



**Feilding
& District**
PROMOTION INC

ANNUAL COUNCIL REPORT

JULY 2025 -JUNE 2026

EXECUTIVE SUMMARY

JULY 2025 – JUNE 2026



From July 2025 to June 2026, Feilding & District Promotion (FDP) delivered one of its most impactful years to date, strengthening community connection, driving economic vibrancy, and amplifying Feilding's identity across the district and wider region. Under the first year of our new three-year funding agreement with Manawātū District Council and with our continued presence in the CBD, FDP has become more visible, more connected, and more outcomes-focused and the results are clear.

Over the past 12 months, FDP supported 336 community events (a 49% increase from the previous year), created or managed 25 town centre activations, and continued to grow flagship experiences such as Rural Day, Eat Street, the Christmas Carnival, and the inaugural Feilding in Lights Matariki Winter Festival. These events attracted thousands of visitors, strengthened local pride, and delivered measurable benefits for businesses, volunteers, and community organisations.

Digital engagement reached record levels, with 4.27 million Facebook views and 153,144 website visits, reinforcing feilding.co.nz as the district's most valuable "What's On" platform. Business engagement remained strong through monthly Biz@5 events, targeted workshops, and advocacy that ensured local business voices were represented in key MDC projects such as the Town Centre Refresh.

FDP also delivered significant growth in visitor experiences, including a 33% increase in Saleyard Tour participation. The deepening of relationships with key stakeholders continues to be strong, including Council, CEDA, Manawātū Car Club, Feilding Art Society, Ngāti Kauwhata, Sport Manawatu and venue partners such as Manfeild, Civic Centre, and Coach House Museum. These partnerships have played a pivotal role in amplifying FDP's contribution to community engagement and economic vibrancy.

This year's achievements highlight the strength of a focused, outcomes-led approach, one that delivers vibrancy, economic resilience, community connection, and a strong district identity. FDP remains committed to working alongside Council to deliver high-impact initiatives that benefit residents, businesses, and visitors, and to ensuring Feilding continues to thrive as a welcoming, connected, and proudly local district.

CHAIRPERSON UPDATE

It is my pleasure to present this Chairperson's Report as part of Feilding & District Promotion's annual report, marking the completion of our first full year under the new three-year funding agreement with Manawatū District Council.

This first year has demonstrated the value of a funding model that focuses on strategic outcomes rather than detailed operational reporting. While our reporting requirements have changed, our accountability has not. We remain committed to delivering on the outcomes agreed with Council and the community, with more of our time now able to be invested in delivering projects rather than reporting on them.

That focus has enabled FDP to concentrate on what matters most, creating vibrancy, supporting economic activity, strengthening local businesses and community organisations, and continuing to build the identity and reputation of Feilding and the wider district.

This year has also brought significant governance change. In response to the Incorporated Societies Act 2022, we have reviewed our governance structure and from December 2026 our Board will reduce from twelve members to seven. Importantly, we have retained the knowledge and experience of our existing Board through advisory and project-based roles, ensuring continuity while adopting a more agile governance model.

I would like to thank the elected members and staff of Manawatū District Council for their continued support. Our relationship has strengthened considerably over the past year, and I believe this collaborative approach is helping both organisations achieve better outcomes for our district.

My thanks also go to our General Manager, Sarah Gilbertson and the entire FDP team, our Board, volunteers, sponsors, partners and the many community organisations who contribute so much to the success of FDP.

As we enter the second year of our funding agreement, we remain committed to delivering meaningful outcomes that strengthen our economy, celebrate our community and continue to enhance the vibrancy and identity of Feilding and the wider district.

Evan Tull
Chairperson
Feilding & District Promotion Inc.

FINANCIAL SUMMARY

Income

- **MDC Contract Funding:** \$500,000
- **Additional Income:** \$184,822 (Comprising sponsorships, additional grant funding from CET, NZCT, MDC Event Fund, stallholder fees, ticket sales, and bank interest)

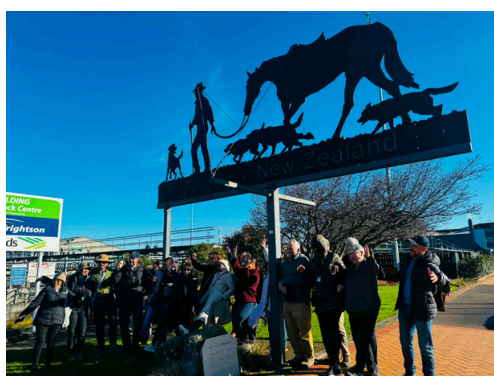
Total Income: \$684,822

Expenditure

- **Total Expenditure: 632,766**

Expenditure Breakdown Expenditure reflects the delivery of the outcomes outlined throughout this report, alongside wages and core administration. Approximate allocation:

- **Community Event Support & District Visibility: 20%**
- **Event Activation: 55%**
- **Business Support: 20%**
- **Administration: 5%**



COMMUNITY EVENTS - GENERAL SUPPORT

FDP supported 336 community events across the year, a substantial increase and a reflection of FDP continuing to serve as the district's central hub for event promotion, visibility, and community engagement. These events were supported through advocacy, event promotion, design assistance, and visibility across digital and traditional channels.

336
COMMUNITY EVENTS
SUPPORTED
+49%
FROM THE PREVIOUS PERIOD

- 156 events supported July–December 2025
- 180 events supported January–June 2026

Support included: Event listings on feilding.co.nz and Eventfinda, Social media promotion, Poster distribution and corflute signage, School outreach, Radio and newspaper promotion, Guidance on leveraging local media channels.

Events ranged from Diwali, Show N Shine, Spring into Feilding, Paint 'N' Sip, Memory Walk, Gin & Tassels, NZ Dairy Event, Feilding Extravaganza Fashion Parade, NZCMRR Classic Racing Festival, MCC Summer Series, Equine Expo, Matariki celebrations, Feilding in Lights Grand Launch, Great Manawatū Steam Fair, and numerous sporting, cultural, and recreational activities.

Event organisers consistently expressed appreciation for FDP's support.

COMMUNITY FEEDBACK

- "Any promotion is really helpful... thank you!" - Prima Facie
- "Thanks for helping us spread the word." - Manchester Street School
- "We raised \$4,000 for Cancer Society, thank you!" - Riders Against Cancer
- "Priceless exposure for our business." - The Christmas Barn
- "We really appreciate the ideas you shared for promoting our skating disco."
- Manchester Street School

“Great event coverage... it's going to be such a fun day!”
- Feilding Aerodrome Open Day

FDP CREATED & MANAGED EVENTS

- TOWN ACTIVATION



25

EVENTS

CREATED & MANAGED -
TOWN ACTIVATION
+19% FROM THE PREVIOUS PERIOD

FDP exceeded its contracted requirement of six activations by delivering 25 town centre activation events (up 19% from last year), alongside weekly Farmers Markets and Saleyard Tours. These initiatives attracted thousands of visitors, strengthened business engagement, and delivered vibrancy across Feilding's town centre.

SUMMARY OF EVENTS

Event	Date	Attendance	Key Outcomes
Feilding Impact Awards	30 Aug	408	128 nominations; Celebrated local impact and strengthened community pride and connection.
Rural Day	3 Oct	4,000	213 school entries; 56 businesses; 35 volunteers. Pride, connection and amplifying Feilding's identity
Eat Street Series	Oct-May	800-1,500	33-50 stallholders. Community connection, engagement, economic vibrancy and showcasing local musical talent
OctoberFAST in the Square	24 Oct	500	Town centre activation aligned with the Manfeild event
Farmers Market Fiasco	7 Nov	N/A	Increased market vibrancy and amplified Feilding's identity
Peta Mathias Events	Nov	140	National visibility and enhanced Feilding's profile as a regional food destination
Christmas Carnival & Parade	Dec 14, 2026	8,000	61 floats; 116 stalls; 35 volunteers. Community connection, economic vibrancy
Kiwi Classic in the Square	18-19 Dec	N/A	Activated the Town Centre aligned with Manfeild event, creating a lively atmosphere and drawing visitors into the
Special Xmas Markets	19 & 23 Dec	1500	Encouraged seasonal shopping and family participation
Manfeild Live Concert	31 Jan	2000	Strategic partner role
Waitangi Farmers Market	6 Feb	1500	Ngāti Kauwhata collaboration. Create a sense of belonging, connection and economic vibrancy
Have A Go Day	22 Feb	1,200	21 sports clubs; Engaged youth participation and strengthened community wellbeing.
Kids n Country	7 Mar	1,200	Rural Games partnership; Engaged youth participation and strengthened community wellbeing.
Central District Field Days	19-21 Mar	N/A	CEDA partnership; visitor welcome strengthening local pride
Festival of Cultures	18 Apr	N/A	Cancelled due to weather
School Holiday Farmers Market Activities	10 Apr	1000	Family activities; engagement and participation
May Music Concert	15 May	500	Activated the CBD during a quieter period and showcased local talent
Feilding in Lights – Matariki Winter Festival	27 Jun-31 Jul	2,000 launch	57 businesses; Rotary; month-long activation, increasing winter foot traffic, strengthen community pride, building a scalable event

Key Partnerships That Enabled These Activations

Major partners included:

- Ngāti Kauwhata – Waitangi Market, cultural collaboration
- Sport Manawātū – Have A Go Day, school holiday activations
- Manfeild – OctoberFAST, Kiwi Classic, Manfeild Live Concert
- CEDA – Central District Field Days visitor welcome
- MCHL – May Music Month concert
- Rotary – Feilding in Lights light installations
- Local schools – all 'Feilding & District schools invited to participate
- Welcoming Communities Committee – Festival of Cultures planning



Community & Business Feedback

Community Feedback

- “The majority of people who attend these events are oblivious to the work that it takes to make these days run so well... it makes the day exciting for all.”
- “My daughter absolutely loved it – a great way for her to try different sports.”
- “Congratulations for a wonderful evening of celebrations and lights... the smiles on children’s faces said it all.”
- “When a band is pumping out Neil Diamond, while the crowd enjoy their Sunday snack. Everyone having a leisurely day, with the occasional foodie losing a bit of sauce from their hamburger. Great for the District and a special satisfaction to all the organisers”
- “Best parade by far.” – Christmas Carnival attendee
- “Congratulations for a wonderful evening of celebrations and lights on Saturday night, for the start of the Matariki Festivities. The organising and work that goes into an event is all worthwhile when you see the smiles on children's faces and the elderly (like myself) when the fireworks started and the lights were turned on for the first time.
- It was awesome to see so many families out and about - really nice tone and the entertainment was just right. Thank you :) :) Parking was easy and I thought encouraging families out made you realise what a neat wee community we have :) Something for everyone!!

Business Feedback

- “Whenever there is an event that brings people to the town centre, we benefit as a business.” – Murray’s Irish Bar

“ Feilding has it going on!”
- Peta Mathias



FARMERS MARKET & SALEYARD TOURS

YEAR-ROUND SIGNATURE EVENTS/EXPERIENCES

Feilding Farmers Market

- 26 stallholders weekly (average)
- 1,200 weekly visitors (approximate)
- Special themed markets:
Peta Mathias, Christmas,
Waitangi Day, Easter, School Holidays
- Strong partnerships with Ngāti Kauwhata
and Sport Manawatū
- Increasing vibrancy with cooking demos and
interactive activities are a key focus for 2026/27



Feilding Saleyard Tours

- 605 visitors (up 33% from 456 last year)
- Popular with schools, universities,
Probus clubs, and international visitors
- Increasing demand; marketing
campaigns planned for 2026/27

Visitor Feedback

- “Absolutely brilliant - thank you for taking the time to show
us around.” - New Plymouth & Melbourne visitors
- “A unique and memorable experience.” - IPU Japan student group
- “Awesome, thanks for that.” - Hato Pāora School

BUSINESS SUPPORT

FDP continues to deliver networking, business support, and security oversight including Biz@5 events, shop local campaigns, CBD security administration, and business advocacy.



Biz@5 Events

FDP successfully organized at least one networking event per month, sometimes two. Events ranged from Biz@5 networking events to specialized workshops.

The Biz@5 series includes:

Christmas Barn, Feilding Fire Station, Feilding Art Centre, Totally Vets, FDP Christmas & Farewell to Helen Worboys, FDP AGM, South Street Progressive (included 5 businesses in the street), Feilding Golf Club - Golf Tournament, Peter Andrews Furnishing and Feilding Police, The Wool Flock.

Attendance ranged from 25 to 130.

Additionally, FDP hosted Lunch n Learn sessions in partnership with the Manawatu Chamber, as well as CEDA Business Workshops, supporting business education and development each month.

Feel-Good Stories

“Early in 2025 I started attending the Biz @5 events hosted by local businesses and FDP. The team were really welcoming and we enjoyed getting to meet different business owners in the area. A wonderful initiative and we look forward to attending more in 2026. We were fortunate to be able to host one of these events in July and the FDP team shot a short video of the evening. This video was then posted in September just prior to us opening for the season in October. Wow what a response!! The last time I checked it was the most viewed video on FDP's facebook page for 2025 with over 600 likes, and we received so much positive feedback from this one post.

All season we have had visitors arriving saying they saw the post and having not been out to see us before, they were encouraged by the post to visit.

We are incredibly grateful for this level of exposure in the Manawatu region, its priceless!! ”

- Mel from The Christmas Barn



Advocacy

- Played an active facilitation role in connecting key local businesses with MDC throughout the Town Centre Refresh Project, ensuring business voices were heard through the planning and decision-making.
- Worked closely with Feilding Police to advocate for improved crime reporting practices, encouraging local businesses to use 105 and 111 to support community safety and accurate data collection.

Shop Local Campaign

We delivered a spring “buy local” campaign through a Grocery Grab competition. While the promotion generated interest, reflections show that this type of shop-and-win activity does not significantly increase local spending. The next phase of our buy local strategy focuses on strong “Loyal to Local” messaging, profiling local businesses and the people behind them. This campaign is being delivered from July–September (to be fully reported in next year’s annual report) and will continue as an annual message.



Business Database

- 419–432 businesses receiving monthly information
- 856–864 contacts in Mailchimp

- **13 new businesses welcomed (Jul–Dec 2025)**

New Businesses: Novus Feilding, Kazzas Country Café, Exterior Wash, Strategize, Tremains, Sundae Bakery & Café, Fix Medix Mobile, Discount Mart, Fuel Supply Ltd, Tile Warehouse

Businesses with New Owners or New Premises: Tart Hairdressing, Local Food, ManCold

- **12 new businesses welcomed (Jan–Jun 2026)**

New Businesses: Paterson Accountants Ltd, Te Aka Tupuranga Trust, GC on Mahua, The Sowing Lab, Kitchen Studio, On Farm Electrical, Shadbolt Roofing, One Agency

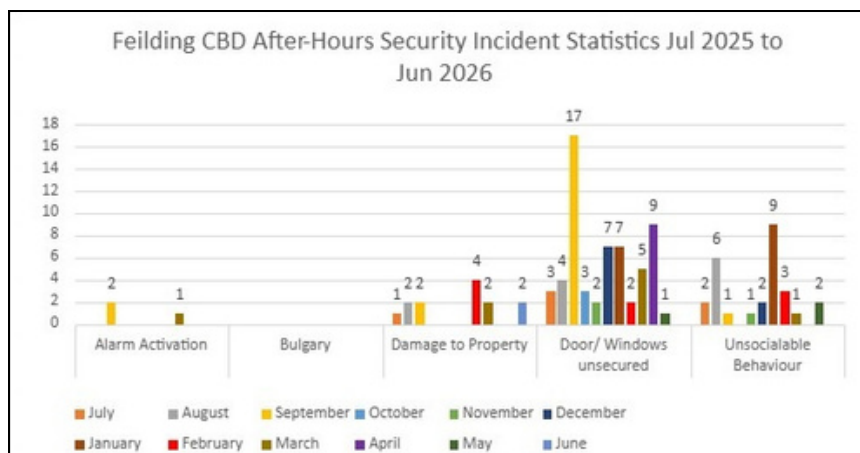
New Owners or New Premises: New Dimension, Auto Super Shoppee, Bin Inn, CnH Sharpening Services



CBD SECURITY & CCTV PROJECT

CBD Security

- Nightly foot patrols 8pm–2am
- Monthly reporting shared with businesses
- Incident categories include alarm activations, damage, unsecured doors, and unsociable behaviour



Community Safety Camera Project (previously known as CCTV)

We're pleased to provide an update on the progress of the Community Safety Camera Project.

Significant work has now been completed behind the scenes, with the project's governance framework finalised and a Governance Oversight Committee established to provide ongoing strategic oversight and ensure the system is operated transparently and responsibly.

Implementation of Phase One of the project has started and the installation of Automatic Number Plate Recognition (ANPR) cameras at key entry and exit points across the district, has started. These cameras will assist Police by capturing vehicle movements to support the investigation of crime and improve community safety.

We're also pleased to confirm that Manawatū District Council's Operations Team has agreed to allow the project to utilise appropriate Council-owned infrastructure, such as light poles and other suitable assets, for the installation of camera equipment where required. This demonstrates the strong collaborative working relationship between community organisations, Council and Police, ensuring the project can be delivered efficiently while making the best use of existing public infrastructure.

As part of Phase 1A, the project's secure server infrastructure will be installed at the Feilding Police Station. This stage also includes the installation of a camera covering the intersection of Manchester Street and Fergusson Street as part of the project's initial trial and system testing.

Stage 2 will include cameras in the CBD. Learnings from stage 1 and reporting statistics will help identify priority locations.

DISTRICT PROMOTIONS & MARKETING



FDP delivered district-wide promotion through coordinated social media campaigns, website management, What's On listings, and targeted advertising.

Social Media Growth

FDP Facebook Page -
Followers:

8,376
JUNE 2025

10,720 **+11.6%**
JUNE 2026

4.27
MILLION VIEWS
FDP FACEBOOK

FM Facebook Page -
Followers:

5,070
JUNE 2025

5,425 **+7%**
JUNE 2026

Total Facebook Views

4,272,600 views - an increase from the same period last year. Mahi Monday, profiles our local businesses, and remained the strongest engagement driver followed by our events. Averaging over 350,000 views each month provides one of the district's most powerful promotional channels, helping showcase local businesses, events and community stories well beyond our local residents.

“A big thanks to Feilding Promotions on your recent FB post which highlighted Manawatu Cold Storage new building opening. The feedback we have received has been fantastic. It certainly has raised awareness about our growing business, and since the post, we have had several enquiries about employment opportunities.”
– Brent @ Mancold

Website Performance

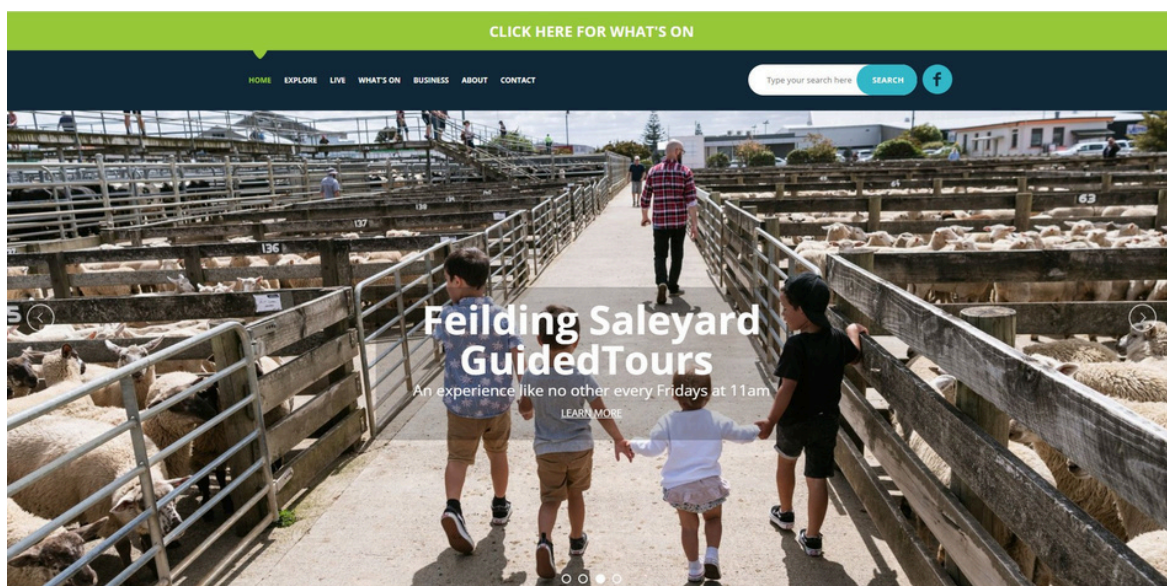
- **153,144 visits** (+7%)
- Top pages: What's On, Business Directory, Attractions, Event participation eg - Feilding in Lights, feilding.co.nz continues to be the district's most valuable digital community asset.

Marketing Strategy Refresh (2026)

- A comprehensive review, supported by CEDA, strengthened FDP's approach to audience-focused, hyper-local content across both digital and traditional channels.
- Feilding.co.nz now attracts an average of more than 20,000 visits per month, reinforcing its position as the district's primary digital hub and most valuable online community asset.
- A Massey University Marketing Intern is supporting FDP from June–August, introducing TikTok and content to reach younger demographics.

INSIGHTS AND LEARNINGS

- Demand for support continues to grow, reinforcing FDP's role as the district's central event and promotion hub.
- Shop – and -win campaigns show limited impact; future focus will be on sustained 'Loyal to Local' messaging
- Digital engagement continues to grow, reinforcing the value of hyper – local content
- Video content (especially Mahi Monday and event highlights) drives the highest reach, suggesting further investment in short-form video will increase visibility.
- Website traffic patterns show strong reliance on feilding.co.nz as the district's primary "What's On" hub, reinforcing its value as a community asset.
- Schools and youth organisations are key engagement partners, with their involvement driving both attendance and volunteer participation.
- Town centre activations directly support community connections and the economy, with hospitality and retail businesses reporting increased foot traffic and trade during events.
- Partnerships (Ngati Kauwhata, Sport Manawatu, CEDA, Manawatu Chamber, Manfeild, Civic Centre, Coach House Museum) remain critical to delivering high impact outcomes.



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