crucial to focus on age-friendly infrastructure and workforce solutions. Emphasizing training and automation will help ensure a balanced, skilled workforce and accessible environments for older residents.
- **Workforce Development and Education**
With fewer young people under 30, it is recommended to prioritize workforce development and education. Creating opportunities to attract, retain, and upskill talent will help ensure a workforce adaptable to emerging industries and global challenges.
- **Adopting a 'Can Do Timaru' Mindset**
A 'Can Do Timaru' approach is recommended to encourage competition and diverse perspectives. Thinking big, challenging the status quo, and fostering innovation in workforce, infrastructure, and sustainability will drive long-term growth.
- **Agility in Responding to Change**
It is essential to maintain agility in responding to emerging challenges and opportunities. Innovation, sustainable infrastructure, and workforce adaptability will keep the community competitive and resilient, aligned with evolving global and local needs.

A Dynamic Framework

This framework is dynamic and will continue to evolve as we engage and collaborate in the coming months. We move forward with open minds and an unwavering commitment to developing a vision that is aspirational, community-driven, and designed for the benefit of all.



Productivity

Growth in labour productivity over time can imply an increase in the efficiency and competitiveness of the economy.

Unemployment Rate

Tracking unemployment not only highlights challenges but also enables solutions, paving the way for a more prosperous, inclusive, and dynamic economy where everyone has the potential to thrive in meaningful work.

Employment Growth

Positive employment growth shows that businesses in a region are confident in their activity and outlook to expand their workforce. Job creation provides new opportunities for the population to earn an income, contribute to the local economy, and choose how they live their lives.

Population Growth

A strong regional economy with plentiful job opportunities will help a region retain its population and attract new residents from other regions and abroad.

Measuring Success

Adopting datasets is a crucial tool for measuring success, identifying opportunities, and ensuring resilience, adaptability, and agility towards 2050. The initial measures we have implemented contribute to both economic growth and overall wellbeing. Moving forward, Level 2 datasets will be integrated alongside the plan's key milestones.

Whats Next?

Milestones & Plan Formulation - First Draft Due 30 June 2025



Continued Engagement



12

Community Workshops & Events

40

Business Consultations by 30 June

24

Sector Consultations By 30 June

Insights



Timaru's growing diversity, driven by Pacific, Asian, and MELAA communities, requires proactive strategies in workforce, education, and housing.
Nils Macfarlane,
Multicultural Aoraki

We need to take a proactive approach to our aging population, focusing on workforce flexibility, innovative housing, AI adoption, and intergenerational collaboration.
Christ Thomas,
Age Concern South Canterbury

Long-term solutions to promote wealth, including workforce development, affordable childcare, and reducing inequality are required for families to thrive.
Carolyn Copper
PSSC

Appendix 3 : Economic Commentary and Monitoring Indicators

The end of the year saw the district continuing to face some challenging economic times, largely matching the downturn being experienced nationally.

That said there are signs that economically we are starting to rebound

- transport and logistics operators are very busy, food processors and manufacturers are well into their traditionally busy processing season and the construction sector is starting to see new activity across both commercial and residential sectors.
- pleasing also to see new to district investment in the two developments at the Humphries Corner site (commencing) and the former Hopkinsons site (completed).
- Consumer spending in Timaru remains relatively buoyant despite the December closure of Alliance Smithfield. Timaru's consumer spending rose 3.4% in the year to December 2024, compared to 0.2% nationally and 1.1% across Canterbury. December 2024 quarter spending rose 1.4%pa, compared to a 0.5% decline nationally .

At time of writing we awaited release of the December quarters economic data from our provided Infometrics.

Appendix 4 : Examples of print media and social media engagements

Venture Timaru
November 6, 2024 · 🌐

New report on the value of cruise to Timaru is out, as we gear up for the new season, with first ship due 4 January 2025.

THEPRESS.CO.NZ
Cruise ships sail in with economic benefits
Passengers of cruise ships visiting Timaru in the past 12 months spent an estimated \$229 each.

Driving success for Venture Timaru project at national awards

Caroline Bay to bring Jason Kerrison to town for a free concert as part of the Carnival on 9 January 2025. This is all happening thanks to the Major Events Support Fund that we administer on behalf of [Timaru District Council](#). Mark your diaries 😊

THEPRESS.CO.NZ
Caroline Bay Carnival announces big name for concert series
Kiwi singer-songwriter Jason Kerrison will join the line-up for Timaru's Caroline Bay Carnival co...

Venture Timaru
October 30, 2024 · 🌐

We're excited to be collaborating with Northland, Taranaki and Southland to work towards strengthening primary sectors through shared learning, innovation and a unified approach, thanks to the support of **AGMARDT**.

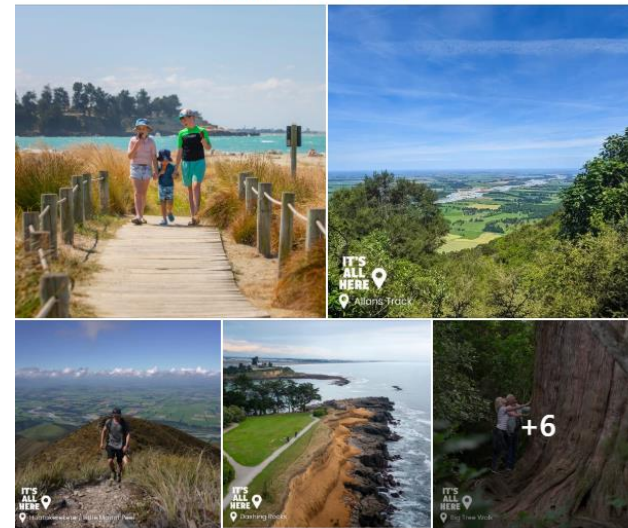
Watch the video to find out more 📺



We Love Timaru
December 27, 2024 · 🌐

Summer calls for outdoor adventures with family and friends! 🌞 Explore the many scenic walking and biking trails Timaru District has to offer. Here are our favourite 10 tracks for everyone to explore! 🌿

For more tracks view the trails brochure <https://www.vttourism.co.nz/.../Trail-brochure-web...> or download the Timaru Trails app <https://timarutrails.stqry.app/>



Appendix 5 : 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 😊*