

# Showcasing the Timaru District

South Canterbury, New Zealand



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

# Message From the Mayor



.....  
"The best place to live in New Zealand"  
.....

Welcome to the Timaru District, the best place to live in New Zealand. Whether you are a long-time resident, a newcomer, or a visitor, you will find something to love in our beautiful and diverse district.

Timaru District is located in the centre of the South Island, between Christchurch and Dunedin. It covers an area of 2,737 square kilometres and has a population of about 48,870 people. Our district offers a range of natural attractions, from the stunning coastline and beaches, to the rolling hills and mountains, to the scenic lakes and rivers. You can enjoy a variety of outdoor activities, such as surfing, fishing, hiking, biking, skiing, and golfing, or relax in our parks, gardens, and pools.

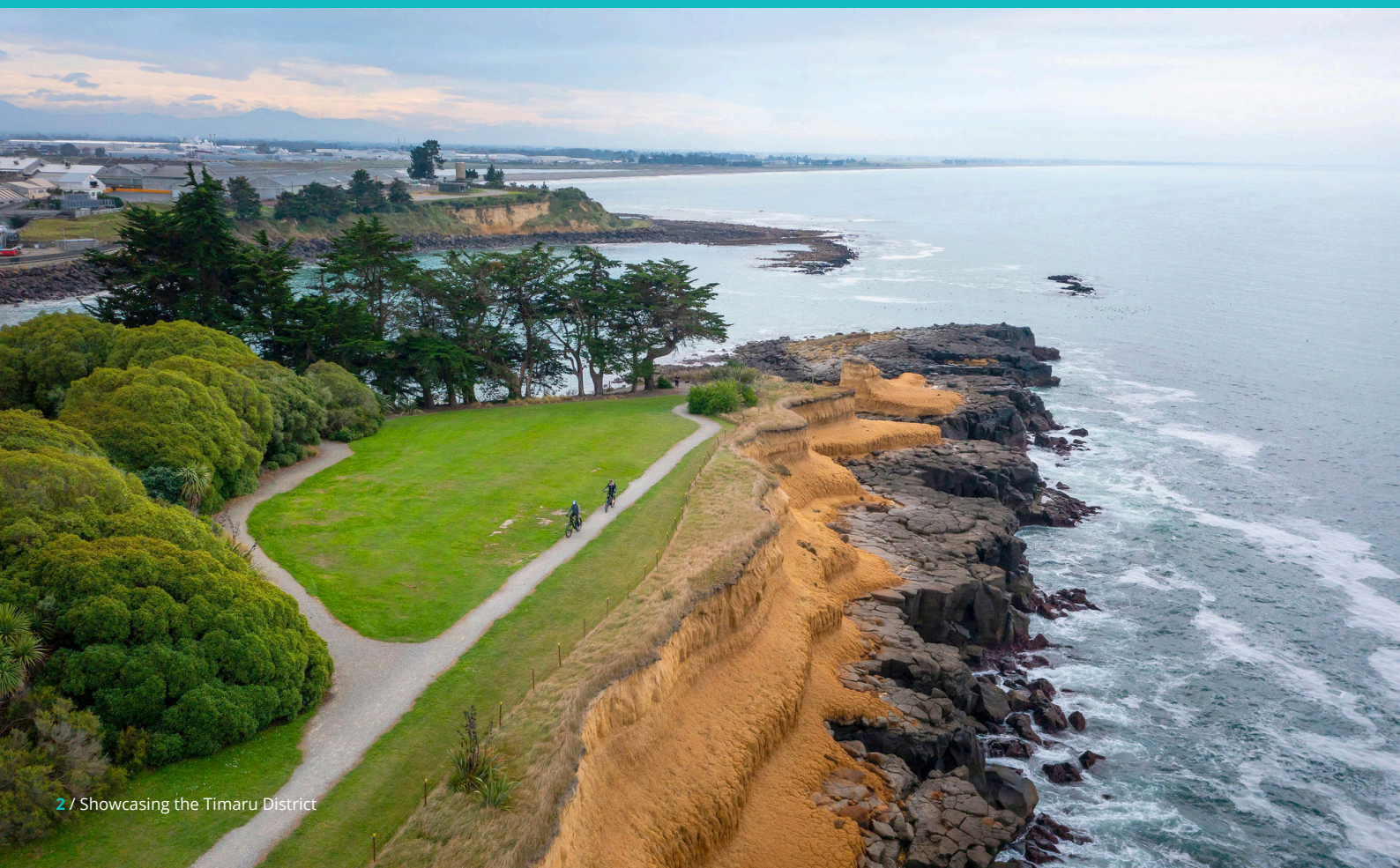
Timaru District is also rich in culture, history, and heritage. Our district is home to several museums, art galleries, and historic buildings, where you can learn about our local and national stories. You can also experience our vibrant and diverse community, with festivals, events, and markets

throughout the year. Our district has a strong and resilient economy, with sectors such as agriculture, manufacturing, tourism, and education. We have excellent schools, health services, and transport links, and we are committed to sustainable development and environmental protection.

Venture Timaru is the district's economic development agency, dedicated to helping businesses thrive and prosper in our region. Whether you are starting a new venture, expanding an existing one, or relocating to Timaru District, Venture Timaru can help you with advice, information, connections, and funding. Timaru District is more than just a great place to live, it's also a great place to do business.

Timaru District is a great place to live, work, and play. I am proud to be the Mayor of this wonderful district, and I invite you to explore and enjoy all that it has to offer. Thank you for choosing Timaru District as your home or destination.

Mayor Nigel Bowen



# Introducing the Timaru District

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



Enviably work-life balance



Temperate climate and beautiful natural environment



World-class sporting and recreational facilities, including rugby, cricket, athletics, tennis, in-line skating, swimming, climbing, motor sports and cycling



Affordable housing



Wide range of pre-school, primary and secondary schools and tertiary education



Average commute 5-10 minutes



Thriving retail sector with local boutique shopping and national chain stores



Newcomers welcomed to the district and supported



Central location - just one hour sea to snow



Active arts, drama, music and cultural scene



Active multi-cultural community with 70+ cultural and ethnic groups



Easy driving access to major cities; daily flights to Wellington, New Zealand's capital city



Low crime rate and low unemployment rate



Outstanding medical, dental and aged cared services with public and private hospitals

For more on Timaru District [welovetimaru.nz](http://welovetimaru.nz)



**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

Timaru has a campus near the heart of the CBD, of Ara Institute of Canterbury, which is recognised as one of New Zealand's leading tertiary institutes.

Ara specialises in applied, vocational and professional training, offering more than 150 certificates, diplomas, degrees and graduate qualifications across a wide range of subjects.

Subjects taught at Ara's Timaru campus include nursing, midwifery, food and hospitality, art and design, human services, hair and beauty, early childhood education, Te Reo Māori, English, and a range of trades.



## 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 over 100 years ago. Other events attracting locals and visitors from around the region include Brews on the Bay, Caroline Bay Rock and Hop, South Island Master Games (biennial), Geraldine Festival, SCOFF (South Canterbury Outstanding Food Festival), the Seaside Festival, 4 & Rotary and motor sport racing at the Timaru International Motor Raceway.



## Sport and 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 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 current house value in the Timaru District for the year ending March 2024 was 526,729 (Infometrics Quarterly Economic Report). This compares with Christchurch City's average house value in the same period of \$761,873 and Auckland's value was \$1,290,000.

Prices for premium top end properties in prime locations begin at about \$900,000 and go up to \$1 million-plus. Rural lifestyle properties on the outskirts of town can be sought after and can range from \$900,000 up to well over \$1.5 million depending on location and land size. Entry level housing for a basic ownership unit begins at about \$350,000, while most real estate market activity is in the price range between \$500,000 and \$800,000.

Many new residents choose to rent a home when first arriving in the region. The rental for a three bedroom family home ranges from \$480 to a high end of \$750 per week depending on the quality and location of the property.



## Health Services 2024

Timaru District offers a range of both public and private medical facilities. Te Whatu Ora South Canterbury is one of the largest employers in the region, employing around 1000 part-time, full-time staff and contractors. 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. Pacific Radiology is on site alongside Bidwill for private radiology services.



# Our Towns

## Timaru

Timaru District is enjoyed by a population of approximately 48,900 people with the main population centre in Timaru City, of approximately 25,900.

Timaru was 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.

Central Timaru boasts an historically beautiful Edwardian 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". Timaru City is the second largest urban centre in Canterbury, two hours drive south of Christchurch.

## Pleasant Point

Known around the world for its historic steam train at the Pleasant Point Museum and Railway, the small town of Pleasant Point has a population of 1220 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.

## 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 outdoor recreation facility.

## Temuka

With a population of 4050 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 a plane.

## Geraldine

Picturesque Geraldine is located 36 kilometres north west of Timaru with a population of approximately 2300.

Geraldine has a charming 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 inland to Aoraki Mt Cook and visitors of all ages enjoy the fascinating collection of vintage museums, plus delicious food tastings from the local producers, including iconic Kiwi brand Barker's of Geraldine.



# Timaru District by Numbers

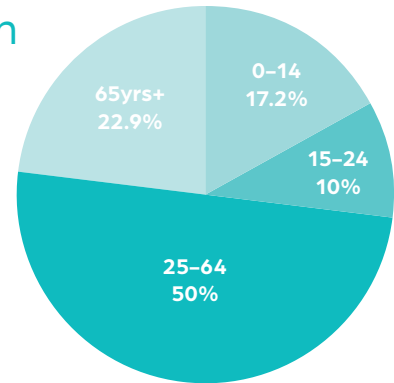
## Total jobs filled 27,163

|                                 |       |
|---------------------------------|-------|
| Manufacturing                   | 18.7% |
| Retail Trade                    | 9.7%  |
| Construction                    | 10.3% |
| Agriculture, Forestry & Fishing | 10.3% |
| Healthcare & Social Assistance  | 10.6% |
| Education & Training            | 6.0%  |
| Accommodation & Food Services   | 5.1%  |
| Transport & Logistics           | 5.9%  |
| Other                           | 23.4% |

Year ended: March 2023 | Source: Infometrics

## Population

48,900



Year ended: 30th June 2023. Source: Infometrics & Stats NZ

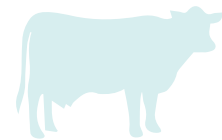
## Housing



|                      | TIMARU  | AUCK     | NZ      |
|----------------------|---------|----------|---------|
| Average House Value: | \$526k  | \$1,290k | \$933k  |
| Rentals:             | \$428/w | \$624/w  | \$560/w |

Year ended: March 2024 | Source: Infometrics  
Prices are an average

## Dairy Payout



|                    |        |
|--------------------|--------|
| Forecast 2023/2024 | \$428m |
| Actual 2022/2023   | \$446m |
| Actual 2021/2022   | \$506m |

Year ended: March 2024 | Source: Infometrics

## Education Data



### Leaver Qualifications

- 72.8% of students leaving secondary school have achieved NCEA Level 2
- 89.8% of students who stay until 17 years old achieve NCEA Level 2 or above

Source: Educationcounts.govt.nz

### Tertiary In 2021:

- 63.7% of students were enrolled in some sort of tertiary study one year after leaving secondary school. (4.4% above the national average).
- 30.9% of students leaving secondary school went on to enrol in a Level 7 degree or higher.

Source: Educationcounts.govt.nz

From 2019–2022, regional apprenticeships grew by **48.6%**

Source: Ministry of Education

## GDP Growth



|                 |       |
|-----------------|-------|
| Timaru District | -1.0% |
| New Zealand     | 0.2%  |

Year ended: March 2024 | Source: Infometrics

## Unemployment Rate

|                 |      |
|-----------------|------|
| Timaru District | 3.4% |
| New Zealand     | 4%   |

Year ended: March 2024 | Source: Infometrics

## Household Incomes (median)

|             |           |
|-------------|-----------|
| Timaru      | \$87,109  |
| New Zealand | \$107,426 |

Year ended: March 2024 | Source interest.co.nz



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

# 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 vibrancy, 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 Vision:

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

### Our priorities of work are to:

- Support EXISTING BUSINESS to innovate and grow.
- Attract & assist NEW BUSINESS to the District.
- Assist business to attract, develop and maintain a skilled WORKFORCE.
- PROMOTE the district as a destination of choice.
- Facilitate enabling and new to district INVESTMENT.

### 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.

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

### Contact us today:

enquiries@venturetimaru.nz  
Phone: 03 687 2682  
Nigel Davenport  
Chief Executive



# Work

## Economy

The Timaru District economy is strongly influenced by its agricultural heritage. From mana whenua settlement, to the early European sheep farmers, our richly productive agricultural sector has grown to become one of New Zealand's most prolific food and fibre producers. 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 – 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.

## Industry Hubs & 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.

## Accessible – Proactive & 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.

## 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 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.

## 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.





# Testimonials



## Tom Nation

Partner, Timpany Walton

"It's at most a 5 minute drive home so what that means is I go home for lunch every day, I get to spend time with my children then and I can easily be home in time to tuck them in to bed at the end of the day."

---



## Ella & Dylan

Teachers, Craighead School.

"Everything within Timaru is within easy access and is very close together. If you need to go into town its a short trip and if you just want to take in some scenery, there are plenty of scenic places that are right in our backyard."

---



## Ross Feutz

Critical Risk Manager (logistics), Fonterra

"Moving from Tauranga down to Timaru has opened many doors for me over the last seven years. From a career perspective being a small town, you're a lot more visible to your colleagues and to your senior managers and there's multiple opportunities for career expansion. People really get to know you as a person, rather than just a head count."

---



## Teh Arpah

General Medical Practitioner, Dee Street Primary Care

"My husband and I have always dreamed to live in the countryside but at the same time we wanted to be close enough to the school, work and town, so we are extremely lucky that we found this spot."

---



## Contact us:

Venture Timaru  
2 Sefton Street East  
PO Box 560, Timaru

**T** +64 3 687 2682

**E** [enquiries@venturetimaru.nz](mailto:enquiries@venturetimaru.nz)

**W** [welovetimaru.nz](http://welovetimaru.nz)

