

A THRIVING TIMARU DISTRICT

Destination Management Plan &
Economic Development Strategy Summary



Venture Timaru
DISTRICT - ECONOMIC & TOURISM AGENCY



WHO IS VENTURE TIMARU?



Venture Timaru is a 100% owned subsidiary of Timaru District Council.

We operate as the district's Economic Development Agency (EDA) and Regional Tourism Organisation (RTO).

Our main function is to assist our local business sector and wider economy to grow and prosper, and also attract people to visit, play and stay here.

We are also very active in supporting businesses to attract, develop and retain their workforce. We are continually updating our free available resources, which promote the many reasons why the Timaru District is a great place to live, work and play.

Establishing and enhancing a wide range of strong relationships, both locally and nationally, is a key part of making introductions and connecting people and businesses, so together they can do some pretty special things to enhance and grow the vibrancy in our district.

WHAT WE DO:



Facilitate

- Communication
- Connectivity



Enable

- Collaboration
- Cooperation



Grow

- Capacity
- Community Wellbeing
- Creativity & Sustainability



A THRIVING DISTRICT

Our economy is strong, and we have huge potential for growth and development. We need to ensure growth is sustainable, resilient and inclusive, and Venture Timaru is committed to helping the district achieve this.

Our vision: to attract, grow and retain people and businesses that contribute to a thriving Timaru District.

To support this vision, we have prepared two plans:

A new Economic Development Strategy

The district's first Destination Management Plan

These documents lay out an action plan that will ensure the Timaru District, its people, places and businesses can thrive – both now and well into the future. They are based on up to date information on our economy, and have been developed with input from a wide range of stakeholders, including Te Rūnanga o Arowhenua.

They are intended to support our district's prosperity and wellbeing, and ensure that growth does not come at the expense of the natural environment, quality of life or quality of place.

WHAT DO THE PLANS COVER?



How we can take full advantage of our economic strengths to support future success - including established industries and the depth of the primary sector.



How we can build on our existing tourism offerings and central location, to develop the best approach towards enhancing the tourism sector for the district.



How our economy can grow sustainably - providing choice, diversity and resilience for current and future residents, businesses and visitors.



Exciting opportunities for new industries, entrepreneurs, investors and partnerships, that we can embrace as the economy transforms with new technologies, products, services and ways of working.

WHY ARE THE PLANS IMPORTANT?



We need to consider the future of our district within a partnership approach, and prioritise coordination and collaboration. Our approach during development of these plans allowed us to involve our community, and hear what their priorities are. Venture Timaru will continue to play an important role in supporting this activity across the district and wider South Canterbury, and connecting with Central Government, as the plans are rolled out.



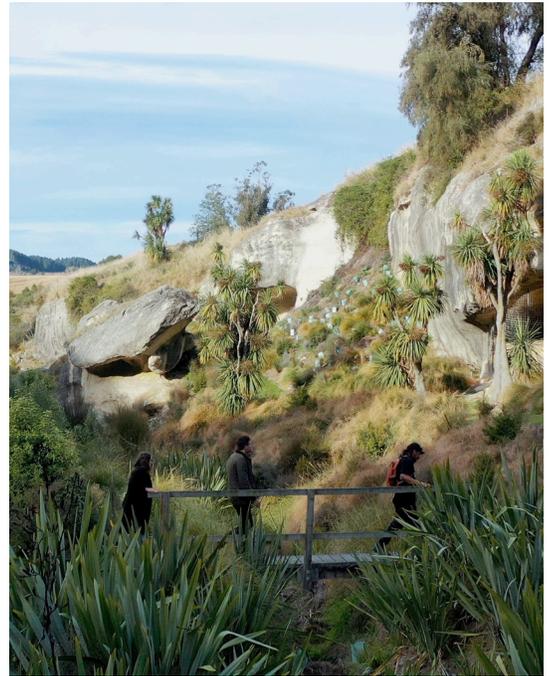
As a destination, the Timaru District is centrally located and is a gateway to the wider South Canterbury region and Central South Island. The district offers many fantastic amenities and attractions to visitors - including Caroline Bay, Peel Forest, Timaru's historic CBD, Geraldine township and the Te Ana Māori Art Centre. **A structured action plan is important, so we take full advantage of our unique strengths.**



OUR OPPORTUNITIES FOR GROWTH

We have a strong foundation from which our economy and tourism sector can develop and grow.

- **A central location**, with over 80% of the South Island's population within 2.5 hours drive.
- **We're accessible**, with growth-oriented infrastructure including the airport and port, as well as affordable accommodation options.
- **The ability to offer a quintessentially kiwi experience**, and more 'slow tourism' options.
- **Easy access to the outdoors**, parks, reserves and scenic domains spread throughout the district including Caroline Bay, Peel Forest and Rangitata Gorge.
- **A diverse economic base**, with core strengths in primary and goods producing industries.
- **A strong and diverse education sector**, from early childhood to primary and secondary schools, and a strong industry training sector.
- **An excellent quality of life**, with affordable housing and rents compared to national averages. This allows us to attract a range of workforce from entrepreneurs, to families, to mobile digital workers and many more.
- **Geraldine's location on the inland scenic route**, and its growing arts, craft and food offerings.
- **Timaru CBD's historic urban environment**, architecture and planned investment in the Theatre Royal and Heritage Hub.
- **The opportunity to do more to reflect our Māori identity and culture**, to support the growth of the Māori economy.
- **Planned infrastructure investment** including enhancements to the art gallery and stadium.



We're also facing some challenges:

- **Low rates of unemployment and GDP growth**, with missed productivity across some industry sectors.
- **Skills shortages** and recruitment challenges in many sectors.
- **An ageing population**, with slow population growth and a decline in the working age population.
- **Risk of disruption** across key industries due to technological change or regulation.

- **Established perceptions of the district** need to be addressed to help with wider population, talent and business attraction.
- **Availability of housing and industrial land**, as well as critical shortages and delays in global supply chains.
- **Lack of recognised hero experiences** that help position the district as a destination.
- **The lack of a four star centrally located hotel** limits our ability to attract more business visitors.

It's important to consider views from our key partners and the community. This is what we heard from them during consultation:

- *"It's important to recognise and take full advantage of our strengths".*
- *"We need to diversify our economy and create more high value activities across the district".*
- *"We need to address skills and talent shortages to support current and future industries".*
- *"We need to address perceptions of our identity, and clearly communicate our plans".*
- *"We need to embrace opportunities for our economy to thrive, in order to support prosperity and wellbeing for future generations".*
- *"The opportunity to use events as a driver for visitation and a tool for addressing seasonality".*
- *"The importance of securing the infrastructure needed to support future growth".*

These issues are directly addressed through our Economic Development and Destination Management action plans.



Attract, grow and retain people and businesses that contribute to a thriving Timaru District



Visitors understand and can easily access the district's destination offerings

Assisting with the development of Timaru District's attractions and experiences



Visitors have a choice of authentic, distinctive and environmentally sustainable products and experiences across the district

Increase the awareness and visibility of the Timaru District



The Timaru District's hero experiences are a unique and compelling part of the district's destination proposition

Maximise the opportunities of potential hero experiences

The Timaru District's visitor economy will thrive, bringing benefits to visitors and residents alike, as the district's diverse attractions and experiences are understood and enhanced



Events play a central role in attracting visitors and engaging residents in the district's visitor economy

Supporting the growth of Timaru District's portfolio of events



The district's visitor sector is supported, connected and able to access the infrastructure, capabilities and skills required to thrive

Securing the infrastructure to ensure that the district thrives as a destination

Manaakitanga

Kaitiakitanga

Kotahitanga



Assist business to attract, maintain and develop a skilled workforce

Industries can access the skills and talent they need to be successful, and residents can find good jobs with opportunities for growth and progression



Attract new businesses to the district and support their integration

The Timaru District is recognised as an attractive location to establish and grow a business with excellent infrastructure and business friendly processes



Create a thriving, sustainable and prosperous Timaru District economy where people want to live and work, and where businesses choose to grow and invest

Unlock new economic opportunities and enable business growth

Existing businesses thrive, realising growth opportunities, attracting investment and becoming more productive and resilient



Make the case for investment in key infrastructure that will support a thriving district

Industry is supported by first class infrastructure that enables business growth and facilitates a sustainable and resilient economy



Promote the district as a great place to live, work and visit

The district's place narrative and proposition to businesses, workers and visitors is clearly understood, authentic and distinctive

OUR DESTINATION MANAGEMENT PLAN

The vision: the Timaru District's visitor economy will thrive, bringing benefits to visitors and residents alike, as the district's diverse attractions and experiences are understood and enhanced.

Five point action plan for Timaru District's Destination Management:

1. Assisting with the development of Timaru District's attractions and experiences

Includes:

- Exploring opportunities to create new commercial destination products and services to enhance the experience for residents and visitors.
- Working with the Department of Conservation, Ngāi Tahu and Te Rūnanga o Arowhenua to enhance the district's outdoor experiences.

2. Increase the awareness and visibility of the Timaru District

Includes:

- Taking full advantage of the district's central South Island location to act as a destination hub and gateway to the wider region.
- Confirm the key market segments to target for promotional activities.
- Developing the district's key destination messages and proposition for attracting visitors.

3. Maximise the opportunities of potential hero experiences

Includes:

- Enhancing Caroline Bay as one of the district's key attractions.
- Supporting and developing Te Ana as a catalyst for growing cultural tourism.
- Taking full advantage of planned investment in central Timaru to develop new hero experiences for the district.
- Supporting Geraldine to develop and build their destination offering.

4. Supporting the growth of Timaru District's portfolio of events

Includes:

- Building on the success of established events and enhancing and refreshing older events.
- Exploring opportunities to develop and attract new events to the region.
- Building on the track record of delivering sporting events and extending the impact of these across the district.

5. Securing the infrastructure to ensure that the district thrives as a destination

Includes:

- Responding to national and regional funding and grant opportunities to address infrastructure gaps or deficits.



[Download the full Destination Management Plan here:](#)

OUR ECONOMIC DEVELOPMENT STRATEGY

The vision: to create a thriving, sustainable and prosperous Timaru District economy where people want to live and work, and where businesses choose to grow and invest.

Five point action plan for Timaru District's Economic Development:

1. Assist business to attract, maintain and develop a skilled workforce

Includes:

- Working to support the attraction of a skilled workforce to address the staff shortages for our key industries and strategic employers.
- Supporting education to employment transitions for our young people to help facilitate the retention of this group into key industries.

2. Attract new businesses to the district and support their integration

Includes:

- Promoting the district as a central South Island location and also a distribution hub for key industries and sectors.
- Facilitating access for businesses and new investors to industrial land.

3. Unlock new economic opportunities and enable business growth

Includes:

- Identifying and promoting opportunities for sustainable economic development.
- Facilitating awareness and engagement for new opportunities, business models and technologies.

4. Make the case for investment in key infrastructure that will support a thriving district

Includes:

- Identifying the need for infrastructure to enable growth and ensuring that the benefits are delivered.
- Encouraging a master planned approach to development of infrastructure, including a strategic approach to the development of Caroline Bay and the Timaru CBD.
- Exploring new opportunities for waste management and sustainable energy infrastructure.

5. Promote the district as a great place to live, work and visit

Includes:

- Taking full advantage of the economic potential of investment in the Timaru CBD, to help support the vibrancy and vitality of the town centre for everyone.
- Implementing a new destination management approach for the district that supports the development of new tourism products and infrastructure.

[Download the full Economic Development Strategy here:](#)





BAKERY & CAFE

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NOW OPEN

Golden Mile

KKH59

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2 Sefton Street East
PO Box 560, Timaru 7940
New Zealand

Ph +64 3 687 2682