

DUNEDIN, NEW ZEALAND

INVESTMENT PROSPECTUS

Interconnected | Cutting Edge | World Class



dunedin
BUSINESS

A man with short brown hair, wearing a black long-sleeved button-down shirt, stands with his arms crossed in a modern, brightly lit interior. The background features white furniture, including a dining table and chairs, and a large window with a view of a building. The lighting is warm and ambient.

ARCHITECTURE VAN BRANDENBERG

“ We consider ourselves very fortunate to be able to easily tap into a wealth of design talent and advice from the Otago Polytechnic that’s really boosted our global project. ”

Damien van Brandenburg
Architecture Van Brandenburg

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“As a European migrant moving my family of eight to Dunedin from Germany, I am reassured by the friendliness, practical help and optimism that I have found here. Clearly there are business opportunities to create and build on and a thriving business network. Our children can be well educated and have choices to continue into careers in Dunedin if they wish or be equipped to compete elsewhere in the world. My wife is inspired by the variety of study and career enhancing courses at the university and polytechnic. Yes – the lifestyle is attractive. Basic things like affordable housing, fewer cars on the roads... it feels like a city where sustainability is a way of life.”

Matthew Gorman | CEO | The Results Consultancy (NZ)

DUNEDIN, NEW ZEALAND THE BUSINESS CENTRE OF THE SOUTH

Dunedin is a natural leader in innovation, and regarded as one of the top cities in New Zealand to launch and grow a business.

Such regional capability has helped New Zealand gain top ranking for “ease of doing business,” issued by the World Bank. In fact, New Zealand has consistently been rated the easiest country in the world to start a business, the least corrupt, a leading country for protecting investors, and the most open economy for international trade and investment.

Located in the South Island of New Zealand, Dunedin is a confident commercial centre with a global focus and a strong emphasis on design and innovation.

This is underpinned by the internationally recognised research capacity of the University of Otago, the market validation and product development capability of the Otago Polytechnic, reliable infrastructure, a burgeoning talent pool, and cohesive business networks.

The result is companies that have successfully grown in the city and have attracted investment into Dunedin.





IMAGE

The relationship between Otago Polytechnic and Shanghai University of Engineering Science is founded on the sister-city relationship between Dunedin and Shanghai, focusing on Design.

PHOTOGRAPHER: Emily Hlavac-Green



DUNEDIN INVESTMENT OPPORTUNITIES

Dunedin's vision is to be recognised as one of the world's great small cities, renowned as a confident, competitive knowledge centre – a community where enterprise and creativity support a productive and sustainable city.

Commerce has always been Dunedin's lifeblood, thanks to Otago's goldmining history. It was New Zealand's most influential city from its very early days – a city of firsts in education (the first university in New Zealand), commerce, manufacturing, communications and the arts.

That pioneering spirit still underpins the city's business environment, but today Dunedin's "new gold" is knowledge, innovation and technology – distance is no barrier. For a city of 120,246, Dunedin has a high proportion of entrepreneurs and businesses that are creating technological solutions to solve problems.

Dunedin's investment strengths are in three specific areas, although these are not exclusive:

- Education and Learning.
- Human and Animal Health – Health Technologies.
- Design Technology and Niche Manufacturing.

This makes Dunedin an attractive, reliable option for investors and businesses.

Dunedin itself is a well-planned and designed city, efficient to travel within to enable face-to-face contact, and has good access to international capabilities and relationships.

A liveable and sustainable city (something its residents rate highly), it is also a growing tourist destination.

Dunedin has a sophisticated, interconnected range of business support networks and initiatives that foster economic development, focus businesses to look globally, and assist them to meet international standards of best practice. Evidence of Dunedin's reach is an effective and longstanding sister-city relationship with Shanghai, China.

VITAL STATISTICS:

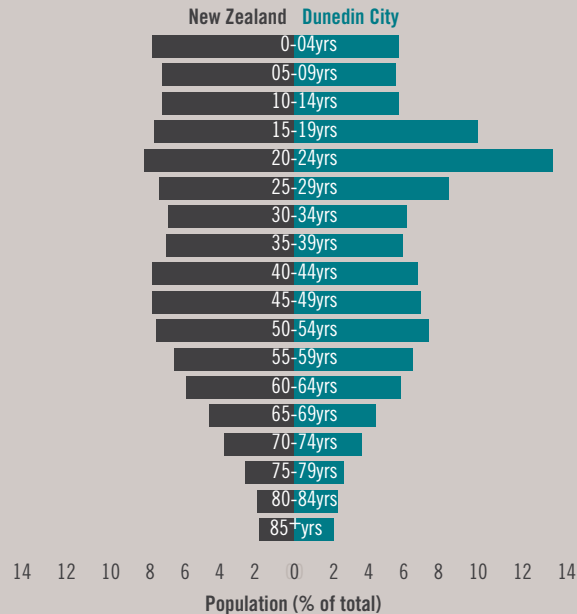
DUNEDIN'S RESIDENT POPULATION:



Between June 2006 and 2012 Dunedin's usually resident population was 120,246.

Source: 2013 Census, Statistics New Zealand

A YOUTHFUL CITY: Age Distribution of Dunedin's Population



Source: Statistics New Zealand 2012

As at June 2012 44.9% of Dunedin's population is under the age of 30 compared to 41.3% nationwide

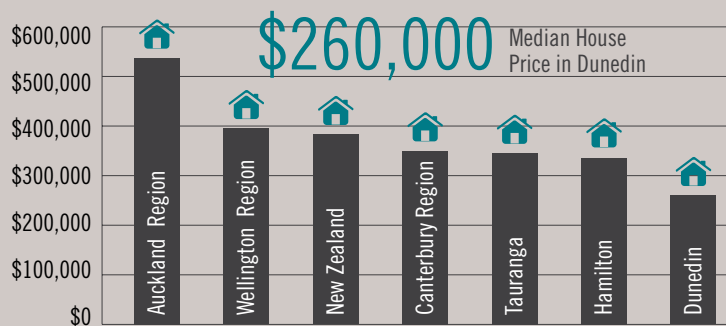
As at June 2012 26.0% of Dunedin's population is aged between 20 and 30 compared to 20.4% nationwide.

Source: Statistics New Zealand 2012

44.9%
under the
age of 30.
26.0%
aged between
20 and 30.



A LIVEABLE CITY: Median House Prices



As at Year End 2013.

Source: Real Estate Institute of New Zealand 'Market Facts'.

A GOOD LIFE:

84% of Dunedin residents rate their quality of life as 'good' or 'extremely good'

The average across six major New Zealand cities for the same quality of life measure is 80%.

Dunedin 84%

Six major NZ cities 80%



70% of Dunedin residents agreed that Dunedin has a 'culturally rich and diverse arts scene' the average across six major New Zealand cities is 47%.

82% of Dunedin residents agree Dunedin is a great place to live compared to 76% of residents in the six major New Zealand cities.

Dunedin 82%

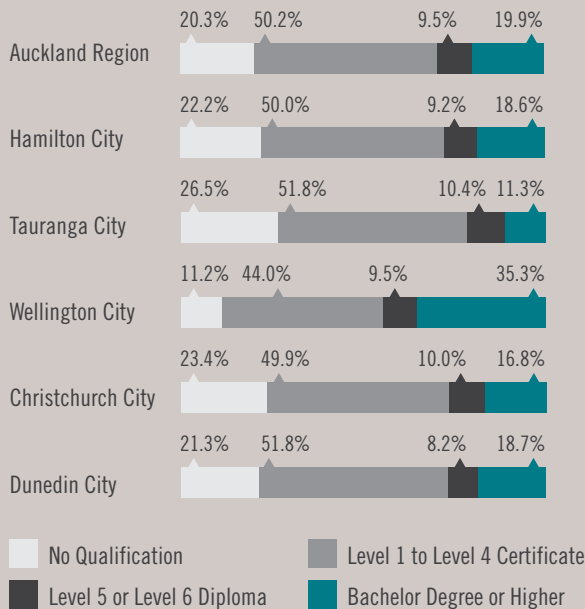
Six major NZ cities 76%



68% of Dunedin residents are satisfied with the balance between work and other aspects of life the average across six major New Zealand cities was 61% (Dunedin had the highest score).

Source: Quality of Life Survey 2012

AN EDUCATED POPULATION:



36.4% of those with a Bachelors degree or higher held a **postgraduate degree**.

Dunedin has the highest concentration of residents with postgraduate qualifications of all the New Zealand cities (Auckland, Hamilton, Tauranga, Wellington, Christchurch and Dunedin). Among those with a Bachelors degree or higher 36.4% held a postgraduate degree and **8.5% a Doctorate** compared to 35.5% and 4.2% in Wellington and 28.2% and 3.0% in Auckland.

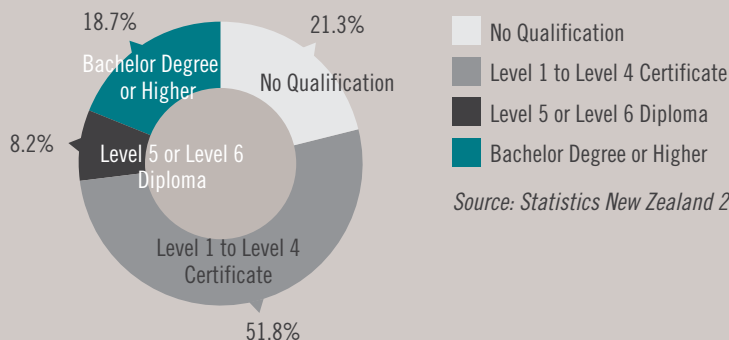


18.7% of Dunedin's adult population held a **Bachelor Degree or higher**.

In 2006, 18.7% of Dunedin's adult population held a Bachelor Degree or higher as their highest qualification compared to **15.8% across New Zealand**.

Source: Statistics New Zealand 2012

DUNEDIN CITY HIGHEST QUALIFICATION:



Source: Statistics New Zealand 2012

GETTING AROUND:



Less than
15 MINUTES
average travel time.

The average travel time for vehicles on key suburb to city routes at peak times during the morning shows the average travel time on the four key routes measured is less than 15 minutes. Average commuting times between Mosgiel and Dunedin are also low at less than 22 minutes.

Source: Dunedin City Council Annual Plan 2013/14,
Transportation Planning & Operations, p23.

“ I love the concept of Dunedin being a 10-minute city – you can get anywhere in 10 minutes. Being involved in business and having three school-aged children in a 10 minute city means you can have it all. ”

Anna Campbell | Partner | AbacusBio Ltd

LABOUR AND SKILLS:



70.7%
of Dunedin's population
are of **working age**.

As at June 2012 70.7% of Dunedin's population were of working age (15–64) compared to 66.1% of New Zealand's population.

Source: Population estimates Statistics New Zealand 2012



“ *Having a successful business anywhere requires many components to coincide in a cohesive manner at a specific point in time. My personal experience is that the components, tangible and intangible, that exist in Dunedin, give me the life I dreamt of and the chance to express myself in a business that is successful and has global reach.* ”

Joe Morrison | CEO | Siliconcoach Ltd

EDUCATION AND LEARNING

Dunedin is well established as an education city, its strong knowledge base providing significant advantages and employment. This strength stems from its tertiary institutes – the University of Otago and the Otago Polytechnic – educating over 30,000 students between them a year.

The Otago Polytechnic is one of New Zealand’s top performing polytechnics. Its core strengths are in health services, design, IT and engineering. It also has specialist expertise in business improvement.

The University of Otago is research-led, which produces and attracts world-leading global expertise.

Otago was the first university to set up an MBA programme and the Otago Business School has a strong relationship with the

Dunedin business community. As an example, its Marketing Department works closely with regional tourism to improve opportunities from the ever-growing cruise ship market. Otago Innovation Ltd partners with university researchers to transfer ideas to commercial successes.

Otago institutions are recognised for fostering entrepreneurial talent, particularly through the Audacious entrepreneurs challenge for students which champions entrepreneurship, producing businesses such as Language Perfect.

Dunedin businesses like OceanBrowser and ADInstruments have also been quick to move into online learning. Existing instrument and software markets have been transformed into on-line learning opportunities in science, physical education, languages, secondary school education and industry training, producing commercial software and analysis tools.

With a foothold in a range of significant international markets, supporting specific teaching requirements and educating hundreds of thousands of students around the globe every year, this is an area of significant investment potential.

In particular, Dunedin has developed strengths in a range of online sporting technologies. These include animation technology, supporting media coverage of major international sporting events, such as the America’s Cup, video analysis, and immersive technologies. Animation Research Ltd and Siliconcoach Ltd are two such companies involved in this area.

Dunedin’s film-making and storytelling capabilities are also evident with a strong creative sector supporting quality designers, animators and game developers. Companies such as Natural History New Zealand Ltd have established global networks from the city.

CASE STUDY: LANGUAGE PERFECT

Language Perfect was fostered through Dunedin's Audacious challenge.

Founder Craig Smith said that, through the combined support of the Economic Development Unit and the University of Otago, Language Perfect has grown to be 90% globally focused.

As well as the genuinely supportive environment, Language Perfect has found Dunedin to be a good place to find and keep great employees. The Dunedin lifestyle is proving to be a big drawcard for their workforce, particularly those with families. They also find the tertiary institutes are fantastic for sourcing quality talent. "Dunedin's size means you have the opportunity to grow and be someone."

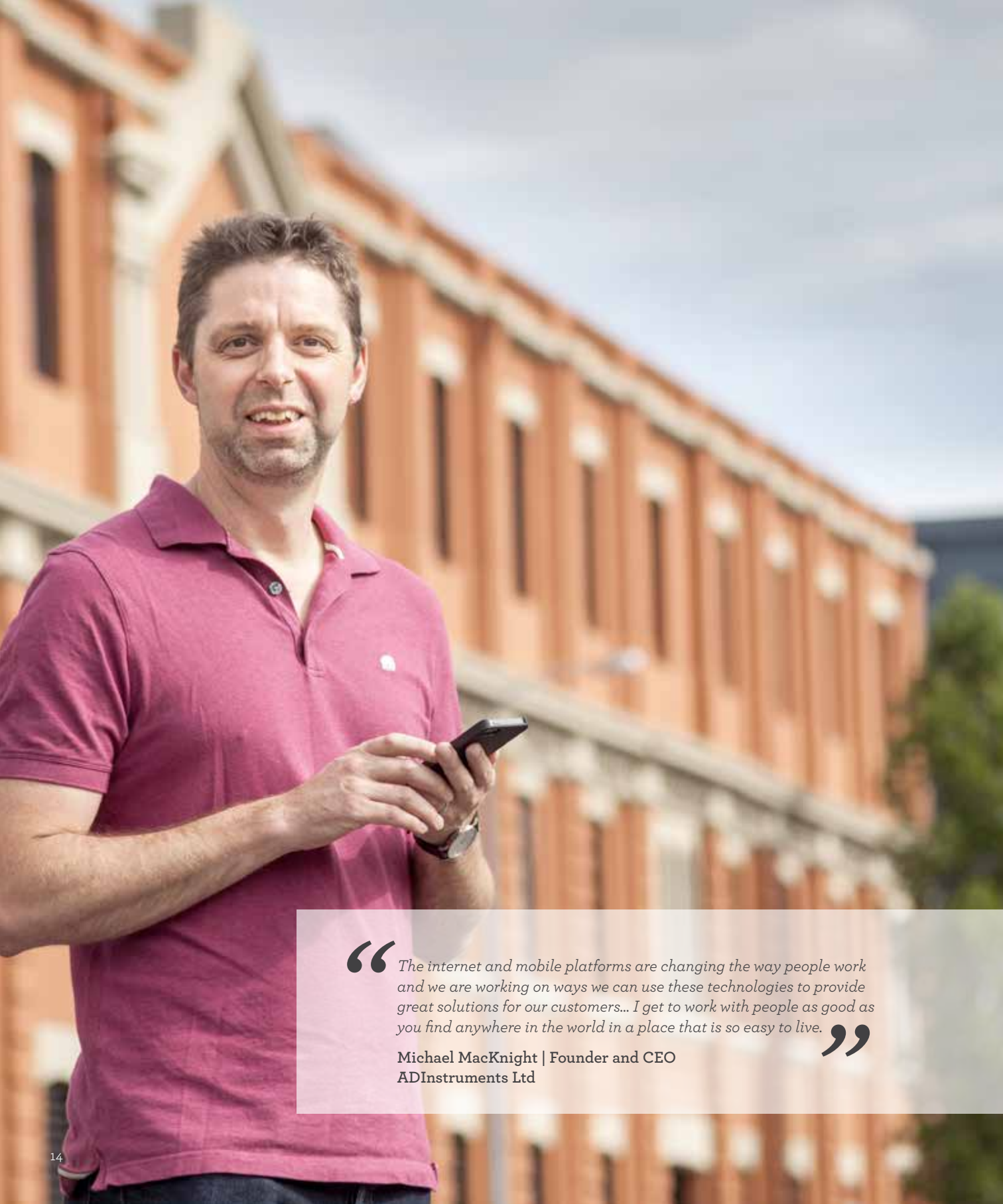
Language Perfect is an online self-directed learning tool for mastering vocabulary. This computer game tests students on their reading, listening and writing skills in 10 languages, and is used by more than 250,000 students around the world.





“Dunedin supported us as a start-up, introduced us to the business community, and helped us grow.”

Craig Smith (Left) | Founder
Scott Cardwell (Right) | Marketing Manager | Language Perfect



“ *The internet and mobile platforms are changing the way people work and we are working on ways we can use these technologies to provide great solutions for our customers... I get to work with people as good as you find anywhere in the world in a place that is so easy to live.* ”

**Michael MacKnight | Founder and CEO
ADInstruments Ltd**

HUMAN & ANIMAL HEALTH HEALTH TECHNOLOGIES

Dunedin’s niche hub for health innovation is underpinned by its strong knowledge base – a capability that offers much opportunity for investors.

The University of Otago has New Zealand’s only Dental School, and one of only two Medical Schools. Clinical research is put into practice in a full-teaching hospital.

The City’s innovators are delivering human and animal health initiatives in:

- Bioengineering.
- Human and animal nutrition.
- Drug and vaccine developments.
- Medical devices.

Numerous developments from these innovations are making a difference in the world, many of which originate from the University of Otago. Some examples include:

- Drug and vaccine developments, cardio biomarkers and even squid supergel, identified and developed through biomedical research.

- Patented novel protein biomarkers.
- Isotopic fingerprints, developed to provide geographic authentication for a Dunedin-based company called Oritain Global Ltd validating food sources internationally.
- Revolutionary cancer-screening programmes and cancer diagnostic products. Pacific Edge Ltd use biomarkers selected from the company’s proprietary database and build commercial cancer tests.

The University’s Centre for Bioengineering & Nanomedicine is a new gateway for exploring and adapting biomedical and scientific innovations, providing engineered therapeutics for human and agricultural applications. Dunedin also has world-leading expertise in animal and human genomics that has powered numerous world-first discoveries.

Dunedin also has a number of top quality animal and health nutrition companies, including Seperex Nutritionals Ltd, a global supplier of functional food and health ingredients. Techion Group Ltd develop innovative “on site” diagnostic tools and systems in the area

of internal parasite and facial eczema, and AbacusBio Ltd specialise in agritech and agribio solutions.

Medical device technology is another example of the City’s entrepreneurs taking new scientific discoveries through to the stage of commercial production. An example being the development of a revolutionary facial cast device to treat facial trauma supported by Otago Innovation Ltd.

The city’s innovative IT sector is also heavily involved in the health sector. ADInstruments Ltd is just one of a number of companies working to develop a range of products including support software for clinicians and training programmes for students.

CASE STUDY: PACIFIC EDGE LTD

**Pacific Edge Ltd
is committed to
building and growing
its business base in
Dunedin.**

The company delivers innovative solutions for the early detection and better management of cancer. Products such as Cxbladder uses biomarkers selected from the company's proprietary genetic database. The company specialises in building commercial cancer tests from these proprietary biomarkers.

Chief Executive David Darling says the city has several strong advantages. Access to groundbreaking research through its close relationship with the University (Pacific Edge originated as a University of Otago spin-off company). The ability to attract and keep skilled scientists and technologists for use in our discovery science and product development.





“Dunedin attracts some really talented people and it’s the people that make the difference. Dunedin has great people, first class education for families, an old world charm emanating from the period architecture. All of this combined with a great cafe culture and some excellent restaurants makes Dunedin a very special place to live and work. It’s on the door step of a world class outdoor region, something that I am passionate about.”

David Darling | CEO | Pacific Edge Ltd

DESIGN TECHNOLOGY AND NICHE MANUFACTURING

Dunedin affords opportunities for high-value niche manufacturing. These incorporate leading-edge technology and take advantage of unique knowledge and existing networks.

Dunedin is a hot-bed of creativity, from fashion to film, information technology, niche engineering solutions and more. The city's innovation has become a "magnet", attracting other like-minded business and investment.

Dunedin doesn't just foster good ideas; it designs and produces high value products reflecting the supportive ecosystem that sustains innovation and exploits opportunities to their full commercial potential. There is an interconnectedness in Dunedin that's often commented on - it's easy to discuss problems and solutions with others in business, to find the right people, and to collaborate and subcontract to ensure that opportunities are not missed.

Dunedin has several business clusters supplying niche markets.

Dunedin's electronic hub featuring companies such as Kamahi Electronics, and Design, Build, Listen have specialist expertise in areas as diverse as:

- Designing and producing electronic industrial products.
- Producing specialised audio and hi-fi technology and digital developments.

Dunedin's engineering cluster includes companies such as Farra Engineering and Palmers Mechanical who design and make everything from maintenance units for high-rise buildings in the northern hemisphere, to specialist vehicles for Australian mines.

- DC Ross supply parts for major global car manufacturers.
- Sophisticated robotic machinery to automate factory processes in the meat industry are produced by Milmeq.
- Scott Technology Limited specialises in the design and manufacture of automated production and process machinery.
- Lightweight technologies, hydraulic components and system design have been developed by companies like BISON Group.

Dunedin's IT cluster creatives have introduced new 3D-based

gaming and software. GPS technology that has worldwide recognition has been developed to produce tracking platforms that help with search and rescue as well as improving sailing performance and finding agricultural solutions. Companies including TracPlus Global Ltd, Igtimi Ltd and TracMap Ltd feature strongly in this area.

Dunedin is also a hub for design. There are many examples of Dunedin's competitive advantage in design and product development, including:

- Freeload Ltd's design-led solution that has solved problems for cyclists and attracted investment from the world's top biking company, Thule.
- Simple, effective equipment to solve IT users' "ihunch" shoulder problems worldwide, created by Bodystance.
- Fisher & Paykel Ltd's leading-edge developments for Haier, a global whiteware producer, designed in Dunedin.
- A new range of silk fabric with a strong R & D focus, developed for new-generation clothing is sold globally by Silkbody.
- Architectural design, behind a unique and massive commercial estate in China undertaken by Architecture Van Brandenburg.



“Dunedin has given us a really good business ecosystem to start to grow our business, from access to fresh students from the university to the clever niche manufacturing suppliers.”

Kylie Robinson | CEO | Igtimi Ltd

CASE STUDY: ESCEA

One Dunedin manufacturer making a conscious decision to run its global niche business from Dunedin is Escea, which designs, manufactures and exports luxury gas fires.

An industry leader in design and technology, Escea developed a purpose-built new factory to support its rapid growth, a result of expanding its product range and securing new international markets.

Chief Executive Officer Nigel Bamford appreciates the fact that Dunedin has a solid infrastructure such as its road and rail links, thanks to its prosperous history, but at the same time it still has good economic options to purchase quality industrial land. He also enjoys how compact the city is; fast and very easy to get around.

He sees real depth in Dunedin's economy, which is not based on a boom and bust approach, but rather on pragmatic working values, a stable workforce and reliable local suppliers.





“ *Dunedin has a real strength in its staff – I believe that stability comes from people not having to constantly change jobs to earn more and meet significant and stressful mortgage repayments; having lower debt means the freedom to chose work they enjoy, and that makes a content workforce.* ”

Nigel Bamford | CEO | Escea Ltd

ACCESS TO MARKETS

Dunedin's quality links effectively enable the transfer of goods, services, people, knowledge, technology and investment nationally and internationally.

Dunedin is a regional export centre with a sophisticated road and rail network, a port, an airport and a well-developed warehouse and cool storage sector. Dunedin also has comprehensive broadband support, and was the first in New Zealand to develop a digital strategy. This complete package enhances supply chain efficiency for exporters and importers.

Port Otago

Port Otago is a key link in the international supply chain. It has:

- Proximity to major export production in the lower South Island.
- A strategically located harbour for vessel rotation to and from deep-sea destinations.
- A full service port offering a comprehensive range of services for both shipping

lines and cargo owners, including warehousing at quayside.

- Surge-free deep-water that handles the largest container vessels to all at New Zealand's ports.
- A 24 hour service to ensure rapid turnaround of vessels and cargo.
- The capacity to store over 4000 containers on 15 hectares of heavy duty paved area.
- The highest number of reefer points available in any New Zealand port, with a sophisticated Container Management System to meet the demands of the high-value reefer trade.

Broadband:

Dunedin's Digital Office works with government and internet providers to prioritise and implement fast-broadband across the city. Dunedin's digital features include:

- Several internet providers which operate from Dunedin.
- Extensive Wifi coverage.
- Prioritising business and educational sector connections to a citywide fibre-based 100Mb network.
- Providing fast-broadband to schools.
- Implementing projects to increase broadband uptake, including greater internet access for the community and visitors.



A man in a grey suit and light blue shirt, smiling, holding a tablet. He is standing in front of the Dunedin International Airport terminal, which has "DUNEDIN" written on its facade.

Dunedin International Airport

Dunedin's international airport has regular links with Australia and all of New Zealand. Services include:

- Direct flights from Dunedin to Brisbane up to six days a week, allowing for onward flights to other Australian and Asian destinations. These flights are available throughout the year.
- Direct services between Dunedin and Sydney and Dunedin and Melbourne during the summer months.
- Daily flights from Dunedin to Christchurch, Wellington and Auckland.
- Two airlines operating domestic routes.

The airport's infrastructure features include:

- A 24 hour a day operation – Dunedin airport does not have a curfew.
- An internationally designated aerodrome including bio-security, aviation security and border control facilities.
- An industrial zone on airport-owned land.
- Airport zoning which would allow for commercial development.

IMAGE

Richard Roberts, General Manager, Infrastructure & Service Delivery, Dunedin International Airport.

RESOURCES: PEOPLE, SUPPORT, RESEARCH AND LAND

A city-wide Economic Development Strategy, signed off by all city leaders, acknowledges that Dunedin's resources are important for ensuring the city remains attractive to investors, and for businesses to continue growing and being supported.

Dunedin's resources include a rich source of talented people and ideas, a nurturing business environment and premises suitable for business investment.

People:

- Dunedin has a high proportion of educated people, many of whom work in knowledge occupations.
- Business people agree that one of the attractions of locating in Dunedin is the stable, skilled and cost-effective workforce.
- 84% of residents believe Dunedin is a good place for families (Quality of Life Survey 2012).

- Education and life-long learning is important, with the city offering numerous training options for its workers, and a thriving apprentice programme.

Business support:

- There are excellent business incubators and initiatives that successfully support entrepreneurs, including secondary and university students.
- The Dunedin City Council's Economic Development Unit actively nurtures new and existing businesses. It also supports a heritage plan that is developing heritage precincts for business.
- Other Dunedin business support solutions include initiatives to encourage best practice and assist companies to achieve international accreditation, lean manufacturing and better-by-design programmes.
- There is an active Angel investment group in the city.

Clusters:

- Dunedin companies have formed their own industry clusters – engineering, IT and tourism – which provide positive solutions to common problems within each industry.

Research and Development:

- The University of Otago and the Otago Polytechnic provide research and talent opportunities, resources and foster ideas.
- Their contributions are part of the community, much more so than in other centres.
- High quality intern programmes maintain a strong connection between students and industry.

Land:

- The availability of low-cost land and rental premises are a big drawcard for businesses looking to locate in Dunedin.
- A range of land types are available for business, agricultural and residential development.
- Commercial and retail rental expenses are lower than New Zealand's other main commercial centres.



“ *As the commercial arm of Te Rūnanga o Ngāi Tahu continues to grow, and now exceeds over \$1b in assets under management, our sights are firmly on the Dunedin and local Otago economy. The opportunity is for investments that deliver a return across generations, so long term investors in the region will prove ideal partners. Fishing and primary sector partnerships, property development and tourism are current strengths within the Ngāi Tahu portfolio.* ”

Brett Ellison | Te Rūnanga o Ngāi Tahu

INVESTOR RETURNS FOR PROPERTY IN DUNEDIN

As at 1 August 2013

COMMERCIAL RETAIL

A. Prime

Investor Capitalisation rates	Net
High Quality	6.5% to 7.5%
Medium Quality	8% to 9%

INDUSTRIAL

A. Prime

Investor Capitalisation rates	Net
High Quality	7% to 8% Freehold
Medium Quality	7.5% to 8.5% Freehold
Low Quality	8.5% to 9.5% Freehold

B. Secondary

Investor Capitalisation rates	Net
Low Quality	8.5% to 10.5% Freehold

DEFINITION

Investor Capitalisation Rates - means the rate of return based on the net income (after all landlord expenses have been deducted)

COMMERCIAL OFFICE

Dunedin CBD Area

Investor Capitalisation rates	Net
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RENTAL COSTS

High Quality	7.25% to 8.5% Freehold
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Medium Quality	7.5% to 8.75% Freehold
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RESIDENTIAL

A. Prime – University Campus Area

Investor Capitalisation rates	Net
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5% to 7% Freehold

B. City CBD Surrounds

Investor Capitalisation rates	Net
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5.5% to 7.5% Freehold

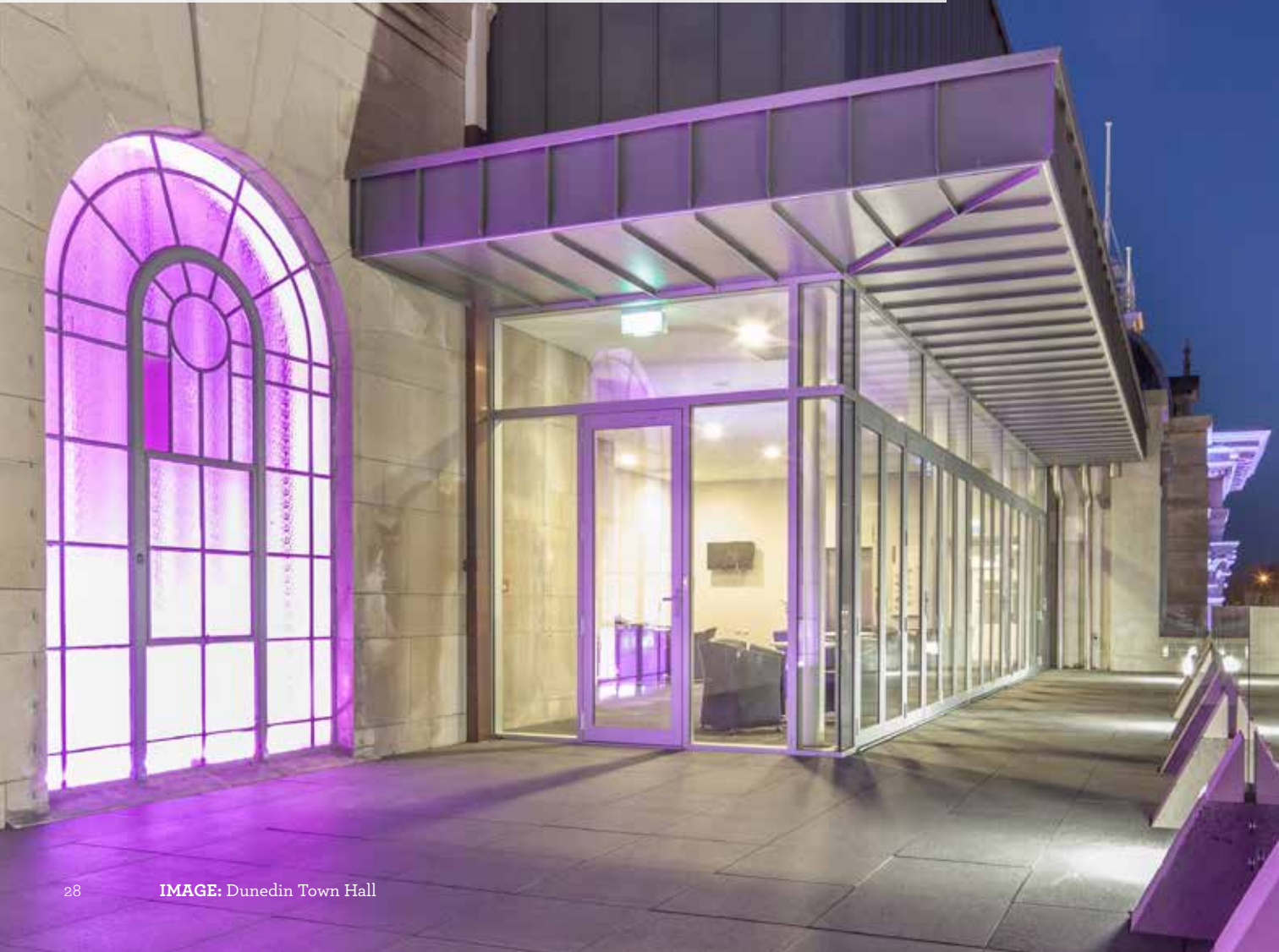
C. Dunedin Suburban

Investor Capitalisation rates	Net
-------------------------------	-----

6.5% to 8.5% Freehold

“ *The council has been very proactive in encouraging me to do something, and enabled something to happen with the former Dunedin chief post office project – to be fair I have found them very very good.* ”

Geoff Thompson | Distinction Hotels



THE REGULATORY ENVIRONMENT

Balancing the need for regulation with a business-friendly ethos.

Dunedin has always recognised the benefits of supporting commerce, and with that comes a proactive attitude to assisting new business. There is a culture of constant improvement, and a “red carpet, not red tape” approach is being undertaken as outlined in the city’s shared Economic Development Strategy.

The Dunedin City Council is actively helping and encouraging local economic prosperity through:

- Investing in new and existing infrastructure.
- Supporting business development initiatives.
- Helping promote the city to current and potential investors, skilled staff and others with access to resources.
- Supporting effective procurement policies.
- Helping create a city that is attractive to visit and live in.
- Working to ensure the city’s economy is resilient to future change.

Specific Dunedin City Council “red carpet not red tape” initiatives include:

- A business relationship management model to manage the process for businesses wanting to set up or expand in the city.
- Council relationship managers to help specific business projects.
- Proactive knowledge-sharing within the business community on information that’s relevant to new business, such as available land and building space.



BUSINESS CULTURE & LIFESTYLE

Dunedin has a reputation for being an easy city to do business.

The city has four significant advantages:

- A strong knowledge base.
- A growing pool of creative and high-tech enterprises and talent.
- High quality amenities.
- Cohesive community and whanau, and a great lifestyle.

Dunedin's size is supportive of collaboration. It has well connected industries, high quality human and knowledge resources and an active business community. The city is recognised for innovation, has a high investment in R & D and strong research networks. It has a reputation for being a launchpad for businesses moving into global markets.

It is a compelling recipe for investors – the proof can be found in the businesses that have emerged from Dunedin to produce cutting-edge, world-class products and services selling into global markets over a sustained period of time.

The city is attracting more immigrants and expats returning to New Zealand who want to grow a business. Dunedin has a Settlement Support Co-ordinator to assist and support newcomers to the city through a Settlement Network, which is part of a wider settlement support New Zealand organisation.

Dunedin's unique heritage and spectacular coastline, coupled with easy access to a wealth of services in the southern region, make it exceptionally liveable. It is held in high regard by its residents for being clean, attractive, safe and friendly, and for having a high standard of amenities including excellent education facilities for lifelong learning.

Dunedin also has a vibrant arts and music culture that includes specialist, community and family focused festivals and events such as iD Fashion, providing ideas and creativity and creating a buzz. The region is avidly proud (and just a little parochial) about its sporting prowess.





“ *In the “Moray Quarter” we are surrounded by talented, creative and supportive people. It’s a wonderful working environment, and this is only a snippet of the talent that exists in Dunedin.* ”

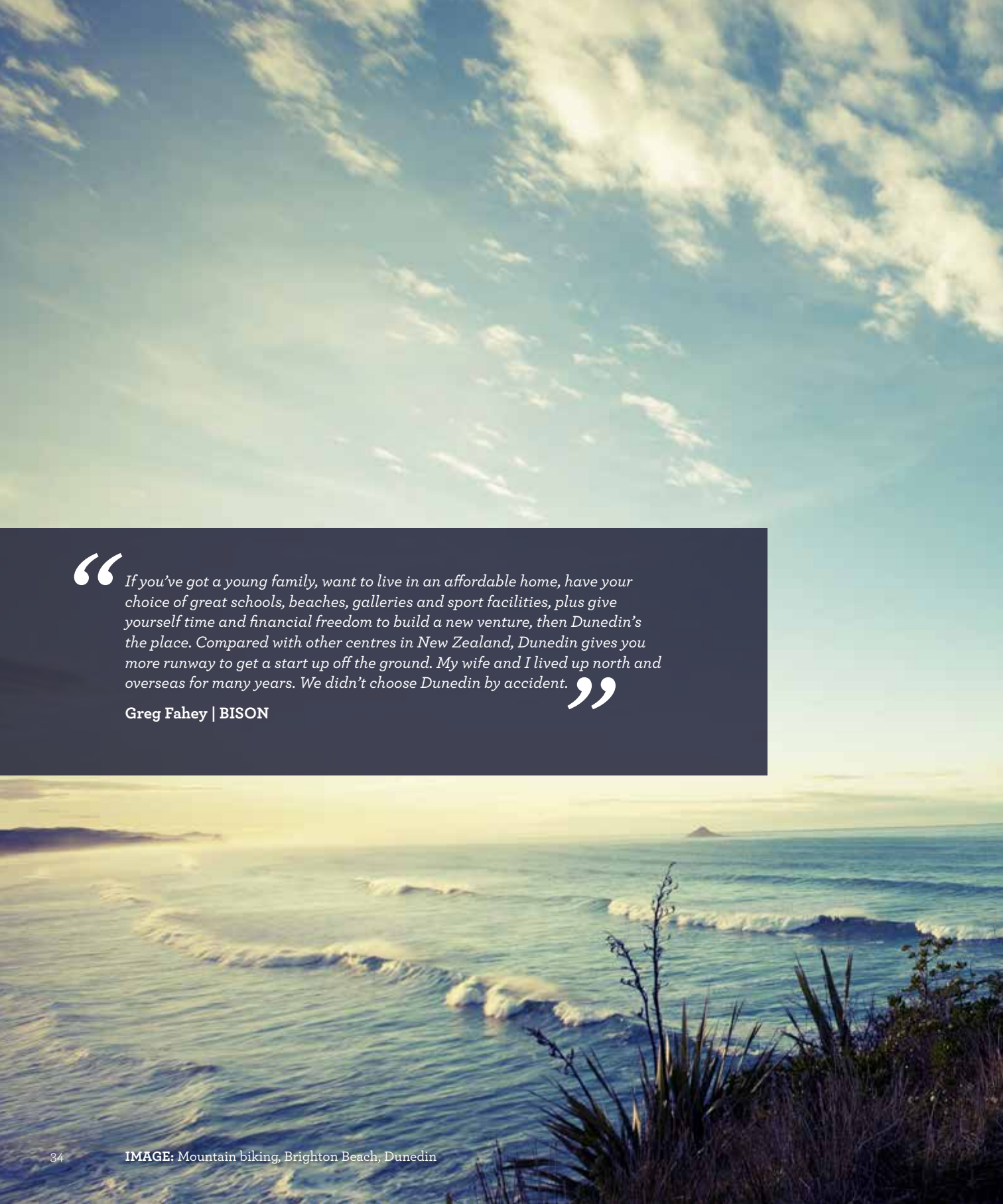
Father & daughter, David & Emily Cooper | Directors | Silkbody





“ *The great things about working in Dunedin include the coffee, food, the landscapes and the people. We are spoiled for choice! The abundance of cafés, restaurants and events such as the film festival and winter carnivals are awesome. Also, you can't beat the five minute drive home!* ”

Meg Garner | Office Manager | AVOS



“ *If you’ve got a young family, want to live in an affordable home, have your choice of great schools, beaches, galleries and sport facilities, plus give yourself time and financial freedom to build a new venture, then Dunedin’s the place. Compared with other centres in New Zealand, Dunedin gives you more runway to get a start up off the ground. My wife and I lived up north and overseas for many years. We didn’t choose Dunedin by accident.* ”

Greg Fahey | BISON



For further information please contact:

Dunedin City Council
Economic Development Unit (EDU)
Tel: +64 3 474 3736
Email: cobrien@dcc.govt.nz
www.dunedin.govt.nz

Useful Links:

Dunedin Economy – www.dunedineconomy.co.nz
Dunedin International Airport – www.dnairport.co.nz
Dunedin IT Directory – www.dunedinit.org.nz
Immigration New Zealand – www.immigration.govt.nz
KUMA – www.southernmaoribusiness.org.nz
New Zealand Trade and Enterprise – www.nzte.govt.nz
Otago Chamber of Commerce – www.otagochamber.co.nz
Otago Innovation Ltd – www.otago.ac.nz/otagoinnovation
Otago Polytechnic – www.op.ac.nz
Otago Southland Employers Association – www.osea.org.nz
Port Otago Ltd – www.portotago.co.nz/1.html
The Dunedin Digital Office – www.digitaloffice.co.nz
University of Otago – www.otago.ac.nz
Upstart – www.upstart.org.nz

Data sources include:

BERL Otago Economic Overview 2012
Dunedin Digital Strategy
Dunedin's Economic Development Strategy 2013 – 2023
Dunedin Market Data 2013
Dunedin Social Wellbeing Strategy
New Zealand Core Cities Research Summary
Quality of Life Survey 2012
Statistics New Zealand
World Bank – Ease of Doing Business Report





“Dunedin is an awesome place to run a business. We are currently based in the Clarion Building alongside other innovation companies, which gives a real sense of opportunity and entrepreneurial venture in the Dunedin area.”

Pat Maguire, Founder & Team | Freeload Ltd