



Rangitikei at the Table

Consultation overview and analysis

Council Workshop – 25 June 2026



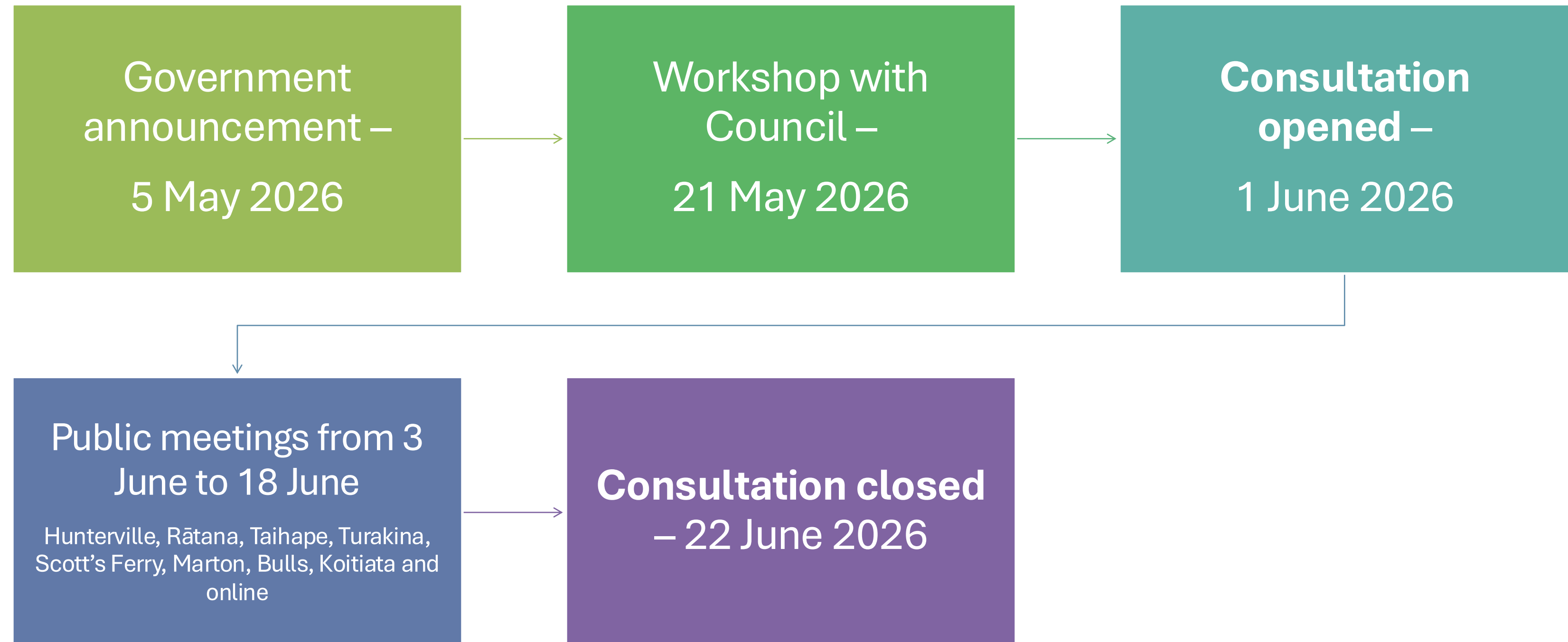
RANGITIKEI
DISTRICT COUNCIL

Presentation Overview

- Consultation Overview
- Snapshot: Social media engagement highlights
- Survey: What did we ask people?
- Overview and analysis of responses to survey questions
- Key Themes: Respondents biggest concerns about amalgamation
- Key takeaways away from concerns raised by respondents



Consultation Overview



Consultation Overview

Consultation was as broad as possible – newspaper, multi platform social media, website, consultation booklets, pamphlets and posters, and in-person meetings

**Consultation
opened – 1 June
2026**

**Public meetings from
3 June to 18 June**

Huntermville, Rātana, Taihape,
Turakina, Scott's Ferry, Marton,
Bulls, Koitiata and online

**Consultation closed
– 22 June 2026**

Approximately **130 people**
attended the public meetings
(not including those online)

333 people responded to the survey
which is about 2% of our population

Snapshot: Social media engagement highlights

Facebook

The campaign's primary engagement platform.

Reach: 74,454

Engagements: 1,503

Engagement Rate: 2.02%

Instagram

Useful supporting channel, particularly for younger audiences.

Reach: 3,390

Views: 5,036

Engagement Rate: 1.56%

LinkedIn

Reached professional and stakeholder audiences.

Impressions: 2,951

Video Views: 1,833

Clicks: 239

Average Engagement Rate: 9.57%

YouTube

YouTube supported longer-form educational content.

Views: 1,510

Watch Time: 14 hours

The most-viewed video was *Mayor Andy's thoughts on the Government's proposed amalgamation of councils.*

TikTok

Effective for awareness and discovery.

Views: 22,482

Engagements: 759

Profile Visits: 366



Survey: What did we ask people?

Q1. Where do you live?

Q2. Which town(s) or area(s) do you most commonly travel to for shopping, healthcare, schooling and other regular services?

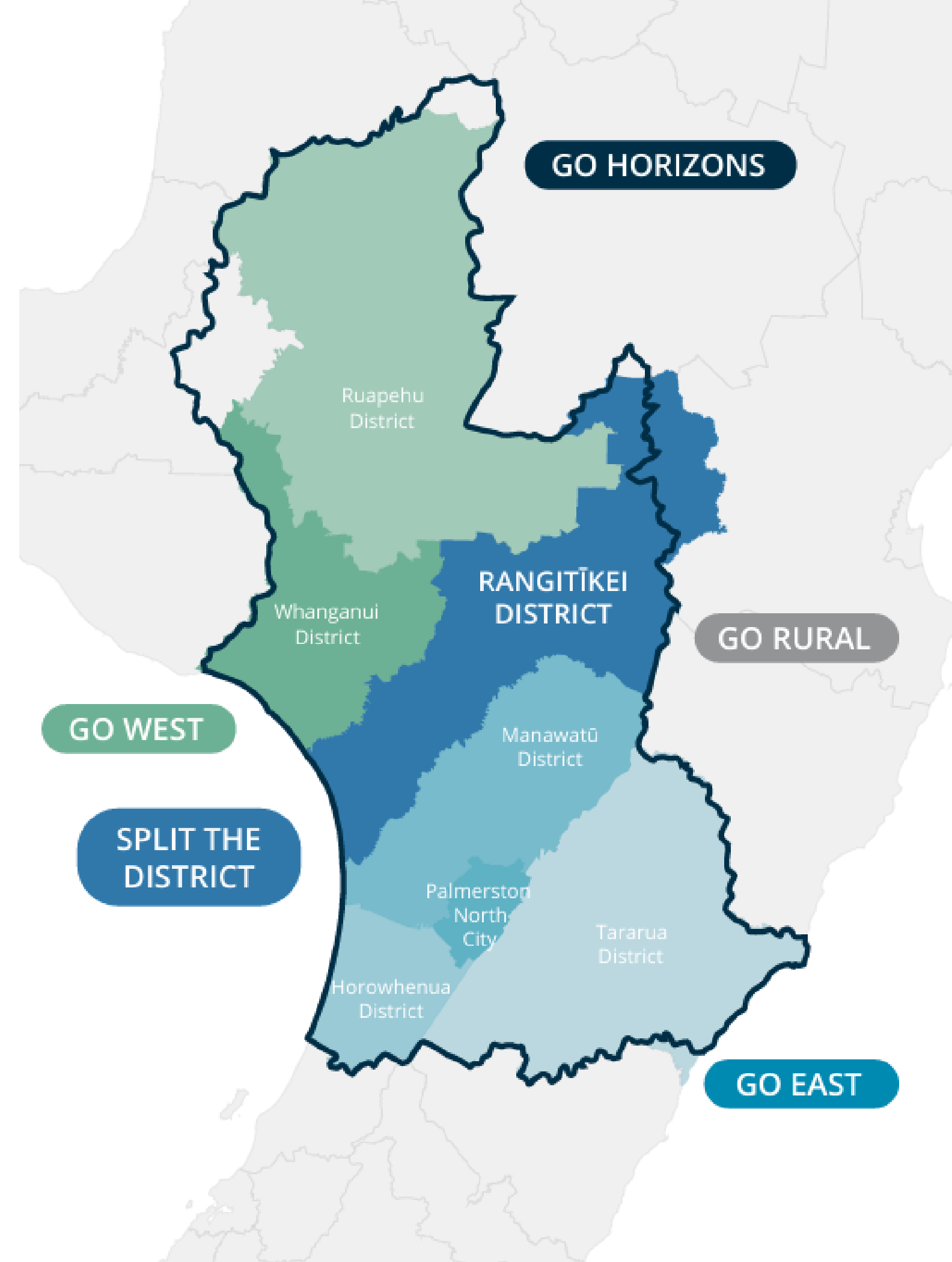
Q3. Should Council put together a proposal for amalgamation?

- Yes
- No
- Other

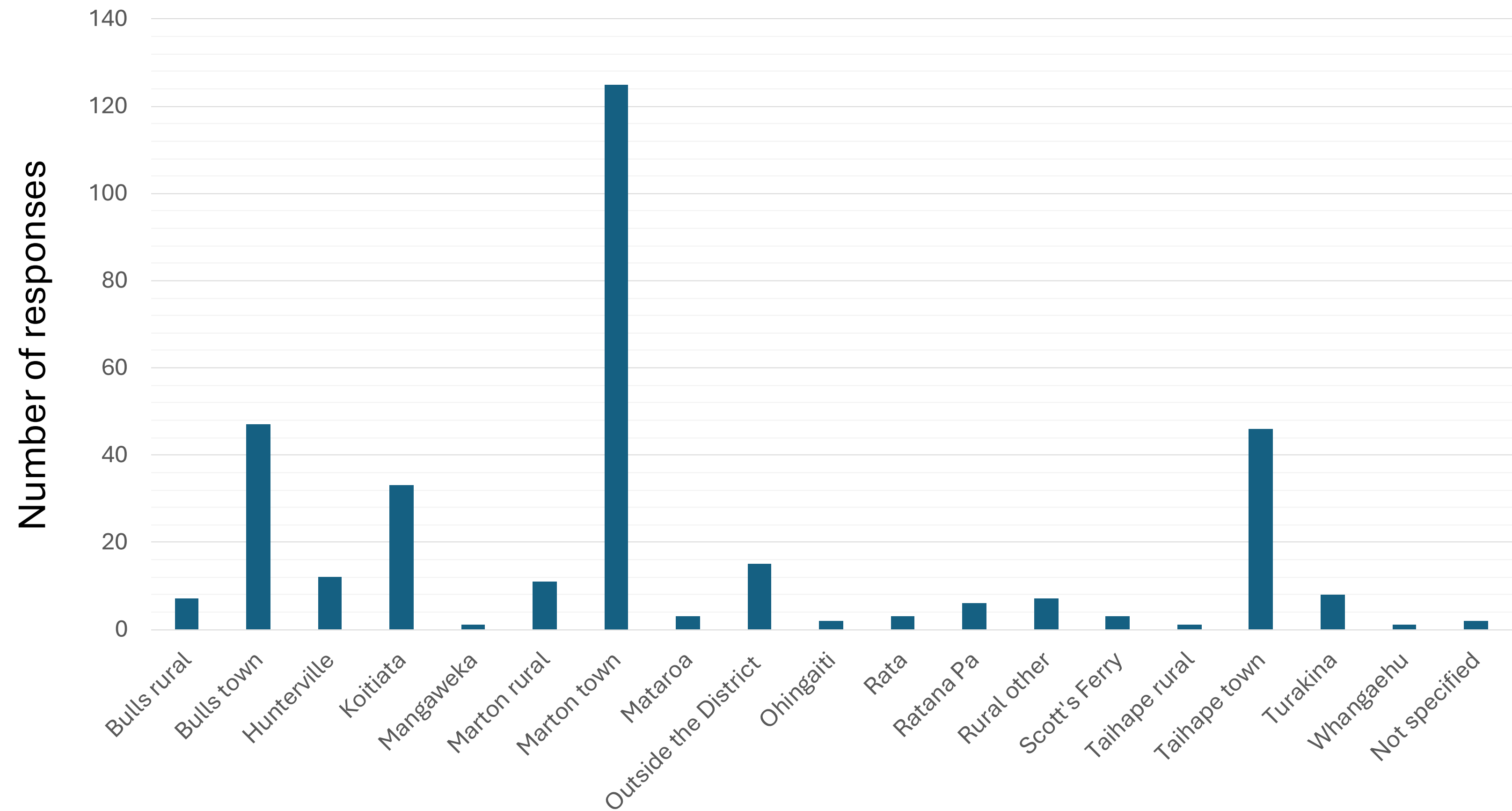
Q4. When thinking about the possibility of amalgamation, what are your biggest concerns?

Q5. If we were to amalgamate who should we work with? – *all councils in the region, Go East, Go West, Go Rural, Split the district or something else.*

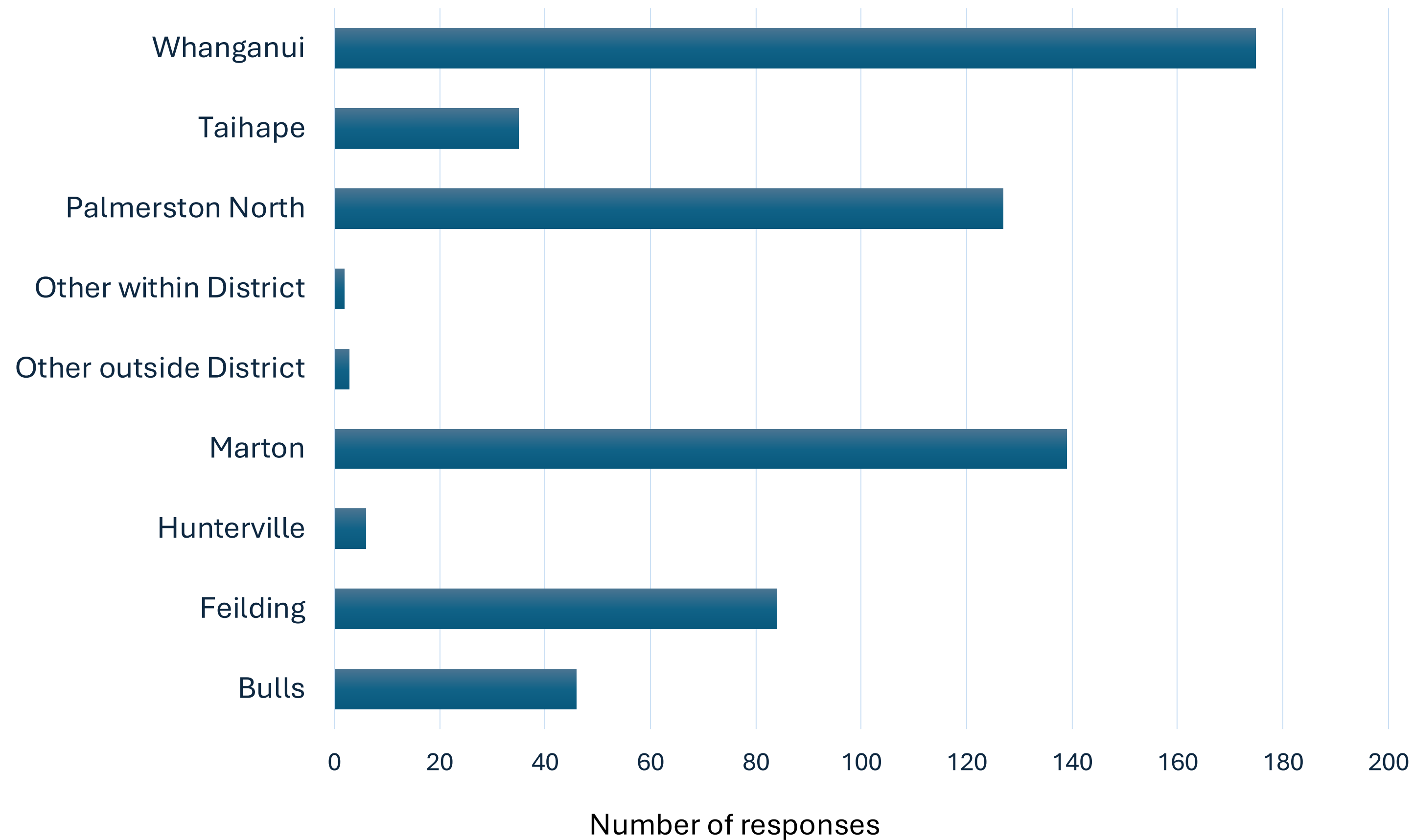
Q6. What level of local representation matters to you? – *town/local area, ward, whole of Rangitīkei, larger sub-region, not sure.*



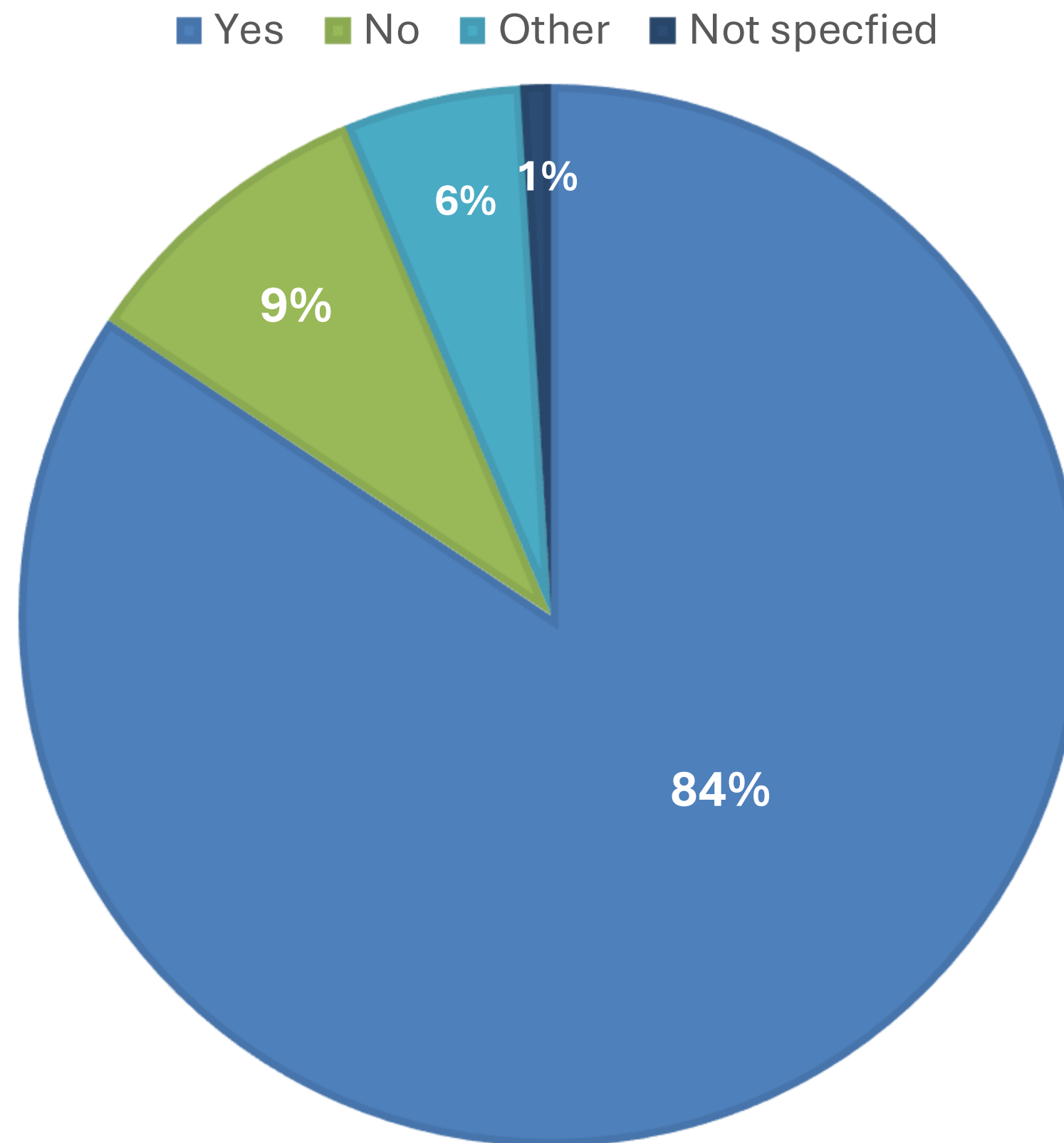
Responses: Where do you live?



Responses: Communities of interest question

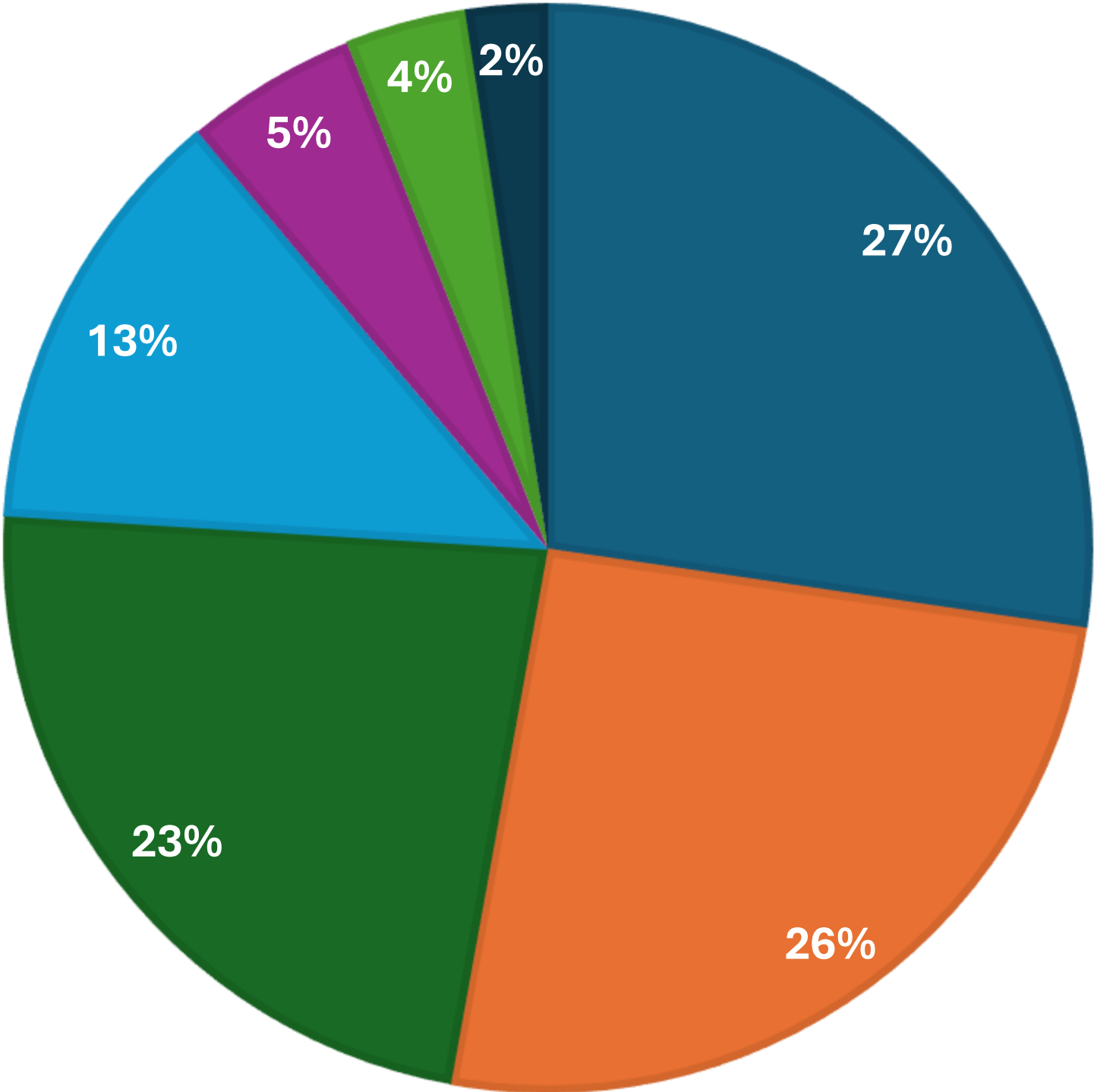


Should Council put together a Head Start proposal?



If we amalgamate who should we work with?

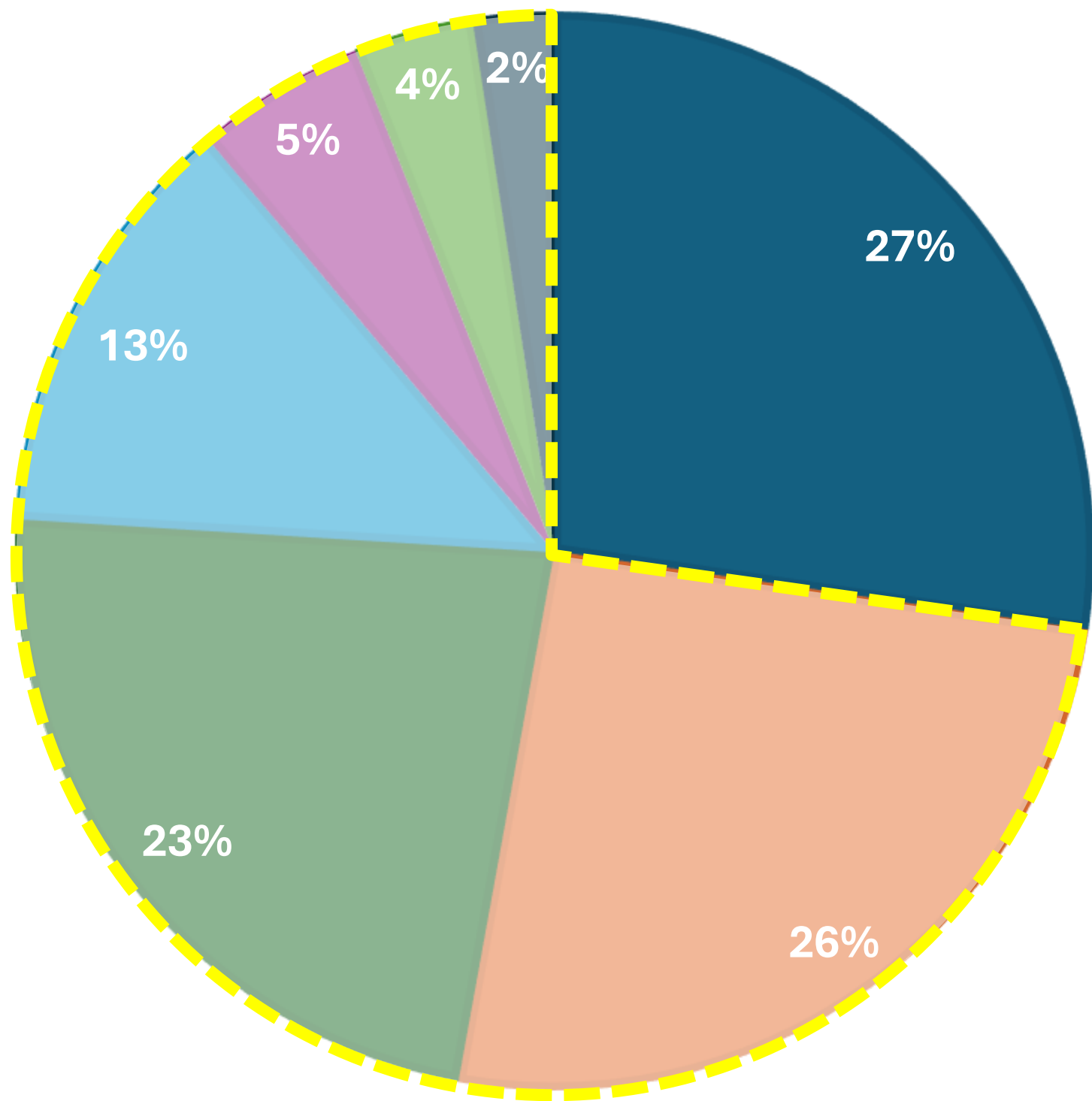
■ Whole Region ■ Go West ■ Go Rural ■ Go East
■ Something else ■ Split the District ■ Not specified



Options	Number
Whole Region	91
Go West	85
Go Rural	77
Go East	43
Something else	17
Split the District	12
Not specified	8

If we amalgamate who should we work with?

- Whole Region
- Go West
- Go Rural
- Go East
- Something else
- Split the District
- Not specified



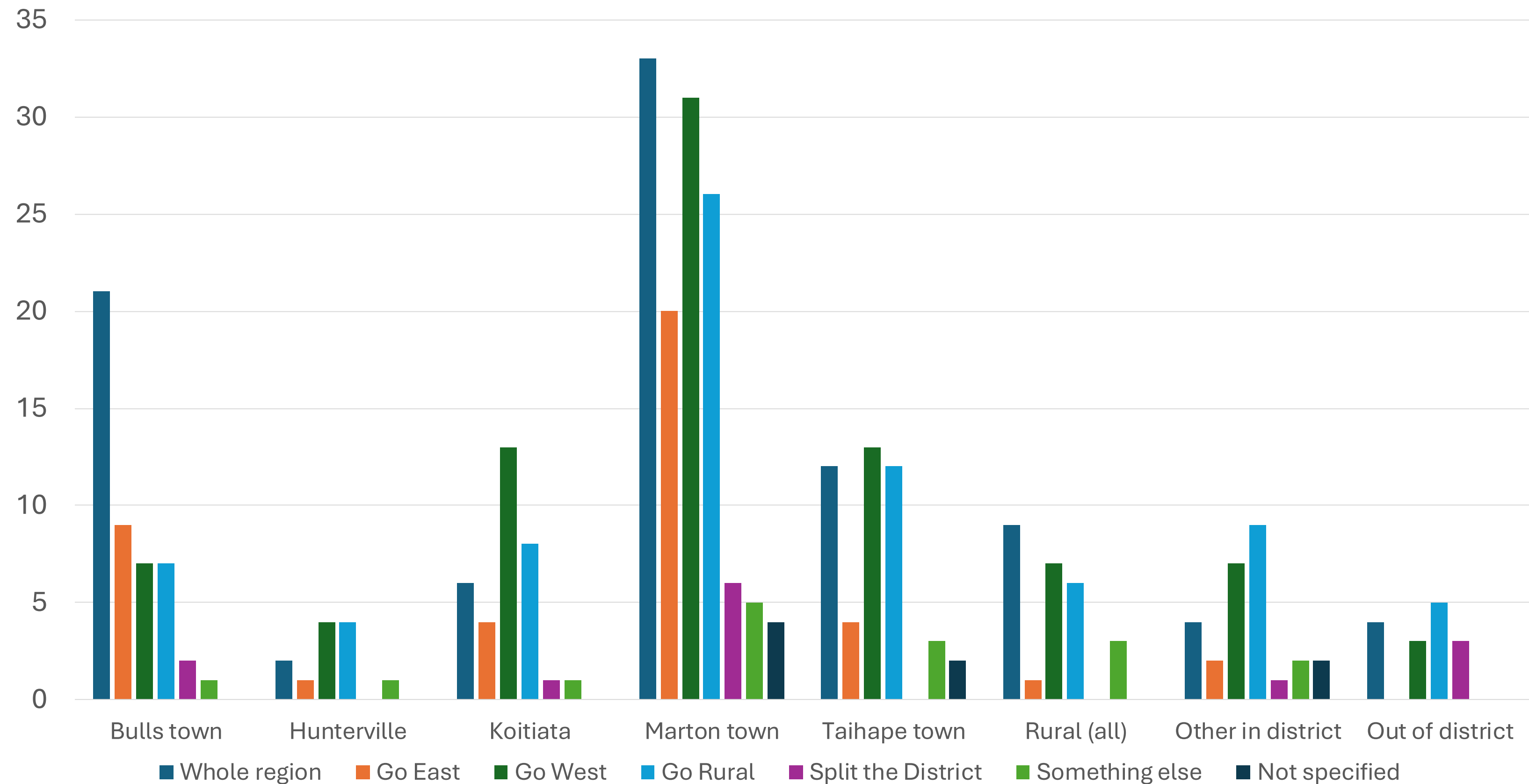
While there is not a clear consensus from the survey respondents about which one option is favoured the responses do tell us that **73% do not prefer a regional unitary authority option** at this stage.

What were the ‘something else’ amalgamation options?

- Get rid of councils and centralise our functions
- Alternative pairings including:
 - Manawatū
 - Manawatū and Whanganui
 - Palmerston North and Horowhenua (as our 3 Waters partners)
 - Palmerston North, Horowhenua and Manawatū
 - Whanganui, Manawatū, Tararua and Horowhenua
 - Horizons (except Tararua) + Taranaki Councils
- Align with iwi boundaries
- Go with the Central Government electorate boundaries
- Federation model – where councils retain local identity and decision-making authority
- Do not submit a proposal – insufficient time and lack of information to make a robust and informed decision

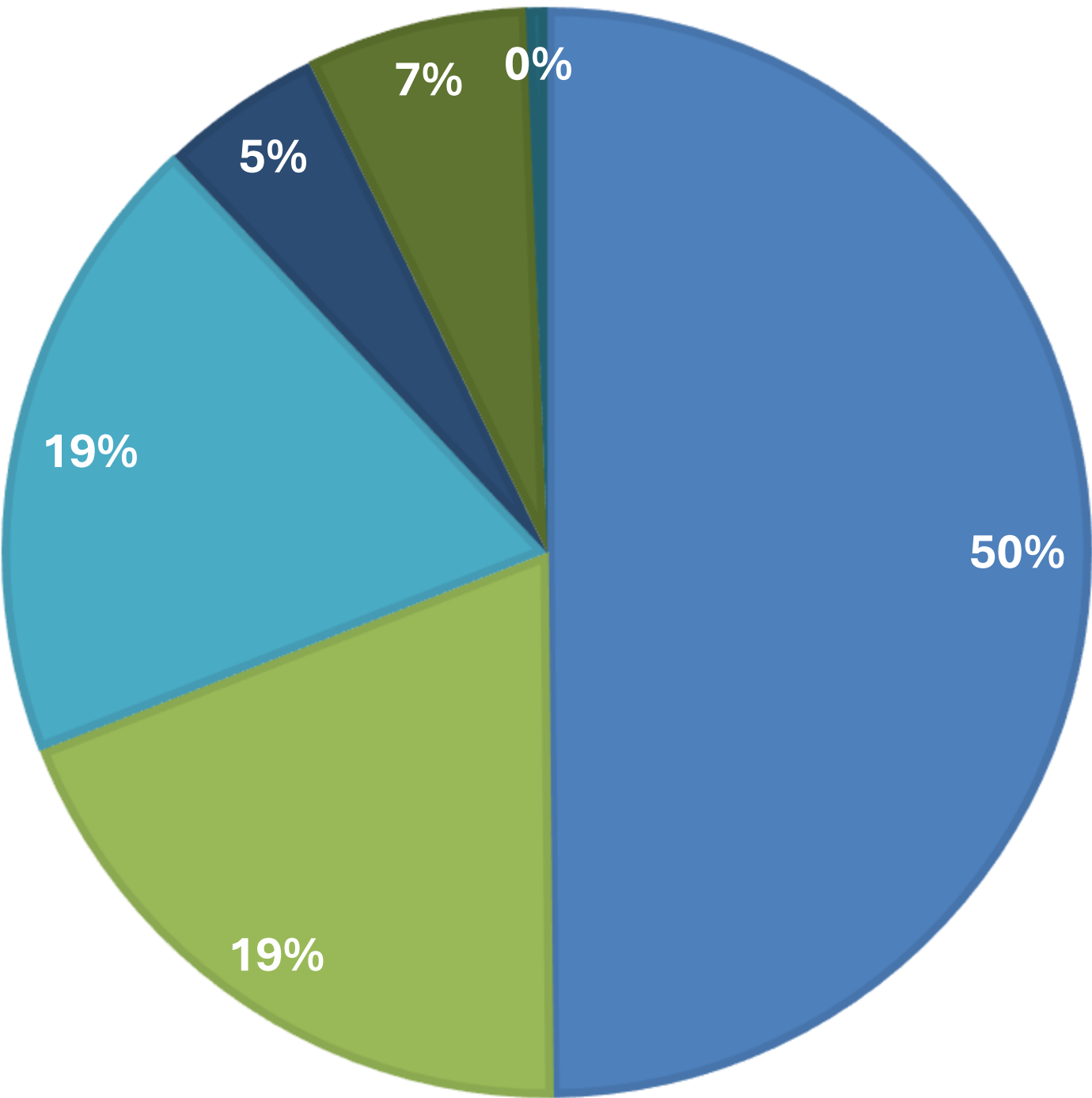


Where people live & their amalgamation preference



What level of local representation matters to you?

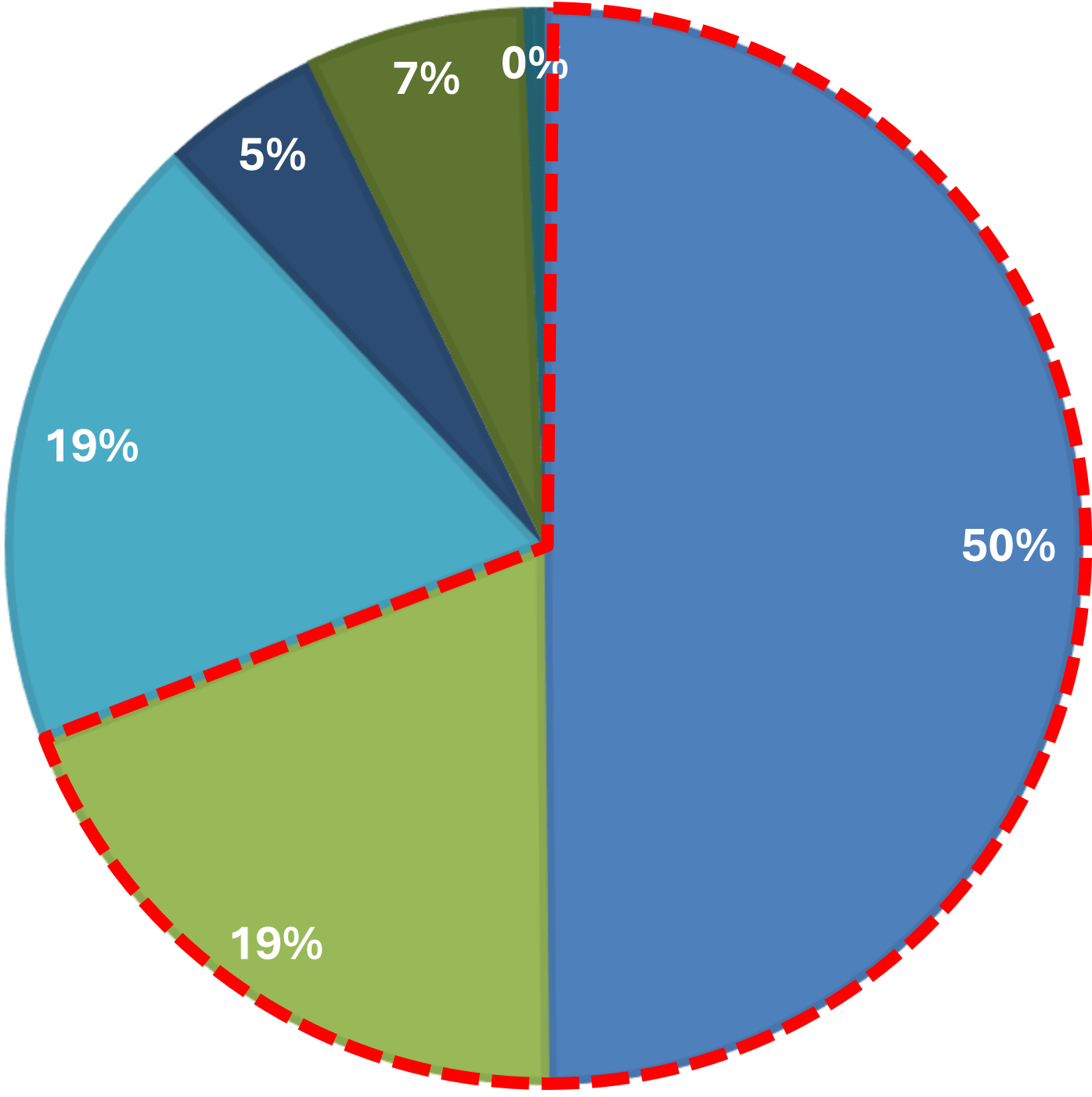
Town/local level Ward level Whole District
Larger sub-region Not sure Not specified



Options	Number
Town/local level	157
Ward level	63
Whole District	61
Larger sub-region	15
Not sure	22
Not specified	2

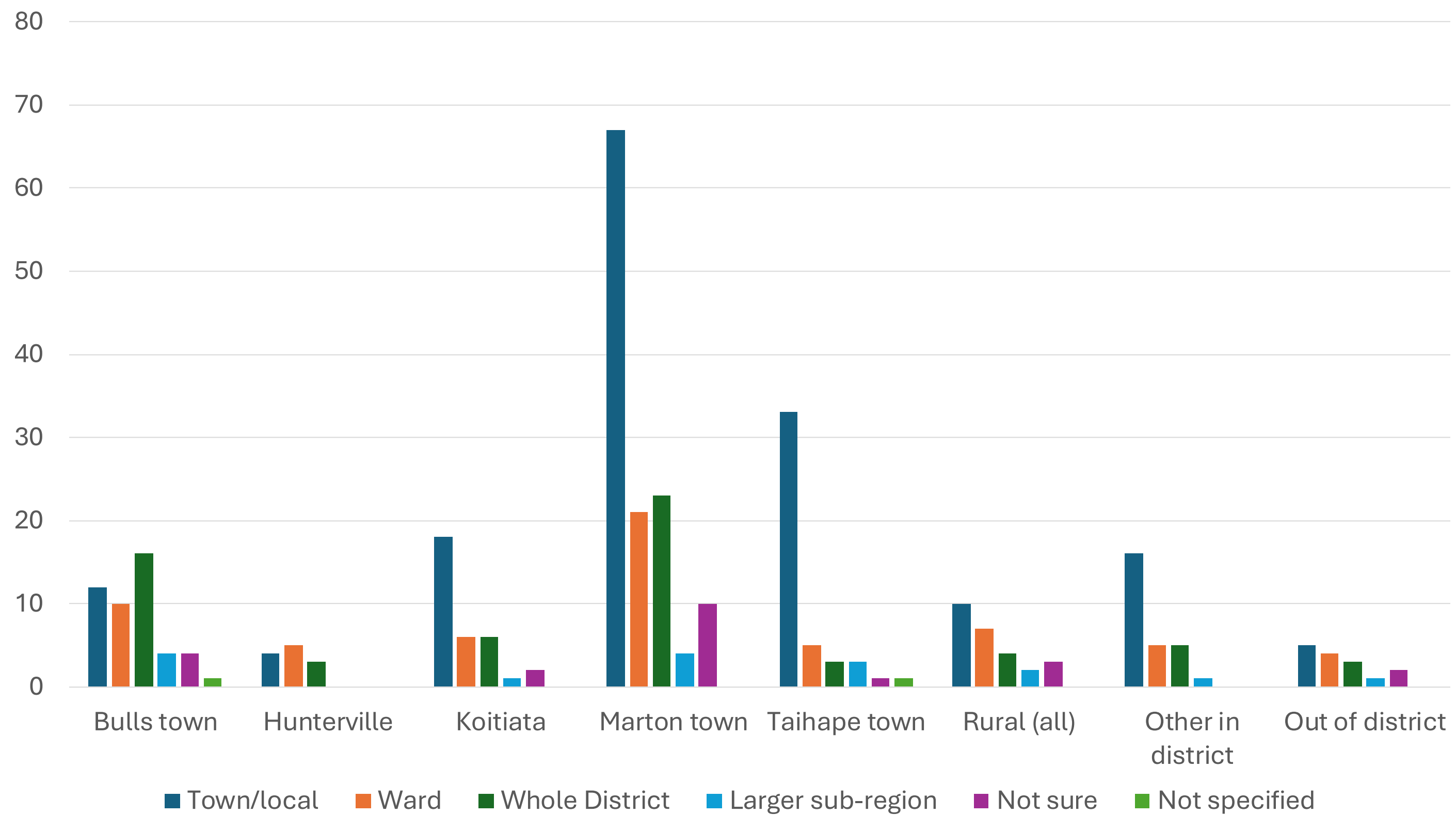
What level of local representation matters to you?

■ Town/local level ■ Ward level ■ Whole District
■ Larger sub-region ■ Not sure ■ Not specified



Almost **70%** of survey respondents indicated that local or ward level representation was important to them which likely corresponds with why the regional unitary authority option was not favoured by so many respondents.

Where people live & their representation preference



Biggest concerns about amalgamation?

Of the 333 respondents to the survey, roughly **306 responded** to this question.

Key themes included potential **loss of local voice and/or representation**, that our towns/communities may experience **reduced services** or be a **lower priority** for a bigger Council, and **financial concerns** i.e. the cost of transitioning or potential for higher rates.

Approximately 20 respondents expressed that they are not concerned about amalgamation, are supportive, or see benefit in centralisation.

Additionally, some respondents also noted the potential benefits along with their concerns.

Potential **benefits** included more **efficient, less bureaucracy**, more **financially sustainable**, and achieving **economies of scale**.



Key Themes: Respondents biggest concerns about amalgamation

Key Theme	No. of comments which mentioned the theme (approx.)
Loss of local voice and/or representation including reduced influence, providing for iwi representation, fewer local councillors, decisions being made elsewhere, decision-makers not understanding local issues and loss of accountability	127 comments
Small towns/rural communities being overlooked and/or being a lower priority. Decision-makers not being connected to place/community	72 comments
Potential for rates increases, the cost of amalgamation and taking on other districts debt	85 comments
Reduced services/facilities and our local infrastructure receiving less attention/investment	60 comments
Loss of local identity and character	35 comments
Potential for local job losses/redundancies and flow on impacts for local businesses	26 comments
Concerns about the process being rushed, lack of information to make an informed decision and the ability to implement an amalgamation successfully in the timeframe	19 comments

Key takeaways away from concerns raised by respondents

- How will an amalgamation effectively protect/provide for local voice and representation
- Think about how we can ensure that rural/small communities retain some influence especially if we amalgamate with a large urban area(s). These communities have different challenges and needs to larger urban centres
- Ensure that we understand financial implications and that these are communicated to our communities
- Consider how to maintain access to core services and staff at a local level
- Advocate for our local identity and character

