

THE
SOUTH WAIKATO
SOLUTION

Tokoroa • Putāruru • Tīrau • Arapuni

INVESTMENT PROSPECTUS



WEL COME

Nau mai, haere mai

From the Mayor and Chief Executive...

We are proud to present our Investment Prospectus - The South Waikato Solution.

The South Waikato District is growing and with growth comes opportunity.

Our District has many advantages which are outlined in this investment prospectus.

*We invite you to explore these further by contacting or visiting
us here at the South Waikato District Council.*

*All businesses and people can thrive in the South Waikato and
we extend the warmest of welcomes to all.*

Mayor Jenny Shattock and Chief Executive Craig Hobbs

THE SOUTH WAIKATO SOLUTION

If you're looking for greater opportunities for your business then the South Waikato is the place for you. Home to competitively priced land with comprehensive road, rail and online connections to national and international markets, we've got all your business needs sorted.

Situated in the heart of the North Island on State Highway 1, the South Waikato district is well connected by both road and rail, with the ports of Auckland and Tauranga, as well as the major regional centres of Hamilton, Rotorua and Taupo. In fact, more than half of New Zealand's population is within two and a half hours of our district. With great business opportunities and affordable, well-serviced land waiting for development; there's never been a better time to bring your business here.

Better still, you and your family can enjoy an iconic New Zealand lifestyle with high quality services and facilities and the great outdoors on your doorstep. Our stunning lakes, rolling green hills, beautiful forests and lack of a single traffic light provides residents with an idyllic lifestyle and perfect work-life balance.

The South Waikato District Council is passionate about helping all investments and developments prosper in the district. This is demonstrated by our solutions based approach to all interactions with business. We offer great business support services and want to see even more businesses thrive and prosper in a place of exceptional opportunity.

*Chelsea West
performing
at the annual
Polyfest event.*



THE DISTRICT AT A GLANCE

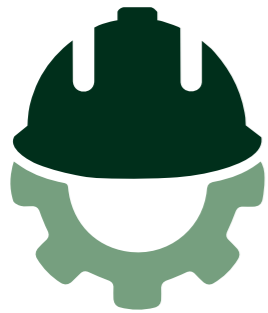
Our main towns



TOKOROA • PUTĀRURU • TĪRAU • ARAPUNI

Our main industries

ENGINEERING



FORESTRY



AGRICULTURE



1

billion

our GDP

1.3

per cent

population growth

2

per cent

economic growth

32

per cent

growth of residential property values

Source: Infometrics, year ending 2016

TRAVELING DISTANCES

HAMILTON: 79kms

AUCKLAND: 200kms

TAURANGA: 77kms

TAUPO: 73kms

ROTORUA: 65kms

WAITOMO: 100kms

Travel distance calculated from district's centre to CBD of destination



WHY INVEST IN THE South Waikato



CENTRAL LOCATION

Located on the country's main highway, half of New Zealand's population is within approximately two and a half hours of the South Waikato.



LOW COST LAND AND BUILDINGS

The average South Waikato house price is less than $\frac{1}{5}$ of that of Auckland house prices and industrial land can be purchased for less than \$30 per m².



BUSINESS FRIENDLY COUNCIL

Outstanding support systems and a solutions based approach to investment and business development.



ABUNDANT RESOURCES

Natural resources, access to major gas pipelines and an available workforce with local opportunities for upskilling.



INFRASTRUCTURE

Direct road and rail links to ports and major centres, Ultra-Fast Broadband connection and reliable Council infrastructure with water and wastewater capacity.



INDUSTRY CLUSTERS

Essential for networking and innovation, resulting in the district being home to a number of world leading businesses.



UN-PARALLELED LIFESTYLE

Close to mountains and beaches, rich in natural features, friendly and culturally diverse communities and not a single traffic light in sight!

“The opportunities are endless here. Come to the South Waikato and make our advantage, your advantage.”

Jenny Shattock
Mayor, South Waikato District



A Waratah harvesting head designed and manufactured in Tokoroa.

THE SOUTH WAIKATO

*The crystal clear waters of
Te Waihou River.*

Where opportunities come to you

FREIGHTING & LOGISTICS

Recent infrastructure developments have solidified the South Waikato's position as one of the nation's most promising locations for freighting and logistics services.

Tokoroa's new Road Rail Terminal and the NZ Transport Agency's highway development projects have made the ports of Auckland and Tauranga so accessible that the district is ideally positioned as a logistics hub.

ENGINEERING

Tokoroa is home to a cluster of successful engineering firms each operating within their own niche. Low cost land is plentiful. Product development and market access is the name of the game.

Tokoroa even hosts purpose built South Waikato Trade Training facilities providing a skilled workforce tailored to engineering, automotive and logistics industries.

ACCOMMODATION

With over 65,000 users of the Waikato River Trails and Te Waihou Walkway alone, not to mention our huge traffic flows and central location, there is ample opportunity to set up accommodation - from hotels to bed and breakfasts.

GOURMET FOOD & BEVERAGE

The township of Putāruru is developing as a gourmet, artisan food and beverage destination.

Craft beer businesses have the opportunity to access the pure water of Te Waihou and the Blue Spring, and add to the town's growing number of gourmet cheese, meat and beverage businesses.

MANUFACTURING & INDUSTRY

An abundance of low cost industrial greenfield and serviced land make the South Waikato the ideal place for your business.

Access to labour, energy and natural resources, great transport infrastructure and a business friendly Council makes the South Waikato the solution for you.

DAIRY INDUSTRY

South Waikato has a comparative advantage in the dairy industry, attracting significant business investment like the \$385 million Fonterra dryer at Lichfield. There is also opportunity around associated dairy services and value-added dairy products.

TOURISM

The tourism industry in New Zealand is booming. High volumes of tourist traffic flow through the South Waikato along State Highway 1 and State Highway 5 allowing for great market opportunities.

The Waikato River Trails and famous Te Waihou Walkway and Blue Spring combined attract over 65,000 visitors annually. These numbers are rapidly increasing providing massive potential for further development.

But it doesn't stop there, tourism opportunities lie in the rare Kokako bird project, health and wellbeing spas, outdoor pursuit centres, beautiful lakes and cultural tourism.

RETIREMENT SERVICES

New Zealand's population is aging and an increase in services for the elderly is needed. Putāruru is home to the Rangiura Rest Home and there is opportunity for more aged care facilities and services.

VALUE ADDED WOOD PRODUCTS

Historically, forestry has been the face of the district and will continue to play a vital role with abundant resources, great access to export markets and tonnes of local expertise opening the door for firms interested in producing value added wood products.

HOSPITALITY & RETAIL

By 2020 Tirau, Putāruru and Tokoroa will be the first towns you pass through when traveling south from Auckland.

Build on Tirau's existing boutique retail centre or leverage off the location and town development projects in Tokoroa and Putāruru.

INFORMATION SERVICES

Worldwide IT markets are at your fingertips in Tokoroa, thanks to Ultra-Fast Fibre (UFF). Putāruru has been added to the phase two rollout for 2017-19.

Take advantage of the affordable land prices, secure geological environment and ideal lifestyle, where exploring New Zealand's backyard is always just down the road.

MOVIE SETS

Movie quality landscapes can be found throughout our country, but the picturesque lakes, indigenous forests and rolling hills of the South Waikato will rival them all.

Successful movies such as Yogi Bear and Pete's Dragon were shot in part in the South Waikato and are a testament to our district's incredible beauty.

“Tokoroa is extremely well located to offer logistics solutions.

The Tokoroa Road Rail Terminal is a modern logistics solution that ticks all the boxes for exporters and importers.

The potential for this development is almost unlimited.”

Gavin O’Donoghue, GM R J Lincoln



R J LINCOLN

a case study

R J Lincoln is a locally owned and operated freighting and logistics company that has helped transport Tokoroa to the top of the list of investment destinations for business. These guys are some serious doers. Company owner Raymond Lincoln and General Manager Gavin O’Donoghue share 60 years experience in the transport industry. They saw huge potential in Tokoroa as a logistics and distribution hub due to its central location, strong skilled workforce and proximity to the ports of Tauranga and Auckland by road and more importantly, rail. Using their passion and commitment for the town, as born and bred locals, they spear headed a multi-million dollar infrastructure project, the Tokoroa Road Rail Terminal.

Although R J Lincoln was the driving force behind the project, the real power came from the successful public-private partnership with the South Waikato District Council. The Council successfully facilitated relationships with other key stakeholders such as KiwiRail and the New Zealand Transport Agency. The organisations worked in synergy and proved that public-private partnerships are not only achievable, but far superior to working in isolation.

The Tokoroa Road Rail Terminal was officially opened in December of 2015 and container handling capabilities have increased by 150%. This development means businesses located in and around Tokoroa can access both domestic and international markets without the high costs of residing in the major cities.



The driving force behind the intermodal Tokoroa Road-Rail Terminal; a public-private infrastructure development.



OVER THE MOON DAIRY

a case study

Award winning, speciality cheese made in a special place.



The lush, green, rolling hills of the South Waikato play home to not only 150,000 dairy cows but also Over the Moon Dairy – producer of New Zealand’s widest range of speciality cheese. With over 110 different awards from around the world, this locally owned and operated business uses only the world’s finest ingredients, all sourced locally and handcrafted in their boutique factory in Putāruru. The business has been running since 2008 and now offers cheese making classes and demonstrations. It recently expanded by opening an artisan Deli in Cambridge.

Putāruru’s strategic location makes it a real hotspot for traffic flows and market access for retailers, however retailing

is just one facet of Over the Moon Dairy. Manufacturing, distribution, wholesaling and online sales are the bread and butter of the business and this complements their main highway retail presence to create a model which can easily be replicated by others.

Over the Moon Dairy prides itself on its ‘pasture to plate’ approach, employing local people and producing real local food. Putāruru is quickly becoming an idyllic New Zealand town known for its pure artisan products. With such great access to quality resources and a cut price, relaxed kiwi lifestyle, who wouldn’t want to be here!

“Being able to source our ingredients locally and work with our suppliers to ensure the final product is of premium quality is key for us.

Our cheese is truly a representation of the South Waikato.”

Sue Arthur, owner of Over the Moon Dairy

Export focused and aspiring to grow?
Dig in to the South Waikato.

a case study
**BLUE
PACIFIC
MINERALS**

In 2010 Blue Pacific Minerals Managing Director, Dave Hill, made the announcement that their business would be relocating to Tokoroa after 18 years at their previous site. The drive behind this move was simple, not only would they be closer to their mineral deposits, but they would gain exceptional access to sustainable fuel, high growth offshore markets, good labour force, space to grow and a pro-business local Council.

Blue Pacific Minerals processes New Zealand minerals into a wide range of commercial products and aim to become the biggest producers of zeolite and perlite in the southern hemisphere. This desire has been backed by its

recent \$11million investment into a state of the art zeolite processing plant and storage facility. These were given the tick of approval by local MP Hon Louise Upston and the Minister of Resources and Energy Hon Simon Bridges.

Blue Pacific Minerals has flourished since making the move to the South Waikato and has only positive things to say about its streamlined interactions with the local Council. The two parties share a common view on business and community sustainability. This positive relationship is yet another great example of South Waikato District Council's commitment to business friendly interactions.

“ We’ve got goals to perform on the world stage and Tokoroa allows us to do that by providing great access to large international markets and giving us the opportunity to grow. ”

Dave Hill, Managing Director
Blue Pacific Minerals.



a case study
**SOUTH
WAIKATO
PRECISION
ENGINEERING**



Owner/Directors Jeff Mossong and Frank Aerts.

Innovation is second nature.

As an engineering firm, South Waikato Precision Engineering (SWPE) needs a place that can provide a skilled workforce, efficiency to meet customers' needs in a timely manner and an environment that fosters innovation and collaboration. The South Waikato is that place.

From humble beginnings as a four person repairs shop, SWPE has grown to employ over 30 people and has thrived in the South Waikato for the past 20 years. Today, their strategic location has enabled them to expand their service offering and dedicate a large portion of the business to manufacturing. The key to their expansion? Innovation through collaboration. SWPE works in synergy with the district's other successful engineering firms and through their collaboration the South Waikato has become a centre for innovation.

Not only does SWPE benefit from being located in the South Waikato but it is also helping create a compelling destination by being heavily involved in a unique and innovative skills pipeline, South Waikato Trade Training. Collaboration between the South Waikato Engineering Cluster, the South Waikato District Council, Toi-Ohomai and other key stakeholders has created a model for meeting the future skills demand for local industries. The model currently supports engineering, automotive and logistics industries, with the potential to be replicated for other sectors.

“ It’s all here.
The infrastructure,
The resources,
The lifestyle.
Why would I go anywhere else? ”

Frank Aerts,
Owner of South Waikato Precision Engineering



THE SOUTH WAIKATO Lifestyle

Escape the crowds of people, leave behind the hours wasted sitting in traffic and take advantage of the opportunity that is the South Waikato. The District's central location and inexpensive property values will save you time and money, while each of the unique townships offer great lifestyle benefits that many of New Zealand's major centres cannot provide.

RESIDENTIAL PROPERTY VALUES

The average property value in the South Waikato, as of March 2017, is \$196,418. This is a 36% growth in value on the previous year and it is the second highest growth rate of all New Zealand areas over that period. With average earnings almost on par with the national average, housing in the South Waikato is extremely affordable.

RECREATIONAL ACTIVITIES

Green spaces, tall forests and flowing rivers are in abundance in the South Waikato and there are plenty of ways you can explore them all. Step out on the famous Te Waihou Walkway, mountain bike through the pines of Cougar Park or take your pick on the celebrated Waikato River Trails. Enjoy a leisurely stroll through Barnett Reserves or leave the chaos behind for a day on one of the district's six beautiful lakes or four golf courses.

You could also get active at any of the high quality community facilities available here including our three swimming pools, the \$5million South Waikato Sport and Events Centre and our multiple sports grounds.

POPULATION

2016 saw the district's population reach 23,800 people, thanks to 1.3% population growth, with almost 14,000 of them located in the main township of Tokoroa. Settle in to one of our friendly, ethnically diverse communities and escape the rat race of the major cities to enjoy a population density of less than 15 people per km².

EDUCATION

The district is home to a wide variety of educational services ranging from pre-school to tertiary. The South Waikato has 17 primary and intermediate schooling options and three high schools. Tertiary education services are also offered by both Toi-Ohomai Institute of Technology and Te Wananga o Aotearoa, and a free bus service travels directly to Waikato University every weekday.

HEALTH

Early 2014 saw the opening of a facility unique to rural health care. The South Waikato Health Centre is the result of a \$2.1 million capital investment from Waikato District Health Board and it brings together the Tokoroa Hospital, GP practices, a new pharmacy and several other health services to form a modern health campus.

WHAT WE CAN DO FOR YOU

The South Waikato District Council is a pro-business local authority whose role as a facilitator means we are committed to making business easier for you.

We can provide you with...

BUSINESS SUPPORT AND ADVICE

In association with Callaghan Innovation and Waikato Innovation Park, our business support service can provide you with a free business needs assessment by an experienced business advisor and help you access relevant initiatives.

LINKS TO AVAILABLE FUNDING

There are several government funding schemes for various industries and new businesses and our support service can help you access them.

A SMOOTH TRANSITION FOR YOUR BUSINESS

A business friendly District Plan, fast tracked consenting process, generously discounted financial contributions and a solutions based approach will ensure your business plans become reality.

A BUSINESS CASE MANAGER

A one point of contact to streamline and manage your interactions with the various Council functions saves you time and energy which would be better spent on your business.

NETWORKING OPPORTUNITIES

We can connect you with the South Waikato Investment Fund (SWIF) Trust, a local organisation that facilitates economic growth. We can also facilitate networking opportunities for you with local business associations, our local iwi Raukawa, Waikato Regional Council and more!

THE IDEAL SITE FOR YOUR BUSINESS

We know our district inside and out so we are confident we can help you find the ideal industrial or commercial premise for your business and organise site visits.

Pictured from top:
1. Our iconic i-SITE, The Dog, Tirau
2. Dave Mitchell - Waikato River Trails
3. Family outing - Balloons Visit South Waikato
4. Kokako - Mokaihaha

Find out more details about the potential opportunities and ventures available by contacting:



Craig Hobbs, Chief Executive, South Waikato District Council,
on 07 885 0746 or email at craig.hobbs@southwaikato.govt.nz
or visit www.southwaikato.govt.nz