



## *Spotlight on Business in Friendly Feilding*

Feilding - voted NZ's Most Beautiful Town, 14 times, where housing is affordable, the lifestyle is relaxed and friendly, no traffic lights, free parking while you shop with all the benefits of the city just 20kms away.

Situated in the lower half of the North island, the Manawatu District covers an area of 2,780 sq. kms, bounded by two rivers, (Rangitikei and Manawatu), the Ruahine Ranges and the Tasman Sea to the west.

Being well placed geographically, Feilding offers easy access to four seaports, Palmerston North international airport, is on the main trunk railway line and major roading networks, an airforce and military base. It is only 2 hours to Wellington, Wairarapa, Hawkes Bay, Mt Ruapehu, Lake Taupo, and Taranaki. Other prime advantages are: a strong agricultural base, the ability to support a variety of economic activities, a stable high quality workforce, and proximity to major distribution networks.

With the city of Palmerston North just 20kms away, (around 15 minutes scenic drive) facilities such as Massey University, Research Institutes, the Manawatu UCOL and public and private hospitals can be easily accessed. This closeness to Palmerston North and the Rangitikei region give Feilding businesses a potential market of more than 115,000 people.

### Climate



The Manawatu District is ideally located being sheltered from all extremities of weather with moderate seasonal variations.

- Summer - 16-25 degrees Celsius with 30 degree maximum
- Average Temperature - low 20's
- Winter - falls to an average of 12-15 degrees Celsius
- Rainfall - very even rainfall with an average of 934 mm per annum (64-70 mm in January /March, 83- 87 mm in May/July)

### Population

As at 30 June 2011, the Manawatu District's population is 30,000 with half of these people living in Feilding (Pop: 14,590). These are estimates only as there has been no census since 2006. Due to the boundary change, which has just been confirmed, the district's new population will be around 27,700. Again, this is an estimate.

It's neighboring districts, Palmerston North City and the Rangitikei have populations of 80,000 and 14,712 respectively. Nearly two thirds of New Zealand's population live within 400km of the Manawatu District while 30% are within 250km. Therefore the Manawatu offers unparalleled advantages as a distribution base.



12.9% of the district's population are aged 65+ (NZ average 12.3 %)

23.1% of the district's population are under 15 years (NZ 21.5%)

77.9% of the District's population is of European ethnic origin (NZ 67.6 %)• Maori represent 14% of the district's population (NZ 14.6%)

### Community

In the Manawatu District there are 10,419 households in the district -

72.8% of all households are one family households (NZ 67.7%)

22.3% of all households are one person households (NZ 22.5%)

couples with children make up 42.8% of all families (NZ 42%)

couples with no children make up 41.4% of all families (NZ 39.9%)

15.9% of families are one parent with child(ren) (NZ 18.1%)

## Annual Income & Economy

In the Manawatu District of the people aged 15 years or over:

40% earn \$20,000 or less (NZ 38.8%)

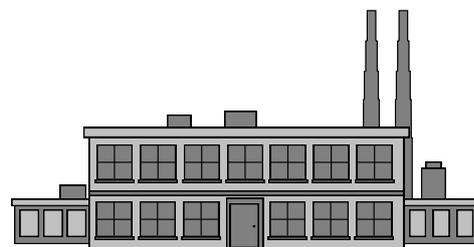
14% earn more than \$50,000 (NZ 16.2%)

the unemployment rate is 3.8% (NZ 7.3%)

73.4% permanent private dwellings owned with or without a mortgage by the occupant(s) (NZ 66.9%)

## Industry

The District and surrounding areas are highly fertile and are major contributors to New Zealand's primary sector production. This lends itself to processing industries. There is huge potential for growth in areas of agriculture, diversified agriculture, horticulture, forestry, cottage industries, rural tourism and the processing and distribution industries. In association with the above primary sector, a growing industrial and manufacturing base is taking advantage of the Manawatu's strategic location. Leading from this, growth is anticipated in the service areas of retailing, educational, professional, and residential development.



The region's rural atmosphere is evident with one of the largest stock saleyards in the southern hemisphere located in Feilding's central business area. The regular stock sales bring farmers and other interested parties from all over New Zealand. The District's reputation for sheep and cattle stud breeding is respected world-wide, reflected in the number of quality stock sales held in Feilding.

Many national trading and farm supply businesses have large branches to service this important agricultural industry. There is also a solid industrial and manufacturing base.

## Central Business Area

Feilding's town centre offers all the amenities of a city but with an authentic country atmosphere and picturesque surroundings. Under the banner of Feilding Promotion, supported by the Council and the community, the town centre is undergoing a major facelift with upgraded streetscapes reflecting both rural and heritage themes along with the restoration of its unique Edwardian heritage buildings.



Regular retail promotions and community events draws shoppers from around the region complemented by the friendly service, ample free parking and no traffic lights. Lower property rentals and a reliable workforce enable businesses to remain competitive, attracting an extensive range of speciality shops, from national chains to boutique shops, cafes and restaurants that makes Feilding an interesting and preferred shopping destination. Complementing this is an excellent range of professional services.

Initiatives by Feilding Promotion, such as the nightly Security Foot Patrol, Group Insurance Scheme, regular Business After 5's, Business Assist Programme and the successful annual Excellence in Business Awards provide a strong, united spirit amongst the central businesses, envied by other town centres, with, three supermarkets, support networks and boutique shops.

Approximately 320 businesses make up the Central Business area: 130 retail, 94 service, 44 professional, 26 community and 26 in hospitality.

***The Manawatu District not only has a lot to offer as a place of business but also one of lifestyle: affordable housing, lower property rentals for businesses, spectacular rural scenery and attractions, excellent facilities, choice of retail shopping, seven nights a week dining/cafes/bars.***

## Typical Feilding Commercial Rentals – 2012 *(The figures quoted are a guide only)*

Mainstreet retail	\$100 - \$250 p.s.m	Fringe Retail	\$70 - \$120 p.s.m
Offices - good quality	\$90 - \$180 p.s.m	Average	\$70 - \$130 p.s.m
Warehouse/Factory	average to good \$50-\$100 p.s.m	Fair	\$30 - \$50 p.s.m

Showroom with factory/warehouse – at retail level

These figures are net rents. GST and outgoings are paid on top of these rents. Eg. rates, building insurance premiums, internal maintenance etc.

Typically, the larger the floor area, the lower the rate per square metre and vice versa.

## Typical Feilding Commercial Rates – 2012

	MDC	Horizons	Total
High Pedestrian Count - single storey small shop (RV \$155,000)	\$3,202 p.a	\$191	\$3,393
High Pedestrian Count - single storey large shop (RV\$415,000)	\$5,961 p.a	\$328	\$6,289
Single storey Solicitor's office (RV \$860,000)	\$9,181 p.a	\$563	\$9,744
Fringe location single storey retail/office (RV \$143,000)	\$3,115 p.a	\$184	\$3,299
Industrial engineering floor area 880s.m (RV \$400,000)	\$3,680 p.a	\$320	\$4,000

The Manawatu District provides excellent physical and professional infrastructure for its local businesses.

## Industrial Land

There is a limited supply of land zoned Industrial in and around Feilding.

This land falls into 3 main categories:

1. Central Business District fringes
2. Riverside Industrial Park
3. Kawakawa Industrial Park

Other industrial land exists in small quantities throughout the Manawatu District. Council is currently considering adding some rural land to the Industrial Land Bank.

## Professional Services & Business Assistance

There is a strong support network and range of services both private and public, available to assist the establishment, development and information needs of local businesses.

- Feilding Promotion  
PH: (06) 323 3318 Fax: (06) 323 6549  
Email: [manager@feilding.co.nz](mailto:manager@feilding.co.nz)  
Website: [www.feilding.co.nz](http://www.feilding.co.nz)
- Manawatu District Council  
PH: (06) 323 0000 Fax: (06) 323 0822  
Website: [www.mdc.govt.nz](http://www.mdc.govt.nz)
- Vision Manawatu  
PH: (06) 350 1830 Fax: (06) 350 1829  
Website: [www.visionmanawatu.org.nz](http://www.visionmanawatu.org.nz)
- Department Of Labour  
PH: (06) 350 1830 Fax: 0800 20 90 20  
Website: [www.dol.govt.nz](http://www.dol.govt.nz)

*For private professional services, refer to the Manawatu Telephone Book or contact:*

### **Feilding & District Information Centre**

10 Manchester Square, Box 463 Feilding

**T 06 323 3318 | F 06 323 6549 | E [info@feilding.co.nz](mailto:info@feilding.co.nz)**

Note: This publication has been prepared by the Business Development Team of Feilding Promotion. All references to businesses and employees working within the Manawatu District, have been sourced from Statistics NZ, Manawatu District Council & Feilding Promotion.