



Venture Timaru

DISTRICT - ECONOMIC & TOURISM AGENCY

Kia ora

Welcome to our April news update.

- **Sunrise Australia Showcases Timaru Live**
- **South Canterbury opportunities in Aerospace take shape**
- **Infometrics chief economist Brad Olsen speaks in Timaru**
- **Jump in international visitors in district**
- **Cruise survey open now for public feedback**
- **Matariki Night Market returns for sixth year**





Top left: Sam Mac, presenter, Greg, the cameraman and Tom the technical whiz who connects to the satellite and makes sure it all works, pictured with Di Hay, our operations and destination manager. Right: Enjoying Hector's Black's Lounge Bar with owner Tim Black, Nash the dog (son of Hector) and presenter Sam. Plus a collection of Caroline Bay Rock & Hop cars turned out for the event.

Sunrise Australia showcases Timaru live

It was a special moment this week, when Venture Timaru hosted top rating Australia breakfast TV show Sunrise here and it's quite an experience knowing you're booming out from central Timaru to around 3 million Aussies.

We were pleased to get an enthusiastic crowd to be part of the live crosses. There was a sweet moment when a primary age boy Monty, who was there with his mum, got the chance to say hi to his grandparents in Australia, who he knew were watching.

The focus was at Heritage Place, outside our beautiful historic Landing Services Building. This made it easy for the crew to visit the various places on the itinerary, as there were limits about how far they could move away from their satellite transmitter.

We showed off the Te Ana Māori Rock Art Centre, Caroline Bay Rock and Hop as one of our iconic events and the quirky Hector Black's Lounge Bar, plus an aerobics demo to show that we're an active community, and for those who come to visit, there are plenty of trails and tracks to enjoy nearby.

The Sunrise TV visit is part of a promotional campaign that Venture Timaru is involved with, that is a collaboration of the central South Island Regional Tourism organisations. We're working together to promote the central South Island to Australians, with special deals to get them booking travel particularly in the off-peak demand period from now until the spring.

The group of RTOs applied to central government for the funding to carry out this work and we were successful with our bid. These funds come from the International Visitor (IVL) which is gathered from international visitors as they enter the country. It's part of what is called the Tourism Boost Fund. If you're interested to see more about the campaign, [check out the website.](#)

Watch: Sunrise visits Te Ana Māori Rock Art Centre



South Canterbury opportunities in Aerospace take shape

Our recent aerospace meeting highlighted the real and significant growth opportunities that exist for local businesses already participating in the sector, as well as those looking to take their first step. The session focused on manufacturing and the critical success factors required to enter the market and contribute to an expected global industry valued at \$US 1.8 trillion by 2035.

Our guest speakers brought valuable real-world perspectives. David Wright of [Asteria Engineering](#) spoke about manufacturing components for spacecraft and the International Space Station; Scott Spooner of [SPS Automation](#) shared how locally built unmanned aircraft are now operating at commercial scale; and Roland Sommer of [Aerospace NZ](#) drew on decades of aerospace and advanced manufacturing experience to outline what suppliers need to succeed. All speakers reinforced that South Canterbury businesses already demonstrate many of the capabilities, behaviours and systems required to support aerospace customers in both national and global markets.

Looking ahead, these sessions will continue to focus on growing the industry together. Venture Timaru's role is to connect people, support relationships and help make local capability more visible. As a member of the Canterbury Aerospace Leadership Group, which is implementing [Christchurch NZ Aerospace Strategy](#), Venture Timaru is actively advocating for, promoting and unlocking opportunities for our district.

Please read our recent aerospace newsletter, which captures the key insights and opportunities that emerged from the session.

Aerospace newsletter



Infometrics chief economist Brad Olsen speaks in Timaru

Last month, we welcomed Brad Olsen, chief economist at Infometrics, who spoke at a breakfast at Fraser Park with more than 50 people in attendance.

Brad shared insights into the region's economic conditions, highlighting the challenges and opportunities ahead for local businesses and the wider community. He noted that Timaru is in a “pretty solid spot,” with a strong offering of jobs, housing and lifestyle, along with significant potential for growth despite the ongoing global uncertainty.

[Read the Timaru Herald story](#)

Jump in international visitors in district

Timaru's latest visitor statistics for February show we're tracking as having the third highest growth in international visitor days among South Island Regional Tourism Organisations, compared to the same month last year.

The data shows growth in international visitor days of 24%, with Europe overtaking China, Japan and Korea as the main source of visitors.

Canterbury and Waitaki scored slightly higher with 29% growth in internationals. Timaru District figures also show that more internationals are choosing to stay

overnight, with growth of 27%. Conversely our domestic visitor days dropped off, falling 8% overall.

Check out the figures on our tourism data dashboard.

Tourism data dashboard



Cruise Survey 2026

Cruise survey open now for public feedback

We've had a busy cruise season in Timaru this year and we're keen to get some feedback from the community about this.

Our annual cruise survey is now live – click the link below to complete it. We're keen to hear from everyone what you think about having the cruise visitors come to our region and particularly if you'd like to see more in the future.

[Take the survey](#)



Matariki Night Market returns for sixth year

We're looking forward to the 6th annual Timaru CBD Matariki Night Market on Thursday 9 July.

Stafford Street will be alive with food and craft stalls from 4.30pm until 7.30pm. The event is organised by the Timaru CBD Group and the Timaru Artisan Farmers Market, which last year attracted about 80 stalls, of which 30 were food vendors. This year's event will take place on the Thursday to coincide with the Matariki long weekend.

Ngā mihi nui,

Nigel Davenport

Kaiwhakahaere Matua / Chief Executive



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