



Venture Timaru

DISTRICT - ECONOMIC & TOURISM AGENCY

Dear <<First Name>>

- **Economic Development Agencies visit Timaru to learn from local primary sector innovation**
- **International tourism spending soars in August**
- **Business Improvement District (BID) manager role now open**
- **High praise from Traitors series team after filming in Timaru**
- **Brews event set for weekend**
- **Venture Timaru moving office**

Economic Development Agencies visit Timaru to learn from local primary sector innovation

Venture Timaru was proud to host economic development agencies from across the country last week as part of a nationwide initiative to strengthen collaboration and share insights in the primary sector.

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 Humdinger.

The visit was part of an AGMARDT-funded project that brings together teams from Northland Inc, Venture Taranaki, Great South and CEDA - Central Economic Development Agency - to launch a series of insight-sharing and learning tours focused on the primary sector. These three-day events have been an opportunity for us to connect, exchange ideas and learn directly from the innovative primary sector projects happening in each area.

Timaru was the final stop on the tour, and we were thrilled to showcase our local business and introduce the visitors to our beautiful district.

Thanks to AGMARDT for making this initiative possible.



Top: The group at Turley's YAP Orchard, bottom left: Nigel Davenport with Andrew Lewis at the Humdinger visit, bottom right: visit to Geraldine High School

International tourism spending soars in August

The latest tourism data for August is just in, which shows that our international visitor spend is tracking really well again – up 28% for August compared to 2024.

These spending figures are for the period when we've been part of the first round of the Government-funded Regional Tourism Boost Fund international campaigns into USA and Australia.

We're thrilled with these results as it evidences the value of being part of these campaigns and also that our tourism offerings are building in quality and quantity, which is encouraging for the region. It also evidences the value working with the tourism operators in attending trade shows, plus the value of continuing to build our relationship with Tourism NZ to gain an international presence.

The figures show that the US market (+31% YoY) returned to the top position for international card spend in August, overtaking Australia from July.

See below – for Aug and also the June results (July is not available due to a glitch in the data system, but will be soon).



Note: Vistr proprietary spend modelling estimates*



See the tourism data



SCOFF all wrapped up for 2025

Scoff is all done and dusted for 2025, and what a blast it has been!

We've had huge engagement on our social channels, heaps of fabulous scoffers touring the eateries doing their best to do as much scoffing as they can, and a group of amazingly supportive sponsorship partners! Plus, of course, it would never happen without the passionate eateries and producers who got involved and made SCOFF happen. Thank you to everyone who was involved.

Here are some fast facts to give you an indication of how it performed:

- Highly successful event completed over an extended period of 17 days.
- 45 eateries; 20+ producers
- Biggest uptake so far across social channels in 6 year history of event – 311,000 views in 28 days on Facebook; daily surges of 32,000-33,000 2-4 Sept.
- Significant impact from Air New Zealand sponsorship – 39,000 views in the Wellington region for free flights giveaway; 55,000 views for Tag and Win \$1000 flights giveaway.

We were thrilled to get these comments from some of the SCOFF businesses:

- **Andrea Hutton, Huttons Honey** - We have had our best year yet with 7 restaurants using our honey in cocktails, honey prawns, dumplings, salmon, pannacotta and ice cream. The SCOFF week just keeps getting better and better. Well done. Keep up the great job promoting the eateries and products of South Canterbury.
- **Andrew Lewis, Owner Distiller Humdinger** - Thanks a lot for running another hugely successful SCOFF! We have had lots of people in our cellar door talking about the dishes they have been

trying, and it's great to generate a buzz about local producers and eateries! Thanks again and well done.

- **Lockie Broadhead, president SC branch Hospitality NZ and owner Silverstream Hotel.** It seemed to have great support this year and very professionally organised and executed! Well done to you and the Venture Timaru team.
- **Silke Schlusnus, Echt Sourdough** – I just wanted to say a huge thank you for all the work you put into Scoff. As a small business it makes a huge difference in how much exposure I get in the community. It also pushes me to extend myself a little.

Special thanks and acknowledgement to our SCOFF partners:

- **100% Pure NZ Honey**
- **Hospitality NZ**
- **Air New Zealand**
- **Mackenzie District Council**
- **Waimate District Council**

Of course we're now planning for 2026 and have some fantastic ideas brewing! We'll keep you posted as they progress.

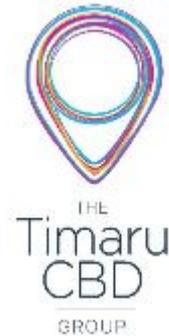
Business Improvement District (BID) manager role now open

The Timaru CBD Group, which runs the Business Improvement District (BID) is now looking for a manager to oversee the work of the BID.

This role plays a pivotal part in driving engagement, supporting business vitality, and ensuring that the BID delivers measurable value to its members and stakeholders. It is a fixed term contractor role, of 40-60 hours per month (flexible hours) with options to renew and can be undertaken remotely or from a central CBD office space.

The key responsibilities for the BID manager role include:

- Strategic planning and execution
- Brand Development and Oversight
- Stakeholder Engagement & Relationship Management
- Overseeing digital content for the BID



[Visit the job listing](#)



‘We love it here’: Could Timaru be permanent host of show?

As filming on the third season of reality television show The Traitors NZ wraps in Timaru this week, its executive producer is full of praise for the area.

We're excited to have supported Traitors with the production in Timaru, especially this season having the Australia series being shot here too. Having the series filmed here brings in new spending to the district that wouldn't otherwise happen, so it's a win for us. Plus there is the exposure we get for being the location of the series which is a bonus. We've been helping in the lead up in with suggestions for locations for some of the filming and connections for suppliers.

To make the most of the exposure, we're looking at doing some digital campaigns into Australia around the time of its screening – “Timaru District – Home of Traitors 2026” . Plus we are part of a central South Island tourism campaign targeting East Coast Australia early next year, so there may be an opportunity to leverage the exposure from Traitors as part of this campaign.

Check out the Timaru Herald story about the show and how they love Timaru, at the link below.

Check out the Timaru Herald news story

Brews event set for weekend

If you haven't bought your tickets already, we encourage you to take the opportunity and head to our local festival event at Caroline Bay this weekend, Brews on the Bay.

The forecast is looking great for Saturday and there is an impressive line up of refreshments and entertainment on offer.

You'll be able to enjoy some local product plus a raft of suppliers from further afield will be in attendance.

Venture Timaru supports Brews on the Bay through the Major Events Support Fund, which we administer for the Timaru District Council.

Get your tickets [here](#).



We're on the move!

Finally, Venture Timaru is moving office this week, relocating to 119 Stafford Street. We'll be all set up and operating from the new premises from Monday 3 November.

Ngā mihi nui

Nigel Davenport

Kaiwhakahaere Matua / Chief Executive



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