

Waimakariri District

RANGIORA KAIAPOI WOODEND PEGASUS OXFORD



**where
business
belongs**

Look no further – your search for success is over. The Waimakariri District has everything you and your business have been looking for, and more.

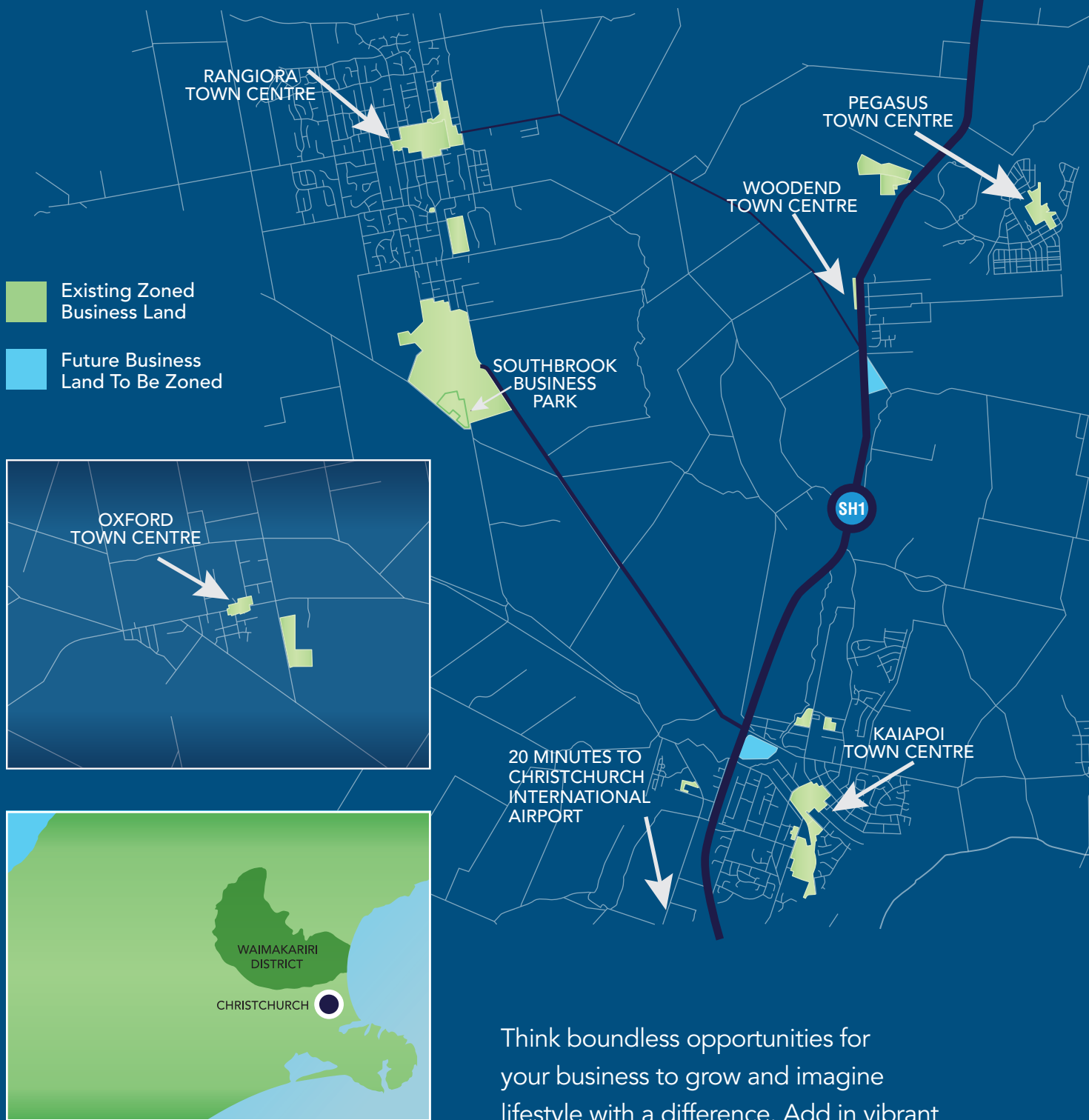


where business belongs

Just north of Christchurch is Waimakariri District, home to the vibrant towns of Rangiora, Kaiapoi, Woodend, Pegasus and Oxford and a population close to 50,000 people that is growing rapidly.

Waimakariri District	3
Space to Grow	4
A Skilled Labour Force	6
Opportunity is the Word	7
A Recreational Playground	8
Shared Vision	10
Top 10 Priorities	11





Think boundless opportunities for your business to grow and imagine lifestyle with a difference. Add in vibrant town centres and a large pool of local professionals and trade talent, and you will understand what makes this commercial and residential haven a success.

Waimakariri District doesn't just look like an opportunity – it is an opportunity in every sense of the word. In short, it's Where Business Belongs.

space to grow

Commercial

In the Waimakariri District 440 hectares of land are currently zoned for business activity and another 17 hectares are in the pipeline.

Over 90 hectares of current business land is vacant – within town centres and further out in areas more suitable for commercial, industrial or large scale activities. This diversity provides an abundance of opportunities for businesses to capitalise on.

Enabling best use of current business land as well as planning for future business land are priorities for the Waimakariri District Council.

Substantial business, investment and development opportunities are available at Southbrook – the southern gateway to Rangiora. As Waimakariri's largest urban area,

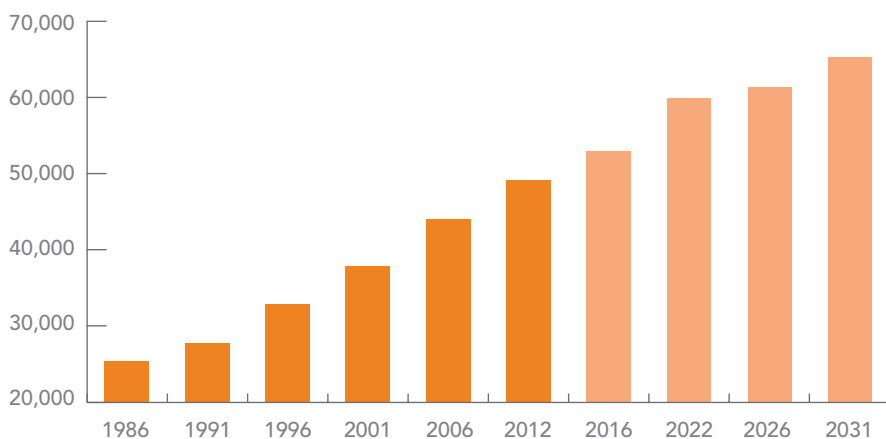
Rangiora is the local service centre for 60% of the District's growing population, and key activity centre within Greater Christchurch. Just 20kms north of Christchurch and less than a half hour drive to Christchurch International Airport, Southbrook has been the focus of most of the new commercial building activity in Rangiora in recent years including manufacturing, warehousing and engineering. Businesses, developers and investors have snapped up the fully serviced commercial sections in Council developed Southbrook Business Park and more central Southbrook business land is vacant nearby.

Key District locations such as Kaiapoi, just 20 minutes north of Christchurch, Pegasus, Woodend and the upcoming Ravenswood just north of Woodend, also offer numerous business and development opportunities.

Residential

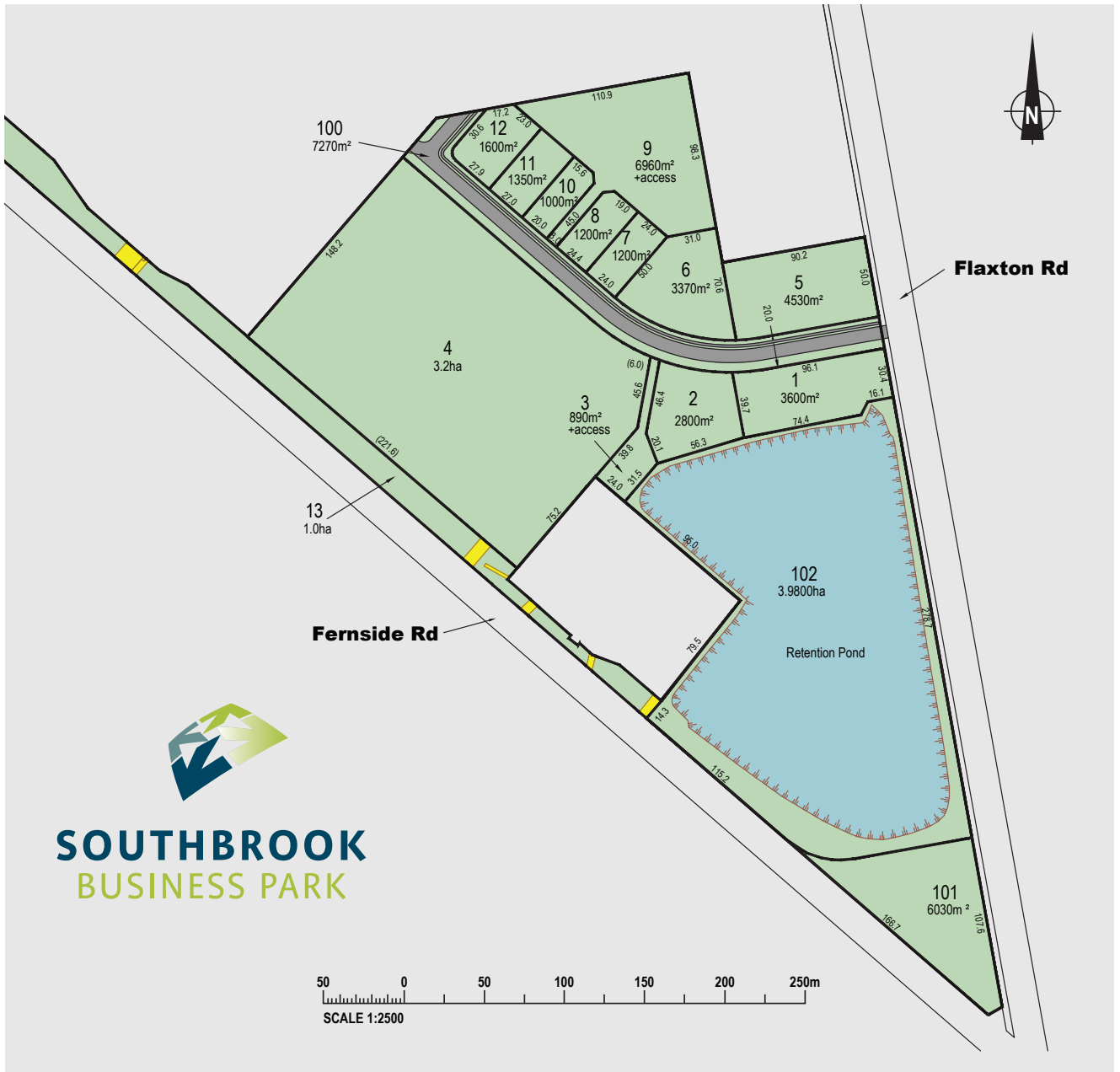
Waimakariri District's population is growing rapidly – it has doubled in the last 25 years and is set to grow substantially over the next decade – to 60,000 residents by 2022 and to 24,000 dwellings by 2021, up from 19,000 in 2011. This strong growth is evident in the District's building activity – the Waimakariri District Council has approved higher numbers of residential building consents in the 2011/12 financial year than any other District Council in New Zealand. For the 2012 calendar year, the number of building consents for new dwellings topped 1000, when historically the Council had sustained an average of 400 consents per year. The District's property market is booming – house sales were up 52% in the year to June 2012, and average house prices increased by 13% over the same period.

Waimakariri usually resident population historic (1986–2012) & projected (2016+)



Census of Population and Dwellings and Population Projections, Statistics New Zealand






SOUTHBROOK
BUSINESS PARK

Greg Ward Managing Director, Continental



Continental is recognised as one of the leading caterers in North Canterbury, Christchurch, and the South Island. The business services all styles of functions, weddings, corporate events, public catering services, cultural and sporting festivals, conferences, balls and gala dinners.

Continental is relocating to the new Southbrook Business Park in 2013.

"I was born in the local hospital in Rangiora, as were my brother and sister. My parents

bought into the business in 1965, so our roots are very firmly here in Rangiora. Continental is somewhat of a North Canterbury institution after 47 years in business."

"I believe there is massive opportunity in the District with the level of interest and growth we are seeing. There are some larger businesses established here and with the new Southbrook Business Park, I think we will see even more. For us, the investment in Southbrook is quite significant, but it is about investing in the next ten years plus."

a skilled labour force

The Waimakariri District is home to a large and growing skilled labour force. Of the 22,000 residents in employment (as at 2006 Census), close to 8,000 work in highly qualified professional, administrative or legislative occupations. More than 5,000 work in clerical, sales or service roles and more than 7,000 are trade workers, labourers or plant/machine operators.

However, many leave the District for work every day. More than half of the 8,000 highly qualified professionals work outside of the District – mainly in Christchurch. Recent surveys reveal that around three quarters of District residents who work in Christchurch would prefer to work locally, if suitable work was available.

The local labour force is predicted to increase substantially – to almost 34,000 by 2031. Key

local employers, whose labour force largely live within the District, have consistently reported high staff retention rates based on the preference for working and living locally.

Waimakariri District's close proximity to Christchurch means that businesses servicing the city could be located in North Canterbury, making best use of the skilled and available labour pool, as well as other competitive advantages such as cheaper electricity delivery charges and infrastructural benefits like newly built efficient storm water and waste water schemes.

Almost 13,000 people work in the Waimakariri District on any given day, 13% of whom commute to the District from Christchurch. The wholesale and retail sector is the biggest employer, followed by construction, and manufacturing.



Employment in the construction sector especially has seen a sizeable growth – up 33% between 2011 and 2012 – reflecting the massive reconstruction effort needed following the Canterbury earthquakes, and is set to grow significantly still.

Ron Van Til Managing Director, Rangiora Bakery



Rangiora Bakery is one of the most famous bakeries in New Zealand, having won many *New Zealand Baker of the Year* titles over the years. It recently opened a new food destination featuring a café, two floors of seating for 160 customers, a children's playground and a wholesale arm to the business that serves Australian and New Zealand supermarkets, quick service restaurants, service stations and airlines.

After considering Belfast as a location for the business, Ron Van Til says Rangiora was ultimately the business'

preference because of the competitive utilities available through MainPower, the committed labour pool and the great culture of the Waimakariri District.

"We have a really good pool of people in Waimakariri District – people who want to live and work in the area. We also have a user-friendly Council with a great culture that wants to help you get things done. At Rangiora Bakery we have a low staff turnover which is one of our strongest attributes because when you have the same staff you retain quality and consistency in what you do."

opportunity is the word

The Waimakariri District business sector epitomises commercial opportunity with rapid growth in population, business numbers, development and retail spending. Agriculture and forestry is the largest industry in Waimakariri, accounting for 17% of total GDP in 2011, followed by manufacturing (13%), business and property services (13%) and wholesale and retail (12%).

The District is home to approximately 5,800 businesses and numbers have been growing strongly – up 40% since 2000. Waimakariri has continued to demonstrate its resilience and commercial potential despite a challenging global economic climate and the impact of the 2010/2011 Canterbury earthquakes. In fact, at an annual average of \$28 million between 2010 and 2012, non-residential investment as measured by major building consents is more than twice as high as it was annually between 2000 and 2008.

The BERL 2011 Regional Rankings identify Waimakariri as the third most successful Local Authority in the country in terms of economic performance. This commendation recognises Waimakariri's strong economic activity in population growth, employment, GDP, business unit growth and the District's contribution towards export sectors.

The District's GDP measured \$735 million in 2011/12 and is growing at a far accelerated rate (up 10.2% in year to Sept 2012 compared to previous year) than that of Canterbury (up 2.3%) and New Zealand (up 1.8%).

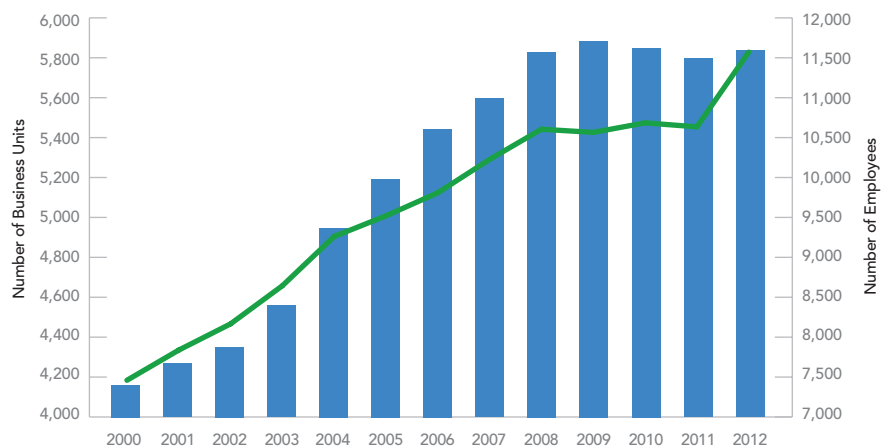
In 2011 annual retail spending increased by 25% in the Waimakariri District – ten times the regional rate (2.6%) and more than five times the national rate (4.8%) and spending



continued to grow over 2012. Waimakariri retailers have picked up business from other parts of the region – spending in Rangiora from Christchurch residents was up 208% in the months after the February 2011 earthquake, and was still up 80% more than one year on.

In the coming years, the rebuild effort required in the Waimakariri District will benefit many sectors; the construction industry is booming with positive flow-on effects for other industries including engineering, timber and transport.

Waimakariri Business Units & Employee Count 2000–2012



Business Frame 2000–2012, Statistics New Zealand

■ Business Units — Employee Count

a recreational playground

Only 20 minutes' drive from Christchurch International Airport and 1.5 hours' drive from Hanmer Springs, Kaikoura and the ski fields, Waimakariri District is full of temptations.

Boutique shopping, markets, jet boating, art galleries, horse riding, river cruising and easily accessible public amenities, including libraries and public pools, are just the beginning of what's available for the taking in Waimakariri. For those who want to indulge their palate, a little piece of viticultural paradise is just up the road in Waipara with some of New Zealand's finest wineries on offer. It's not surprising that guest nights continue to rise even post-earthquakes.

Resident surveys prove that the number one reason why people choose to live and want to work locally in Waimakariri is the lifestyle – its relaxed setting, friendly locals and close communities.



As the District's exceptional lifestyle on offer attracts more and more residents, the local labour pool, the number and variety of businesses and the employment opportunities will only continue to grow.

With development progressing across the District as new community facilities get underway and as town centres plans are implemented, Waimakariri is going from strength to strength at pace.



Jo Seagar Seagars at Oxford

Seagars at Oxford is an award winning boutique cook school, cafe, store and B&B run by Jo and her husband Ross.

"We've always loved Canterbury so when we had the opportunity to sell up in Auckland we looked everywhere in the region to establish ourselves, but we liked the pioneering and quirky nature of Oxford – it has a good vibe and it kind of chose us."

"The town has all the right sort of infrastructure – water, sewerage, doctors, chemists, shops, schools, supermarket, banking – we do all our banking in Oxford. These things are important. There were a lot of possibilities for us, but it always came down to the infrastructure in Oxford and we have never regretted the decision – it is a very welcoming town."

Waimakariri is a recreational playground. Against an unspoiled backdrop of some of Canterbury's finest rural landscape, locals and visitors can experience the best of what the District has to offer.



shared vision

The relationship and shared vision of the Council and Enterprise North Canterbury (ENC) resulted in the preparation and adoption of the Waimakariri Local Economic Development Strategy. This strategy was developed with significant stakeholder input and guides activities and programmes of the Waimakariri District Council and ENC that promote local economic development.

The strategy sets a vision for Waimakariri District: “the heart of the North Canterbury economy – a place where business prospers, a place where people love to live.”

A Local Economic Development Advocacy Group, consisting of local business people, developers, local promotion groups and Waimakariri District Councillors in conjunction with ENC has been established to oversee the implementation of the strategy, focusing first and foremost on the strategy’s top ten priority actions.

Businesses in the Waimakariri District benefit from a sound and well established foundation of business support through ENC. This support system is made up of key organisations who work interactively to help grow businesses and industry in the Waimakariri.

Information about the Local Economic Development Strategy can be found on the Waimakariri District Council’s website: waimakariri.govt.nz/your_council/district-development/economic-development.aspx



Nick Harris Managing Director, Hellers



Hellers has been an integral part of the North Canterbury community since it moved to its current site in Kaiapoi in 1993. The company employs 300 staff at the Kaiapoi plant with a further 140 staff at the Auckland branch and distributes bacon, ham and small goods to supermarkets throughout New Zealand.

“The opportunity was here for us in Kaiapoi when the meat plant became available in 1993. If we were based in the city we would

get lost in it all, but being right on the motorway, the community has been able to watch us grow and progress. We see the business as belonging to the community.”

“We have a very good Council in Waimakariri who support us, and the staff are very easy to deal with. We also have a very large, ready-made, traditional workforce in the District – many have been working out here for generations.”

top 10 priorities

Top 10 priority actions are identified in the Local Economic Development Strategy to focus Council's and Enterprise North Canterbury's efforts in economic development and in implementing the strategy.

TRANSPORT & COMMUNICATION

- Confirming rural broadband needs and demand
- Connecting the District by good public transport
- Improving motorway access to Kaiapoi

REGULATORY PROCESS & PERFORMANCE

- Fast-tracking building consents
- Assigning client liaison for applicants of major resource consents or plan changes

BUSINESS LAND MANAGEMENT

- Intensifying and examining current business land
- Examining need for future business land
- Implementing town centre strategies

BUSINESS RETENTION & ATTRACTION

- Supporting and retaining existing businesses
- Attracting and assisting new businesses to set up in the District





Waimakariri District **where business belongs**

If you are looking to set up
your business or relocate to the
Waimakariri District – contact:

Enterprise North Canterbury
Phone: (03) 310 6860
Email: office@enterprisenc.co.nz

Enterprise North Canterbury

Enterprise North Canterbury (ENC) was established in 2002 as a not-for-profit trust by the Waimakariri and Hurunui District Councils.

As North Canterbury's economic development agency, ENC strives to support businesses by providing access to advice, guidance and training in various different forms.

The economic development agency has taken a leadership role in the following key areas:

ARTIST'S IMPRESSIONS:

Cover: *Blackwells (Wilkie+Bruce)*

Page 2: *Kaipoi Library (Warren and Mahoney),
Laneway Example (Boffa Miskell)*

Page 11: *Silverstream Estates*

BUSINESS

Sustain and grow existing business and promote new business within the region.

LAND-USE

Promote and facilitate land-use intensification in the region.

INFRASTRUCTURE

Identify gaps that impact on the creation of wealth.

TOWN SUPPORT

Engage with local Towns to promote and grow.



Enterprise North Canterbury
83 Ivory Street, PO Box 436, Rangiora

www.northcanterbury.co.nz