


# Invest in Nelson Tasman

**nelson  
tasman.nz**

Regional Investment Prospectus 2023 / 2024





**Te Taihu**  
**Intergenerational**  
**Strategy offers us the**  
**following vision, values**  
**and intergenerational**  
**outcomes.**

## Our Vision

**Tūpuna Pono** – Being Good Ancestors

## The Values

**Whanaungatanga** – We value relationships, we will work together and with tangata whenua.

**Pono** – We are honest, open and accountable.

**Rangatiratanga** – We are excellent in everything we do.

**Auahatanga** – We are innovative and passionate about everything we do.

**Manaakitanga** – We care and support one another.

**Mana Taurite** – We are inclusive and strive for equity and equality.

**Ngā Taonga Tuku Iho** – We honour and respect our taonga, our legacy.

## The Intergenerational Outcomes

**Te Taiao – The Natural World:** Our relationship with the natural world is healthy.

**Pūtea – Economy:** Our resilient economy allows our people, places, communities, and businesses to thrive.

**Te Taihutanga – Identity:** Our people are proud of their individual and shared identity and feel a strong sense of belonging. We treat each other with kindness and respect.

**Tangata – People & Communities:** Our people and communities are welcome, healthy, and safe. Our people are connected across generations, cultures, and distance.

**Te Rākau Taumatua – Place:** Our people can access affordable and quality places to live. Our shared spaces are places where people want to be.

**Papa Whenua – Infrastructure:** Our people have resilient transport, communications and energy networks and water and waste systems.

**Rangatiratanga – Leadership:** Our decision-making is collaborative, courageous, inclusive, respectful and acts for the long term. We uphold the values and rights of the people and taonga of our region.

**Mātauranga – Knowledge:** Our people are knowledgeable, curious, and creative.

# Contents

Foreword.....	5
A location that is hard to beat .....	7
Nelson Tasman at a glance .....	8
Opportunities for growth .....	9
Invest in Nelson Tasman.....	10
Why Nelson Tasman.....	12
Working and living here .....	14
A confident future – investment highlights .....	16
Nelson Tasman business support and collaboration .....	18



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# Foreword

Nelson Tasman has an exciting future and this Prospectus is intended to help you understand the potential of our region.

Whether you are an existing business, new to Nelson Tasman, encouraging investment or thinking about moving here, this prospectus will give you the information you need to help you on your journey.

Our collaborative and entrepreneurial spirit and our existing competitive advantages give us confidence about our future.

Kei ngā tini maunga e tū and i te ao, i te pō

Kei ngā rua awa e rere atu ki te au o Tangaroa

Kei ngā kāwai whakapapa, me ngā kāwai kōrero  
o te rohe nei

Tēna Koutou

Tangihia ngā tini mate kei waranga i a tātou

Koutou kua huri ki tua, haere, haere atu rā

Rātou ki a rātou, tātou ki a tātou

Tihei Mauri Ora



# Centre of New Zealand, connected to the world

Wharariki	157km	3H
Collingwood	130km	2H 20mins
Tākaka	103km	2H
Mārahau	64km	1H 10mins
Kaiteriteri	60km	1H 05mins
Motueka	48km	50mins
Māpua	32km	35mins
Nelson Whakatū		





## **A location that is hard to beat**

Nelson Tasman provides the best of both worlds, allowing you to stay connected when necessary while also offering a perfect retreat when needed.

The Nelson Airport is a vital link to the region, with up to 300 weekly flights catering to residents, businesses and visitors. You can travel to the airport from both Nelson and Richmond centres in only 10 minutes by car. Nelson Tasman is home to New Zealand's most extensive fishing port. Within 60-90 minutes, you can reach one of the 3 National Parks in the region and over 300 mountain biking trails.

# Nelson Tasman at a glance



## Population Growth



1.6% over last 10 years

Projected Population

**134,700+**

By 2040



2022/2023 FIGURES



# Opportunities for growth

Sectors with high regional competitive advantage in Nelson Tasman.



**Blue Economy**



**Visitors**



**Horticulture/  
Food & Beverage**



**Science &  
Technology**



**Forestry**

## moananui

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Moananui is a Nelson-based blue economy cluster, whose shared goal is to transform New Zealand into a world-leading ecosystem for developing and commercialising blue economy products, services, technology, research and capability, with a healthy ocean at the heart of this.

Moananui's role is to enable businesses, government bodies and other experts to work together with the aim of fast-tracking growth of the

'blue economy' - marine activities that generate economic value and contribute positively to social, cultural and ecological wellbeing. Here in Te Taihū, we have the largest and fastest growing blue economy in Aotearoa New Zealand.

Moananui plays a key role in our region supporting businesses with projects that increase value, connect people and improve ocean health.

## Invest in Nelson Tasman

Nelson Tasman has always been a sought after destination famous for its unique environment, sunny climate and favourable growing conditions.

Our region is one of the country's fastest growing destinations, and for good reason. A microcosm of the whole country, Nelson Tasman manages to squeeze everything that's great about New Zealand into one easily accessible area.

Our region has a rich history and interwoven story of migration from Tangata Whenua and European settlers through the diverse communities of people who now call Nelson Tasman home, creating a truly multicultural society.

Here in Nelson Tasman, the land and sea shape our way of life and consequently, our regional economy. Our stunning natural landscapes draw visitors from all corners of the world, our favourable growing conditions mean we farm the most outstanding produce and the oceans that surround us make us the natural home for New Zealand's blue economy.



Our economy and people are globally connected. We ship our produce and innovative products all around the world from here. We are the geographical centre of New Zealand, lay claim to one of the country's busiest regional airports and are home to the largest fishing port in Australasia.

Good things start here – Nelson Tasman is the birthplace and home of New Zealand's first and largest public-benefit science organisation, first centre for musical arts, first state-supported secondary school and first provincial museum. Even New Zealand's first game of rugby was played right here in Nelson Tasman.

Our innovative and pioneering spirit persists to this day. Our region is home to an array of high achievers and innovative businesses. Some were born here, others chose to move here because of the unique lifestyle offering. As a place where talent wants to live, Nelson Tasman gives space to explore, create and innovate.





QuayConnect specialises in offering customers comprehensive fourth-party logistics (4PL) services, including transport, warehousing, customs clearance and international ocean freight. The company efficiently manages the movement of goods across ports while adeptly coordinating inbound and outbound flows. With a strong focus on delivering tailored supply chain solutions, QuayConnect designs bespoke strategies that precisely cater to the unique requirements of each customer. The company prides itself on its personalised service approach and its ability to provide effective problem-solving solutions.



Based at Port Nelson, QuayPack offers integrated transportation services, third-party logistics (3PL), and packing solutions. The company utilises New Zealand's largest on-port covered storage facilities and dedicated scheduled trucking services. QuayPack also works with partner QuayConnect to handle all aspects of logistics across the supply chain.

## PORT NELSON

Port Nelson is the maritime gateway for Te Taihupo – a vital hub for economic activity and a key stakeholder in our region's continued growth and prosperity. The Port offers a comprehensive range of services, including marine operations, cargo handling, warehousing, logistics, slipway services, and an extensive property portfolio. Annually, the port handles approximately 3.3 million tonnes of cargo, which includes around 120,000 twenty-foot equivalent containers (TEU). The cargo volume breakdown comprises approximately 67% exports and 33% imports. Key export commodities include forestry products (logs, sawn timber, and processed timber), seafood, pip fruit, and wine. Notably, Port Nelson plays a vital role in the wine industry's supply chain, as 70% of New Zealand's wine is produced in the Marlborough region. On the import side, major commodities include fuel, vehicles, cement, and methanol.

Additionally, Port Nelson accommodates one of New Zealand's largest marine service sectors, further strengthening its significance in the maritime industry.



# Why Nelson Tasman

Nelson Tasman has a strong base of longstanding anchor sectors of the economy, providing competitive advantages that have underpinned our economic performance and prosperity for decades.



## Blue Economy

70% of New Zealand's aquaculture is based in Te Taihū, the Top of the South — major companies like Talley's and Sealord work out of Port Nelson. Home to over 400 blue economy businesses, we have an expanding blue economy cluster, Moananui, representing industries such as pharmaceuticals, nutraceuticals, engineering, aquaculture and conservation/restoration.



## Food, Beverage and Wellness Products

Nelson Tasman is fertile territory for growing primary produce. It is also increasingly fertile territory for innovators who are finding ways to add value through science, innovation, and savvy marketing.



## Forestry and Wood Processing

Nelson Tasman's climate and geography are ideal for growing radiata pine and the region produces approximately 10% of New Zealand's sustainable roundwood harvest.



## Research, Science and Technologies

Scientific understanding underpins many of the region's biggest and most innovative sectors. Nelson has the highest number of scientists per capita of any New Zealand city.



## The Visitor Sector

Nelson Tasman is one of the fastest growing tourism regions in the country and has a long history of attracting both international and domestic visitors. Our natural environment is the heart of our visitor economy.



## WAKATŪ INCORPORATION

Wakatū Incorporation is a whānau-owned business whose purpose is to preserve and enhance taonga for the benefit of current and future generations.

Based in Whakatū (Nelson), Aotearoa New Zealand, Wakatū has approximately 4,000 owners, who descend from the customary Māori landowners, the whānau and hapū of the Whakatū, Motueka and Mōhua rohe.

Actively involved in the lives of whānau whānui, the wider community, and business development, Wakatū is guided by Te Pae Tawhiti, their 500-year intergenerational plan.



The key principles of Te Pae Tawhiti are embedded in all activities across Wakatū, ensuring alignment of common energy, working together to achieve common goals.

Working primarily in the property, food and beverage, and wellness space, their three associated business are Whenua, Kono and AuOra.

**Whenua** is the foundation of Wakatū and is where 70% of their assets are held.

**Kono** is a food and beverage producer and exporter of premium wine, beer, cider, pip fruit and hops.

**AuOra** is a consumer-focused, health-solutions business with a focus on active ingredients and wellbeing solutions, obtained from the natural resources of Wakatū.

# Working and living here

The things that draw visitors here for holidays are increasingly drawing people who want to live in a place they love.



## Award-Winning Weather

Here in Nelson Tasman, we welcome chart-topping sunshine hours and mild winters that contribute to the lifestyle you will find here. You can plan a Saturday barbecue or outdoor activity with confidence.

## Transport

Here in Nelson Tasman, active transport is more popular than anywhere else in the country, thanks to significant investments in cycle paths, parks and shelters (and our trustworthy weather). Investments in public transport and strategic traffic network upgrades are reflecting the demands of our growing population. Most people living in Nelson Tasman own their own cars so naturally there is peak hour traffic congestion, but if you're moving from a bigger city then it's incomparable.

## Connecting with the Country

Our state-of-the-art Nelson Airport caters for growth projections out to 2035. It's the busiest provincial airport in New Zealand. Wellington is a quick 25-minute flight away, and Christchurch is a scenic five hour drive.

## Excellent Education

We have excellent schools, providing quality education. There are over 80 options for early childhood education in the region and numerous primary and secondary schools. Nelson College was founded in 1856 and was New Zealand's first state school. The Nelson Marlborough Institute of Technology/Te Pūkenga is the largest education provider in the Top of the South and has been providing students with the skills required to make their mark on the world for over 115 years.

## A Diverse Population

With a population of around 113,000, we balance our urban offerings with a sense of a connected community. We embrace our diverse culture, where one in five people living here were born overseas, and there are 48 different cultures living in the region. We have over 1,500 sports, arts and culture events per year — there is something for everyone to enjoy.



## Housing

Nelson and Tasman's population is growing; we know we need space for more houses and businesses, and there are developments underway to encourage more central city living. The region offers housing options to suit every budget, from central city rentals to hilltop hideaways, from new suburban subdivisions to several exciting new apartment complexes.

## Healthcare

Our residents are comparatively well-served across the healthcare spectrum. The government announced the \$1b redevelopment of Nelson Hospital and the project is on track to be completed by 2030 to ensure our residents have a fit for purpose, future-proof building.

## About the Outdoors

Our stunning natural landscapes draw visitors from all corners of the world.

There are around 350 mountain bike trails, 250 hiking trails and 3 National Parks – Kahurangi, Nelson Lakes, and Abel Tasman – which offer access to lakes, mountains and some of the country's finest beaches. It's one big natural wonderland, making it almost impossible for you to ignore the call of the wild. Best of all, people of all ages and levels of fitness can enjoy our outdoors, as Tasman's Great Taste Cycle Trail demonstrates.

## SNAPGROUP™

Founded in 2009 in Nelson by the Rodley family and has grown to over 40 people in 4 countries. In that time, Snap has won every NZ major technology, sustainability and innovation award it has been eligible for, as well as government and industry contracts around the world. It recently received the Nelson Supreme business award.

Snap builds the world's most powerful camera for image and AI monitoring for its size, including cloud and AI review systems. This technology is applied across fisheries, red meat & construction industries among others.

Snap holds a huge amount of video data available for training AI and growing automation, including one of the largest video data stores in the world from fishing vessels.

As we see sustainability, transparency and increased efficiency in the food industry, Snap is well positioned to capitalise on this global trend, while improving the lives of those who work on fishing boats and industries and the environmental footprint they entail.

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# A confident future – investment highlights

Nelson Tasman is at a significant stage of strategic development, investing heavily in key enabling infrastructure supporting our future growth.

The following section highlights some important strategic investments as context to investment requests.



## ✓ **Waimea Community Dam**

The Waimea Community Dam is a public/private partnership between the Tasman District Council and Waimea Irrigators Ltd. The \$195m project due for completion in February 2024 is a water augmentation scheme supporting our long term water security.

## ✓ **Environmental Investment**

Te Taiuhu is environmentally diverse, home to unique natural communities and a stronghold for a wide range of species and ecosystems which are rare and threatened elsewhere in New Zealand. Punching above our weight in investment and innovation around conservation and biodiversity restoration, regional leaders are helping to unlock philanthropic investment into conservation. This is underpinned by a highly collaborative ecosystem driven by the Kotahitanga mo te Taiao Alliance.

## ✓ **Marae Development: Te Āwhina Marae Redevelopment**

Supporting the development aspirations of our marae in the rohe, which include housing initiatives/papakāinga. This presents a complete redevelopment of the marae facilities in Motueka to support cultural revitalisation and economic development. The project provides for education, arts, employment, trade training, cultural tourism, and housing solutions.

## ✓ **Urban Regeneration**

Urban settlements are undergoing revitalisation and regeneration to enhance liveability and vibrancy, adapt to congestion, climate change, and changing retail behaviours. Nelson City Council is investing in projects such as the Bridge Street development as an active transport corridor and linear park offering green space for people in the heart of the city.





### ✓ **Nelson Arts & Creativity Strategy**

This new strategy is Nelson City Council's guiding document for nurturing creativity, celebrating the arts, and channelling innovation and creation. It outlines initiatives that can help everyone experience the benefits of art and will support a sustainable arts and creativity sector.

### ✓ **Port Nelson Infrastructure Property Masterplan**

Port Nelson is undertaking an Infrastructure/Property Masterplan to optimise infrastructure, asset, and property portfolio requirements for Port Nelson in 2050. This is to include a phased development programme. This will enable the Port's infrastructure to respond to future import and export requirements of Te Taiuhi, support a cluster of businesses who need proximity to the Port and upgrade maritime infrastructure to support activities such as coastal shipping.

### ✓ **Nelson Airport 2050 Masterplan**

The Masterplan is a guide for Airport land use and a plan that allows provision for future activity in a flexible, efficient, and safe manner, that continues to support the community aspirations of Nelson Tasman.

### ✓ **Archives, Research and Collections Facility**

It is widely acknowledged that the Nelson Provincial Museum's Ise Research Facility is at the end of its functional life. A replacement facility is urgently required to provide ongoing care for the Museum's nationally significant Regional Collection.

### ✓ **Science and Technology Ecosystem**

Nelson has the highest number of scientists per capita of any New Zealand city and this sector has created the most jobs in the region over the past 10 years. Investment into the Cawthron Institute and Plant and Food Research New Zealand's assets, and a new Nelson Artificial Intelligence Institute has created international class facilities.

### ✓ **Marina Masterplan**

The Marina Masterplan envisions a link between the city and the marina precinct, complementing Te Ara ō Whakatū - Nelson City Centre Spatial Plan, Council's City to Sea Linkage, and the Nelson Future Access Project. Environmental and climate change factors are at the heart of the Masterplan and will help drive environmentally friendly and sustainable practices both in the building and development of the Marina as well as daily operations.



## Nelson Tasman business support and collaboration

### Nelson Regional Development Agency

Nelson Regional Development Agency's mission is to unlock the economic potential of Nelson Tasman to enable our people and places to thrive.

We do this by leading inclusive and regenerative economic development, supporting our businesses and people to grow, and shaping and amplifying our profile to attract people, business, and investment to the region.

Whether you're looking to invest, move, or start a business in Nelson Tasman, we have the data and case studies you need to make informed decisions. The team at the Nelson Regional Development Agency are here to support you through your relocation or investment decision. Whether you want more info, or are ready to take the plunge, we can connect you with business experts and key services, provide information to aid in your decision-making, and organise familiarisation visits. If you need to know how various sectors are faring to make business decisions based on facts and concrete data we can provide that too.

### KIMER MED

Kimer Med is an innovative and ambitious company poised to make a significant global impact. Founded in 2020, the biotech start-up has developed novel, broad-spectrum antiviral compounds to treat viral diseases and provide protection against future pandemic threats. In stark contrast to traditional big pharma, they run a lean, agile and

cost-efficient business, designed to get affordable drugs to market as quickly as possible and reduce the suffering of millions of humans and animals.

Kimer Med has demonstrated the effectiveness of its antivirals against seven viruses to date. These in vitro results include 100% effectiveness against Zika, and Dengue - a top ten global public health problem with hundreds of millions of cases annually causing devastating consequences.

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Our highly connected business environment provides support for exciting and new businesses to the region. This includes linking to national agencies such as NZTE which have a regional presence.

### **Toiere** | [toiire.nz](http://toiire.nz)

Te Manawakati o te Pakihi Māori — the Te Taihi business network supporting Māori in business across diverse sectors. At Toiere we support Māori entrepreneurs to create opportunities that enable them to succeed. We are proud to have existing contacts and relationships in the Māori Business community and Iwi. Our mission is to provide a self-sustaining framework that will support Māori in business across diverse sectors to contribute to the economic development of Māori.

### **Mahitahi Colab** | [mahitahicolab.nz](http://mahitahicolab.nz)

A physical collaboration hub based on NMIT's Nelson campus designed to support and inspire clever businesses, innovation and talent in Nelson Tasman.

### **Nelson Tasman Chamber of Commerce** | [commerce.org.nz](http://commerce.org.nz)

The independent voice of business that offers a complete toolkit of business development, networking and training to unlock business vitality.

### **Regional Business Partner Network** [nelsontasman.nz/do-business/business-support/](http://nelsontasman.nz/do-business/business-support/)

A business support service providing information, advice, funding and connections to support local businesses in their start-up, growth and innovation journey.

### **Visitor Sector Promotion Programme**

The Visitor Sector Promotion Programme is a collaborative network of businesses that promotes Nelson Tasman businesses around the world.

The aim is to create a strong community of businesses that provides space for collaboration and business opportunities, with a range of local forums and workshops.

Through an extensive network of domestic and international contacts selling and visiting the region, the programme puts businesses in front of the right channels with a year-round online presence and relevant media profiling opportunities as they arise.

The programme provides input into plans for Nelson Tasman's visitor sector strategies.

### **Visitor sector businesses in Nelson Tasman include:**

- Wilsons Abel Tasman
- Farewell Spit Tours
- AbelTasman.com
- Cable Bay Adventure Park
- Abel Tasman Kayaks
- Kaiteriteri Recreation Reserve
- Rutherford Hotel Nelson
- Kiwi Journeys
- Abel Tasman Sailing Adventures
- Abel Tasman Sea Shuttles and Kaiteriteri Kayaks
- Maruia River Retreat
- Pic's Peanut Butter
- Wine Nelson
- Nelson Tasman Cycle Trails Trust
- Interislander

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**Our mission is to unlock the economic potential of Nelson Tasman to enable our people and places to thrive.**

Nelson Tasman, located in Te Taihū, the Top of the South. It comprises the two Unitary Authorities of Nelson and Tasman and encompasses the multiple rohe of the eight iwi of Te Taihū: Ngāti Tama ki Te Taihū, Te Ātiawa o Te Waka-a-Māui, Ngāti Rārua, Ngāti Koata, Ngāti Toarangatira, Ngāti Kūia, Ngāti Apa ki te Rā Tō, and Rangitāne o Wairau.