

Quarterly Report to Timaru District Council  
to 31 March 2025

OUR VISION:

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

WHAT WE DO:



YTD PERFORMANCE DASHBOARD:

SOI 3 Yr Operational Objectives	SOI Prioritised 2024/25 Activities	COMMENTARY (high level)	NEXT STEPS
<b>Support EXISTING BUSINESS to innovate and grow.</b>	Engage business and assist with future plans, challenges, barriers, productivity improvements, decarbonisation, access to enablers (power/water/workforce etc..) Key stakeholder participation in the development of a South Canterbury Energy Strategy.	<ul style="list-style-type: none"> <li>Engaging with 20+ existing businesses monthly assisting where needed with introductions, identification &amp; assistance with barrier removal and support with expansion plans.</li> <li>VT on Canterbury Mayoral Forum steering group advocating for Sth Canty.</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing reporting on value added by VT in engagements including elevation of strategic risks to existing business identified and action taken/elevated.</li> <li>Energy Stocktake Report completed going to Mayoral Forum 30 May, to inform a regional approach to energy. The report identifies and recommends areas of priority related to resources, demand, assets and networks.</li> </ul>
<b>Attract &amp; assist NEW BUSINESS to the District.</b> <b>PRIORITY</b>	Establish a Business & Investment attraction "hunter/gatherer" role Develop enhanced Business Attraction resources for the district. Assist TDHL to secure 100% tenancy for 13ha Washdyke Industrial Park.	<ul style="list-style-type: none"> <li>"Make Timaru your Business" Campaign (MTYB) well underway and being well received.</li> <li>Extensive social and print media articles and adverts being progressed.</li> <li>Referral sources – EDNZ, CRI's, Industry Associations, NZTE, InvestNZ, R/Estate Agents etc... all being actively fostered.</li> <li>Local business engaged as advocates – MTYB resources shared with &gt;75.</li> <li>Working closely with TDHL to promote industrial park now near completion + port adjacent land.</li> </ul>	Refer following report for more detail <ul style="list-style-type: none"> <li>Engaging with and reporting on a minimum of 10 new to district business opportunities or referral sources per month.</li> <li>In active discussions with 27 new to district business opportunities with 15 of these at advanced stages.</li> </ul>
<b>Assist business to attract, develop &amp; maintain a skilled WORKFORCE</b>	Renew workforce attraction resources for industry and recruitment agencies. Amplify activity to "Expose Educate & Excite" our future workforce on local career pathways. (MyNextMove student transition initiative) Workforce Training – facilitate improved alignment of local training delivery that meets the needs of local industry	<ul style="list-style-type: none"> <li>With Dept Mayor 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 – all that meet local business needs.</li> </ul>	<ul style="list-style-type: none"> <li>MyNextMove contract expiring 30 June 2025 not renewed by MSD. Exploring all possible alternative funding sources to secure continuation of this nationally recognised and locally valued service.</li> <li>James Meager also supporting MnM funding/alternative into Govt</li> </ul>
<b>PROMOTE the district as a "destination of choice"</b>	Own and implement a Caroline Bay Plan for the future that maximises visitor experience and community engagement. Further develop existing event offering and attract new in/out of season events. Develop a Cruise Strategy in partnership with Primeport, tourist operators and community to grow Cruise Sector by providing the best possible experience for all cruise visitors.	<ul style="list-style-type: none"> <li>VT advised the responsibility for Caroline Bay Plan to remain with Council. TDC reigniting and engaging with VT on the role we will play going forward.</li> <li>Business Events resources updated and Business Event attraction plan in progress.</li> <li>Cruise Strategy in partnership with Primeport and Tourist Operators being developed May 2025.</li> </ul>	<ul style="list-style-type: none"> <li>Cruise Strategy to be completed by June 2025 implemented Q1 2025/26.</li> <li>Await confirmation from TDC on level of Major Events Funding for 2025/26.</li> <li>Targeted attraction of business events and conferences to commence May/June.</li> <li>Intl visitor attraction campaign aligned to Govt Intl campaign launched May.</li> </ul>
<b>Facilitate new to district INVESTMENT in Infrastructure&amp; Community assets</b>	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.	<ul style="list-style-type: none"> <li>Assisted Kanoa engagement and endorsement of Opuha Water Regional Infrastructure Fund (RIF) Application – outcome expected any day.</li> <li>Advocating for sub-region on               <ul style="list-style-type: none"> <li>Canterbury Housing Strategy – draft to ED forum end June.</li> <li>Canterbury Regional Deal – finalising agreed approach with CE's/Mayors for light touch proposal to DIA then pathway to full RD through 2025/26.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Making it Happen resource completed (Inspire and Excite Inner/Near City Living in CBD) – <i>with Council for review pending launch.</i></li> <li>Assist TDC with Kanoa engagement and endorse Council RIF related to Airport Runway Extension.</li> <li>Ramping up engagement with local residential developers (including new to district party) to progress diversity in housing across our district.</li> </ul>

## ATTRACTING NEW BUSINESS

We have significantly ramped up our efforts to attract new business to the district – spearheaded by the “Make Timaru your Business” campaign. A key to this is promoting the availability of “project ready” land across industrial, commercial and port adjacent locations. Development of TDHL’s Washdyke Industrial Park commenced January and is scheduled for completion in May. Promotion of this land and other known holdings out in Washdyke are central to MTYB whilst the essential utilities servicing this area remain a key attraction both in terms of quality and cost. These utilities are recognised as some of the best in Canterbury and coupled with cost competitive land prices are pivotal pieces in our business attraction promotions – especially in Washdyke for wet industries such as our food processing and manufacturing – an inherent strength of ours. Our central South Island location and readily available developable land adjacent to our Port are also prominent in MTYB promotions.

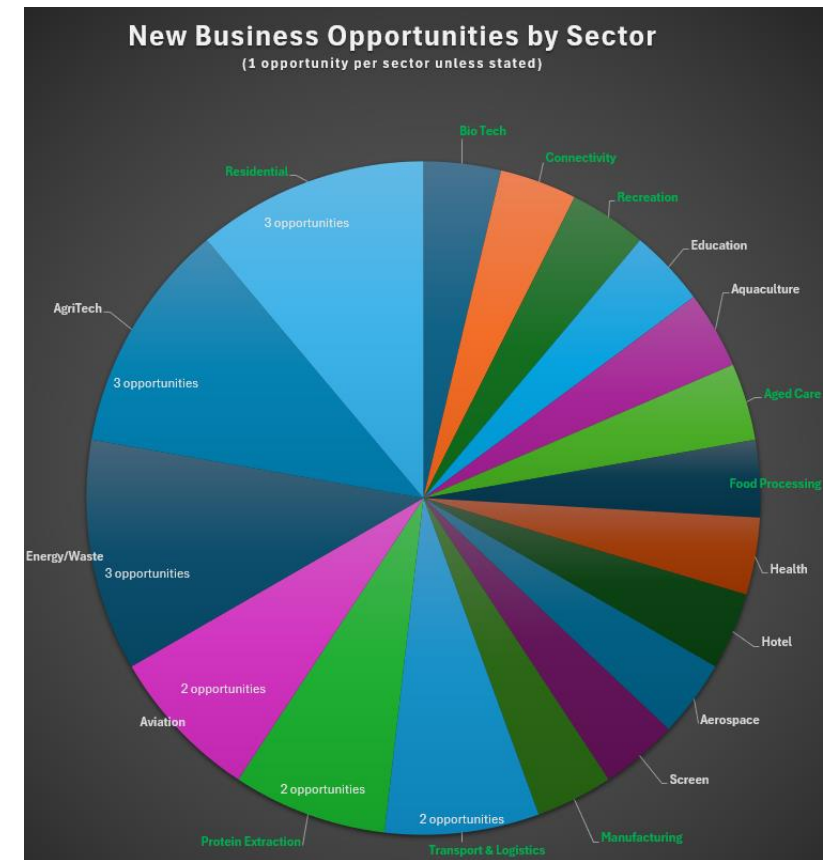
### Current New Business Opportunities in various stage of negotiation – sector breakdown:

To reiterate:

- 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

- **Protein Extraction** – two very live opportunities being progressed. One introduced via NZTE/InvestNZ network – Taiwanese entity looking to expand their operations into NZ visit rescheduled to end June. Another NZ based entity looking to establish a scaled up commercial operation. Previously engaged with and whilst delayed for 12-18 months discussion now reignited. Estimated FTE for both – approx. 120+
- **Energy** – a further intro ex NZTE/InvestNZ, Government aligned entity recently completed an assessment of future state energy opportunities for Central South Island. Summary report to be received in May outlining opportunities associated with renewable generation (solar etc..), electrification, data centres etc..
- **Recreation** – progressing this globally popular and rapidly growing competitive/recreational sport opportunity with TDC Parks & rec, and local engineers. Est FTE’s 5
- **Residential & Aged Care** – transformational new opportunity within the District. Introduction made of local potential enabling investors. Assisting with assessment of demographic and needs analysis to help inform scope and staging.
- **Logistics** - previous interest from a global player delayed o/a developments underway/planned in Australia (2) and Auckland (1) – both will be suitably advanced within the next 2-3 months that the party has signalled a keenness to reignite the local opportunity at that stage.
- **Aviation** – Hosted Ocean Flyer as we positioned Timaru as an ideal South Island site to replicate their proposed Northland initial test site. Good interest being followed up
- **Aquaculture** – in talks with new GM Commercial at Arowhenua on identified aquaculture opportunities.
- **Aerospace and Screen** – using our strong relationship with CHCHNZ we have met with Aerospace NZ and Screen Canterbury and are progressing the identification of opportunities for local existing and potentially new to district business to align to these growing industries.



## Make Timaru your Business Campaign (MTYB).

As reported above MTYB well underway. Planned communications and promotions centre in our initial “teaser ad’s” examples of which follow. Initial placements across coming months include:

- Social Media
  - o VT Facebook and LinkedIn – fortnightly – initially boosted into North Island, Nelson Marlborough and Christchurch.
- Publications including ad placements and electronic direct mail campaigns to each subscriber database (SD):
  - o NZ Engineering – SD 5,707
  - o NZ Food Technology – SD 4,246
  - o FTD Logistics & Supply Chain Management – SD 1,755
  - o Business South – two feature articles

Initially the primary focus of MTYB however is farming/fostering existing contacts:

- Engaging with and utilising local business and association networks as advocates for the District and encouraging them to utilise their own networks to identify new business opportunities. The MTYB resources have been distributed to 75+ local entities for this very purpose
- VT’s own regional and national networks – Economic Development agencies, CHCHNZ, Canterbury, Lincoln and Otago Universities, Energy Estate, Lincoln Agritech, NZTE, InvestNZ, Gas NZ, AgResearch, Plant & Food have all been engaged with to date.

To date the campaign and associated resources have generated the aforementioned Energy and one of the Protein Extraction opportunities.

In addition to the teasers ad’s, we have developed and widely distributed a pdf resource (see below) which at an initial high level outlines why Timaru is the place to establish or grow a business.

Supported by our Timaru by the Numbers infographic and a dedicated MTYB website – [www.maketimaruyourbusiness.nz](http://www.maketimaruyourbusiness.nz), these resources are designed to gain attention/interest which will then be followed up on by the VT team. Opportunities will be progressed with a “team Timaru” approach involving as appropriate TDHL, TDC, Alpine Energy, Arowhenua, Primeport, local supporting services and various entities – all coordinated by VT.

**MAKE TIMARU YOUR BUSINESS**  
Strategically located, affordable and full of opportunity.  
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.maketimaruyourbusiness.nz](http://www.maketimaruyourbusiness.nz) or Contact Us Today!

Venture Timaru  
DISTRICT ECONOMIC & TOURISM AGENCY  
03 687 2682 enquiries@venturetimaru.nz  
maketimaruyourbusiness.nz

Scan QR Code to know more.



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The Timaru District is where your business can thrive.

## LEADING WITH VISION... POWERED BY PIONEERS

A legacy of trailblazers shaping a dynamic and prosperous future.



Richard Pearse Pioneering Aviator



Dr. Ekhapeti (Elizabeth) Rehu Murchie  
Visionary Human Rights Commissioner and  
Māori Health Advocate



Colin Murdoch - Inventor of Tranquilliser Gun, Disposable  
Hypodermic Syringe, Childproof Medicine Container.



Dr. William Rolleston - Botanist, medical doctor and farmer.

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## DIVERSE INDUSTRIES AND A CULTURE OF PARTNERSHIP

Working together  
for shared success

Discover the advantages of Timaru District for your business

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## WHERE COLLABORATION FUELS INNOVATION



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## March 2025 quarter – additional notes

<p><b>Support EXISTING BUSINESS to innovate and grow.</b></p>	<ul style="list-style-type: none"> <li>Facilitated a group of local agri-sector leaders who will meet with Barkers CE and leadership team end May to explore opportunities to supply a variety of raw product (fruit and vegetables) locally to support their significant processing expansion now underway. Includes two enabling investor parties keen to explore new infrastructure that may be needed to support enhanced/new product supply.</li> <li>Assisted 5 x new SME's businesses with advice and support to enable their establishment – taxi, electrical, hospitality, transport and trades</li> <li>Engaged with Colliers as they progressed potential sale of Smithfield site – provided economic data and various information to interested parties as facilitated by Colliers. Aware there are offers being worked through currently.</li> <li>Freight and Distribution costs have been highlighted as a concern/risk by a number of our processors and in some cases an inhibitor to growth of their operation locally. Investigating further as to what options we have to mitigate or at least alleviate as best we can - a key to being what is the longer term strategy for Primeport.</li> <li>A recent incident of “not insignificant” waste water charge increases being inadvertently advised to Washdyke industries has highlighted the need for better transparency around essential utilities costs/R&amp;D etc... as they are important economic enablers and key factors in retaining and attracting new business. We are working with TDC on this.</li> </ul>
<p><b>PROMOTE the district as a “destination of choice”</b></p>	<ul style="list-style-type: none"> <li>Engaged by TDC via Active Transport Strategy to update and improve Timaru Walking and Biking Trail resources. Refreshed print, app and web base resources all completed on time and under budget.</li> <li>via Govt's Regional Tourism Boost Fund, VT are part of a Central South Island group - targeting Australia and a national group targeting North America</li> <li>VT's tourism data dashboard shows Americans are now the biggest international spenders here, followed by Australians, then UK. View the dashboard here <a href="https://www.vtdevelopment.co.nz/business/tourism-data">https://www.vtdevelopment.co.nz/business/tourism-data</a></li> <li>2025 Official Visitor Guide updated and distributed widely to tourism and hospitality operators. <ul style="list-style-type: none"> <li>CityTown Events Project – VT is administering a \$50k budget for TDC for CityTown Events. Range of activities has taken place including: <ul style="list-style-type: none"> <li>Creative Cove arts initiative</li> <li>Street Beats for rangatahi buskers</li> <li>Coming up are: <ul style="list-style-type: none"> <li>Street Theatre</li> <li>Pop up interactive arts events for school holidays</li> <li>CBD History walking tours</li> <li>Cultural performances</li> <li>Get Active encouraging physical activities</li> <li>Literacy focussed interactive activities</li> </ul> </li> </ul> </li> </ul> </li> <li>Events: March 2025 was a busy quarter for some significant events both new and existing e.g. Rock'n'Hop, National Road Cycling Champs, Caroline Bay Carnival, Multicultural Festival. Of particular note was the World Tennis Tour held for the very first time in February. The feedback from players, officials, spectators and Tennis NZ was overwhelmingly positive especially the Intl Tennis Federation Tournament director who stated in his <i>“30 years + of tournaments across the Southern Hemisphere this was one of if not the best tournament he been involved in”</i>. It would not have been possible without Major Events Funding and the outstanding support of Tennis Sth Cant and their volunteers.</li> </ul>



## Appendices

### 1. Financial Reports (actuals to budget) to 31 March 2025

- Financial Commentary
- Profit & Loss
- Balance Sheet
- Cash Flow statements

### 2. Towards 2050 Update

### 3. Feedback

### 4. Make Timaru your Business pdf resource.

# Timaru 'wows' players, officials

## Sport

Chris Tobin

Players and officials served up a string of compliments for the first-class facilities and smooth running of an ITF World Tennis tournament that ended in Timaru on Sunday.

The ITF international tournament supervisor Scott Ray, of Australia, a veteran of 31 years running tournaments around the world, told the centre court crowd on Sunday when he first walked into the Trust Aoraki Tennis Centre at the beginning of the week, he thought "wow".

Near Caroline Bay, the tennis centre overlooked the Pacific Ocean. Ray's initial impression was maintained throughout the week, he said.

"Of all the years I've been doing this, this is one of the best, if not the best I've ever been part of," he told the crowd.



Christian Langmo, of the United States, follows through on his serve against Chinese Taipei's Yu Hsiou Hsu in the final on Sunday.

AIMAN AMERUL MUNER/THE TIMARU HERALD

In his opinion, he said, Timaru could have the tournament as long as the town wanted it.

Tennis New Zealand commercial and marketing manager, Gareth Archer, was



Leoni Küng, right, won the women's singles title, beating Naiktha Bains, left, of Great Britain, in straight sets in the final.

equally impressed, saying Tennis South Canterbury had done an "incredible job".

"We can't thank the city enough. For year one it really exceeded expectations. Timaru has the best all-round tennis centre in

the country," he said.

Overcast weather broke late on Friday afternoon, ensuring the semifinals and finals were played under sunny skies over the weekend before big crowds.

Chasing ATP and WTA world ranking points, and a share of \$100,000 prize money, Leoni Küng, 24, of Switzerland, had a comfortable women's singles final victory over Naiktha Bains, of Great Britain, 6-1, 6-2. On the way to the final, Küng had beaten Norway's Malene Helgø 6-2, 6-3, and Bains defeated Han Shi, of Chinese Taipei, 6-3, 6-4.

In the men's final, Christian Langmo, 28, of the United States, had a tougher contest against China Taipei's Yu Hsiou Hsu before prevailing 7-6, 6-3.

In the semifinals, Langmo beat Japan's Naoki Nakagawa 4-6, 6-3, 6-4, while Hsu

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## Appendix 1: Financial Reports

### Financial Commentary

- YTD Income in line with budget whilst we are below budgeted expense levels o/a:
  - HR below budget by \$10K largely due to new BDM role not appointed until Sept v budgeted July
  - Cruise funding \$60K still has share of Cruise Strategy to be paid but still likely to be underspent due to less ship visits. We have however committed to reducing 2025/26 requirement by the amount of any underspend.
  - T2050 - \$50K allocated ex VT reserves but likely spend this year \$25K max, whilst Hort project for which \$35K ex VT reserves had been allocated won't proceed by June 2025.
  - Additional cost savings across travel & accommodation, subscriptions, office admin. Conference, staff & board development and premises have been identified and implemented.
- Year end result, originally forecast as a deficit \$128K will still be a deficit but estimated to be no more than \$59K – fully funded ex VT Reserves.

Actual v Budget Balance Sheet and Cashflow Statements follow.

### Venture Timaru Profit & Loss Statement 1 July 2024 - 31 Mar 2025

	YTD ACTUAL 31/03/2025	YTD BUDGET 31/03/2025	TDC SOI BUDGET 2024/25
<b>INCOME</b>			
Economic Development Grant - TDC	\$ 558,750	\$ 558,751	\$ 745,000
Tourism Grant - TDC	\$ 306,000	\$ 306,000	\$ 468,000
MyNextMove Contract - ex MSD	\$ 109,029	\$ 109,026	\$ 176,700
Reg Apprenticeship Initiative - ex Kanoa (Provincial Development Unit)	\$ 285,619	\$ 285,619	\$ 300,000
Major Events Funding - Tourism ex TDC	\$ 245,000	\$ 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			\$ -
Other Income - ED	\$ 15,375	\$ 15,375	\$ 20,500
Other Income - Tourism	\$ 18,383	\$ 24,200	\$ 24,200
Interest Income	\$ 35,639	\$ 35,200	\$ 40,000
<b>TOTAL INCOME</b>	<b>\$ 1,647,477</b>	<b>\$ 1,652,854</b>	<b>\$ 2,104,395</b>
<b>EXPENDITURE</b>			
Development HR	\$ 344,316	\$ 356,538	\$ 461,010
Development expenses	\$ 218,972	\$ 230,006	\$ 339,490
Tourism HR & Expenses	\$ 312,379	\$ 381,179	\$ 517,200
MyNextMove Contract - ex MSD	\$ 94,946	\$ 106,300	\$ 190,000
Reg Apprenticeship Initiative - ex Kanoa (Provincial Development Unit)	\$ 285,619	\$ 285,619	\$ 300,000
Major Events Funding - Tourism ex TDC	\$ 245,000	\$ 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			\$ -
Special Projects - ex VT Reserves	\$ 10,881	\$ 9,765	\$ 95,000
<b>TOTAL EXPENSES</b>	<b>\$ 1,585,795</b>	<b>\$ 1,688,090</b>	<b>\$ 2,232,695</b>
Provision for taxation			
<b>OPERATING SURPLUS/(DEFICIT)</b>	<b>\$ 61,682</b>	<b>-\$ 35,236</b>	<b>(128,300).</b>

### Balance Sheet and Cash Flow Statements



VENTURE TIMARU LIMITED		
Statement of Financial Position as at 31 March 2025		
	Actual 31/03/25	Annual Budget 30/6/25
<b>Assets</b>		
<i>Current Assets</i>		
Bank accounts and cash	265,600	297,000
Debtors and prepayments	26,700	39,500
Short term investments	716,300	369,000
Other current assets	24,740	10,100
<b>Total Current Assets</b>	<b>1,033,340</b>	<b>715,600</b>
<i>Non-Current Assets</i>		
Property, Plant and Equipment	31,660	35,000
<b>Total Non-Current Assets</b>	<b>31,660</b>	<b>35,000</b>
<b>Total Assets</b>	<b>1,065,000</b>	<b>750,600</b>
<b>Liabilities</b>		
<i>Current Liabilities</i>		
Creditors and accrued expenses	82,000	98,000
Employee costs payable	54,400	56,000
Funding Prepaid	327,000	185,000
<b>Total Current Liabilities</b>	<b>463,400</b>	<b>339,000</b>
<b>Total Assets less Total Liabilities (Net Assets)</b>	<b>\$ 601,600</b>	<b>411,600</b>
<b>Accumulated Funds</b>		
Issued Capital	1,000	1,000
Equity	600,600	410,600
<b>Total Accumulated Funds</b>	<b>\$ 601,600</b>	<b>\$ 411,600</b>

VENTURE TIMARU LIMITED		
Statement of Cash Flows for the 9 months to 31 March 2025		
	Actual 9 mths to 31/03/2024	Annual Budget 30/6/25
<b>Cash Flows from Operating Activities</b>		
Interest and dividends	27,610	40,000.00
Cash receipts from operating activities	1,712,536	2,040,000.00
GST	(98,600)	(41,000)
Payments to suppliers and employees	(1,790,001)	(2,464,000)
Income Tax (incl RWT)	(19,914)	-
<b>Total Cash Flows from Operating Activities</b>	<b>(168,369)</b>	<b>(425,000)</b>
<b>Cash Flows from Investing Activities</b>		
Receipts from sale of property, plant and equipment	250	-
Receipts from maturity of investments	425,276	410,000
Investments made	(200,000)	-
<b>Total Cash Flows from Investing Activities</b>	<b>225,526</b>	<b>410,000</b>
<b>Net Increase/(Decrease) in Cash</b>	<b>57,157</b>	<b>(15,000)</b>
<b>Bank Accounts and Cash</b>		
Opening cash	201,536	312,000
Net change in cash for period	57,157	(15,000)
<b>Closing cash</b>	<b>\$ 258,693</b>	<b>\$ 297,000</b>

<b>Background</b>	Operationalising a “Timaru District Toward 2050” (T2050) long term focus will occur over the 2024-26 period and be completed in time to inform the Council’s Long Term Plan cycle in 2026. We will champion this aspirational vision for our district that, whilst challenging, will aim to ensure we maximise our potential across social, economic, and cultural areas. Engagement with key stakeholders and our wider communities will be a key feature of this work.
<b>Key Points</b>	<ul style="list-style-type: none"> <li>The initial aspirational report prepared for us was not the plan – but purely a report that set out 3 different scenarios whose primary purpose was to act as a <u>catalyst for us to start the conversation about our longer term future.</u></li> <li>Whilst the report was completed some months back it took us time to pre-positioned its findings with the Mayor and others in our community, to first seek their feedback and then agreement that such a plan was both needed, and the work was worthy of progressing.</li> <li>This will not be VT or a TDC plan but <u>our Districts plan</u>. It will align to existing plans and strategies across various sectors and organisations.</li> </ul>

<b>Latest update</b>	<p><b>Engagement</b></p> <ul style="list-style-type: none"> <li>Community sector consultations scheduled for completion early May.</li> <li>A summary of findings (consultations &amp; survey responses) is being collated and will inform the format of the plan – April/May.</li> <li>Elected members consultations and input have been added to the summary of findings. Two outstanding members will be given a final opportunity. Members to date have valued the opportunity for input and are to a one fully supportive.</li> <li>No response has been received from community boards. The input from Scotty Shannon and Michelle Pye will inform their input unless they come back to us.</li> <li>Decision made to re-engage with the leader’s forum participants/invitees, on completion of the first draft to review and agree key recommendations that will inform the final plan.</li> <li>Further engagement with mana whenua is required before draft plan can be distributed for review. CE to meet their new Commercial GM Jon Gurr with a view to align with the aspirations and long-term goals of mana whenua</li> <li>Key theme articles continue in the courier - April – Green Future Strategies and May – Future Proofing Timaru’s Workforce.</li> <li>Engagement support on digital channels from the board and elected members (likes, shares, comments etc) will help drive engagement within the community. The plan is only as good as those advocating for it.</li> <li>Phase two engagement will commence on socialising of the plan from June 2025.</li> </ul> <p><b>Draft Plan</b></p> <ul style="list-style-type: none"> <li>Plan formation has commenced includes Long Term Aspirational Goals, Monitoring Trends, Priority Recommendations, Recommended Actions and 5- and 25-year milestones.</li> <li>First draft by mid/late May – a community facing action plan (infographics/high level findings/recommendations) is being drafted alongside the robust and detailed enabling plan for easy consumption/communication.</li> <li>Infometrics have assisted us in developing an initial set of KPI measures for the plan that we will collate into a Monitoring Dashboard similar in many respects to that developed by ChristchurchNZ with their <a href="#">CHCH Economic Ambition</a></li> </ul> <div data-bbox="280 1444 1297 2018"> <p><b>Christchurch Economic Ambition Monitoring Dashboard</b></p> <p><b>Target Trends</b></p> <ul style="list-style-type: none"> <li>Growing number of people working in high-productivity sectors</li> <li>Christchurch ranking higher in global start-up/innovation rankings</li> <li>Number of start ups per capita is above the national rate (in knowledge-intensive industries)</li> <li>Christchurch’s greenhouse gas emissions per capita declining over time</li> <li>Declining level of per capita waste sent to landfill</li> <li>Growing number of B-Corp certified businesses (or similar environmental certification)</li> <li>Increasing levels of educational attainment</li> <li>Improved equality across educational and employment indicators</li> <li>Increased attraction of students and visitors to Ōtautahi Christchurch</li> <li>Rising number of people living in the central city</li> </ul> <p>Ōtautahi Christchurch</p> <p>Or explore each page →</p> </div>
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# Green future strategies

**TOWARDS  
2050**

Can proactive environmental actions today pave the way for a higher quality of life and stronger economic outcomes for future generations?

Environmental sustainability is essential for the well-being of future generations. By embracing sustainable practices, local communities can foster a cleaner, more prosperous future, benefiting both the environment and the economy. Businesses adopting green practices not only reduce their environmental footprint but also enhance their competitiveness and create economic growth.

One of the most impactful local sustainability initiatives is Sustainable is Attainable, which focuses on developing practical solutions for waste and by-products in food production. The program initiated by Venture Timaru, brings together businesses, universities, and research organisations to collaboratively address challenges with biological and plastic waste in the food manufacturing process. This initiative has expanded its reach, being adopted in the Hawke's Bay and Manawatu regions, and focuses on progressing circular economy, value extraction and waste minimisation opportunities.

The Powering Up initiative, developed through the RETA (Regional Energy Transition Accelerator) report, plays a key role in Timaru's efforts to decarbonize its industries. RETA focuses on transitioning Timaru's industries from fossil fuels to renewable energy sources. Biomass, sourced from local wood residues, has been identified as a renewable energy solution capable of meeting up to 40% of the region's energy needs. This shift towards renewable energy is a crucial component of the region's goal to reduce emissions by over 90% by 2036.

The RETA report was developed through collaboration between Venture Timaru, the Energy Efficiency and Conservation Authority (EECA), Alpine Energy, and several local energy providers and industries. The report outlines clear pathways for industrial decarbonization, helping Timaru's industries navigate their transition to a sustainable, low-carbon economy.

A study commissioned last year by Environment Canterbury revealed that the Timaru District Council area has a relatively high proportion of emissions from stationary energy in industry, second only to Christchurch and Selwyn in scale. This highlights significant potential for emission-reduction efforts in the region. The largest sources of emissions in rural economy-based districts like Timaru stem from industrial processes alongside pastoral agriculture and transport.

Local processing companies are progressing a variety of initiatives to proactively reduce their carbon emissions. TDC Climate Change Officer Rhys Taylor recently spoke with two of these - McCain Foods and DB Draught Brewery to understand the actions they've undertaken. Both companies demonstrate how industrial decarbonization can yield significant environmental and economic benefits.

McCain Foods, a global leader in food production, has implemented several sustainable practices. In 2022/2023, they introduced a fryer heat recovery system, saving 15,200 tonnes of CO2 annually. This solution has been adopted by six other McCain plants worldwide. The company also transitioned to electric forklifts, installed LED lighting, and is exploring solar PV generation. Additionally, McCain now sources wood pellets from Waimate, reducing transportation emissions and waste, with the company now producing much less boiler waste, composting it instead of sending it to landfill. McCain's CO2 reduction efforts are the equivalent to taking over 10,000 cars off the road.

DB Draught Brewery has also made significant strides in sustainability. The brewery reduced its water usage per litre of beer from 5 litres to 3.18 litres by 2024 and 2.55 litres in their best month, lowering energy consumption across production processes.

With a \$5 million investment in wastewater treatment and the decommissioning of coal-fired boilers, the brewery cut 98% of its carbon emissions from heating. Additionally, DB Draught replaced fossil-fuel forklifts with electric models and use hybrid battery-patrol vehicles to reduce fossil fuel consumption in over 90% of their sales reps' fleet.

The success of these businesses highlights that sustainability is not only attainable but vital for the future. By prioritizing waste reduction, energy efficiency, and renewable energy, Timaru's industries are creating a cleaner, greener community while driving economic growth. As the region continues to implement sustainable practices, it sets an example for others to follow, proving that proactive environmental efforts today can lead to thriving communities tomorrow.



Adrian Peltason shows part of the Brewery refrigeration system, using ammonia as refrigerant in an outdoor located unit. The chill is transferred by heat exchanger to less-hazardous glycol for speed circulation through the plant.

## Let's shape Timaru's future together.

The Towards 2050 plan is about more than just infrastructure or workforce development - it's about building a community where everyone can thrive. From creating meaningful career opportunities and expanding local businesses to fostering social cohesion and environmental sustainability, this plan is designed to support every resident in Timaru.

Your voice is key to ensuring our district remains sustainable, innovative, and prosperous for generations to come. Take part in the survey and help us build a brighter future for all - now and for those who will call Timaru home in the years ahead.

## Help Develop: An Aspirational Vision for 2050.

Take the survey



Scan QR code or visit,  
[vtdevelopment.co.nz/towards-2050](https://vtdevelopment.co.nz/towards-2050)



"The Towards 2050 (and beyond) plan is not about me or you... it's about US. Together let's be bold and innovative as foundations for our great best it possibly can be. I encourage us all to take the plan - now's the time well and Act now!"  
Nigel Davenport  
CEO, Venture Timaru

**TOWARDS  
2050**



# Future Proofing Timaru's Workforce

Can a balanced approach to workforce and education planning ensure we're ready to meet the needs of both today's economy and the decades ahead?

Timaru's future success will be shaped by how well we nurture a workforce that draws on the strengths of all generations. A balanced approach, one that values the experience and knowledge of older workers while empowering the next generation with new skills and opportunities will ensure we're ready to meet the needs of both today's economy and the decades ahead.

A report released by Infometrics earlier this year highlighted how workforce participation has grown significantly over the past 30 years, particularly among women and older workers. Participation among women aged 15-64 has risen from 84% in 1994 to 79% in 2024, reflecting lower fertility rates and more women returning to work after having children. At the same time, many older people are continuing to work beyond 65, driven by better health, increased life expectancy, the rising cost of living, and a desire to stay engaged and contribute. These shifts have brought real strength to the labour force, but they can't continue at the same pace forever. As the population continues to age, participation rates are likely to level out, creating new challenges for future workforce growth.

To stay ahead, Timaru needs to take a proactive and balanced approach, investing in a workforce that can evolve with the changing times. Supporting flexibility, lifelong learning, and retaining helps older workers remain connected and valued, while accommodating the changing dynamics of modern families, including support for both mums and dads balancing parenting with work.

Equally important is our focus on younger people. Although Timaru has a lower rate of NEETs (young people not in employment, education, or training) than the national average, this highlights an opportunity to unlock untapped potential. Reducing this rate further could help ensure meaningful pathways and roles for all youth. Providing access to education-to-employment programs, apprenticeships, internships, and mentoring builds not only skills but also confidence and belonging. Leadership development opportunities can prepare young people to take on future roles in both our economy and community.

Supporting our future workforce also means preparing them for success in both traditional and emerging industries. Timaru's established and diverse sectors across the likes of agriculture, processing and manufacturing, trades, education and logistics remain central to our identity and economy. But these industries are changing, and with the right investment in innovation, sustainability, and digital tools, they have the potential to lead growth and create new markets. At the same time, sectors such as agribtech, healthcare, and digital services are expanding and new sectors such as aerospace and screen are emerging - all offering promising opportunities for new jobs and careers.

A key part of this transition will be growing the number of highly skilled roles across both emerging and established industries. By focusing on professional and technical services, we can diversify and future-proof our economy. These roles are vital to driving innovation, improving productivity, and supporting the broader success of local businesses, particularly as industries become more interconnected and technology-driven.

As our community becomes increasingly diverse, embracing that diversity within the workforce will help spark innovation and fresh perspectives. Inclusive pathways to leadership and fair access to training ensure everyone, regardless of age, background, or experience has the opportunity to contribute and thrive.

By drawing on the strengths of all generations, leveraging our existing capabilities, and embracing change, Timaru can build a resilient and inclusive workforce, one that honours our past, meets today's needs, and sets a strong foundation for a thriving future.

## Help Develop: An Aspirational Vision for 2050.

Take the survey



Scan QR code or visit,  
[vtdevelopment.co.nz/towards-2050](https://vtdevelopment.co.nz/towards-2050)



**TOWARDS  
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**Venture Timaru**  
DISTRICT - DEVELOPMENT AGENCY

**TOWARDS  
2050**

## Voice of the community - Leonie Rasmussen



## Innovating workforce & education solutions

Empowering the next generation with relevant skills and opportunities is central to creating a workforce ready for both today's demands and tomorrow's challenges. At Ara, we ensure our programmes reflect industry needs by continuously reviewing and updating our offerings. For example, our mechanical engineering programme now features computerised input equipment that enhances precision in cutting and folding sheet metal. By teaching these digital and software-based skills, we help students succeed in an industry shifting from traditional manual methods to more technologically advanced systems.

We're also innovating how education is delivered. Our Diploma in Primary Industries is offered virtually, enabling rural workers and farmers across the South Island to access leadership and business training without needing to relocate. This accessibility is part of a broader shift towards flexible, work-based education. The 'learning and earning' model is a proven approach in vocational education or apprenticeships allowing individuals to upskill with NZQA-recognised qualifications while working. This model creates the opportunity to quickly acquire real-life, workplace skills that can lead to employment. Earning while learning reduces the financial burden of student loans and can enable young people to achieve financial independence sooner.

Ara also has experience in evaluating on-the-job training programmes and developing pathways for gaining recognised credentials. An example is our collaboration with a significant laboratory science company to provide the Level 5 NZ Diploma in Applied Science (Pre-Analytical Technician Pathway) for them online. This award-winning programme improved workplace retention and enabled entry-level employees to gain a recognised qualification.

Initiatives such as sector/faster days, dual-enrolment options, and our upcoming Open Day on June 12 help students explore career pathways, make informed decisions, and gain early exposure to training and employment opportunities.

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### **Appendix 3: Feedback - MyNextMove success story**

*Good Morning Liam - Hope this New year is treating you well. Ive got a bit of feedback for you from the Females in Trades expo.*

*Back in 2023 we attended the Females in Trades expo held at Aorangi stadium and meet Azaria Phillips from Mountainview high school who seemed very shy at the time but was interested in Engineering. From that meeting Azaria went back to Mountainview and during 2024 completed work experience with us, initially for 6 weeks and after that period she extended it for the rest of the year. Come 2025 Azaria was enrolled at Ara 3 days a week to complete her pre engineering course but due to a heavy work load we decided to take her on as an apprentice completing her year 1 as night courses instead of the 3 days a week at Ara. Azaria has been great and is fitting in well becoming a contributing member of staff. This turned out to be a great result from the Females in Trades expo and to be honest I haven't seen many males that could match Azaria at this stage in their career. I thought this was worth mentioning to you as a positive result from this expo which you were heavily involved in.*

*Cheers and thanks*

*James*

*James Forrest*

*Managing Director*

*Bleeker and Weith 2018 Ltd*

*27 Holmglen Street, Washdyke, Timaru*

*Timaru 7941*