

Council Strategy



**Strengthen
Manawātū**



**Thrive
Manawātū**



**Empower
Manawātū**



**Showcase
Manawātū**



**Lead
Manawātū**





Strengthen Manawatū

Keep our foundations strong, safe and resilient – investing wisely in local roading, water services, rubbish and recycling, community facilities, and public services.



Why

- Fit-for-purpose infrastructure underpins everyday life, economic activity and community outcomes.
- Smart investment helps keep rates affordable and supports current and future communities.
- Infrastructure that works with the natural environment helps strengthen resilience to climate events risk and protects people and assets.
- Reliable, cost-effective public services and regulatory functions help keep communities safe, connected and prosperous.

Strategic priorities

- Partner with NZTA to address problematic intersections on SH54 through Feilding and the District.
- Enhance and optimise community facilities to better support community needs.
- Invest in stormwater infrastructure to reduce the risk of stormwater entering houses in Feilding and rural villages.
- Complete wastewater centralisation for Kimbolton and Cheltenham.
- Transform kerbside food waste into useful byproducts.

10 Year metrics

1. Average quality of ride on a sealed road network, measured by Smooth Travel Exposure.
2. Residents satisfaction rating for “Overall satisfaction with water management.”
3. Resident satisfaction rating for “Public Facilities”
4. Tonnage diverted from landfill (reducing tonnage to Bonnie Glenn/increasing food waste & recycling volumes).

Example Council Work Areas

- Roads, bridges and footpaths
- Stormwater
- Water supply
- Wastewater treatment
- Waste management and minimisation (rubbish and recycling)
- Community facilities including the Makino Aquatic Centre, Manawatū Community Hub Libraries, properties, halls and recreational complexes, cemeteries and public conveniences
- Emergency Management
- Regulatory Services (animal control, building control, alcohol licensing, environmental health and consents planning)
- Plant nursery



Thrive Manawātū

Back our rural economy and local businesses, and plan for smart growth that considers our most productive land and natural environment.



Why

- Well-managed growth helps keep the district vibrant, affordable and financially sustainable.
- A strong rural economy supports jobs, stability and pride of place.
- Attracting the right mix of businesses and housing means people and families choose to stay.
- Protecting productive land and the natural environment supports long-term prosperity and the places future generations will live in and enjoy.

Strategic priorities

- Prepare for regional spatial planning by ensuring we have the information needed to effectively advocate for our District.
- Revitalise Feilding town centre so local businesses can thrive, buildings are safe, and new businesses want to invest here.
- Connect communities through shared pathways that make it easier and safer to walk and cycle, while supporting nature and biodiversity.
- Attract new industries to the Kawakawa Industrial and Agribusiness Park to create more jobs and grow our local economy.
- Support the growth of the Māori economy across the District.

10 Year metrics

1. District population growth increases.
2. Unemployment rate decreases.
3. Positive net growth in the total number of businesses.
4. Percentage of new growth occurring within planned growth areas (vs highly productive land and environmentally sensitive areas).
5. Increase in number of residents who believe that Council is doing a good job to grow the district economy.

Example Council Work Areas

- Economic development and investment attraction (including via CEDA)
- District Planning
- Consent planning
- Parks and property



Empower Manawatū

Invest in our community through relationships, advocacy, cultural connections and support.



Why

- Thriving communities depend on people who care for each other.
- Local communities and organisations, marae, and volunteers are often the first to step up when help is needed.
- Strong social connectivity builds inclusion, a sense of belonging and supports economic growth.
- Supporting youth and intergenerational connection keeps our communities vibrant and engaged.

Strategic priorities

- Build strong relationships with iwi, hapū and marae that support meaningful engagement.
- Partner with our CCOs and community organisations to improve access to housing and essential support services.
- Invest in infrastructure at marae and community halls, such as solar panels and generators, so communities have safe places to go during emergencies.
- Actively support Community Committees and ensure Community Plans are regularly updated.
- Provide safe and accessible community spaces for people to connect and participate.
- Deliver programmes and services through our community facilities that help people of all ages and backgrounds feel connected and included.

10 Year metrics

1. Satisfaction ratings for our Community and Marae/hapū Committees with the level of support provided to them by Council.
2. Residents' perception of the District as a safe place to live or crime statistics.
3. Satisfaction rating of participants in programmes.
4. Number of residents who feel a sense of connection with my neighbourhood or community.

Example Council Work Areas

- Community Development / Community and Marae/Hapū Committees
- Youth Council
- Grants
- CCOs and priority services
- Community Facilities
- Iwi-Māori Engagement
- Governance and Strategy
- Civil Defence and Emergency Management
- Regulatory services including animal control, building control, alcohol licensing, environmental health and consents planning



Showcase Manawatū

Champion a proud rural district with a thriving town and villages, rooted in strong heritage, cultural diversity, and beautiful spaces.



Why

- Pride in place and community spirit are part of what makes the Manawatū District unique.
- Promoting our District grows our economy and attracts visitors and talent.
- Our history, heritage, culture, and rural roots give us character and identity.
- Celebrating what we have builds belonging, wellbeing, and attractiveness for residents and visitors alike.

Strategic priorities

- Optimise investment in district promotion, events, tourism, and business growth.
- Invest in public spaces across Feilding and our villages so they reflect our history, Māori heritage, and the people who live here.
- Support community and cultural events and initiatives that bring people together and strengthen community connection.
- Work with marae, iwi, hapū, and local organisations to build cultural understanding and support greater iwi participation.

10 Year metrics

1. Increase in the number of events held in the District
2. Electronic card spending by visitors in the Manawatū District
3. Residents' satisfaction rating for 'quality of life'
4. Residents' satisfaction with parks, reserves and sports grounds
5. Increase in average occupancy rate for accommodation providers

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Lead Manawatū

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