



**Feilding  
& District**  
PROMOTION INC

# **SIX MONTH COUNCIL REPORT**

**JULY 2025 - DECEMBER 2025**

# EXECUTIVE SUMMARY

## JULY – DECEMBER 2025

During the period of July to December 2025, Feilding & District Promotion (FDP) continued to strengthen community vibrancy, economic activity, and district identity through extensive event support, strategic marketing, and strong business engagement. This period saw significant growth in community event activity, increased digital reach, and the successful delivery of a diverse calendar of FDP-led initiatives. Partnerships with local organisations, businesses, and regional stakeholders remained central to our work, enabling us to amplify community participation and enhance Feilding’s profile as a welcoming and dynamic district.

FDP supported 156 community events during this six-month period an increase of 51 events compared with the same timeframe last year demonstrating the growing demand for local engagement and the value of our promotional support. Our marketing platforms continued to perform strongly, with substantial growth across Facebook and website engagement, reinforcing our role as the district’s primary source of “What’s On” information.

FDP delivered or collaborated on 12 events during this period, an increase of 7 events compared to the same period last year. Alongside the weekly management of the Feilding Farmers Market and Sale Yard Tours. These events contributed significantly to community connection, seasonal vibrancy, and regional visibility. Business engagement also remained a core focus, with regular Biz@5 events, workshops, and targeted communication supporting a well-connected and informed business community.

Together, these achievements reflect FDP’s ongoing commitment to strengthening Feilding’s identity, supporting local businesses, and fostering a vibrant, connected community.

# FDP REPORTING

JULY - DECEMBER 2025

## COMMUNITY EVENTS - GENERAL SUPPORT

During the period July to December 2025, Feilding and District Promotion (FDP) proudly supported 156 community events, representing an increase of 51 events compared with the same period in the previous year.

**156**  
COMMUNITY EVENTS  
SUPPORTED

+49% FROM THE PREVIOUS PERIOD

The growth in event support highlights the district's expanding event landscape and FDP's central role in supporting successful cultural, sporting, recreational, and community activities. Community events play a vital role in enhancing district vibrancy, strengthening social wellbeing, and contributing to local economic activity.

Support included event listings, social media promotion, poster distribution, signage, and guidance on leveraging local media. Events ranged from large-scale gatherings such as the **Feilding Craft Market**, **Manawatū Diwali**, and the **NZ Road Relay Championships**, to smaller community-led initiatives like **Paint 'N' Sip**, **Memory Walk**, **Show N Shine** and **Gin & Tassels**.

Event organisers consistently expressed appreciation for FDP's support, noting increased visibility, strong attendance, and positive community engagement. These efforts continue to enhance district vibrancy, social wellbeing, and economic activity.

By championing events like these, FDP continues to strengthen Feilding's vibrancy.

### FEEL GOOD STORIES: *COMMUNITY FEEDBACK*

#### **Gin & Tassels at Civic Centre - 2 August**

*The show was wonderful, a great success through and through. We are delighted with how it all came together. The support of the Feilding and District Promotions is very much appreciated and well worth the investment. People were seeing our signs and posters about the place, some also heard our show being mentioned on the Breeze radio as part of the local calendar announcements which I can only imagine came from your website. Thank you so much for everything you do. Lauren*

### **Truckers Big Day Out - Manchester Square - 27 September**

*Thanks so much for helping us out, to get our little event out there and promoted around town. You're doing a fantastic job and please pass on my thanks to Evan for his efforts and to McCarthys for their support as well. We are very grateful for that! Reached out for a sponsor for signage, i.e. McCarthy Transport Contractors Ltd | Central Logistic Services Ltd*

### **Diwali at Civic Centre - 11 October**

*On behalf of Bhartiya Samaj Lower North Island Trust, I would like to sincerely thank you for your wonderful support during Diwali. Your help played an important role in making the celebration such a memorable success for our community.*

### **Show N Shine - Riders Against Cancer, Manchester Square - 2 November**

*Thank you for promoting our event on your What on Page and Facebook we appreciate it. The Day ran smoothly and we managed to raise \$4000 for Manawatu Cancer Society which was gratefully received. Thank you so much for having us. Rachel Garratt - R.A.C - Riders Against Cancer Inc*

### **Spring into Feilding Car Show at Manchester Square - 15 November**

*Thanks Denise. This seems to become a monster, and word is getting around fast and plentiful. Thanks for your promotion.*

## **FDP CREATED & MANAGED EVENTS - TOWN ACTIVATION**

FDP created, managed and activated 12 events in the town centre and surrounds during the period July - December. An increase of 7 events for the same period last year. The Feilding Farmers Market continued to thrive, averaging 26 stallholders and 1,200 visitors weekly. FDP also welcomed a new Farmers Market Manager, Megan Wishnowsky, following a careful recruitment process. FDP also ensured street flags were maintained year-round, and supported multiple partner events that activated the Square. These initiatives collectively strengthened vibrancy, foot traffic, and community engagement in the Town Centre. **+71% FROM THE PREVIOUS PERIOD**

# 12

**EVENTS**

**CREATED & MANAGED - TOWN ACTIVATION**

### **Summary of the 12 Events;**

#### **Feilding Impact Awards - 30 August**

This event remains a highlight on the business community's calendar and provides an important opportunity to identify, acknowledge, and celebrate the significant contributions that local businesses, organisations, and individuals make to our district.

In 2023, we introduced a refreshed approach to the awards, placing greater emphasis on recognising those who create meaningful impact. The response was overwhelmingly positive, and feedback confirmed that the changes were both valuable and effective.



Building on this success, we continued with a similar approach this year while introducing several enhancements—beginning with a new name. To better reflect the purpose and spirit of the event, the awards were renamed the Feilding & District Impact Awards. A small number of refinements were also made to the award categories to ensure they remained relevant and inclusive.



A series of lead-up events supported engagement and participation, including:

- **Biz@5 Launch** in May 2025, attended by 56 people
- **Application Workshop**, introduced for the first time to help nominees meet the judges and gain clarity on how to prepare a strong application

#### **Nominations received:**

- Business nominations:
  - 2025: 98 nominations (68 businesses)
  - 2023: 121 nominations (79 businesses)
- People nominations:
  - 2025: 30
  - 2023: 57

While total entry numbers were lower than the previous year, the overall quality of submissions improved. The shift from a “mystery shop” style of customer-service judging to an application-based assessment of impact suits some more than others within our community, but it ultimately provides a clearer reflection of those making a genuine difference in Feilding and the wider district.

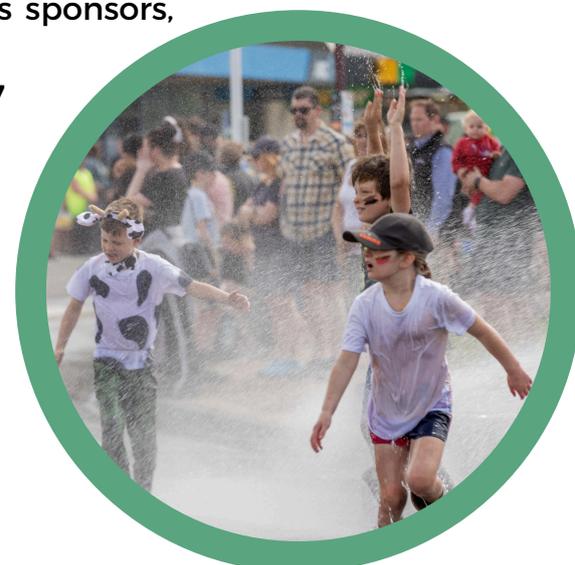
#### **Gala Dinner:**

- Sold-out event with 408 attendees
- Strong positive feedback and well received by the community
- Sincere thanks extended to the nine local business sponsors, seven judges, and volunteers
- Minor judging criteria adjustments planned for 2027

#### **Rural Day – 3 October**

A FREE community event celebrating rural heritage and providing school holiday activities for locals and visitors from outside our region.

- Visitors: approx 4,000
- School children participating in competitions: 213
- Businesses involved in competitions: 56
- Volunteers: 35



### **Feel-Good Stories:**

- *Good morning Crew, Congratulations to all concerned for a very successful Friday in the C B D. The majority of people who attend these events are oblivious to the work that it takes to make these days run so well. From gumboot throwing, to shearing, to having our Member of Parliament sifting through lambs tails, to having a pet parade, it makes the day exciting for all.*
- *Awesome day out promoting our rural roots! Congrats and thanks to the FDP team and all the businesses and volunteers who made it happen.*

### **Eat Street; October - November**

We've now completed our first full year of delivering Eat Street events, and we're excited to continue this into year two. Eat Street has become a vibrant way to bring our community together through food and entertainment, activate the town square in a meaningful way that supports long-term economic growth, and provides a platform for satellite businesses. We're excited to continue offering this experience for our community.

- **October 5<sup>th</sup>:**      **34 stalls, approx 1,500 visitors**
- **November 9<sup>th</sup>:**    **52 stalls, approx 2,000 visitors**

### **Feel-Good Stories:**

- *Congratulations to all concerned for a very successful Sunday in the C B D Sunday, 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.*



### **October FAST in the Square - 24 October**

FDP partnered with the Manawatu Car Club to host a vibrant “**Show n Tell & Meet the Drivers**” event in the town square. Around 20 cars and 3 trucks were showcased, giving locals the chance to connect with drivers and explore the vehicles up close. This free community event drew an impressive crowd, with approximately **500 people attending** and enjoying the atmosphere.

### **Farmers Market Fiasco - 7 November**

The fantastic team from Centrepont Palmerston North joined us at the Farmers Market, engaging with our stallholders before performing a lively teaser of their upcoming show right in the heart of the market. Their performance sparked excitement and energy, creating a real buzz that boosted both their show and the atmosphere of our Farmers Market.

## **Peta Mathias - November**

This event was created to offer our community something truly special, drawing clear connections to the Feilding Farmers Market and highlighting the importance of this weekly gathering as a place of connection, celebration, and pride in our locally produced food. The event faced challenges with ticket sales, as there were many competing activities across the district at the same time. However, those who attended thoroughly enjoyed the experience and are likely to become strong advocates for FDP and our vision of Feilding as a great place to live. The luncheon provided an excellent showcase and promotion of our vibrant Farmers Market. Peta Mathias herself remarked that “Feilding has it going on!” – a sentiment she shared on her own Facebook page (see below), further helping to put Feilding on the map.

- **Book launch, 13 November 80 pax**
- **Farmers Market Lunch, 14 November 60 pax**

### **Feel-Good Stories:**

- *Peta Mathias -*

*Thank you to Feilding & District Promotion for inviting me down to the bucolic south to launch my book 'It's Been Six Weeks Since My Last Confession'. Thank you specially to Sarah who organised it all.*

*What a gorgeous town and what gorgeous people - every single person in Feilding is gorgeous. We did 2 events - one in the evening in the middle of nowhere and one the next day to celebrate the farmer's market. I went to the stock auction and in one of the pics you may spot someone who is not really there to buy a sheep. We love farmer's markets because local growers are our lifeblood and the produce is local and seasonal.*

- *Thank you so much for the tickets for the Peta Mathias book launch. Nicola and I thoroughly enjoyed ourselves - what an inspiration Peta is. The organisation was spot on - well done.*



## **Feilding Christmas Carnival & Parade - 14 December**

Manawatu biggest and best Christmas Parade and Carnival. A day for the community to enjoy and get into the festive season. It provides FREE activities as well as paid for the community to enjoy. It supports local and satellite businesses by bringing 1,000's to town.

- Visitors: approx 8,000
- Number of floats that attended: 61
- Number of stalls registered: 116
- Volunteers: 35



## **Feel Good Stories -**

- *Just wanted to say what a fantastic job on the Xmas parade. I was in the library hub this morning and the staff were all buzzing around saying how fantastic it was and the best one by far. Also had family and friends come and attend from all over and said the same. According to them some of the school floats were amazing, the stalls and the entertainment. So, I just wanted to pass on how amazing everyone thought it was and a huge achievement.*
- *Big Barrel Owner – in parade float. Came to office Monday to personally to thank everyone for a great day / parade etc and would like to be involved next year. They went through 8 pallets of water bottles – want to be in middle next year.*
- *MOKI Jewellery- Loved our day out in Feilding, always a fantastic vibe and all those amazing floats in the parade.*

## **Kiwi Classic in the Square - 18<sup>th</sup> & 19<sup>th</sup> December**

FDP partnered with the Kiwi Classic to bring added vibrancy to the town square and help promote their weekend event at Manfeild. Tui Teka—The Horseman, entertainer, mentor, and all-round showman—rode into Feilding Town Square on his legendary trick horse, Kingston. He performed a series of crowd-pleasing tricks and handed out free tickets to the weekend's activities. The activation generated fantastic energy and drew a strong crowd.

## **Special Xmas Farmers Market - 19<sup>th</sup> December**

A larger market was delivered across two quadrants, featuring a range of school holiday activities including large outdoor games, a Christmas craft table, face painting, and a photo opportunity with Mrs Claus.

## **Special Xmas Fresh Produce Farmers Market - 23<sup>rd</sup> December**

To better serve our community, an additional market was held on Tuesday 23 December, ensuring locals could complete their last-minute Christmas shopping, as the final Friday market fell six days before Christmas.

## **Feilding Farmers Market - Every Friday**

The Feilding Farmers Market is a cornerstone of Feilding & District Promotions' work, fostering vital connections within our community. It plays a key role in bridging the rural-urban divide and strengthening the grower-consumer relationship—elements that are essential to the uniqueness of our region. The market reflects and reinforces the agricultural heritage that makes our community distinctive.

Visitor and stallholder numbers remain steady, with an average of 26 stallholders and approximately **1,200 visitors** each week. Enquiries from prospective businesses continue, including both those that meet market criteria and those that do not. The introduction of Eat Street has provided an excellent alternative platform for businesses that fall outside the Farmers Market framework.



Alongside welcoming new and returning stallholders each season, FDP continues to enhance the vibrancy of the market through larger and themed events. Highlights this year included Daffodil Day, the Farmers Market Fiasco teaser performance, a visit from national food personality Peta Mathias, and our annual Christmas Market. To better serve our community, an additional market was held on Tuesday 23 December, ensuring locals could complete their last-minute Christmas shopping, as the final Friday market fell six days before Christmas. Themed days remain an important driver of community engagement, and there is strong potential to expand these offerings more regularly throughout the year.

During this period, we farewelled our Farmers Market Manager due to personal reasons. Given the importance of the market as a weekly community anchor, FDP took a careful and considered approach to recruitment. After a five-month search, we were delighted to welcome Megan Wishnowsky to the role in November. She has embraced the position with enthusiasm and brings a strong skill set that will help elevate the market even further. We are excited about the development opportunities ahead in 2026.

### **Saleyard Tours - Every Friday**

Our Sale Yard Tours continue to be one of Feilding's signature attractions, offering an experience that is truly unique to our town. This point of difference sets us apart from neighbouring centres and consistently attracts interest from international visitors, students, Massey University groups, Probus clubs, and many others.

**228**  
**VISITORS**  
LOCAL, NATIONAL &  
INTERNATIONAL VISITORS

Between July and December 2025, the tours hosted **228 visitors**. While this is a slight decrease compared with the same period in 2024, the difference is attributed to a single large school group of 100 students who attended in December 2024.

### **Challenges**

A key challenge moving forward is ensuring strong succession planning for our exceptional team of tour guides. Their knowledge, enthusiasm, and passion are central to what makes these tours so memorable.

### **Key Focus**

In the year ahead, we will focus on targeted campaigns and marketing initiatives aimed at schools and community groups to encourage greater participation and support the long-term sustainability of the tours.

# BUSINESS SUPPORT

Between July and December 2025, FDP delivered a comprehensive programme of networking, business support, and advocacy. Monthly Biz@5 events and specialist workshops ensured regular opportunities for business connection and celebration. FDP welcomed thirteen new businesses or owners, providing personal support, visibility through the Ontrack newsletter, and integration into the wider network. Partnerships with the Chamber of Commerce and CEDA strengthened access to training and development, while ongoing communication with 663 business contacts kept the business community informed and engaged. FDP continued to administer the CBD Security Contract, providing daily reporting and monthly summaries, and led significant progress on the district's CCTV project,

These efforts reinforce FDP's role as a trusted connector, advocate, and facilitator for the Manawatū business community.

Note: FDP also delivered a district-wide Shop Local campaign (please refer to next section; Marketing & District Promotions) and a successful **Feilding & District Impact Awards** (please refer to section above; FDP Managed & Created Events) for our business community.

## **Business Networking Functions & Opportunities**

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

- **July:** Biz@5 at Christmas Barn (40 attendees)
- **August:** Biz@ 5 at Feilding Fire Station (32 attendees)
- **August:** Feilding & District Impact Awards: Gala Dinner (408 attendees)
- **September:** Biz@5 Feilding Art Centre (26 attendees)
- **October:** Biz@5 Totally Vets (35 attendees)
- **November:** Biz@5 FDP Xmas & Farewell to Helen Worboys (attended 130)
- **December:** FDP AGM (25 attendees)

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

## **Feel Good Stories -**

*Christmas Barn – 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!! We have found the team at FDP absolutely lovely to work with and hope there will be an opportunity in the future to work together.*

## **New Businesses / Owners**

Between July and December 2025, FDP proudly welcomed thirteen new businesses, new business owners, and businesses moving into new premises across the Feilding community. Each newcomer is personally greeted through a visit or phone call, featured in our monthly Ontrack newsletter, and provided with a welcome pack full of useful local information. They are also invited to join our business database to stay connected with upcoming events, opportunities, and community updates.

### **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:**

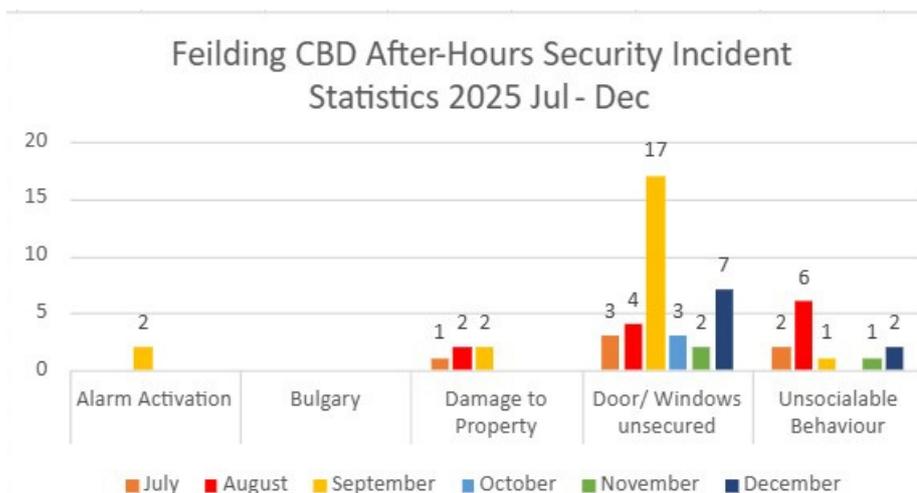
Tart Hairdressing, Local Food, ManCold

## **Advocacy**

Played an active facilitation role in bringing together key local stakeholders to support the development and success of Feilding First. FDP has acted as a neutral connector between businesses, community groups, event organisers, and local institutions, ensuring open lines of communication and shared understanding of how the publication can serve the wider district.

## **Council-Operated CBD Security Contract**

First Security's Foot Patrol operates nightly from approximately 8:00pm to 2:00am, seven days a week, supporting our commitment to a safe and welcoming CBD. This initiative is funded primarily by CBD ratepayers (80%), with the remaining (20%) covered by general rates. FDP oversees the patrols, ensuring timely reporting and issue tracking. Each morning, FDP receives an electronic report from the patrol guards detailing the areas covered and any incidents observed (see graph below). Any issues identified are then followed up with the affected business, either through a visit or a phone call. To enhance transparency and engagement, FDP shares monthly summaries via the Ontrack Newsletter and invites feedback from local businesses, though none has been received to date.



## **CCTV Project**

Phase 1 – includes the Rollout of 7 ANPR Cameras across 5 locations to cover the key entry and exit points to Feilding. The priority for the ANPR cameras is based on identifying stolen cars, as criminals committing crime against our community don't have a tendency to use their own vehicles while committing crime.

For the remaining part of Phase 1 to be launched the work remaining is.

1. Final project governance documents which will be finalised by a refreshed CCTV sub-committee.
2. Running in parallel to this work is the site location approvals from Council, NZTA and or land owners. A hardware supplier who holds the necessary NZ Police approval and agreements has been identified, as well as a preferred install contractor.
3. Also running in parallel to this is the necessary corridor access documents, which will allow for the camera maintenance to run smoothly and confirm of signage locations.

Finally planning of Phase 2 of the project will start in March 26.

The newly formed subcommittee have confirmed the terms of reference for their working group this will include:

- Governance oversight of phase 1 of the project, specifically to review and adopt the required legal framework. The Technology and supplier selection part of Phase 1 has already been concluded.

- Review options for legal entity holding, i.e Charitable Trust and make recommendation to FDP Executive Board. This will include discussions regarding District Wide overview and entity holding, including liaison with District Community Committees and other stakeholder groups.

- Phase 2 – Review and recommend approach for technology and locations etc

Note: It is likely that any previously installed but not commissioned equipment will included in Phase 2

### **CCTV - Subcommittee**

2 x Police Reps (O/C Feilding Station & Delegate)

3 x FDP Board Reps (Evan Tull, Mark Marsden & Gareth Edwards)

FDP General Manager (Sarah Gilbertson)

1 x MDC Elected Member (Rob Duindam)

1 x MDC Ops Member (Ross Patching)

## **DISTRICT PROMOTIONS & MARKETING**

FDP successfully delivered ‘District Promotion’ through a coordinated multimedia approach that significantly increased the visibility of Feilding & District. Social media performance exceeded expectations, generating nearly **2.5 million views** and surpassing follower targets.

Website engagement grew by **51.86%**, reinforcing **feilding.co.nz** as the district’s primary source for **What’s On** information and business listings. FDP maintained an accurate and comprehensive events calendar, produced promotional materials for the Information Centre with fortnightly visits to provide updates. Overall, FDP’s work strengthened district identity, supported community participation, and enhanced the vibrancy of Feilding’s town centre.

Across our media and marketing platforms we continue to champion local events, attractions and business.

- We significantly strengthened our digital efforts in the first six months of the financial year by focusing on consistent tactics, active engagement, and timely promotion of our district events, attractions and information.
- Keeping our website current and relevant remained a priority as we continued to leverage our platforms as the go-to source for “What’s On” with everything to see and do in Feilding & Rural Manawatū.
- Committing to the new local newspaper Feilding First has been a priority and continuation of our multimedia strategy to meet our diverse audience everywhere – not just online.

Seasonal growth in Q2 - spring and summer brought more community events, activities, and opportunities including an increased number of FDP organised events. FDP marketing remained aligned with these trends, resulting in continued steady growth across all platforms.

## Social Media Statistics

Achieved goal to grow Followers by year end to **9000** for FDP and **5000** for Farmers Market.

FDP Facebook Page -

**Followers:**

**8,376**

JULY 2025

**9,610**

DECEMBER 2025

**+15%**

FM Facebook Page -

**Followers:**

**4,678**

JULY 2025

**5,070**

DECEMBER 2025

**+8.5%**

Month	Views	Posts #	Top Performers	Views
Jul	274,000	120	Mahi Monday Himatangi Beach Holiday Park	48,600
Aug	281,000	120	Impact Award Winners	48,600
Sep	496,900	119	Mahi Monday Christmas Barn	79,606
Oct	586,300	141	Mahi Monday Gracies 80th	74,399
Nov	391,800	56	Classic Car Show in the Square	56,200
Dec	442,600	79	Mahi Monday Raceway Court Motel	76,576

For the reporting period July to December, FDP Facebook page received almost two and half million views **2,474,000**.

**Mahi Monday** - spotlight on business continues to create the greatest engagement

### Mahi Monday, Business Testimonials

**Brent @ ManCold** – A big thanks to Feilding Promotions on your recent FB post which highlighted Manawatu Cold Storage. 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.

**Kerry @ Gracies** – Thank you for your support re our 80th birthday celebrations at Gracies Clothing store. We were overwhelmed with your support and generosity, which helped us to have a successful event. And to the people of the Manawatu and surrounding area for their support. Thankyou.

## Website Statistics

Website engagement increased **51.86%** over the previous six months, reaching a total of **143,239 v 94,150** visits.

Month	Visits	Top 3 web pages visited
Jul	16,431	Impact Award, Whats On, Media Survey
Aug	27,027	Impact Awards, Whats On, Business Directory
Sep	24,396	Rural Day, Whats On, Biz Directory
Oct	23,896	Home, Rural Day, Biz Directory
Nov	26,665	Whats On, Christmas Carnival, Farmers Market
Dec	24,824	Christmas Carnival, Whats On, Business Directory

## **Shop Local Campaign – Grocery Grab**

The Spring Buy Local campaign - encouraging residents of the Manawatū District Council to shop, dine, and spend locally on Saturdays. Target more locals to shop local - those who work outside the district or have limited weekday availability.

Friendly Feilding's Super Saturday's promotion ran for ten weeks, from 4 October to 6 December. During this period, any Saturday purchase, of any value, made at participating stores qualified customers to enter a draw to win one of three Grocery Grabs at the locally owned New World supermarket. The Grocery Grabs took place on Saturday 13 Dec in time for the school and summer holiday period.

This concept was established from a focus group made up of local businesses.

**30 x Feilding CBD Retailers participated.**

**1000's Entries Received**

### **Business Feedback...**

- *"I think it was a brilliant promo, well advertised etc unfortunately we just got so busy on Saturdays that our staff were not able to process entries"*
- *"I think the Saturday promotion was a good idea and hopefully bought in business, times are tough"*
- *"Ensure the participating businesses are doing their part in also advertising the events and actively informing customers"*
- *"We enjoyed participating in this event and sharing around the other businesses that participated"*
- *"It is just a real shame a lot didn't attempt to make the event greater by widely promoting it"*

### **FDP Investment:**

\$7,500 (\$3,500 prizes, \$4,000 marketing).

### **FDP Reflection:**

For a campaign like this to succeed, full participation from businesses is essential. As this sits outside FDP's control, it may be more effective to redirect our resources toward a broader local campaign, one that highlights what Feilding has to offer, encourages shopping local, or even explores initiatives such as a shift in coordinated retail hours. These ideas would, however, form a separate project.

FDP is currently considering alternative ways to utilise the allocated marketing budget to better support our local businesses, and a focus group of local businesses is being established to guide this work.



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