



Council

Meeting of 19 August 2026

Business Unit: Community

Date Created: 13 July 2026

Feilding and District Promotion - Annual Report to 30 June 2026

Purpose Te Aronga o te Pūrongo

To present Feilding & District Promotion's Annual Report for the period ending 30 June 2026 as required under the grant funding agreement between Feilding & District Promotion and Manawatu District Council.

Recommendations Ngā Tūtohunga

That Council:

1. Receives the Feilding & District Promotion Annual Report for the period ending 30 June 2026.
2. Accepts that Feilding & District Promotion has satisfactorily met its service delivery outcomes and reporting obligations specified for 2025/26.

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Approved for submission by:
Lyn Daly
General Manager - Community

1 Background Ngā Kōrero o Muri

- 1.1 A paper was presented to Council on 5 December 2024 with options for the delivery of community events, information centre services, business support, district promotion and town centre activation activities. Council agreed that:
- Council's Manawatū Community Hub Libraries team (at Te Āhuru Mōwai) provide the customer facing information centre services (effective from March 2025); and
 - an operational grant be allocated to Feilding & District Promotion (FDP) of \$500,000 plus CPI, for a 3-year period from 01 July 2025 – 30 June 2028 for the service delivery focus areas outlined in the report.
- 1.2 The operational grant of \$500,000 plus CPI included an increase of \$47,000 on the previous year's grant funding. This additional funding requires FDP to deliver on identified activation activities that support Council's town centre refresh investment. The new activation activities are: "encouraging more buskers to play on the footpath outside businesses"; "administering removable furniture (e.g. bean bags) and games for use in the Square"; and "encouraging building owners and tenants to show pride for Feilding."
- 1.3 Council's decision transferred responsibility for customer-facing information centre services to the Manawatū Community Hub Libraries team. FDP remain responsible for developing and coordinating information about events, visitor activities, places to eat and accommodation, and providing this information to the team at Te Āhuru Mōwai.
- 1.4 Council and FDP agreed on the following service delivery focus areas and that FDP would report on progress six-monthly from 1 July 2025 – 30 June 2028:

Description	Activities supported by an operational grant
Community Events	Support community run events through: • Advocacy: Encouragement to promote in the right places and the right mediums. • Event Promotion: Helping to put community events on EventFinda, posters put up around town, promoting events on social media, a monthly events calendar in the Feilding & Rangitikei Herald, manage the What's On section of the feilding.co.nz website, manage the information signs at the entrances to Feilding, and any other actions to support event promotion. • Design: Help with design if required by community events • Coordination and/or delivering a minimum of 5 events that bring the community together, support economic development, and celebrate the uniqueness of our district. Some examples include: ○ Rural Day ○ Christmas Carnival and Parade ○ Have a Go Days ○ Manawatū Hunt event ○ Biennial Business Awards ○ Kids 'N Country (in conjunction with Rural Games); and • Coordination of the Saleyard Tours (managing volunteers, etc).

Description	Activities supported by an operational grant
Town Centre Activation	As a minimum, activate the Town Centre by: • Coordinating and/or delivering a minimum of 6 events that bring the community to the Town Centre. • Management of the Friday Farmers Market in the Square. • Encouraging bookings in the grassed quadrant and market quadrant throughout the year, and coordinate events at Manfeild Park, Feilding Civic Centre, Manawatū Community Hub Libraries, Coach House Museum, etc to flow into the Town Centre. • Organising regular Eat Street events. • Coordinating shop local campaigns. • Managing the MDC supplied street flags in the CBD. • Encouraging more buskers to play on the footpath outside businesses (with Council and the business' approval). • Administering removable furniture (e.g. bean bags) and games for use in the Square; and • Encouraging building owners and tenants to show pride for Feilding.
Networking Support	As a minimum, support the local businesses in the Manawatū District by: • Delivering a Bi-Annual Business Awards. • Organising/coordinating monthly networking events (including Biz@5 events). • Coordinating shop local campaigns. • Administering the CBD Security contract on behalf of Council. • Leading the security camera project for Feilding. • Helping businesses navigate the services and training that CEDA and the Chamber of Commerce provide. • Helping to attract new businesses to the Manawatū District. • Celebrating new businesses in the Manawatū District; and • Developing a relationship with the businesses to understand their needs, aspirations and concerns, and advise Council on topics of concern.
District Promotion	Promote the Manawatū District through: • Social media campaigns. • Coordination of information about the District (what's on, where to eat, where to stay) to inform the Feilding Information Centre at Te Āhuru Mōwai. • Develop promotional material (e.g. flyers) to advertise what to do, where to stay, where to eat, etc to stock the brochure stand at the Feilding Information Centre at Te Āhuru Mōwai.

Description	Activities supported by an operational grant
	- Managing the feilding.co.nz website, including the databases of businesses and clubs/groups in the district. - Facilitate, encourage and maintain a “what’s on” calendar of events and activities for the community to consume. - Create an annual advertising programme across all mediums promoting our town centre – key messages are shop local, free parking, no traffic lights, friendly service etc.
Reporting commitments	FDP will be required to report on the service delivery focus areas as follows: - Six-monthly narrative reporting outlining: - Performance against the service delivery focus areas - Data and statistics (where available) - Qualitative outcomes (stories, images, testimonials) - Survey results (if applicable) - Outline successes, issues, insights - Annual financial reporting detailing: - All of the above, - End-of-year financial results - Summary of how funds have been applied - Commentary on financial sustainability.

2 Strategic Fit Te Tautika ki te Rautaki

- 2.1 The grant funding agreement to deliver and coordinate events, networking support, district promotion and information centre services relates to all six priorities of Council.

3 Discussion and Options Considered Ngā Matapakinga me ngā Kōwhiringa i Wānangahia

- 3.1 FDP’s annual report that describes its agreed service delivery outcomes, is attached as Appendix 1.
- 3.2 FDP has satisfactorily met its service delivery outcomes, most notably achieving and reporting volume increases across a range of service delivery activities; its reach into the community via digital media; and its focus on working with others to deliver initiatives through effective partnerships.
- 3.3 Key highlights:
- Supported 336 community events, a 49% increase on the previous year.
 - Created or managed 25 town centre activations.
 - Successfully delivered and grew flagship events, including Rural Day, Eat Street, the Christmas Carnival and the inaugural Feilding in Lights Matariki Winter Festival.
 - Achieved record digital engagement, with 4.27 million Facebook views and 153,144 website visits.

- Continued to strengthen feilding.co.nz as the district’s primary “What’s On” platform.
 - Maintained strong business engagement through monthly Biz@5 events, targeted workshops and advocacy.
 - Ensured local business perspectives were represented in Council initiatives, including the Feilding Town Centre Refresh.
 - Strengthened partnerships with Council, CEDA, Ngāti Kauwhata, Sport Manawatū, community groups and key district venues.
 - Progressed governance changes to meet the Incorporated Societies Act 2022 while retaining existing knowledge through advisory and project-based roles.
- 3.4 While not highlighted in the report, FDP is also very intentionally targeting business networking opportunities outside of the CBD in an attempt to increase its reach and relationship base with commercial and industrial businesses in Feilding and the wider district. Notably a Biz@5 event was held with South Street businesses and another is planned in the coming year in Turners Road, Feilding.
- 3.5 Although FDP has not commenced some of the newer town centre activation activities, its team have been significantly involved with Council in the town centre refresh programme of work. FDP participates in Council’s Town Centre Refresh Focus Group and has been involved in many of the initiatives delivered via this programme, such as the new street flags that provide vibrancy in the town.
- 3.6 FDP has deliberately strengthened its relationships with Council, local businesses, and community organisations to make the most of working collaboratively and effectively. The increase in events supported through promotion, growth in its online reach, and continued evolution of events for the community to enjoy, has increased FDP’s profile in the community and arguably represents greater value for Council’s investment.
- 3.7 FDP is not required to provide audited accounts to Council, however it is required to report on its end-of-year financial position. Officers note that the report indicates that FDP’s financial position is secure and the organisation appears financially sustainable.
- 3.8 Its strategic governance changes are expected to retain knowledge around the table, while ensuring the continuity that is necessary for organisational performance. Certainly the consistency of the board and key staff is an attribute of FDP’s recent success.
- 3.9 Overall, officers assess that FDP has substantially met its performance obligations for 2025/26. It has delivered strong results in event support, town centre activity, business engagement and district promotion that contributes positively to the districts vibrancy and district identity.

4 Risk Assessment Te Arotake Tūraru

- 4.1 FDP has satisfactorily fulfilled its reporting obligations under the grants funding agreement, and no decision is being sought that would alter service delivery or create new risk.

5 Engagement Te Whakapānga

Significance of Decision

- 5.1 The Council's Significance and Engagement Policy is not triggered by matters discussed in this report. No stakeholder engagement is required.

Māori and Cultural Engagement

- 5.2 There are no known cultural considerations associated with the matters addressed in this report. No specific engagement by Council is required in relation to receiving this report. FDP has, however, intentionally strengthened its relationship with Ngāti Kauwhata, particularly through collaborative event delivery and initiatives supporting community connection. This relationship is a positive feature of FDP's delivery during the year.

Community Engagement

- 5.3 While there is no community engagement associated with this report for Council, FDP's services involve engagement with the community and seeking feedback to understand satisfaction with the services delivered.

6 Operational Implications Ngā Pānga Whakahaere

- 6.1 There are no operational implications with this report.

7 Financial Implications Ngā Pānga Ahumoni

- 7.1 FDP's grant funding for the 3-year period 01 July 2025 to 30 June 2028 is \$500,000 plus CPI. This grant funding is budgeted activity.

8 Statutory Requirements Ngā Here ā-Ture

- 8.1 There are no statutory requirements associated with this activity.

9 Next Steps Te Kokenga

- 9.1 FDP will present its annual report at its Annual General Meeting later in 2026.
- 9.2 Officers, and Council's Liaison Councillors, will continue to monitor delivery through the six-monthly report covering 1 July to 31 December 2026, which is expected to be presented to Council in early 2027.

10 Attachments Ngā Āpitihanga

- 10.1 Feilding & District Promotion Annual report to 30 June 2026.