



# SHOWCASING THE **TIMARU DISTRICT**

SOUTH CANTERBURY, NEW ZEALAND



**Venture Timaru**  
DISTRICT - ECONOMIC & TOURISM AGENCY

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## MESSAGE FROM THE MAYOR

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*E ngā hau e whā, tēnā koutou katoa!*

*Nau mai, tauti mai ki te rohe o Te Tihi o Maru, te pito o te ao.*

To people from all corners, hello! Welcome to Timaru District, the best place in the world.

Timaru District, the best place to live, work and play.

Do you want to call the most exciting, welcoming and totally awesome place home? Then look no further than the Timaru District. We have it all with a vibrant business sector and great medical and educational facilities, while our cultural, sporting and recreational facilities are second to none. With mountains, rivers and the mighty Pacific Ocean right on your doorstep, where else would you rather be?

Timaru is a city right in the centre of the South Island, a two hour drive to Christchurch or a 2½ hour drive to Dunedin, and the magnificent Mackenzie country is only a short journey up the road. The Timaru District and South Canterbury as a whole has it all, it's where opportunities are plentiful, where the people are friendly and welcoming, it's a great place to invest, build a business and enjoy a fantastic lifestyle. Why not come and see for yourself?

Our beautiful district is always alive with a great range of events and activities for everyone. I love attending these occasions with my family, watching the communities come alive, there really is something for everyone. Make sure you check out what events are coming up in our district at [www.venturetimaru.nz](http://www.venturetimaru.nz)

Venture Timaru is the economic development agency for our district and will be your first point of contact when you move your family here, for work or lifestyle choices, or for a new business development, if you are looking to invest or do business.

MAYOR NIGEL BOWEN

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# INTRODUCING THE TIMARU DISTRICT

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## CENTRAL LOCATION

Centrally located on the east coast of the South Island, with an infrastructure backed up by a lifestyle second to none - where else would you want to live and do business?

Timaru District is well serviced by road, rail, sea, air and enjoys enviable digital connectivity. State Highway 1 dissects the district north to south and is only 1km from our busy port; the main trunk railway line is adjacent to Timaru's CBD and the port - all making for fast and efficient access to a variety of distribution networks.

Timaru District is home to a variety of market leading businesses which demonstrate a high level of forward thinking and "can do" attitudes. From technology to logistics, to education, the district has some of the best resources available in these industries that will be at the forefront of the quickly changing workforce in years to come.

## TIMARU DISTRICT OFFERS:

- Envidable work-life balance
- Affordable housing
- Average commute 5-10 minutes
- Central location - just one hour sea to snow
- Easy driving access to major cities; daily flights to Wellington, New Zealand's capital city
- Temperate climate and beautiful natural environment
- Wide range of pre-school, primary and secondary schools and tertiary education
- Outstanding medical, dental and aged cared services with public and private hospitals
- Thriving retail sector with local boutique shopping and national chain stores
- Active arts, drama, music and cultural scene
- World-class sporting and recreational facilities, including rugby, cricket, athletics, tennis, in-line skating, swimming, climbing, motor sports and cycling
- Low crime rate
- Low unemployment rate
- Newcomers welcomed to the district and supported
- Active multi-cultural community with 70+ cultural and ethnic groups
- For more on Timaru District - [www.venturetimaru.nz](http://www.venturetimaru.nz)





# TIMARU DISTRICT LIVE



**TIMARU**  
welovetimaru.nz

The heart says it all - we love Timaru and all the amazing opportunities we have living in this beautiful part of New Zealand.

WeloveTimaru.nz celebrates all the things we love about living in Timaru, from our affordable houses, to our easy commute, great lifestyle and our successes.



## ARTS AND CULTURE & HERITAGE

Timaru District offers a range of arts and cultural activities – from viewing exhibitions at the various galleries in the district, to watching a live performance at one of our theatres.

The regional Aigantighe Art Gallery is nationally acclaimed to have one of the best collections in regional New Zealand, while South Canterbury Museum in the central Timaru CBD has a focus on the natural heritage and history of the South Canterbury region.

Timaru District holds the most significant collection of ancient Māori rock art in New Zealand and Te Ana Māori Rock Art Centre offers a fascinating interactive exhibition experience.



## STUDY

From pre-school and primary through to secondary or tertiary, there is an excellent range of high quality education and training in Timaru District to cater to a wide range of interests, learning requirements and career opportunities.

- 12+ pre-schools
- 17 primary schools
- 7 secondary schools

## ACTIVITIES & ATTRACTIONS

On the same day you can mountain bike, snowboard and surf.... take your pick! Outdoor pursuits – white water rafting, kayaking, fishing, hunting, horse riding, walking and hiking, mountain biking, sailing, golf, four wheel-drive tours and much more, are plentiful and easily accessible.

Timaru District has a very active and continually growing events programme and regularly hosts national events.

The Caroline Bay Carnival, the longest running carnival of its type in New Zealand, has been a favourite with families from all over the country since its early days 100 years ago. Other annual events include the Timaru Festival of Roses, Geraldine Festival, SCOFF (South Canterbury Outstanding Food Festival), Caroline Bay Rock and Hop and motor sport racing at the Timaru International Motor Raceway.



## SPORT & LEISURE

Sporting activities and events play an important part in the lives of Timaru District residents. Sporting facilities, both indoor and outdoor, are plentiful. Parks, gyms, international tennis facilities, netball, soccer, rugby, athletics and cricket grounds, swimming pools and events facilities are widely spread throughout the district.

Timaru District is rapidly becoming a central South Island sporting base of choice for major tournaments and events. Easy access, affordable accommodation and plenty of activities for families and supporters ensures any visit becomes a memorable occasion.



## AFFORDABLE HOUSES

The average house value for the Timaru District in year to March 2021 is \$437,000. Prices for premium top end properties in prime locations begin at about \$850,000 and go up to \$1 million or more. Rural lifestyle properties on the outskirts of town are sought after and can range from \$600,000 up to well over \$1 million depending on location and land size. Entry level housing for a basic ownership unit begins at about \$280,000, while most real estate market activity is in the price range between \$350,000 and \$550,000.

Many new residents choose to rent a home on first arriving in the region, with the average rental for a family home in a good area of around \$350 - \$450 per week.



## HEALTH SERVICES

Timaru District offers a range of both public and private medical facilities.

The South Canterbury District Health Board employs more than 950 people and provides hospital and health services to the South Canterbury region. Timaru Hospital is a 131-bed facility, with a range of inpatient, outpatient and community secondary services.

Bidwill Trust Hospital is a private surgical hospital with 14 inpatient rooms, three operating theatres and a day surgery unit.



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## TIMARU DISTRICT

### OUR TOWNS

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#### TIMARU

Timaru District is enjoyed by a population of approximately 48,400 people with the main population hub in Timaru City, of approximately 27,000. It has been built on rolling hills created from the lava flows of the extinct Mt Horrible volcano, with the result that most of the main streets are undulating, in clear contrast with the flat landscape of the Canterbury Plains to the north.

Timaru boasts an historically beautiful and compact central business district, linked to the Caroline Bay recreational area. Vistas from the central city over the iconic Caroline Bay through rolling hills to the Southern Alps, are breathtaking. The name Timaru is taken from the Maori "Te Maru", meaning "The place of shelter".

The Timaru urban area is the second largest city in the Canterbury region, two hours drive south of Christchurch.



#### TEMUKA

With a population of 4000 people, Temuka township is situated 19 kilometres north of Timaru, on State Highway 1. It is an important service town for the surrounding rural area and is famous for producing the iconic Temuka Pottery. Rich with local history, the small town of Temuka was once home to Richard Pearse - the man who raced the Wright Brothers to become the first man to fly.



#### PLEASANT POINT

Known around the world for its historic steam train at the heritage railway, the Pleasant Point Museum and Railway, the small town of Pleasant Point has a population of 1300 and is 19km north-west of Timaru, on State Highway 8. Train buffs from around New Zealand and the world, flock to see the steam locomotives and one of only two Model T Ford railcar replicas in the world. Pleasant Point is an important service town for the surrounding farming district.



#### GERALDINE

Picturesque Geraldine is located 36 kilometres north west of Timaru with a population of approximately 2300. Geraldine has a country village atmosphere and offers great cafes and boutique shopping. The town has built its reputation as a centre of arts and crafts. It is a popular stopping point for national and international visitors heading to Aoraki Mt Cook and visitors of all ages enjoy the Geraldine Vintage Car & Machinery Museum.



#### PEEL FOREST

Peel Forest is a small community located alongside the 773 hectare Peel Forest Park forest reserve. The small settlement has a campground, café and an outdoor recreation facility. Nearby you'll find the popular adventure tourism activity, Rangitata Rafts.





We've recruited people from Wellington, Auckland and all parts of the world ... and they come here because they really enjoy the lifestyle and the community that Timaru has and the access to the great outdoors.

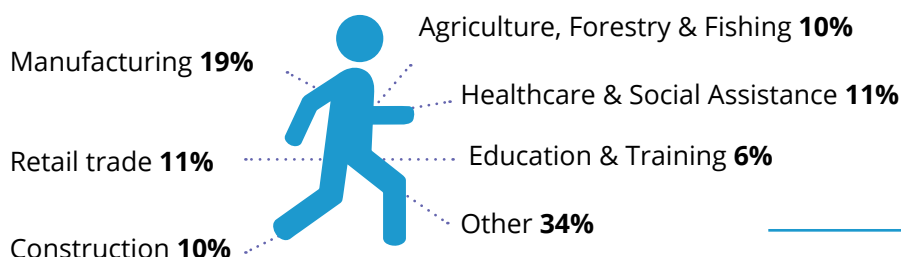
**- WILLIAM ROLLESTON  
SOUTH PACIFIC SERA**



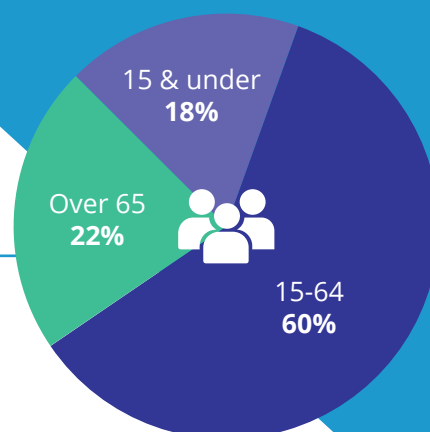
# TIMARU DISTRICT BY NUMBERS

All figures are provided by Infometrics.

**TOTAL JOBS FILLED** 26,004 (March 2021)



**POPULATION** 48,400 (March 2021)  
Age of population



## GDP GROWTH

(Annual Average % change March 2020 – March 2021)

Timaru District	-0.7%
New Zealand	-3.0%

## TOTAL BUSINESS UNITS (March 2020)

Timaru District	5,511
New Zealand	594,000

## UNEMPLOYMENT RATE (March 2021)

Timaru District	4.2%
New Zealand	4.7%

## HOUSING (March 2021)

	TIMARU	AUCK	NZ
Average House Value	\$437k	\$1.24m	\$871k
Rentals	\$354/w	\$565/w	\$555/w

## VENTURE TIMARU - ECONOMIC + TOURISM AGENCY FOR THE TIMARU DISTRICT

Venture Timaru is passionate about the Timaru District and is committed to working with individuals, businesses and industry sectors to grow the profile and well-being of this great region. Whether you are already here or keen to discuss why you should be - contact us today to find out more about why you should be visiting, living, working, studying, running a business and investing here.

### OUR PRIORITIES OF WORK ARE:

- To maintain & attract a skilled workforce
- To encourage new opportunities and facilitate business growth
- To attract & assist new businesses to the District
- To make the case for investment in key infrastructure that supports a thriving district economy
- To facilitate destination management and event development
- To adopt a collaborative partnership approach to delivery and impact

### WE CAN HELP YOU WITH:

- Support in setting up your new business in the Timaru District
- Introductions to key Timaru District Council team members, regarding planning, investment and more.
- Economic data to assist with your business decision.
- Information on industrial land available.



NIGEL DAVENPORT  
Chief Executive



**Venture Timaru**  
DISTRICT - ECONOMIC & TOURISM AGENCY

### Contact us today

enquiries@venturetimaru.nz  
or phone 03 687 2682.

We encourage you all to take a closer look at the Timaru District.



# TIMARU DISTRICT WORK

## ECONOMY

The Timaru District economy is strongly influenced by its agricultural heritage. From its birth in pioneering sheep farming, our richly productive agricultural sector has grown to become New Zealand's food bowl.

Today's farming is heavily influenced by dairy, with horticulture, intensive cropping, meat and wool also playing an important role. Significant manufacturing, processing, engineering and distribution operations contribute to extensive export and domestic supply of a wide range of goods and services.

This provides an array of employment opportunities across all sectors from trades and manufacturing to the professional, service and primary sectors. The Timaru District prides itself on having one of the lowest unemployment rates in New Zealand.

The wider South Canterbury region enjoys reliable and accessible water for irrigation and industry - indeed some of the most affordable resource in the country. This continues to provide the impetus for the development and growth of successful food processing and exporting operations. Large scale investment in water storage, quality and management is continuing, helping to ensure a robust, diverse economic future for the District.

## ACCESSIBLE - PROACTIVE AND CONNECTED

The Timaru District is within 2.5 hours drive of 80% of the South Island's population, and is home to a variety of market leading businesses which demonstrate a high level of forward thinking and "can do" attitudes. From technology, to logistics, to education, the district has some of the best resources available in these industries that will be at the forefront of the quickly changing workforce in years to come.

## INDUSTRY HUBS AND LOGISTICS

Serviced by road, rail, sea and air, the Timaru District industrial hub provides a growing number of businesses with their core requirements to maintain and expand their business base, in a seismically sound area, supported by a welcoming business community.

The main industrial hub is Timaru's northern boundary on both sides of State Highway One, Washdyke, with access to the main trunk railway line. On the southern boundary of Timaru, Redruth is a long-established industrial area that typically has slightly lower costs for land and/or rental. Redruth is home to the Timaru District Council's innovative recycling centre.

Geraldine and Temuka townships also have areas of industrial land available including industrial zoned expansion in Geraldine.

### PRIMEPORT TIMARU

The District's busy port is set on the edge of Timaru's CBD, providing a vital link to shipping services for importers and exporters. PrimePort has over 50 hectares of commercial flat land adjacent to it, with more on-site storage than most other New Zealand ports. This includes in excess of 100,000 tonnes of cold storage, bulk liquid storage and significant bulk storage warehouse capacity. There is lease land available for development for storage distribution or processing facilities associated with import or export activities.

### TIMARU CONTAINER TERMINAL

The Timaru Container Terminal is a wholly owned subsidiary of Port of Tauranga and was established in 2013 in a strategic alliance between PrimePort Timaru and Port of Tauranga. In November 2020, Port of Tauranga's subsidiary Quality Marshalling officially took over the day-to-day operation of the terminal.

### TIMARU AIRPORT

Also known as Richard Pearse Airport, Timaru Airport is located just 10 minutes' drive north of Timaru City and is serviced by daily flights to Wellington, providing connections to national and international flight services. Timaru Airport was the first airport in New Zealand to have its domestic routes resume to 100% of pre-Covid levels.

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## WHY CHOOSE TIMARU DISTRICT?

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**MICHELLE & ZANE MARSHALL,  
WITH SONS CALLAN & ALEX**  
HR MANAGER & BREWER

I got offered my dream job at the brewery here and we jumped at the chance to move out of Auckland and haven't looked back. It's great being able to pop home for five minutes or half an hour at lunch time or come home and have lunch – Zane Marshall

The thing that's really surprised me about Timaru is about how quickly we've become part of the community – Michelle Marshall



**XU THI DO & DYLAN VU,  
WITH DAUGHTER GIA-AN**  
OWNERS WETLANDS CAFÉ

Timaru is a good choice for us because not only will we be able to have our own home, we will be able to set up for our life in the future – Dylan Vu

There's a lot of opportunity, like for me being able to open a restaurant – Xu Thi Do

**CHIRAG (CHARLIE) MAKWANA**  
OWNER ELIZABETH STREET DAIRY

I was looking for a bit of a quieter pace, away from the hustle and bustle of the big city so I can spend more time with my family.

Everything is five minutes away ... you jump in the car and before a song finishes you get where you want to go.

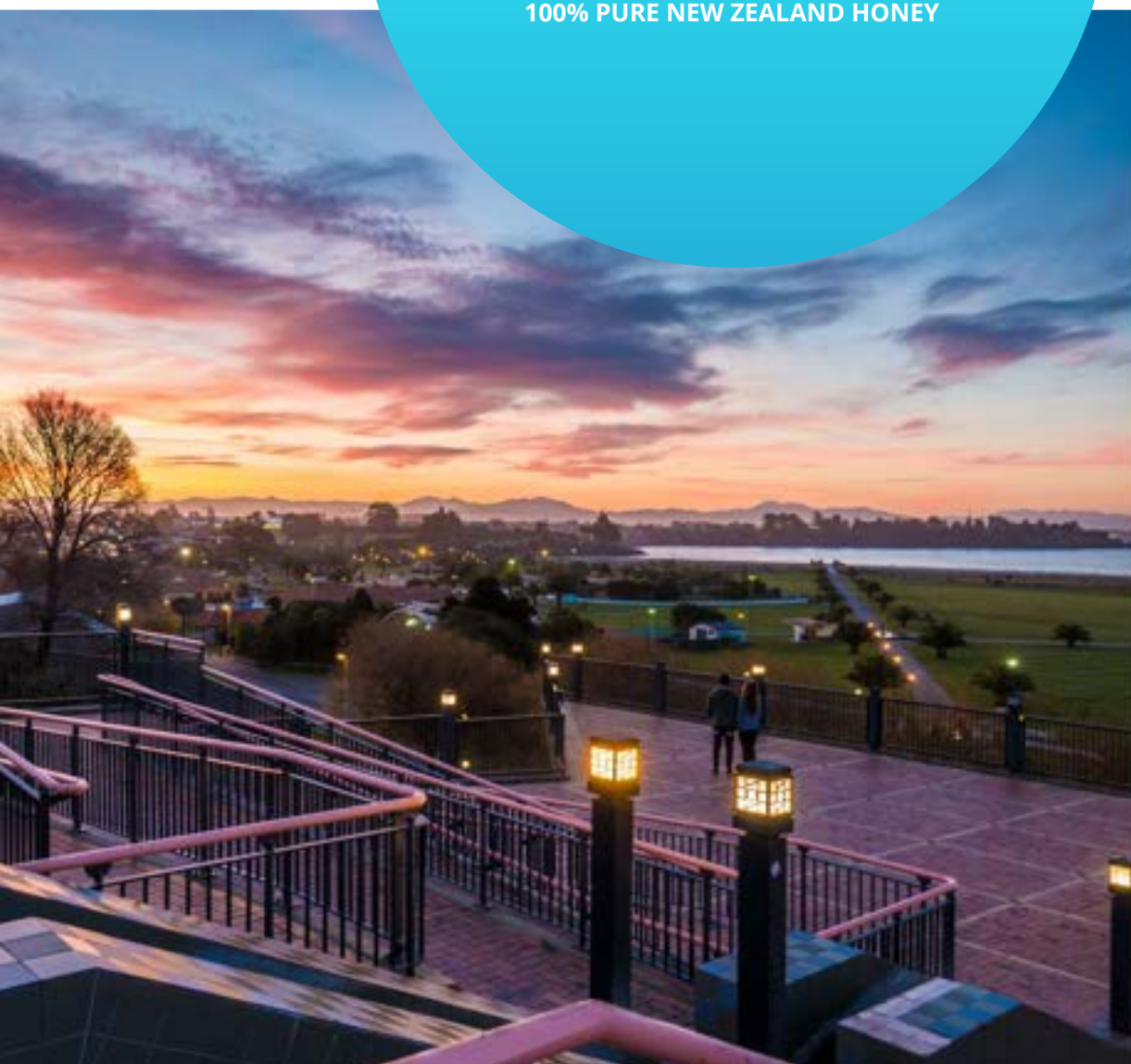






We moved here from Auckland for a better lifestyle balance for our family and that's exactly what we've got. Added to that I've got a great job that's given me the opportunity for career progression – it's been a positive move for all the family.

**- SEAN GOODWIN**  
**100% PURE NEW ZEALAND HONEY**



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