

Live, Work,

Play &

THRIVE!



RUAPEHU



Talking with people in Ruapehu prior to COVID the overwhelming feeling you would have got is one of a district on the move.

Talking to people post-COVID you will find that the underlying optimism and belief in Ruapehu's future remains.

Our largest economic sector agriculture has performed strongly in the years prior to COVID and its produce continues to be in demand.

While Ruapehu's tourism sector has taken a hit it also is feeling positive for its future due to its comparative advantages of location close to major North Island population centres and less reliance on international tourism.

In considering "where to now" Council is committed to maintaining our focus on transforming Ruapehu into a district recognised for its opportunities and lifestyle.

Government has been clear they want to see councils playing a leading role in economic and social development and we are committed to doing everything we can to stimulate the regional economy and helping to facilitate work opportunities.

Ruapehu is a district of prosperous rural communities where people have opportunities to benefit from our agriculture, business and tourism sectors while sustaining our environment and cultural heritage.

Our successes on this journey have seen an underlying confidence as people see the tangible benefits from economic development and community revitalisation initiatives.

It has transformed the thinking and belief in the possibilities of what living in Ruapehu can offer with local communities committed to maintaining this momentum.

As they say "success breeds success" and as the economic and lifestyle benefits in Ruapehu become more widely known it has been attracting increasing interest from people looking to take advantage of employment, housing, investment and business opportunities or to retire or return home.



Despite this however we need more human and financial capital if we are to take full advantage of all the developing opportunities before us.

This is an invitation to anyone seeking a brighter future.

It is an invitation to our past residents to return, to our whanau now living elsewhere to come home, and to our bach owners who visit for short periods to never leave and make Ruapehu their fulltime home.

It is an invitation to investors, entrepreneurs, the self-employed, those displaced by COVID and to anyone seeking greener pastures, to choose Ruapehu.

It is an invitation to build your future and enjoy life in a district offering opportunities no longer available to many people in our larger cities.

An invitation to rethink any misconceptions you may have about Ruapehu and the opportunities available in a rural region.

We invite you to come and live, work, play and thrive in Ruapehu, the most beautiful district in Aotearoa-New Zealand.



Weston Kirton
MAYOR, RUAPEHU DISTRICT

Ruapehu offers a living option for the life you want to live.

Whether your ideal is a quaint rural village, larger service town, a lifestyle block, on a farm or completely off the grid, a mountain or river view - Ruapehu has it all!



We are.
Ruapehu.

Live,

Plenty of space & living options.

- The Ruapehu District is located in the central part of New Zealand's North Island, about 340 kilometres south of Auckland.
- At 6,733 km² it is one of NZ's largest districts by land area that offers a multitude of rural living options.
- Whether your ideal is in a quaint rural village, larger service town, a lifestyle block, on a farm or completely off the grid, a mountain or river view there is a living option for the life you want to live.

Within easy driving distance of everywhere.

Ruapehu's central North Island location is within close proximity to a population catchment over well over a million people.

Well connected.

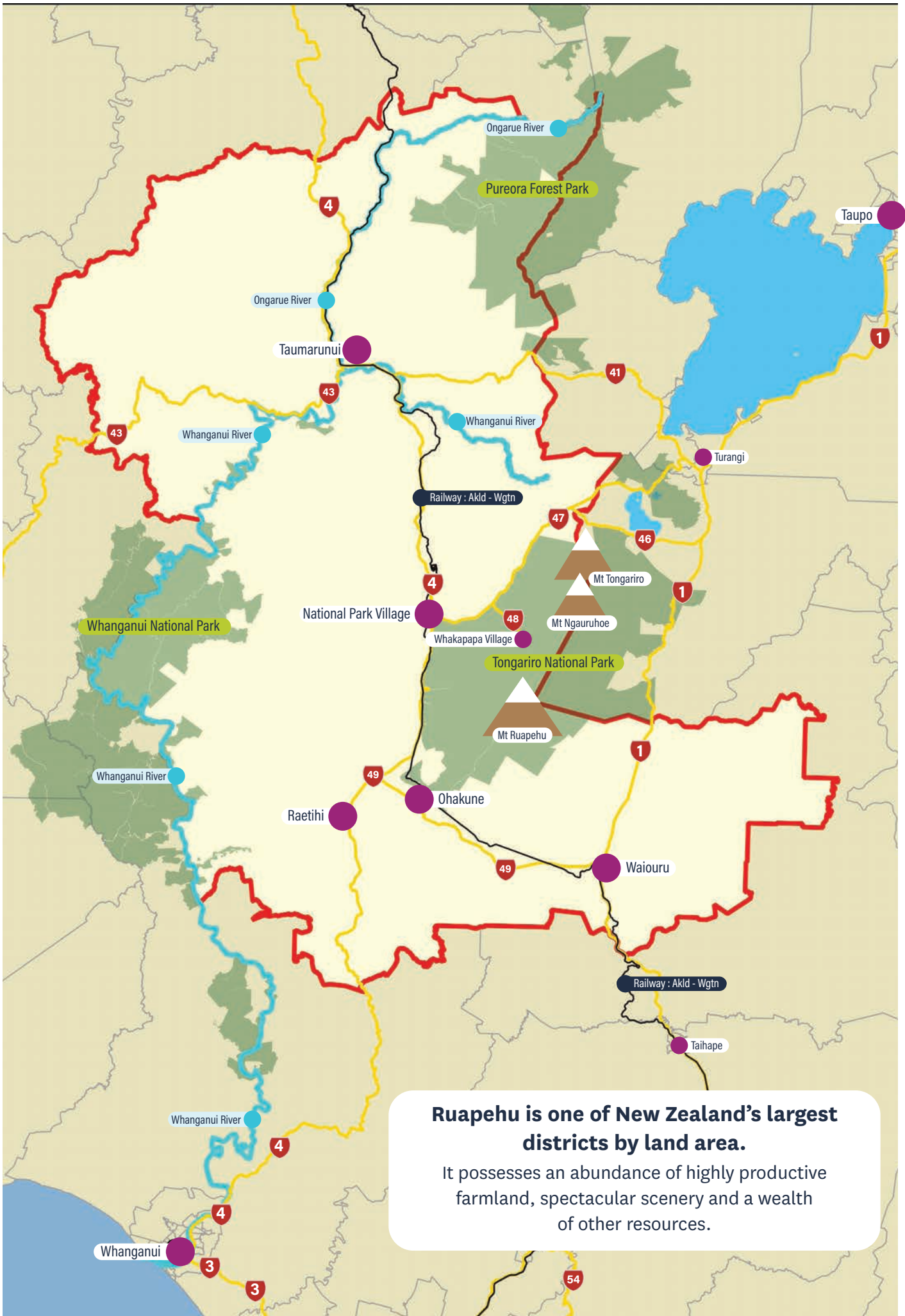
- Getting people, goods, services and information in and out of Ruapehu whether for business or pleasure is not a problem.

- State Highways One and Four provide the main road access routes.
- The main trunk rail line goes through Ruapehu and the townships of Taumarunui, National Park, Ohakune and Waiouru.
- High speed broadband via fibre is available in the main townships.
- Taupo airport has benefited from a \$6m upgrade bringing bigger planes and improved services.

Average drive time to nearest main centres from Taumarunui:

- Taupo 1.5 hours,
 - Hamilton 2.5 hours,
 - Auckland 3.5 hours,
 - New Plymouth and Palmerston North 3.0 hours.
- ▶ Taumarunui/Ohakune is an easy hour.





Ruapehu is one of New Zealand's largest districts by land area.

It possesses an abundance of highly productive farmland, spectacular scenery and a wealth of other resources.

He aha te mea nui o te ao?

What is the most important thing in the world?

He tangata, he tangata, he tangata!

It is the people, it is the people, it is the people!





A growing and increasingly diverse population.

- Ruapehu has a stable resident population of around 13,000 but this increases dramatically with visitors.
- Our population is growing. Ruapehu is benefiting from an increasingly diverse range of people, both NZ born and immigrants, now choosing to call the district home.



Increasing numbers of immigrants from all corners of the world are choosing to make Ruapehu their New Zealand home.

Along with diversity they bring ideas, investment, energy and skills and make a much valued contribution to Ruapehu's economy and social fabric.

Taumarunui.

Ruapehu's biggest township is an important rural support centre. Located at the confluence of the Whanganui and Ongarue Rivers, Taumarunui is enjoying a period of revitalisation supported by a program of town centre renewal.

Historically Taumarunui was a Māori settlement and with the arrival of Europeans grew around railway, sawmilling and agriculture facilitated by rail and river transport. Today agriculture support services remain an important economic sector.

Tourism has been developing steadily with new companies such as Forgotten World Adventures winner of the 'People's Choice Award' at the New Zealand Tourism Awards and others supporting the Pureora Forest Timber Trail cycleway bringing in people and opportunities.

Taumarunui has a trade and manufacturing base including engineering, building supplies and services and a new \$80m pet food factory.

It has a small regional hospital with emergency, GP and dental services and is the seat for the Ruapehu District Council and a number of government agencies.

There are a range of schooling options including kindergartens, Te Kohanga Reo, Primary Schools and a High School.

Taumarunui offers many sporting and recreational facilities from hunting, fishing (hosted World Fly-fishing Contest), boxing, kayaking, swimming, football, rugby, golf, tramping and access to snow sports on near-by Mt Ruapehu and many other activities such as arts.



NZ Tourism 'Peoples Choice Award' winner - Forgotten World Adventures Cherry Grove Reserve at the confluence of the Whanganui & Ongarue Rivers



Taumarunui Swimming Pool - There is an indoor pool at the High School

The spectacular Pureora Timber Trail is one of NZ's Great Rides



National Park Village.

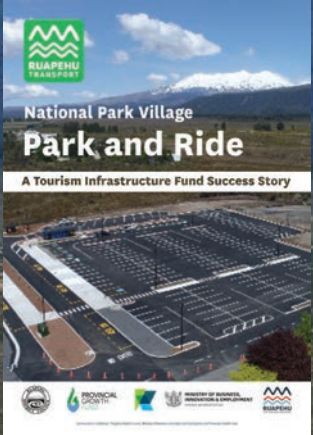
National Park Village is a small tourism support town sitting alongside the Tongariro National Park at the intersection of State Highway 4 and 41.

National Park Village is benefiting from Council and Government infrastructure co-investment to assist with the growth in visitor numbers to Tongariro National Park notably to support the Tongariro Alpine Crossing and Ruapehu ski areas.

To date the significant investment has been the development of a world class Park and Ride Facility that connects transport services (road/rail/bus/shuttle) and provides overnight parking for camper vans, electric vehicle charging and traveller services (toilets, showers, clothes washing, cooking facilities, WIFI).

The Park and Ride Facility is seen as a key enabler in support of the Ruapehu Regional Visitor Development Plan the creation of which was led by Ruapehu's Regional Tourism Organisation Visit Ruapehu and will assist to deliver:

- Sustainable growth and management of visitors to the Tongariro National Park,
- Improved connectivity and accessibility to transport services,
- Kaitiakitanga and the protection of our unique natural and cultural assets,
- Climate change mitigation,
- Greater opportunities for job and business creation, and,
- Improved community wellbeing.



Ohakune.

Famous for its giant 7.5m carrot statue that celebrates its historic, and still thriving, market gardening sector, Ohakune has established itself as Ruapehu's predominant tourism town.

Sitting on the western side of Mt Ruapehu and access to the Turoa ski area with restaurants and nightlife, it has long been a winter holiday destination. New cycle trails and other attractions such as the Whanganui National Park has seen a significant growth in summer visitor numbers which now equal winter.

Ohakune has been growing with demand from both people seeking holiday homes and people looking to live there permanently. As a township it has always been attractive to entrepreneurs from early timber millers, market gardeners, farming service industries and more recently tourism operators, hospitality providers and other niche industries such as designers and craft brewers.

Ultra-fast broadband is encouraging increasing numbers of entrepreneurs and service industry professionals to move permanently into the area. This influx has seen increasing interest in the surrounding area and townships including Raetihi, Horopito and Rangataua.



Raetihi.

A charming historic town, situated between the Tongariro National Park to the east and Whanganui National Park to the west, Raetihi comprises historic buildings reflecting the pioneering history of this former timber town and a growing arts and cafe culture.

While Raetihi is primarily a trade and servicing centre for the surrounding district its location at a major regional junction affording access to iconic attractions such as the Whanganui River, Bridge to Nowhere, Mangapurua mountain bike track (part of the Mountains to Sea Trail), and the many outdoor adventures of the nearby National Parks has seen the growth of tourism and holiday homes.



The main street touted as the widest in NZ includes the 1915 Theatre Royal that is still used for local productions.







Waiouru.

Waiouru is located at the foot of Mt Ruapehu and the southern end of the Desert Rd section of SH1 through to Turangi and Taupo.

Sitting at 814m above sea level Waiouru is the most southern town in the Ruapehu district and a gateway to the North Island Volcanic Plateau.

Due to its location on SH1/Desert Rd and the junction of SH49 to Ohakune, Waiouru is a stopping point for many travellers and offers a range of supporting services.



Waiouru has been home to a large Army training base since 1940 and is now the home of the National Army Museum.



The National Army Museum in Waiouru showcases our nation's military history – telling the stories of Kiwi soldiers and exploring our participation in major conflicts worldwide.

Work.



Whatever your passion or skill, your education or training level, whether you work outside with tools or inside on a computer or both, Ruapehu is a great place to find work or create it for yourself.

Ruapehu is a place where you can make a difference for yourself and your whānau and achieve your lifetime goals and ambitions.

For tradespeople or professionals seeking employment, or to start and build a business, we

encourage you to look at the opportunities Ruapehu offers.

We invite you to rethink any misconceptions you may have about Ruapehu and the opportunities available in a rural region.

Ruapehu's tradespeople and their supporting industries are as busy as ever and in need of good people.

Our central North Island location, road and rail connections, rapidly

developing digital connections and lower overhead costs is attracting service professionals and entrepreneurs wanting to blend economic and lifestyle opportunities.

In the 'Thrive' section of this document you will find a number of examples of people and the unique inspirational businesses they have established and successfully run from all over Ruapehu.



GROWING RUAPEHU



A commitment to business friendly.

Ruapehu District Council is committed to unlocking the opportunities before us as we focus on developing safe, prosperous rural communities that are able to capitalize on our agriculture, business and tourism sectors while sustaining our beautiful environment.

Our objectives are to improve the well-being and quality of life for our communities by:

- creating and retaining jobs,
- growing incomes,
- increasing the ratepayer base,
- providing sustainable infrastructure,
- providing value for money in all we do,
- and revitalising our townships.

The catalyst for regeneration was the release of the Manawatu-Whanganui Growth Study (which includes Ruapehu) in July 2015 that challenged Council to rethink our approach to district development and the level of investment required to achieve the future we want for ourselves.

The Growth Study identified nine significant opportunities for enhancing regional growth with five of these; tourism and visitor services, Manuka honey, fresh vegetable production, sheep and beef farming and realising Māori potential (Te Pae Tata) being specifically relevant to Ruapehu.

Since then, with the support of our communities, Government, regional and local partners, Council has been committed to doing all we can to support the unlocking of these opportunities.

Support for business.

Council is committed to providing a ‘business friendly’ culture whereby any potential investor or business is able to come into Council and say ‘this is what we are planning or would like to achieve’ and get assistance to successfully navigate their way through any red tape or other consent requirements.

Our goal is a regulatory environment that enables existing businesses to flourish while making it as easy as possible for new businesses to get established. We have specialist staff available to assist Ruapehu businesses achieve their goals.

If you are looking to start a business, or are in business in Ruapehu and need help with navigating the red tape, or are looking for specialist advice one of your first calls should be to Council.

Primary production provides underlying strength.

- The primary sector is Ruapehu’s largest economic activity.
- In addition to sheep/beef and some dairy, Ruapehu has a thriving market gardening sector and a variety of niche grower businesses e.g. lavender oil, watercress/micro-greens and alpaca wool.
- The primary sector has grown steadily over recent years and came through COVID relatively unscathed and is seen as a key driver of NZ’s (and Ruapehu’s) economic future.

Tourism confident of its future.

- Ruapehu has a number of comparative advantages in tourism and visitor services.
- These include our geography, central North Island location close to major population centres, cultural and spiritual attributes of our mountains and two National Parks
- Dual World Heritage status of the Tongariro National Park, two of New Zealand's largest ski fields, Whakapapa and Turoa.
- Tourism has been growing strongly in recent years with Government funding Ruapehu to lead regional tourism development and lift visitor expenditure to \$400m per year by 2028.
- Pre-COVID 80% of Ruapehu tourism was domestic. As such Ruapehu tourism operators have remained positive as New Zealand is open to itself and people holiday domestically.

Not all about agriculture and tourism.

- Growth increases in manufacturing, business services and arts and recreation industries over the last ten years.
- 21.5% self-employment (higher than the NZ average).
- Many service professionals and entrepreneurs are moving to Ruapehu to take advantage of lower overhead costs and lifestyle opportunities.
- COVID is accelerating this trend as it has normalised remote working.

Well connected.

- Ruapehu is well-connected with road, rail and ultra-fast broadband
- State Highway One and State Highway Four provide the main road access routes.
- The main trunk rail line goes through Ruapehu.
- KiwiRail is committed to developing passenger services to support tourism growth.
- The closest regional airports are located at Taupo, Hamilton, Palmerston North and Whanganui.
- The rollout of ultra-fast broadband has reached Taumarunui, Ohakune and Raetihi opening up opportunities.



Agriculture & Horticulture

Ahuwhenua, Te Ngāhere.

The primary sector is Ruapehu's largest economic activity.

Sheep and beef farming, speciality sheep breeds, dairy and vegetable growing and the supporting services are well established.

Productivity is rising and so are the opportunities to add value to production.

With New Zealand's COVID recovery expected to be strongly driven by the rural economy this is expected to continue.

Ruapehu District is home to New Zealand's largest alpaca farm, Nevalea Alpacas, where 600 alpacas contribute to luxurious fibre, yarn and felt exports and farm tours.

Famous for its carrot in Ohakune, root vegetables and other horticultural crops are established and being explored.

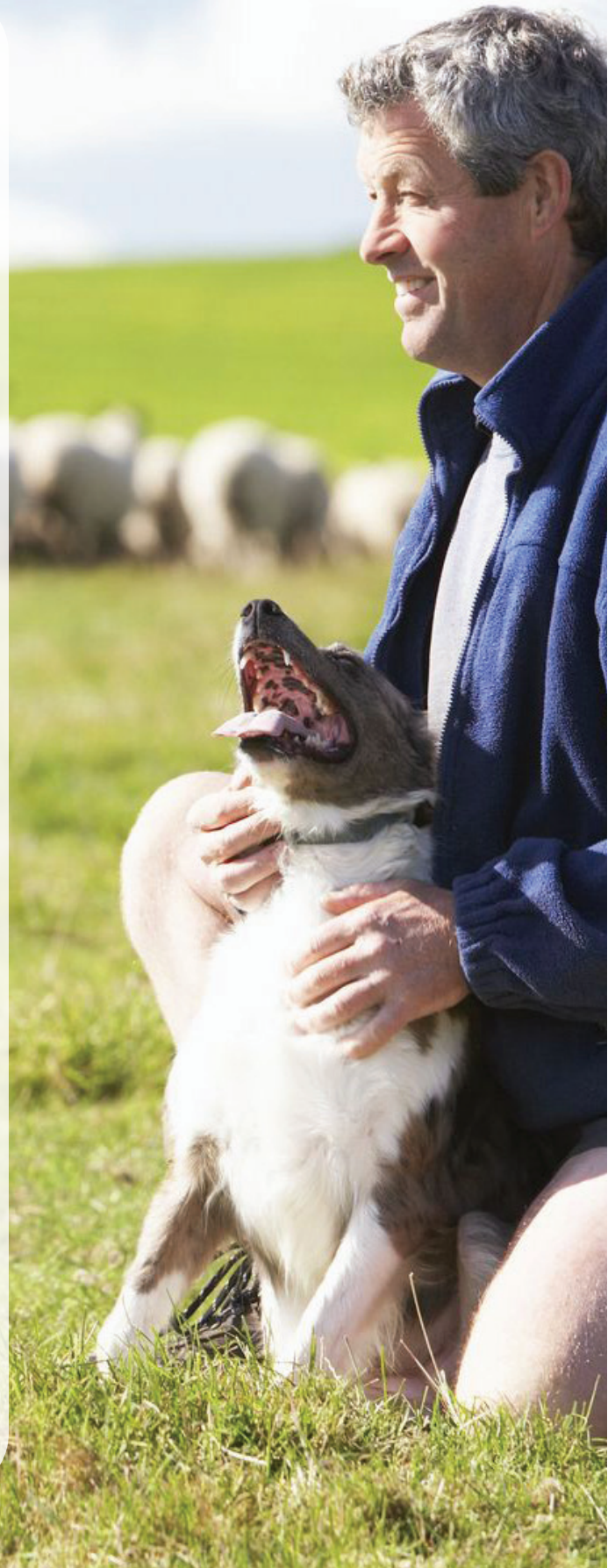
As a niche crop, hydroponically grown watercress is delivered from Kakahi twice a week.

Lauren's Lavender Farm has extended to open a café selling a range of products on site and online.

Co-investments and joint ventures may be considered as land owners and iwi look to diversify and grow high value returns.

Māori land utilisation is on the agenda with potential in mānuka, harakeke, kai kākāriki (Māori green foods), rewa rewa, honey and dairy sheep.

Ingenuity and innovation coupled with decades of rural experience and plenty of land can create some real value for investment and export.





Tourism

Mahi Tāpoi

Ruapehu is a destination with the natural 'greater outdoors' and nature based resources, landscapes and rich cultural assets sought by visitors.

It has good proximity to over 3 million New Zealanders and is close to international gateways located in Auckland and Wellington.

These comparative advantages saw Ruapehu appointed as the lead agency for unlocking regional tourism opportunities with the goal of having visitor expenditure reach \$400m by 2028.

While COVID temporarily disrupted international visitors Council is committed to continuing to work closely with our regional partners and government on supporting the development of our tourism sector.

The multiplier effect of visitor spending is well documented with analysis by ski field operator Ruapehu Alpine Lifts (RAL) showing that for every dollar spent at Whakapapa or Turoa \$5 in spending flows through to the wider economy.

Council's investment in support of our tourism sector is via our award winning Regional Tourism Organisation (RTO) Visit Ruapehu and the i-SITE network.

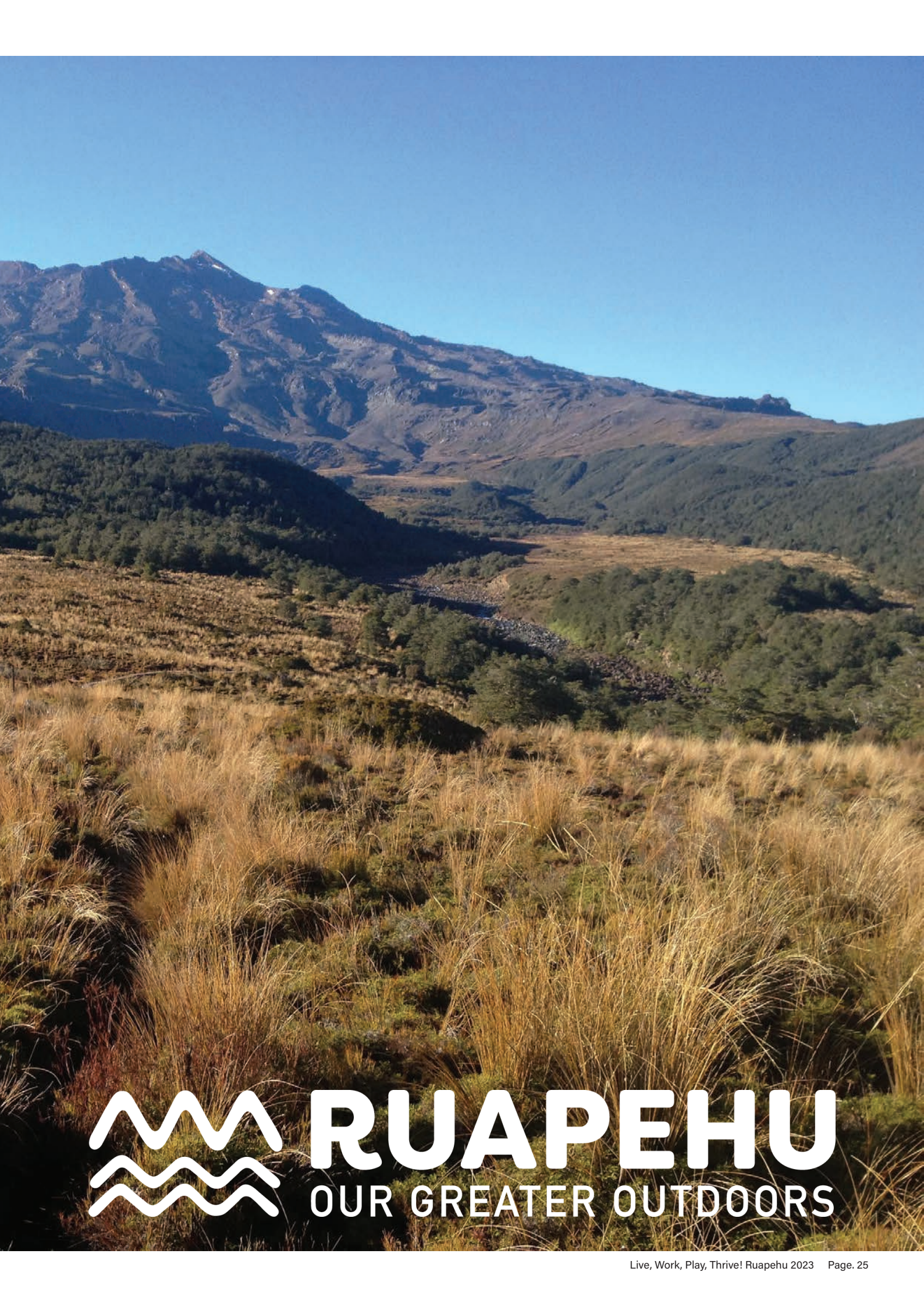
This investment is a critical part of capturing a bigger share of tourism spending and giving Ruapehu businesses (and economy) the opportunity to benefit from it.

Pre-COVID 80% of Ruapehu's visitors were domestic and Visit Ruapehu has now turned its attention toward maintaining and growing our share of the domestic tourism market.

Visit Ruapehu has worked closely with local iwi and the tourism sector to develop a bold new Ruapehu Destination Management Plan*. The Plan is a significant milestone charting a clear and sustainable course for tourism's future in Ruapehu.

*For more information see: [visitruapehu.com](https://www.visitruapehu.com)





RUAPEHU

OUR GREATER OUTDOORS



The growing importance of the Māori economy

Ruapehu iwi and hapu are actively pursuing economic, social and cultural development among their people, enterprises and land.

They want to participate in regional growth and development opportunities in diverse ways including as partners, co-managers, facilitators, investors and business people.

As Ruapehu iwi settle their Treaty of Waitangi claims with the Crown they have demonstrated a determination to create innovative and sustainable change not just for the wellbeing of their own people but for all that live within their rohe (region).

A key aspect to iwi development in Ruapehu is their desire to bring their people back home and build their future within their traditional tribal rohe.

The development of the Māori economy is becoming an increasingly important part of Ruapehu's economic growth story and the delivery of key services.

It is envisaged it will be a key driver of economic growth and provide exciting commercial, educational, cultural and social pathways and opportunities for all Ruapehu communities.

Play.



As pressures mount on people in our major cities, greater numbers of people are choosing to relocate to the regions for a better quality of life. This is true for Ruapehu where people are moving here to take advantage of the many opportunities on offer - not only to earn a living, but to have the time and opportunity to do the things that make life rewarding.





Whether it's more time with the whānau (family) or time alone in the World Heritage Tongariro National Park, Ruapehu can give you the work/life balance everyone aspires to live.







RUAPEHU
OUR GREATER OUTDOORS

Thrive!

The proof that Ruapehu is a place where people can not only live, work and play but thrive is in the many examples of the people who have chosen to build unique inspirational businesses that they successfully run from all over Ruapehu. Whether it is from one of Ruapehu's rural service towns, tourism villages or remote rural communities there are no limits on what is possible.

Awawhiti Cress

Location contributes to success of specialist grower.

Not far from the Kakahi Village on the outskirts of Taumarunui you can find a niche market business growing and supplying watercress, micro greens, salad cress and seasonal herbs.

Ernie and Carey Wenn came to Kakahi initially only intending to stay for a couple of years.

They bought a few acres that had a 10 metre by 10 metre hydroponic house and thought they could perhaps do something with it.

The first week they made \$7 from two customers and that was the start of Awawhiti Cress. Now they have close to 100 customers, 6 staff and 2 vans for deliveries.

Considering expanding again, Awawhiti Cress is thriving and Carey believes one of the reasons is the very central location.

“We sell mainly to luxury lodges and butchers – the lodges take the microgreens and the first growth

cut while the butchers take the last two cuts from the plant” says Carey Wenn.

“Many of the tourism and luxury lodges can get same day delivery for fresh, spray free product.”

Awawhiti Cress has clients from Hawke's Bay to Hamilton and all over the Central North Island plateau.

Sourcing staff hasn't been a problem with WINZ successfully matching people to their requirements and not selling online hasn't been an issue with existing demand almost outstripping supply at times.

They've developed close relationships with their clients and feel the business is better for it.

Expanding the number of sheds has meant they've done their homework and Carey is happy to tell you Ruapehu District Council has been excellent to work with

for resource consents and building permits.

This was a lifestyle change for Ernie and Carey and they've found the community very supportive and interested in their business.

In turn they also made an effort to engage and connect with the local Kakahi community. “Getting involved is this way to do it” says Carey.

“Have a good look around in the Ruapehu District. There's an enormous amount on offer – good schooling and school transport, buildings are available for new business, tourist numbers are high and it's such a beautiful environment with so much to do.”

So, there you have it. A high end, added value product from a small parcel of land centrally located and looking to expand.

AWAWHITI CRESS



Use the QR code and your Smartphone to watch a video of Ernie and Carey talk about their specialist greens operation and how being located in Ruapehu has helped their business thrive.

SOLVEJ SWINGS HOLMSÄTER LTD

SOLVEJ

Rural Ruapehu no hindrance to international success.



Solvej Swings is a family owned and operated export business operating from Matiere, 30 minutes north-west of Taumarunui. The swings are designed and made by Thomas Mortimer (originally from Sweden) and Jenny Etherington (New Zealand).

They traveled between Sweden and New Zealand for many years until settling in Jenny's home village of Matiere.

Thomas had always wanted his own workshop, and shared Jenny's desire to work and provide employment from their rural home. Beginning with a swing made for their daughter, Solvej, they travelled to the Auckland Home Show and discovered a niche market.

Twenty-five years later production remains in Matiere with the wood and sewing workshops in local heritage buildings they are in the process of restoring.

With six different swings in production their website allows for direct sales while retailers in NZ, Australia, the UK, USA, Norway, Denmark, Austria, the Netherlands, Spain, France and Germany stock their products in Europe.

Jenny says being further away from the main markets and initially without the internet and website,

business development relied on building networks with the trade and learning from others.

The business has grown slowly but in a manageable way, allowing cash flow to provide the pace.

"We couldn't have achieved this anywhere else – the cost of owning or leasing buildings, dealing with traffic and travel to a work location, and financing a home as well would have just made this impossible."



Jenny with her daughter Solvej which their successful family run baby swing business was named after. Jenny believes that they couldn't have achieved the combination of success and lifestyle they enjoy anywhere else.

A short walk out the front door and Jenny and Thomas are at their place of business. While they have had to train one staff member in cabinetry skills, Jenny confirmed the community and people are very supportive of new businesses.

The advantages according to Solvej Swings are the low overheads, the lifestyle and the ability to embrace the values most important to you.

Jenny and Thomas believe the countryside is a great place for the soul, “We think one of the best ways to halt and reverse the urbanization trend, and give people a real choice to live in the country, is for other industries to establish themselves in the rural area.”

“The big thing to remember,” Jenny says, “is that anyone can do it. If you have something there is a market for, something that has real demand, you can make it happen here.”

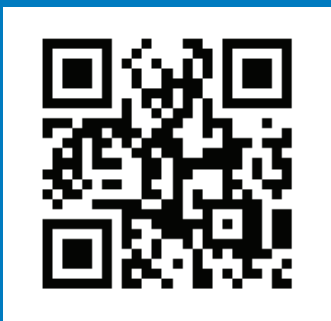


The availability of skilled, reliable local staff is a significant advantage to Solvej Swings.



Being located in Matiere in rural Ruapehu has not hindered the ability of Solvej Swings to successfully sell all around the world and provide an enviable work/life balance.

Use the QR code and your Smartphone to watch a video of Solvej Swings talk about how being located in Matiere in rural Ruapehu has allowed them to build a baby swing business that combines whanau (family) and an enviable lifestyle with New Zealand and international success.



Ruapehu Brewing Co. & Opus Fresh Apparel

Ohakune is entrepreneurs happy place for life & business.

Located in Ohakune's historic Railway Station building you will find The Craft House home to the Ruapehu Brewing Company, Opus Fresh Apparel and Janelle Hinch women's wear owned and operated by Austin and Janelle Hinch.

Austin is the brew master making a range of craft beers that are sold fresh to local bars, restaurants and liquor outlets while Janelle designs, makes and sells Opus Fresh a premium athletic range that specializes in merino adventure wear and her Janelle Hinch range that specializes in natural fibre women's clothing.

Austin, originally from the UK was snowboarding around NZ when he met Janelle in Ohakune and they never left

"We are both passionate travelers, athletes, creatives and adventurers, with a mutual love of the outdoors who feel it's important to inspire and lead positive change in the world," said Austin.

"We shared a vision to start businesses that reflected our passions and encompassed our values, and that could support the lifestyle we wanted while providing opportunities to give back to the community.



Choosing the right location was key to this and Ohakune and the Ruapehu district has provided everything that we have needed to establish successful, growing businesses with the lifestyle that we wanted.”

Janelle said that Ohakune was where she came for her whānau holidays. “It was always my ‘happy place’ growing up and now it’s my full time ‘happy place’. Living here provides a really great work life balance,” she said. “We can do things every day that most people are lucky to do only in their weekends.

Business in Ohakune is great with a wonderful, supportive community that are keen to see that you succeed.

With the strength of domestic tourism in Ruapehu I am selling to increasing numbers of NZ visitors.

Although we are currently not seeing the international tourists we still ship all around the world.

Modern technology means there is nothing we cannot do here that we could in a big city.

Cheaper commercial rents are a huge benefit for small businesses like ours, especially when we were starting out.

Affordable housing means that we own our own home, something that wouldn’t have been possible in a major centre.”

Austin added that there was a strong demand for locally produced products and produce from local retailers, hospitality trade and tourists.

“I am able to sell everything I brew locally and am currently looking around for a space where I can expand production as part of vision to developing a regional beer brand.

People love the story and values behind the Ruapehu Brewing Company and Janelle’s apparel. Ruapehu’s landscapes, the Tongariro National Park and the way of life it offers inspires us every day.

If you are looking for your own ‘happy place’ where you can live, work and play and create your own opportunities, or take advantage of the abundance of opportunities on offer, come and check us out.”

Use the QR code and your Smartphone to watch a video of Janelle talking about how being located in Ohakune has provided everything needed to build successful businesses with the lifestyle they have always wanted.



Struan Toys & Blackhawk Curtains & Upholstery.



Business and family friendly Taumarunui.

Relocating from the costs and other pressures of Hamilton to Taumarunui has allowed Kevin and Kim Jones to establish two successful but very different manufacturing businesses - Struan Toys and Blackhawk Curtains and Upholstery.

Struan Toys makes beautiful hand-made wooden toys for a range of ages from locally sourced renewable pine.

Kevin said that the wooden toys are designed for children to play and learn with and last a lifetime.

“Blackhawk Curtains and Upholstery provides expert advice and supplies everything needed for people needing curtains or upholstery,” he said.

Kim said that they really enjoy living in Taumarunui and everything it has to offer.

“Taumarunui has provided Kevin and myself, our children and wider whanau (family) with opportunities that probably wouldn't have been available if we had stayed in Hamilton.

We own our own home and have been able to establish and run two successful businesses that are well supported by the local community.

All our children now live in Taumarunui where they all have long-term employment and have also been able to afford to buy their own homes. They are all enjoying a great lifestyle here with their children.

We have also been able to convince extended family to move to Taumarunui. They are also enjoying the opportunities and lifestyle Taumarunui offers,” she said.

Kevin noted that being located in Taumarunui hasn't stopped us from selling and shipping all around NZ and beyond.

“Taumarunui is incredibly supportive to business.

We can get all our supplies locally and have access to great tradespeople when we need them.

We have all the services we need available at our doorstep and being close to major centres it is easy to get things in if needed,” he said.

If you are getting sick of the 'rat race' and considering a change I would strongly urge you to check Taumarunui out.

With a great work/life balance there are lots of recreational opportunities to enjoy

It is a fantastic place where you can create or find new opportunities for you and your whanau.

Hopefully we will see you soon,” he said.



Use the QR code and your Smartphone to watch a video of how Taumarunui has allowed Ken and Kim Jones to build successful businesses and provided opportunities for their children and wider whanau (family) with a great lifestyle.



Taumarunui provides the ideal environment for a family to build a future for themselves including owning and operating two successful but very different businesses.



More info or queries?

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Visit Ruapehu

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**We are.
Ruapehu.**