

Venture Timaru Quarterly Report to 31 December 2025

PILLAR ONE: BUSINESS ATTRACTION – attract and assist new business to the District

<p>Activity</p>	<p>Make Timaru your Business (MTYB) Campaign continues refer HERE <u>Year to Date</u></p> <ul style="list-style-type: none"> • 64 new business and referral source engagements made • 159 separate local business and industry engaged with as Make Timaru your Business Advocates • 10 x print media placements – total readership reach 52,000 • 20 current NEW BUSINESS opportunities being progressed of which 5 as a direct result of MTYB campaign (4 sourced via referral network and 1 direct) • 2 deals won (SME's – Renewable Energy and Software Development) • New CRM established – tracking of all new business deals, stage reached and details etc... • Weekly Social Media postings throughout Oct-Dec two themes <ul style="list-style-type: none"> • “Paddock to Pantry” - showcasing food & fibre • “We’re here because.” - showcasing our Districts capabilities, collaborations and innovation. • Total Views 24,437 – 76% non-followers/24% followers
<p>Outcomes/Value Added</p>	<p><u>Energy Sector</u></p> <ul style="list-style-type: none"> • Invest NZ introduced entity has prioritised South Canterbury for significant energy sector aligned project and infrastructure investment opportunities encompassing light solar, battery energy storage systems (BESS and network enhancements). • They are attracted to us due to our central south island location, close proximity to Mackenzie energy generation (both existing and proposed new via fast-track), Central and Southern South Island energy network (Trustpower/Alpine Energy), well established industry – large energy users (decarbonisation plans, light solar and additional steam use potential). • A recent two day visit saw VT facilitate introductions and meetings with local rūnanga, land owners, Council (Mayor/CE/GM Water) large industry, Primeport, TDHL, Alpine Energy & Trustpower and energy sector service companies. • The visit solidified and enhanced their interest in South Canterbury. • Next steps include refinement of a prioritised work plan and establishment of a MOU with key local stakeholders as a foundation to move forward. <p><u>Aerospace</u></p> <ul style="list-style-type: none"> • VT CE appointed to the Canterbury Aerospace Leadership Group as catalyst to introduce local business to this growing sector • South Canterbury capability workshop held October – 24 stakeholders/business attendees • Completed mapping of South Canterbury Aerospace capability with this information being linked into Canterbury Aerospace web platform which is being marketed nationally and internationally. • “Get Aerospace Ready” workshop to be held Q1 2026 <p><u>Starting a new business 50+</u></p> <ul style="list-style-type: none"> • VT partnering with Start Smart who will deliver a facilitated 8 week programme to assist 50+ aged locals develop new business ideas/opportunities. • An initial foray into the entrepreneurial space by VT

PILLAR TWO: BUSINESS DEVELOPMENT – support existing business to innovate and grow

<p>Activity</p>	<p><u>Recent quarter</u></p> <ul style="list-style-type: none"> • 83 individual engagements with local businesses across Business Connection Group, functions and 1:1 meetings.
<p>Outcomes/Value Added</p> <p>Check out our latest short videos</p> <p>Timaru District – the place to do business</p> <p>10 great reasons to visit Timaru district</p>	<p><u>Examples:</u></p> <p><u>Introductions made</u></p> <ul style="list-style-type: none"> • Newly established renewable energy company to Alpine Energy to assess light solar energy opportunities within Washdyke Industrial Park • Food pro supply, renewable energy and residential development investment opportunities to local investing entity. • Machinecraft attendance at NZ Aerospace Summit • Inner city property owners to Mayor/Dept Mayor and GM Regulatory on their now fully consented plans to invest in a CBD apartment development – seeking more comfort and vision on the future of the CBD • 3 x Manufacturers and TDC to University of Canterbury R&D programme on raw product and food waste management and valorisation • Developer of a prominent Timaru site introduced to MP Meager re specific access issues – largely resolved, development now progressing towards scheduled opening early 2027. • Local engineering firm to Aerospace supply company – exploring replacing Chinese sourced componentry with locally made. • Liquidators of local company to potential purchaser -sold to another entity • One local manufacturer to another re use of next generation QR code. <p><u>Barriers Identified and action taken</u></p> <ul style="list-style-type: none"> • Local manufacturer waste water composition/need to extract certain elements – introduced to Lincoln Uni “Sustainable is Attainable” contacts – possible masters project alignment • 2 x local Food Pro keen to get an understanding of forward planning of waste/storm water services– as to what requirements for on-site treatment may be coming back their way. Subsequently noted newly formed Development and Growth committee to oversee a capacity and demand assessment (priority given water and waste water) VT to facilitate industry input to this workstream. • Manufacturer surplus land use issue aligned to their expansion plans to GM Regulatory & Development Manager. <p><u>New Opportunities</u></p> <ul style="list-style-type: none"> • JPNZ processing milestone celebrations – assisted with promotion (print/TV/social media) and function on the day. • Path Forward Paul Burke presented to Food Pro Business Connection Group on opportunity to access R&D funding via Primary Sector Growth Fund – subsequent 1:1 with prominent local Food Pro. • Assisted local Tourism Operator Big Rock Adventures obtain Qualmark status • Ara course offerings “fit for future” – facilitated local stakeholder meeting with Ara to receive an update and progress realignment of courses and “education hub” opportunity – ongoing. <p><u>TDC</u></p> <ul style="list-style-type: none"> • Economic environment report provided for Fitch rating assessment • Letter of support detailing economic benefit of planned Heaton St railway crossing enhancement • Finalisation of “Making it Happen” – inner & near city living resource • Towards 2050 draft plan complete – under review

	<p>Collaboration</p> <ul style="list-style-type: none"> In Oct we hosted economic development colleagues from Northland, Taranaki, Manawatu and Southland as part of a Agmardt partner funded initiative to increase inter-regional collaboration. Two day visit including meetings/presentations : Pye Group, Turley Farms, SPS, Aeronavics, Opuha Dam, Barkers and Geraldine High School. 	
Key Performance Indicators	Maintain a database of all existing business engagement – min 20 per month	MET
	Report on value add assistance provided to local business	MET
	Report on risks identified and mitigation & escalation action undertaken	MET

Venture Timaru
October 16 at 12:00 AM

At **Bleeker and Weith 2018 Ltd** we often joke that our motto could be "We're here for the weekends." And honestly, it's true because weekends mean time with friends, family, and the kind of lifestyle that makes living in Timaru special." says James Forrest - Managing Director

We've built a workplace where an after-work beer is about connection. It's become a safe, open space where people talk through challenges (personal or professional), celebrate wins and support one another. That small ritual has sparked a real cultural shift in our team.

Why does this matter?

Because culture is the backbone of every great company. Our industry, engineering, underpins so much of Timaru's production and agricultural future. We need to attract, retain, and grow the best talent.

We're growing Bleeker & Weith and we're helping build the future of this region. We develop and progress our young apprentices, creating industry talent pipelines. We give them every opportunity to thrive - whether that's here with us, off to a specialist role or working directly for some of our districts key producers.

Timaru District is becoming a strategic base for engineering and innovation. Considering a move to setup, scale or innovate? Make it your business to get know our district - visit www.maketimaruyourbusiness.nz

Check out the Bleeker & Weith team here - <https://bleekerweith.co.nz/>



Venture Timaru
October 23 at 6:51 PM

This week, we welcomed our teammates from **Northland Inc**, **Venture Taranaki**, **CEDA - Central Economic Development Agency**, and **Great South** to Timaru for the final stop of the **AGMARDT** funded Collaboration Series.

Over two days, we explored some of our district's standout primary sector projects - connecting, sharing insights and celebrating innovation, collaboration and extraordinary mahi.

A huge thank you to everyone who joined us and helped make the final leg of this series such a success. We couldn't have asked for a better place to wrap things up than right here at home.

From potatoes, carrots, and dairy farming at Pye Group, to diversification at the Turley's Apple Orchard, to New Zealand's only biotech company South Pacific Sera, then on to agritech and drones at SPS Automation, finishing with a success story of visionary collaboration in the building of the Opuha Dam - a project that rejuvenated both the environment and productivity in our district, followed by our much-loved local brand Barker's, an outstanding agricultural and building programme at Geraldine High School, and a celebratory drink at Humdingier. It was a privilege to showcase what makes our primary sector and Timaru district so special.

Each region brings something unique to the table and together we share a vision to strengthen and grow New Zealand's agri sector through collaboration and innovation. This week reminded us just how powerful partnerships can be.

A special thanks to Margaret Turley for our farm lunch on the back of the ute in the middle of the orchard.



PILLAR THREE: INVESTMENT – facilitate new investment in infrastructure and community assets

<p>Activity</p>	<p>Canterbury Mayoral Forum</p> <ul style="list-style-type: none"> • Representing District on working groups developing both the Canterbury Energy Strategy and Regional Deal proposition <p>Government Electronic Tender Service (GETS)</p> <ul style="list-style-type: none"> • Monthly monitoring to identify central government funding opportunities for the district <p>Scheduled regular engagement with Local Member of Parliament</p>	
<p>Outcomes/Value Added</p>	<p>Canterbury Mayoral Forum</p> <ul style="list-style-type: none"> • Initial Regional Energy • Energy Strategy scope finalised and presented to Mayoral Forum – progression subject to funding approval • Regional Deal proposition update went to Mayoral Forum in February. <ul style="list-style-type: none"> • In kind resourcing support committed to June 2026 meaning no funding required to progress • Scope reframed to a Regional Investment Prospectus • Work continues <p>Aligned to the above and at the request of Mayor and CE, VT are working with Benje Patterson to update the previous report highlighting the capability and contribution of the South Canterbury Economy to NZ Inc. The updated report will also include assessment of additional data including funding for roading etc... in comparison to other like areas.</p> <p>Government Electronic Tender Service (GETS)</p> <ul style="list-style-type: none"> • Identified a number of education facility projects tendered Q4 2025 and consulted with local construction sector who were largely across the opportunities to progress. <p>Member of Parliament</p> <ul style="list-style-type: none"> • Positioned the new transport and logistics opportunity – MP to meet with the entity to explore level of support he can provide • Updated re Towards 2050 – subsequently met with VT Business Development Manager and confirmed his support • Spoke to Renewable Energy opportunities intro'd to us by Invest NZ as being the substantial game changer for our sub-region. Proposing to meet in coming weeks hopefully with Energy Minister as well to ensure alignment to Government plans and priorities. <p>Introducing the Energy Entity referred to earlier to Council to assess “light solar” opportunities on Council facilities and under utilised land holdings.</p>	
<p>Key Performance Indicators</p>	<p>\$ of new to district investment – central government and private</p>	<p>NOT MET</p>
	<p>Investment and development introductions made, and assistance given</p>	<p>Refer Pillar Two Business Development</p>

PILLAR FOUR: PROMOTION – promote the District as a destination of choice

<p>Activity</p>	<p>Events</p> <ul style="list-style-type: none"> • 13 – Major Events Support Fund (MESF) Grants made August for 2025/26 year (1 new event - Art in Motion): <ul style="list-style-type: none"> • 8 events completed • 2 not proceeded (Fraser park Concert and Midlands Squash) • 3 additional events supported 2026 (Crusaders v Highlanders pre-season, Matatu Women’s Rugby and Sth Island Masters Games (see below) • 3 occurring in coming weeks/months – World Tennis Tour, Rock N Hop and Matariki Night Market • Economic Benefit assessments underway for ticketed events and will be reported on in next quarterly report • Parkrun Timaru now has a weekly Saturday morn Parkrun at Caroline Bay. Attracting good numbers • SCOFF 2025 completed – another huge success, consistently strong local producers and hospitality engagement. Overwhelming support from Hospitality NZ - “Very positive,” “all on board”, “very positive brand” along with confirmation of sponsorship again for 2026 by Hospitality NZ, 100% Pure Honey and Barker’s. Air NZ is already a 3 year deal through to 2027 <p>Cruise</p> <ul style="list-style-type: none"> • 14 visits this 2025/26 season – with final visit due 12 March. Similar amount of visist so far for 2026/27 and 2027/28 seasons. • Cruise Strategy completed in partnership with Primeport and local cruise sector stakeholders • Steering Group and Operator Groups established with strategy implementation well underway <p>Campaigns</p> <ul style="list-style-type: none"> • Summer Campaign successfully launched “Sshh....it’s a secret” focusing on hidden gems around the district and marketed primarily into largest domestic markets (CHCH/wider Canterbury/Dunedin and Wellington via a range of platforms. • Autumn Winter Campaign starting March – with a theme “ So much, so close” eg, the food story, heritage, comfort, romantic getaway. • Partnered with local Central Sth Island RTO’s to access support via the Government Regional Tourism Boost Fund for east coast Australian campaign (see below)
<p>Outcomes/Value Added</p>	<p>Events</p> <ul style="list-style-type: none"> • Successfully facilitated a S I Masters Games application to the Governments Major Events & Tourism Package Fund. Fund support approved is 3x greater than the MESF allocated support – enabling this event to target east coast Australian competitors to their 25th anniversary event later this year https://www.thepress.co.nz/nz-news/360946445/funding-target-international-athletes-explore-south-island-masters-games-village • New SCOFF Harvest Event launched for 5-15 March – six events will take place for Harvest, spanning the Sth Canterbury. Harvest will showcase producers while events at eateries include local chefs’ special demonstrations and highlighting local produce. • Feedback being collated but of note: <ul style="list-style-type: none"> • An accommodation provider commented that they were fully booked for Brews and 4 & Rotary with those attending already pre-booking for 2026. • SCOFF social media campaign attracted 311,267 views across the 3 weeks leading into and during the 10 day event. • Crusaders game - successful event, sold out crowd, extensive social media promotion. Included Mainland Rail excursion from CHCH which was fully booked. VT working with Mainland Rail on other potential event excursions. • Christmas period saw accommodation providers fully booked with a surge in last minute bookings filling the town (in part due to the bad weather)

	<p>Product Development & Capability Building</p> <ul style="list-style-type: none"> • A wide variety of support and training provided to operators including Alpaca Tours (reignition of business/website/social media to make visitor and cruise ready), Conor Carlaw (local hunting/fishing guise – make cruise ready), Holme Station Homestead (new owners, renovated, targeting high end visitors – helping facilitate launch to market 7 April, Qualmark application and tradeshow attendance), Street Art Tour (helped develop – cruise focus initially), Peter Hayes Golf (tours for cruise but also business event meetings), Fairlie operators Real Kiwi Horse Trekking and Silverstream Clydesdales (visitor ready/social media) and History Walking Tour – Timaru CBD, developed by SC Museum as self-guided tour, now with shortened guided version available for cruise days. Currently run by volunteers and VT staff. • Focus on getting operators “trade ready” so they can work with inbound operators for selling their products and also getting more operators Qualmark rated to access more support from Tourism NZ through campaigns and media famils. NOTE <u>VT have now supported 12 local operators obtain Qualmark Certification</u> (6 activity operators – most recent Big Rock Adventures – Geraldine based Canyoning experience) and 6 accommodation providers. FYI for businesses, Qualmark certification builds trust with visitors, strengthens brand reputation, improves operational practices, and provides a competitive advantage in both domestic and international markets. For the Timaru District, a strong base of Qualmark-accredited operators enhances the destination’s overall reputation, ensures consistent visitor experiences, supports sustainable tourism practices, and helps attract higher-value travellers who seek quality-assured experiences. • Coordinating famils for local staff from the accommodation providers and info centres to strengthen their knowledge of the product offerings in the region. These will look to run mid - late November. • Lunch n Learn operator sessions are continuing, in collaboration with Central South Island RTOs. Recent focus has been on AI. • Actively attracting influencers to support and amplify promotional activities. <p>Cruise</p> <ul style="list-style-type: none"> • Hop on Hop 5 stop tour revamped after feedback to “The Timaru Explorer” now with half hour stops at Caroline Bay, Aigantighe Art Gallery, St Mary’s/SC Museum and Botanic Gardens. • Cruise market continues to grow – 21 stalls at a recent visit • VT facilitated ship visit/lunch attended by 3 councillors and 1 x TDC staff providing a more expansive exposure to the sector and its reach/economic impact. Very well received and complimented by Primeport facilitated on board evening function later in Feb attended by their management and staff along with TDC, VT and TDHL representatives. • Cruise Economic Benefit and ROI to be assessed April/May on conclusion of 2025/26 season and reported on thereafter. <p>Campaigns</p> <ul style="list-style-type: none"> • Chosen as one of only 3 districts to be featured in a live cross for Australian Breakfast TV Show Sunrise as part of the aforementioned 6 x Central South Islands Regional Tourism Boost Fund campaign. This to take place the morning of 21 April and will features a variety of district visitor activities and attractions. Targeting Australian visitors over the shoulder season and into winter. Also a good lead into the SI Masters Campaign for their event later this year. 	
Additional Commentary	<p>Data</p> <ul style="list-style-type: none"> • Visitors Spend (Electronic Card) to Dec 2025 – Domestic \$179m (-4%) & Intl \$21.8m (+13%). Top 2 Intl - USA 32% and Australia 20% 	
Key Performance Indicators	Economic benefit and return on investment via Major Events Fund – target \$1: \$25	MET
	Number of new events and conferences facilitated or supported	MET
	Cruise Sector Economic benefit and return on investment	ONGOING

Financials

From an initial SOI budgeted deficit of (\$3,334), VT reforecast late 2025 to a deficit of (\$67,658). Primarily funded from reserves, this reforecast deficit encompassed one of costs associated with shift of premises, refreshed Tourism website and progression and finalisation of Towards 2050 plan and associated data portal. Further work has been undertaken early 2026 to identify additional operational efficiencies and cost savings of 5.3% to be achieved in residual months of the current 2025/26 year.

Variance YTD of actual v reforecast budget primarily relate to timing with expectation that reassessed year end position (less than reforecast -\$67,658) will be achieved. We comment on notable variances with our Statement of Financial Performance as follows:

Statement of Financial Performance

Venture Timaru For the 6 months ended 31 December 2025

	YTD JUL-DEC 2025	BUDGET JULY - DEC 2025	REVISED BUDGET 2025.26	SOI 2025.26
Revenue				
Funding from local government	756,074	756,074	1,465,000	1,465,000
Funding from central government	50,800	26,500	26,500	26,500
Service delivery contracts from central government	132,110	132,000	132,000	132,000
Interest, dividends and other investment revenue	7,287	11,000	22,000	22,000
Other revenue	45,616	30,487	44,041	16,800
Total Revenue	991,886	956,061	1,689,541	1,662,300
TOTAL REVENUE	991,886	956,061	1,689,541	1,662,300
Expenses				
Employee related costs	379,318	370,499	679,240	683,134
Economic development - administration and overhead costs	198,485	188,699	375,658	317,500
Tourism administration and overheads	168,132	139,824	318,921	288,000
Other programmes administration and overheads	332,211	301,400	383,380	377,000
Total Expenses	1,078,146	1,000,422	1,757,199	1,665,634
Surplus (Deficit) for the year	(86,260)	(44,361)	(67,658)	(3,334)

Income:

- Central Government funding +24,300 above budget - Regional Events Funding successfully obtained to further support 3 x local events
- Interest Income - \$3,713 below budget - less funds being held and invested.
- Other Income +\$15,129 - additional SCOFF support successfully secured by VT team from neighbouring councils and new sponsor.

Expenses

- HR Expense +\$8,819 above budget - a timing matter relating to holiday pay accrual which is an annual adjustment at years end.
- ED expense +\$9,786 above budget – timing and one off shift costs
- Visitor Expense +\$28,308 - additional SCOFF promotion as a result of unbudgeted additional income/support and current year spend of prior year Tourism surplus on further promotional resources and activities.
- Other Programme Overheads +\$30,811 – completion of MyNextMove contract and Regional Apprenticeship Initiative expensing accumulated contract funds.

Statement of Financial Position

Venture Timaru
As at 31 December 2025

Account	31.12.25	Annual Budget 30.6.26
Assets		
Current Assets		
Bank accounts and cash	277,416	302,000
Debtors, prepayments and other current assets	72,315	115,677
Short term investments	411,917	203,000
Total Current Assets	761,648	620,677
Non-Current Assets		
Property, Plant and Equipment	48,837	40,000
Total Non-Current Assets	48,837	40,000
Total Assets	810,485	660,677
Liabilities		
Current Liabilities		
Creditors and accrued expenses	70,869	30,000
Employee costs payable	62,498	60,000
Funding in advance	181,366	0
Total Current Liabilities	314,734	90,000
Total Liabilities	314,734	90,000
Total Assets less Total Liabilities (Net Assets)	495,751	570,677
Accumulated Funds		
Issued Capital	1,000	1,000
Equity	494,751	569,677
Total Accumulated Funds	495,751	570,677

Statement of Cash Flows

Venture Timaru
For the 6 months ended 31 December 2025

Account	6 months 31.12.25	Annual Budget 2025.26
Cash Flows from Operating Activities		
Funding from local government	884,370	1,446,800
Funding from central government	36,050	0
Interest, dividends and other investment receipts	15,722	14,000
Other revenue	29,605	42,000
GST	(2,918)	(32,000)
Employee related payments	(380,773)	(717,000)
Administration and overhead payments	(711,963)	(1,045,000)
Income Tax	6,008	(6,000)
Total Cash Flows from Operating Activities	(123,899)	(297,200)
Cash Flows from Investing and Financing Activities		
Receipts from sale of property, plant and equipment	7,235	7,000
Receipts from sale of investments	207,963	422,000
Payments to acquire property, plant and equipment	(24,824)	(48,100)
Payments to purchase investments	(9,270)	0
Total Cash Flows from Investing and Financing Activities	181,104	380,900
Net Increase/(Decrease) in Cash	57,205	83,700
Bank Accounts and Cash		
Opening cash	220,211	218,300
Net change in cash for period	57,205	83,700
Closing cash	277,416	302,000

As at 31 December 2025 unallocated reserves = \$94,812

Economic activity in Timaru District improves but recovery remains patchy, report shows

Council organisation's move to south end of Timaru CBD a show of confidence

Cruise ship makes Timaru its New Zealand home

Ambitious cruise strategy for Timaru released

Timaru surprisingly bucks the trend of falling cruise ship numbers

Food festival returns to highlight South Canterbury producers and tempt the tastebuds

Lunar New Year sees influx of tourists to Timaru

International award for Timaru tennis tournament

Hundreds attend inaugural beach polo and showjumping at Timaru's Caroline Bay



Nigel Davenport • You
Chief Executive at Venture Timaru
1mo • 🌐

Provincial New Zealand isn't just a cog in the NZ Inc economy — it's one of the high performing engines. And here in the Timaru District we are a clear example of just that.

We're a district built on a diversified & innovative industry base, encompassing businesses that are genuinely collaborative, supportive and solutions-focused. This all underpins a community that's welcoming, progressive and quietly confident — one that gets on with the good mahi without shouting from the rooftops.

Layer on quality schools, accessible healthcare, and the very best of natural New Zealand right on our doorstep — "one hour surf to snow" — and you've got a lifestyle that's hard to beat and even harder to leave.

At Venture Timaru, we're unapologetically being "professionally predatory" in attracting new businesses that will help diversify, strengthen and future-proof our local economy. We know what we're good at, we know where the opportunities are, and we're actively backing those who want to be all they can be and so much more.

If you're curious about what makes Timaru District tick — and why this could be the right place for your next move — check out our "Make Timaru Your Business campaign" 📍

👉 <https://lnkd.in/eiyUAqqm>

If this sounds like something you and your business want, or perhaps more importantly even need, to be part of - get in touch with us at Venture Timaru.

We'd love to have a chat and help you see why the road ahead might just start here in our great district.

[Venture Timaru](#) [Timaru District Council](#) [#MakeTimaruYourBusiness](#) [#ProvincialNZ](#) [#EconomicDevelopment](#) [#BusinessGrowth](#) [#TimaruDistrict](#) [#NZInc](#)

MAKE TIMARU YOUR BUSINESS
Unapologetically predatory. 2021 | Make 2021. Get off your hands. The Timaru District is where your business can thrive.

WE ARE AAA+ RATED

- Ambitious**
Driven by a forward-thinking vision for growth and innovation.
- Accessible**
Centrally located with excellent national and global connectivity.
- Affordable**
Competitive operational costs and cost of living for businesses and employees.

Discover the advantages of Timaru District for your business
Visit www.makeyourbusiness.nz or Contact Us Today!

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👍 Peter Burt OSM and 51 others

💬 2 comments • 🔄 3 reposts

Tourism agency to make the most of Timaru's television exposure

BUSINESS
Brooke Black

The potential tourism benefits of TV shows filmed in Timaru for the New Zealand and Australian markets will be harnessed by the district's tourism and promotions agency.

This week filming on the third series of *The Traitors NZ* wrapped with the executive producer likening filming the show in South Canterbury to "capturing lightning in a bottle".

"We love it here and plan to keep filming both *The Traitors Australia* and *The Traitors NZ* in this region for as long as we're welcome," executive producer Andrew Szusterman said.

Venture Timaru chief executive Nigel Davenport said the organisation was thrilled to have the show return to Timaru again this year, and to have the Australian series shot in the town as well. The second season of the Kiwi version was also filmed in the town last year.

"Having the series filmed here does bring in new spending to the district that wouldn't otherwise happen, so it's a win for us," Davenport said. "Plus there is the exposure we get for being the location of the series which is a bonus."

He said *The Traitors NZ*, produced by South Pacific Pictures (SPP), had been nominated for a variety of awards and was recognised as one of the best productions of the franchised show.

He said his organisation had assisted the production company in the lead-up to production, and had made suggestions for filming locations and connections to suppliers.



Timaru could host a lot more filming of *The Traitors Australia* and *The Traitors New Zealand*, according to the shows' executives.

Asked whether the business development and tourism promotion agency had any plans to leverage off the potential exposure of the shows being screened to Kiwi and Aussie audiences, Davenport said they did.

"We're looking at doing some digital campaigns into Australia around the time of its screening, 'Timaru District - Home of Traitors 2026'," he said.

He said Venture Timaru was also part of a tourism campaign targeting the east coast of Australia early next year, and there could be an opportunity to "leverage the exposure from *The Traitors*" as a part of it. "We'll be making the most of the opportunity."

And there could be further opportunities in the future. Szusterman, also SPP's managing director, said now the company had established the southern hemisphere hub for the show

its "goal is to continue making multiple versions of the show for years to come".

IDTV executive vice-president Kevin Soares, whose company created the show alongside POSVIDEO, said the new hub opened up "thrilling opportunities for *The Traitors* to expand even further across the Asia-Pacific".

The Traitors, which premiered in the Netherlands in 2021 and pitches contestants against one another in a social deduction game, had already seen more than 30 adaptations made.

Beyond the screen, *The Traitors* international licensing programme included games, books and apparel lines.

Earlier this year, *The Traitors Live Experience* launched in London's Covent Garden, with those behind it looking to roll out the immersive experience internationally.

WE'RE HERE FOR TIMARU

Backing business.
Attracting visitors.
Growing prosperity.

Venture Timaru

Your local

Economic Development
& Tourism Agency

📍 Call in & ask us anything

WHAT WE DO

Economic Development

- Strengthen Timaru's economy
- Attract investment & talent
- Support local businesses
- Grow skills & employment

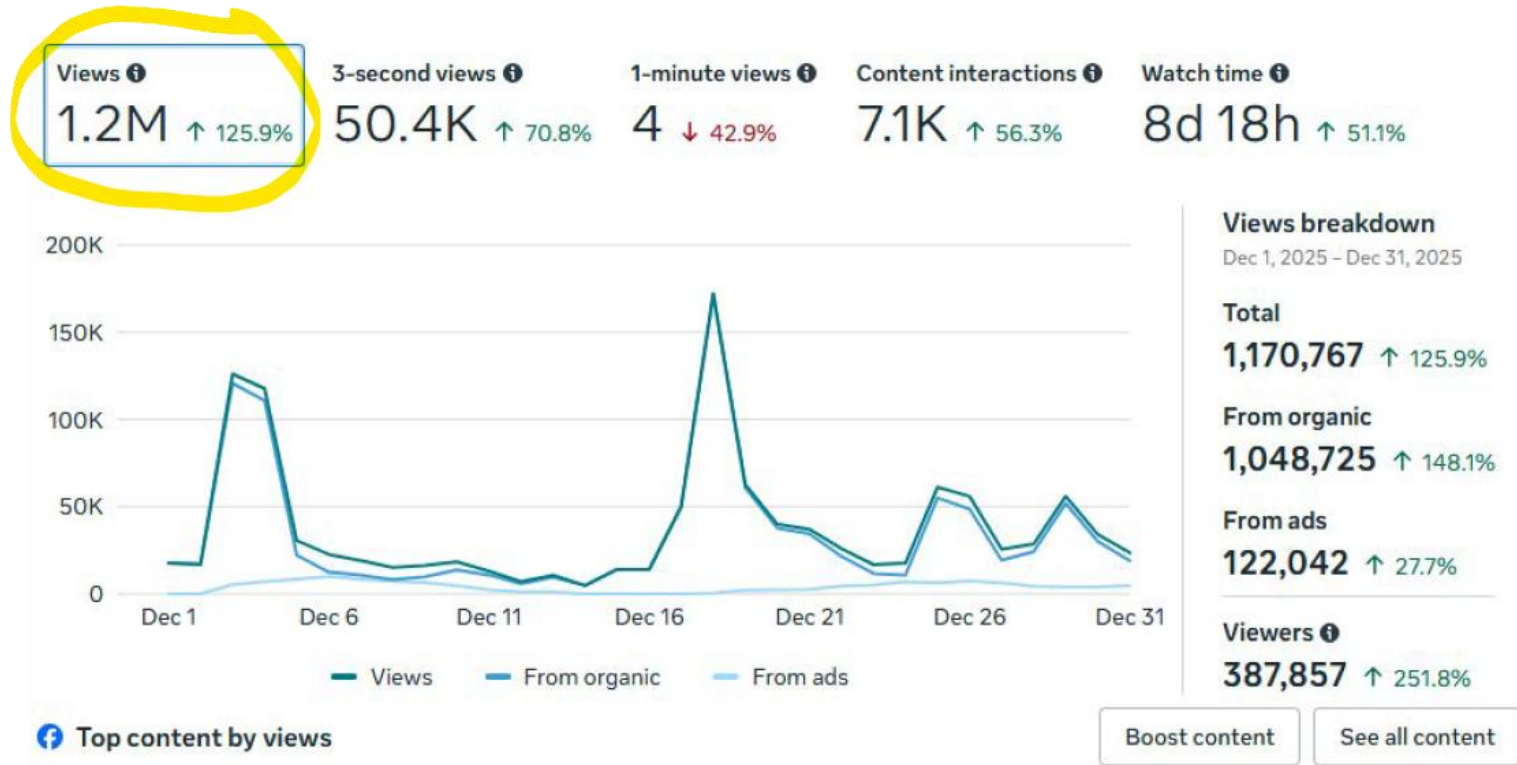
Tourism & Visitor Economy

- Attract visitors to our region
- Support events & experiences
- Grow our tourism businesses

COME AND TALK TO US

We're here to help locals,
businesses & visitors.

December Facebook Analytics:



The annual Caroline Bay Carnival starts...

Wed Dec 17, 6:52pm

👁️ 277.6K ❤️ 1K
👍 176 ➡️ 76



McCains Christmas on the Bay 🎄 🌲 📅 ...

Wed Dec 3, 3:45pm

👁️ 227.6K ❤️ 1K
👍 96 ➡️ 64



The Caroline Bay Carnival starts today...

Thu Dec 25, 11:00am

👁️ 87.8K ❤️ 304
👍 27 ➡️ 10



The New Years Fireworks Spectacul...

Mon Dec 29, 1:05pm

👁️ 68.0K ❤️ 193
👍 27 ➡️ 22



Family-Friendly Walk: in the Timaru District.

Sat Dec 20, 11:30am

👁️ 50.1K ❤️ 127
👍 10 ➡️ 12

Timaru is emerging as one of New Zealand's strongest regional cruise growth stories — and the numbers prove it.

This season, Timaru's share of national cruise ship port calls is set to reach 2.1%, a remarkable lift from just 0.4% in the 2019/20 pre-Covid season. With 14 cruise visits due this year — the only destination in the country tracking up on last season — the region has its sights firmly set on sustained growth.

Venture Timaru's long-term strategy outlines a pathway to reach up to 30 cruise calls by 2030, supported by targeted product development, stronger operator capability, and deeper industry partnerships.

As Venture Timaru chief executive Nigel Davenport notes, this is "an ambitious target — but we believe you've got to aim high, rather than setting a mediocre target."

PrimePort is equally focused on building long-term success.

"We've been taking a proactive stance in building our relationships with the cruise lines and it is slowly paying off," says PrimePort chief executive Phil Melhopt.

The region's growth pillars include:

- Product uplift across all passenger segments
- Expanded tour capacity and improved guest flow
- Stronger destination storytelling and marketing
- Enhanced business participation to capture greater visitor spend
- Maintaining high levels of community support as visitation increases

With its strategic location between Christchurch and Dunedin — and a strong "can-do" reputation — Timaru is positioning itself as an essential cruise port for the years ahead.



Venture Timaru

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In 1867, Richard Turnbull and David Clarkson made history as the first exporters of flour from Timaru.

158 years on, we were proud to support [Farmers Mill New Zealand](#) and leaders from New Zealand's wheat industry and food networks to celebrate the launch of the [Foundation for Arable Research \(FAR\)](#) NZ Wheat Certification.

At Venture Timaru, we take pride in our region's deep roots in food and fibre. And we're incredibly proud of companies like Farmers Mill who continue to innovate and push our district forward -leveraging Timaru's strengths and focusing on sustainable, value-added opportunities that help build a more resilient future for our region and New Zealanders.

The challenge ahead is one we're excited about.

How do we get more Kiwis eating NZ-grown wheat?

<https://lnkd.in/dkJvz5Jy>



Arable sector launches new trademark to champion NZ grain over imports

rnz.co.nz