

▼ Dairy

A temperate climate and fertile soils which produce excellent grass make Taranaki one of the world's premiere dairying areas.

Two-thirds of Taranaki's farms are dedicated to dairy production and its cows produce about 20% of New Zealand's milk. Taranaki-made milk is processed locally into a wide range of products for domestic and export markets, including cheese, cream, butter, ice-cream and milk powder.

Global milk giant Fonterra has numerous farms and processing plants throughout the region. www.fonterra.com



The combined strength of Taranaki's large and niche dairy-related industries are testimony to the region's reputation as a leading dairy industry location.

The sector achieves good rates of return on investment and still boasts significant growth potential. This potential is being achieved through the use of the latest dairy technology, a prime example of which is the development of one of the largest rotary milking parlours in the Southern Hemisphere is located on the Faull farm in Tikorangi, North Taranaki.

As a result of being a well-developed dairy region, Taranaki has evolved sophisticated infrastructure to support the specific needs of this industry. Its modern farming community has access to a wide range of advice and support services with specialist knowledge in farming practices, milk production and processing.



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The dairy industry offers many job opportunities, so people keen on an outdoor lifestyle can go share-milking and work towards owning their own farm. Others may be keen on being tanker or truck drivers, and those with a science and/or technology background may find openings in the dairy processing laboratories. Engineers are also needed to design, build and maintain our state-of-the art factories, tools and equipment.

Those looking to start into the dairy farming sector can access a variety of training through various providers including Taratahi Agricultural Training College. Taratahi has been successfully training Kiwis for careers in the agricultural sector since 1919 and offers full-time courses, extra-mural study, short courses and STAR/Gateway programmes. It has a non-residential campus near Stratford in central Taranaki.

www.taratahi.ac.nz

Another option is Agriculture ITO. It is one of New Zealand's largest industry training organisations, offers employees and employers industry-funded training and resources, and helps more than 10,000 people every year to gain the knowledge and skills they need for a productive and rewarding career in agriculture – one of New Zealand's most successful and important industries.

www.agricultureito.ac.nz

www.taranaki.info/business/content.php/page/dairy

www.dairynz.co.nz

www.fonterra.co.nz



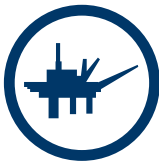
www.taranaki.info

Oil & Gas

Taranaki, 'the energy province', is the centre of New Zealand's oil, natural gas and petrochemical industries. Almost 90 percent of the sector's total nationwide employment is based in the region, generating \$NZ 741 million of the country's gross domestic product (GDP), and the Taranaki energy sector is still growing.

All of New Zealand's producing oil and gas fields are located in the Taranaki Basin. These are predominantly located onshore, although there are several large offshore reserves.

Taranaki's Oil Fields



Taranaki has five producing offshore fields – the Tui and Maari crude oil, and Maui, Pohokura and Kupe gas developments.

The new Kupe gas, LPG and condensate field is now producing, Maari is reaching full production and the lives of the McKee, Mangahewa and Maui fields are forecasted to extend to beyond 2020.

Offshore Exploration

Taranaki remains the focus of much exploration effort, as more explorers hunt for a wider range of petroleum products. Exploration is currently being carried out by both resident oil operators and large international overseas companies who deem New Zealand and Taranaki as a safe investment.

Crown entity, The Institute of Geological and Nuclear Sciences (GNS), has completed a technical review of the deepwater acreage, revealing several significant structures, all named after breeds of New Zealand sheep, such as Romney, Corriedale and Coopworth. These structures together could hold several billion barrels of oil. Results of an extensive seismic survey programme conducted over the last few years are now being reviewed and further drilling is imminent. www.gns.cri.nz

The Shell-Todd owners of the Kapuni field are also extending the economic life of the 40-year-old field through initiatives such as gas re-injection and full field compression to help maintain reservoir pressures and maximise production of gas and condensate LPG. Todd is also doing this in the McKee and Mangahewa fields.

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▼ Onshore Exploration

Onshore activity is still in a healthy state. Established and new companies are active in several areas of the region and the outlook is looking bright.

In September 2008, the Government's Crown Minerals agency awarded nine new onshore Taranaki exploration blocks – three to Greymouth Petroleum, two to Todd Energy and partner Mighty River Power, two to newcomer Kea Petroleum and Australian partners Hardie Energy and Rawson Resources, one to listed junior L&M Petroleum and Aussie partner Mosaic Oil, and one to small private company Green Gate and partner GB Energy.

These various joint ventures should spend at least \$100 million over the first five-year term of their licences, with more than 20 wells to be drilled. www.crownminerals.govt.nz

▼ Strong Support Sectors

A network of highly developed and experienced support services has grown up around the Taranaki energy industry and is an integral part of the region's exploration, development, production and maintenance programmes.

One service is the Oil & Gas Specialist Technologies group with members from Auckland to Bluff. The 22-strong group provides a one-stop shop approach for "upstream" (oil and gas exploration and production), "downstream" (petrochemical, refining, oil and gas wholesaling and retailing) and other energy-related activities.



The group provide a dynamic range of world class technical specialist support services to the oil, gas and energy sectors.

www.oilandgas.co.nz

They are also closely linked with the Engineering Taranaki Consortium, which represents a major group of Taranaki engineering companies, with a strong Taranaki and New Zealand customer focus. Members have developed world-class innovative expertise for the oil and gas, petrochemical, minerals & mining, food & beverage, water & wastewater and dairy industries.

www.engineeringtaranaki.co.nz

Taranaki-based support and service companies regularly work in other regions of New Zealand and overseas and offer a wide range of up to date specialist skills, from seismology to engineering, health and safety to plant maintenance.

Taranaki also regularly hosts industry events, and in 2011 will be hosting newcomer ENEX in June, and Swan Exhibitions NZ Oil & Gas Expo and conference in August.

www.enex.co.nz, www.swanexhibitions.com.au

▼ Other links

www.nzog.net

www.pepanz.org.nz

www.contrafedpublishing.co.nz/Energy+NZ

www.exito.org.nz

www.taranaki.info/business/content.php/page/oil-gas

Engineering

Taranaki is New Zealand's centre of engineering innovation and excellence. Located in the region are a cluster of world-class companies with specialist skills, which include:

- Mechanical and electrical fabrication
- Engineering design and project management
- Comprehensive support services for the engineering industry.

Taranaki's engineering firms have established an enviable reputation for quality, safety, cost-efficiency and first-class performance. This has evolved while carrying out some of New Zealand's largest heavy engineering projects, primarily linked to the growth of major oil, gas and petrochemical developments.

<http://www.taranaki.info/business/content.php/page/engineering>

Centre of Applied Engineering New Zealand

Taranaki is officially recognised as New Zealand's premier region for engineering. The Centre of Applied Engineering New Zealand (CApENZ) is a well established regional partnership representing over 100 engineering, manufacturing, design and specialist support services companies across Taranaki, and offers a collective approach to marketing, business opportunities, branding, collective purchasing, shared services, new product development and training. www.capenz.co.nz

Engineering Taranaki Consortium

Taranaki is home to New Zealand's leading engineering consortium, Engineering Taranaki. This small group of companies has more than 250 years of combined engineering, design & fabrication experience and represents over 1000 trades people and 200 professional engineers.

As well as assisting the oil and gas industry, Taranaki firms continue to provide specialist services for a wide range of industries including customised solutions for the dairy industry on a local, national and international level.

All work done by consortium members conforms to international standards, such as the ISO 9000 series quality standard, and the relevant Australian, British and American design codes.

www.engineeringtaranaki.co.nz

Health and Safety

The CApENZ Health Safety and Environment (HSC) Centre was opened by the Prime Minister Helen Clark in 2005 with its prime focus as taking the lead in promoting health and safety awareness, best practise, and raising the standards of HSE throughout the entire community.

www.capenz.co.nz/hsecentre

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▼ Niche Engineering

Taranaki's engineering base has a solid background in providing the complete spectrum of engineering services. They can deliver "turn-key" solutions for their clients - taking projects from feasibility and environmental studies through to total project management, engineering design, construction and maintenance. These solutions can be achieved because of the close proximity and strong relationships between the designers, project managers and fabricators of the region.

Products have been built for:

- The local and international oil and gas, and petrochemical industries
- Dairy industry
- Pulp and paper industry
- Mineral smelting
- Chemical industry
- Energy generation
- Water and waste water treatment
- And numerous other sectors.

▼ Marine Engineering

There is also an evolving expertise in marine engineering, including the building of super yachts, and leading the way is Fitzroy Yachts, www.fitzroyyachts.co.nz.

Born out of Fitzroy Engineering in 1997, Fitzroy Yachts has built a range of 11 high-specification vessels, seven of them world-class super yachts over 30 metres long. Its yachts have won line honours at international regattas, including the Loro Piana Super yacht Regatta in July 2009 and June 2010. Its super yacht, Innocean, was a finalist in the 2009 International Super-yacht Society Design Awards.

www.fitzroyengineering.co.nz

▼ Supporting Infrastructure

Taranaki has a service infrastructure that underpins the performance of the engineering industry and includes:

- A deep water port www.porttaranaki.co.nz
- Rail links to major centres throughout New Zealand www.kiwirail.co.nz
- The provision of a heavy haul route with super heavy loading capacity that stretches from the industrial heart of New Plymouth to Port Taranaki
- Transportation services that include the capability to lift and transport loads in excess of 600 tonnes
- Sophisticated, non-destructive testing and inspection facilities
- Corrosion protection expertise
- State-of-the-art surveying services.

Food processing

Taranaki's food processing and manufacturing industry is both significant and varied. The industry is responsible for more than 4,000 full-time positions in the region – the majority of which are in dairy, meat and poultry production, along with other specialist processing areas.



Milk giant Fonterra operates three major plants; the huge milk-processing plant at Whareroa near Hawera, which is the largest of its type in the Southern Hemisphere; a cheese factory at Eltham under the Fonterra Brands banner; and a by-products manufacturing plant at Kapuni, where lactose-based products are made. www.fonterra.com

Dairy processing isn't the only string in Taranaki's food-processing bow however. Silver Fern Farms operates a significant slaughter and meat-processing facility at Hawera, and is the group's largest beef-killing operation. www.silverfernfarms.co.nz

In addition, Riverlands operates a similar beef-only processing operation at Eltham and smaller processing and packing operations in the area handling deer, pig and sheep meat processing. www.riverlands.co.nz

Secondary processing of meat products is also becoming a thriving market sector, particularly with the commissioning in 2005 of the Itoham NZ Ltd plant at Waitara (North Taranaki). This plant processes meat products into a variety of small

goods for export to Japan. In 2008, its salami won a gold medal at an international food fair in Germany.

The poultry industry is also a well-established operator in the Taranaki region. Tegel Foods operates a fully integrated poultry industry, covering breeding, hatching, growing and processing, all based around the Tegel processing plant and feed mill at Bell Block, on the northern outskirts of New Plymouth.

www.tegel.co.nz

Several other large companies provide a balance in the food-processing and manufacturing sector. Yarrows Family Bakers, based at Manaia in South Taranaki, is a significant producer of breads, croissants and pastries. The company is also a market leader in developing bread rolls for both retail and fast food outlets, and has created a new health range called Salba™ Superbreads. www.yarrows.co.nz

Other businesses of note include; speciality food processors and packers Van Dyck Foods, who produce and export their traditional crepes and hotcakes worldwide, www.vandyck.co.nz; White Cliffs, an organic brewery located in North Taranaki, now being stocked country-wide www.organicbeer.co.nz; E-macadamia which processes and distributes macadamia nut products, and Egmont Seafoods, a local seafood processor. www.taranaki.info/business/content.php/page/food-processing

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About 800 hectares of land is used for growing crops within Taranaki and there is plenty of potential for further development.

The most widespread horticultural uses in Taranaki include market gardening and greenhouse production of a broad range of vegetable crops, flowers and ornamental plants.

Crops grown on a commercial basis in Taranaki include tamarillos, tangelos, passion fruit, avocados, capsicums, apples, feijoas, chillies, garlic, blueberries, raspberries, blackberries, boysenberries, lavender, orchids, chrysanthemums, lisianthus and a range of other garden and flower crops including palms.

The region also has an ideal microclimate for the production of a number of varieties of nut, including macadamia, cashews, chestnuts and walnuts. Taranaki is also home to a smattering of small but award winning boutique wine and fruit wineries.

www.sentryhillwines.co.nz

www.waiaestate.co.nz

www.okurukuru.co.nz

www.kairaulodge.co.nz

www.cottagewines.co.nz

Riverton Horticulture in North Taranaki provided orchids for the inauguration of American President Barack Obama in January 2009. A mixture of pink, red and orange Disa orchids arrived at the White House within 24 hours of being cut. The business is one of only two growers worldwide who produce this variety of orchid for export supply.

▼ Film



The region is also making a name for itself in the movie-making business. From the Vincent Ward film, *Vigil* in 1984, through to the Ronald Hugh Morrieson story, *Predicament*, made in 2009, Taranaki has been the backdrop for a credit list of movies.

Vigil was made in the rugged and evocative Uruti valley. About the same time, director Ian Mune was filming another Morrieson tale, *Came a Hot Friday*, in the town of Eltham, where *Predicament* was also shot.

The biggest coup for the Taranaki film industry was securing the region for the filming of Warner Brother's movie *The Last Samurai* in 2003. Directed by Ed Zwick and starring Tom Cruise, Ken Watanabe and Billy Connolly, the movie set the region abuzz for months on end. While Billy Connolly was here filming *The Last Samurai*, he wandered about New Plymouth like a local and was treated like one.

Two years later, South Taranaki played host to the cast of *River Queen*. This Vincent Ward movie stars Keifer Sutherland, Temuera Morrison, Samantha Morton and Cliff Curtis.

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Show of Hands bought *Two and a Half Men* star and Taranaki girl Melanie Lynskey home to New Plymouth. Written and directed by Taranaki-born man Anthony McCarten, this film lists a large number of local people in the credits, including New Plymouth's long-time Peter Tennent.

Predicament, to be released in 2010, stars Jemaine Clement from *Flight of the Conchords* and is directed by Jason Stutter.

Taranaki was chosen as the location for these movies because of its iconic and varied New Zealand scenery - the mountain, coast, bush, rivers and rugged terrain. Its urban settings have also proved an attraction, especially the town of Eltham, which has twice been used for filming stories by Hawera writer Ronald Hugh Morrieson. Because of its natural beauty, the region is also regularly used for the filming of commercials.

www.taranaki.info/film





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▼ Tourism & Hospitality

Taranaki is home to a strong visitor and tourism industry that makes the most of the region's unique natural environment, fantastic lifestyle, events and legendary hospitality.

The industry in Taranaki has grown in the last few years and in 2008 employed 2,526 people full time. The number of people working in the industry has grown faster than the overall growth in Taranaki employment over the last ten years, meaning it's an industry with strong potential.

Summer is the region's high season which sees a third of the annual total of guest nights. Autumn and spring are similar in terms of numbers, attracting around a quarter of all guests each. Winter attracts the remaining 19 percent of visitors, though despite being the 'low period' of the Taranaki visitor calendar, isn't as quiet as many other parts of the country.

A wide range of accommodation options are available, offering a variety of employment opportunities. Whether you're looking to work for a laid-back coastal camping ground, a fast-paced major chain hotel, or anything in between, then Taranaki's accommodation sector will likely give you the chance to further your career.

The hospitality sector in Taranaki has also flourished over the last five years to offer every taste and style of dining to the region's population. The best of the region's hospitality sector celebrate their industry values at the annual Halamoana Awards. www.halamoana.co.nz/

The region is also rich in training opportunities for all levels of the hospitality and accommodation sector, with the Pacific International Hotel Management School (PIHMS) and the Western Institute of Technology at Taranaki (WITT) offering a wide range of world-class training opportunities to help you advance your career.

www.witt.ac.nz, www.pihms.ac.nz

Beyond accommodation and dining, there are many great activity operators that can help you achieve the legendary Taranaki lifestyle. Whether you're looking to progress your career in the art world at a leading contemporary art gallery, lead guided tours through Taranaki's stunning landscape or get stuck into a garden of national significance, there are plenty of interesting options to explore.

www.taranaki.info/visit