

# Make Taupō Yours!



Your Business  
Your Family  
Your Career  
Your Lifestyle



# #LOVETAUPO

## Make Taupō Your Town

Living in Taupō offers some incredible lifestyle benefits, and you don't need to give up your career to find the perfect work/play balance!

A growing number of businesses are moving to Taupō to make the most of our strong economy and central location. Located in the heart of the North Island, Taupō is the perfect place to build your business with easy access to the rest of New Zealand.

As Taupō continues to grow so does the demand for skilled labour throughout the region. Careers in engineering, architecture,

trades, professional services and retail are up for grabs and offer huge potential for growth. You're sure to find the perfect opportunity in no time.

Once you've finished work for the day you can head out for a swim, a mountain bike ride, or a stroll along the waterfront. It's all right at your doorstep! No more long commutes cutting into time that could be spent enjoying time with friends, family or the district's natural wonders.

Taupō is a town filled to the brim with growth and opportunity. Set up your business or build your career here and watch it and your family thrive.

Average House Price  
Taupō District  
**\$826k**  
NZ average \$909k

Mean household income  
**\$102,332**  
6.4% growth

Construction  
**2<sup>nd</sup> Largest**  
Industry in Taupō District



Amplify is the economic development agency for the Taupō District. We leverage Taupō's natural advantages and work with business and stakeholders to champion sustainable growth throughout the district. Our economy is constantly growing, with new businesses and opportunities arising all the time.

[www.taupo.biz](http://www.taupo.biz)

The Amplify team has the experience and knowhow to effectively provide skills, resources and tools to help grow businesses or career in the district.

# YOUR BUSINESS



## A Business Community That Thrives Together

The Taupō District is set in world-class scenery and is situated in the heart of the North Island making it easily accessible to all major hubs throughout New Zealand. The Taupō District has a breadth of industries and businesses that are succeeding at a local, national and international level.

The Taupō District has a thriving and incredibly strong business community with multiple organisations to support you. Alongside Amplify, the [Taupō Business Chamber](#) exists to support business growth and vitality throughout the Taupō region through advocacy, networking and building business capability. Networking functions and [annual awards](#) are hosted in conjunction with [Town Centre Taupō](#) who represents the interests of every business in the Taupō's CBD, creating a diverse networking group that meet monthly and celebrate business success together.

The wider communities through Turangi, Southern Lakes and Mangakino all have vibrant groups and regular networking functions to keep the business community thriving together.

The benefits of growing and running a business in a smaller community is endless, including the close, reciprocal and genuine working relationships that foster between many SMEs and local professionals services. The calibre of these in the Taupō District is second to none.



# MY BUSINESS

***“We are focused on investing in the Taupō district. We have used local suppliers for the factory construction, and local professional services including marketing, banking and legal support.”***



## The Land Of Milk And Honey

With the growing demand for products that are natural, healthy, and produced sustainably. Onetai Station, a 1450-hectare sheep and beef farm in Awakino, with a strong track-record in sustainable farming practices, saw an opportunity to create a sustainably-produced product. By combining two of New Zealand's biggest exports – milk and manuka honey to capitalise on this trend with a new food spread.

Onetai's milk and honey spread has many uses. “It can be spread on toast, drizzled on cereal, used as a dessert topping, or mixed to make a hot drink. We're also looking into its potential as a sports supplement”

Corrie and the Rise Taupō team have been designing and building an export-grade dairy factory in Taupō. “As a team, we are focused on investing in the Taupō district. We have used local suppliers for the factory construction, professional services including marketing, banking and legal support. It's important that our product story is authentic – we want all parts of our production and marketing to be based right here in Taupō” says Corrie.

The team at Rise Taupō have received strong local support during the factory design and build process. “Organisations like Amplify have been really encouraging. They've helped connect us to local suppliers and made us feel welcome in this community.”

Taupō District Mayor, David Trewavas is impressed by the investment and scale of the operation. “It is always pleasing to welcome new business and industry to the Taupō District,” says Mayor David.



[▶ Click here to read Onetai's full story](#)

# YOUR CAREER



## Your Place To Succeed

It's the kiwi dream to have a successful career and find the right balance to live life to it's fullest in our beautiful country. In Taupō you can thrive in your career working for successful SMEs, national and international companies or large corporations. All while having a [world heritage national park](#), multiple [ski fields](#) and some of the best [mountain-biking](#) in New Zealand right on your doorstep, why wouldn't you make the Taupō District yours.

The Taupō District has a diverse economy made up of many different sectors, creating a wide variety of career opportunities within the many different industries. Every sector is seeking skilled professionals. There are endless opportunities to grow your career in the Taupō District.

Along with a supportive and progressive business community driven by strong team cultures, the Taupō District has a range of groups and organisations supporting [young professionals](#) through networking events and personal development opportunities.

Taupō District has an abundance of natural resources, sought after locations and opportunities for businesses and entrepreneurs to expand and thrive. There is a chance to grow your career alongside these progressive companies as they strive to be leaders in their fields all from the heart of the North Island.



# MY CAREER

***“Taupō is the sort of place where if you get stuck in and build yourself a reliable reputation, things will happen. You don’t get lost in the noise of a big city.”***



## Filming Business Reaches New Heights

Keen to live closer to his family, Taupō’s skydiving reputation and central location ticked all the boxes for Joel Corbett to make the move from Christchurch to start a career in skydiving

Over time Joel came to realise that his real passion was in film. “If I wasn’t skydiving, I was spending all my time shooting and editing film” Joel says. “The creativity and freedom of the process is exhilarating.” Joel began to work on local commercial filming projects and saw the size of the opportunity. “Social media was exploding, and the need for video content was growing rapidly. So I took that creativity and passion and was confident I could produce high quality videos for clients.”

Joel’s business grew quickly, and he now works full-time at Corbie Films. He prefers to work locally, “Inspiration is right on our doorstep and the Taupō region has amazing stories to tell. Who wants to be sitting in a car or a plane when you could be out there creating?”

Joel also loves the small-town feel of Taupō and has found it easy to connect with the business sector. “Taupō is the sort of place where if you get stuck in and build yourself a reliable reputation, things will happen.”

Spending time with family is something that’s important to Joel, and he often can be found exploring the local walks and bike trails with his young daughter. “Everything is so close here. You can be in a café finishing your coffee and a few minutes later you’re paddling in the lake or on some amazing native bush walk. It’s just a great way to live!”



[Click here to read Joel's full story](#)

# TURANGI



## Balance Your Life In Turangi

Living in Turangi isn't just about a growing economy and access to the great outdoors. With a great selection of retail stores and some of the best eateries in the central plateau area. Relaxing, walking along the river, fly fishing, tramping, rafting or mountain biking are all just minutes away from your front door.

Turangi is an ideal location for those wanting to maximise business opportunities within the Central Plateau. Positioned on State Highway One in the heart of the North Island brings with it many potential customers. As the gateway to Tongariro National Park and our spectacular

mountains, Turangi is situated in a prime location to generate returns from the tourist market year-round. This area is primed and ready for development with low business and housing costs; the potential this area possesses is endless.

With one of New Zealand's most breathtaking national parks on your doorstep, adventure is never far away. Turangi never fails to impress with its natural attractions, from the majestic Tongariro River and its world class fly fishing, to Lake Taupō providing respite on hot summer evenings.

Turangi  
Average House Sale  
**\$542k**  
October 2023

Taupō District population  
**1.7% growth**  
in 2023

Taupō District  
GDP Growth  
**6.4% 2022**

# YOUR LIFESTYLE



## Meet Your Dream Lifestyle

Taupō has everything you need for a good day's work balanced with time for your family and friends. All the recreational activities you could dream of among some of the best landscapes nature has to offer, creating the ideal place for your dream lifestyle.

Nothing brings you closer to Taupō's unforgettable wilderness than adventuring through it. It has some of the best walking tracks around, from leisurely lakefront and riverside strolls like the [Great Lake Walkway](#) and [Huka Falls trails](#), through to the [Tongariro River Trail](#) and native bush walks ringing with birdsong.

Situated only 40 minutes from Turangi is the Tongariro National Park boasting all the adventure activities you could ask for including dozens of stunning walks and [hikes](#) of varying lengths and, excellent skiing and snowboarding on [Mt Ruapehu](#) in winter.

If you prefer exploring from the saddle of your bike, Taupō's pumice-rich, free-draining soils see's everyday a great day for a mountain bike ride. From the renowned [Great Lake](#), [Waikato River](#) and [Huka Trails](#) to family-friendly [Craters Mountain Bike Park](#) and [Tongariro River Trail](#). The Taupō District offers epic mountain-biking all within an easy drive for an after work burn.

Prefer the thrill of hearing the whizz of a fishing line, then you've found your place with [world renowned fly fishing](#) rivers throughout the district abundant with Trout along with boat fishing on Lake Taupo. There's a way to get the whole family excited about catching trout.





# MY LIFESTYLE

*"We had visited the area many times on rock and alpine climbing trips, and we both loved it. The thought of swimming in summer and alpine climbing in winter was a big drawcard."*

## It's A Pretty Special Way Of Life

Two years ago, Katy and her husband Mike welcomed their daughter into the world. The family loved living in Wellington and had built up a strong network of friendships and professional contacts. However, the busy city life and the long drive north was starting to take its toll. "We would spend most weekends travelling out of Wellington to go tramping and climbing. Crawling along the coast in heavy traffic on a Friday night was a frustratingly common occurrence."

The couple had often talked about moving to somewhere a little closer to the hills and mountains, so when a job opportunity came up for Mike in Taupō they grabbed it.

Seeking flexibility so she could spend more time with her daughter, Katy decided to utilise her 18 years experience to start a consulting business. "It was a bit of a leap of faith at the start. I'd always worked for an employer and had no idea how to run my own business. I wasn't sure if there would be enough work to sustain an income, or if I could fit things in around being a parent." It's now a few years on and things are going well. "I have built up a base of clients in Taupō and Wellington and have loved becoming part of the local community here.

The family now spend their weekends exploring the many local walking tracks and enjoy paddling in the lake on warm summer days. "Rosie just loves it here. Daycare arrangements are so easy and she can spend lots of time outside exploring. We've met lots of wonderful people too. It's a pretty special way of life."



[Click here to read Katy's full story](#)

# MANGAKINO



## Your Place To Grow

Mangakino borders the western shores of Lake Maraetai on the Waikato River. Surrounded by water, forest and farmland, the Mangakino area is a great place for peace and tranquillity mixed with an array of industries and adventure activities creating a stunning lifestyle in a rural setting.

The town and greater area have fantastic access to biking, boating, kayaking, wakeboarding, fishing and hiking, creating not only an opportunity for remote businesses to thrive but for you to have your dream lifestyle too.

The lush green valleys and fertile lands of the north western borders of the Taupō District sees Mangakino and surrounding villages home to large dairy, beef and sheep farms, forestry enterprises along with Miraka, the world's first dairy-processing plant powered by geothermal energy.

The Mangakino area is primed for growth and opportunity. Set up your business, build your career here or work remotely from a central location all while watching your family thrive in nature's ultimate playground.

Investment into  
Energy  
Generation in the  
Taupo District  
**\$1.85 Billion**

Taupō District saw  
**5.2% increase**  
in Businesses in 2022  
(NZ 4.8%)

Taupō's Geothermal  
Sector is in the  
**Top 5**  
in the World

# YOUR FAMILY



## Your Family's Chance To Thrive

Imagine if juggling the morning drop off, getting to work on time, after school activities and multiple kids sports during the week was actually achievable and within an easy distance of each other.

The Taupō District gives your family the chance to thrive in [school](#), sports, active recreation and all the extracurricular activities they desire, all in a reasonable and accessible area to manage it all in one swoop.

With a high calibre of school teams and [sports clubs](#) across the age groups there is a healthy dose and variety of sports to play, all hosted at top notch sporting venues around the district including [Owen Delany Park](#), Taupō's largest multi-purpose sports ground located just 4km from the Taupō CBD.

A huge variety of clubs from music, [BMX](#), and [gymnastics](#), to karate, [drama](#) and dance, there is something for every child with award winning instructors, high end productions and all bound by a [great community feel](#).

Let's not forget the huge array of activities and venues for endless family fun on the weekends or the spare afternoons. With family friendly [MTB tracks](#) across the region, safe swimming spots all around the lake, easily accessible [boat ramps](#) and picnic dinners by the lake with top notch fish and chips or burger bars on hand. Your family could be living their best life and thriving in the Taupō District.



# MY FAMILY

*"We've felt very humbled by the welcome we have received in Turangi. We have no regrets about our move from Wellington. It's a very supportive community with so much to offer" and faster"*



## Turangi Restaurant Is Hopping Good

Starting a business has been full of positives for Andrew and Lili, the owners of Turangi's eatery, The Hare and Copper. The pair moved to Turangi in 2019, and haven't looked back. "At first I was pretty nervous about the move," says Lili, who grew up in Mexico. "I thought living in a small rural town might be too much of an adjustment, as I've always lived in big cities" she says.

"We'd looked at business opportunities all over the North and South Island, but we kept coming back to Turangi" says Andrew. "My family has a bach at Kuratau and I've been coming to Ruapehu to ski for as long as I can remember" he says. With a young family, Turangi felt like the right move to balance a successful business and most importantly family time.

Finally, the right opportunity arose, so they decided to make the leap and start the business, doing most of the renovation work themselves, transforming what was previously River Wines Vineyard and Restaurant into a new bar and eatery. They opened in February 2020, getting in touch with local iwi to arrange a blessing. "Connecting with the local Māori culture here is really important to us, including learning about the history of the land and the people that have lived here for generations," says Andrew.

The pair see their business as a way to connect with and support the Turangi community. They hire and train local people, and invite local musicians to perform during summer weekends. "Turangi has so much to offer, there are so many amazingly talented people living here."

[▶ Click here to read Andrew and Lili's full story](#)

# YOUR TURN!



## Ready To Amplify Your Lifestyle And Make Taupō Your District?

### We're Here To Help

We know that relocating your business or taking that next step in your career in a new place can be daunting. That's why the team at Amplify are here to help.

Our people can answer your questions and take the pressure off your move by connecting you with the right people. Let us find you people to help with all the logistics to get you or your business from A-B. We can help with most of the business queries you may have, from resource consents all the way to finding the right school for your children or a nice place to live, Amplify can simplify the process.

### Get in touch with the team now

E. [info@taupo.biz](mailto:info@taupo.biz)

M. 021 132 1475

W. [taupo.biz/relocate](http://taupo.biz/relocate)

*"When we first started the business we visited Rick at Amplify. He suggested we start selling at the Sunday Market, which helped raise our profile. Now that the business is expanding, we'll be working with Rick to find ways to grow the business at the right speed."*

*Jen - Misfit Garden*

*"We've had great support from the team at Amplify, during each stage in our growth we've received really helpful advice through the business mentor programme, and we're currently working on our latest business plan with Mike Bowie"*

*Pauline - Turangi Marine*