

Hamilton Central Business Association (HCBA)

Six Monthly Report January – June 2025

The first six months of 2025 have been marked by a complex and often difficult economic environment for Hamilton's central city. While Hamilton's broader economy remains relatively resilient, many central city businesses, particularly in the hospitality, retail, and close-contact service sectors, continue to face significant hardship. These challenges are driven by a combination of reduced consumer spending, rising operational costs, safety concerns, falling pedestrian counts and ongoing uncertainty in the post-pandemic recovery landscape.

A recurring concern for central city stakeholders has been the persistent issue of parking. Negative public sentiment around parking availability, cost, and enforcement has continued to impact foot traffic and customer confidence, particularly for small and independent businesses. This has been compounded by broader financial pressures, including increased council service charges and rising commercial rates, which are placing additional strain on already tight margins.

Adding to the pressure is the ongoing concern around safety and anti-social behaviour in the CBD. Business owners and workers have reported a rise in low-level criminal activity, recidivist behaviour, and a lack of meaningful consequences for offenders. Despite efforts by City Safe and increased police foot patrols, many incidents go unreported, and enforcement remains limited. This environment has made it increasingly difficult for businesses to provide safe and welcoming spaces for staff and customers visitors, with some operators choosing to relocate out from of the central city due to ongoing safety concerns.

Despite these challenges, there are signs of cautious optimism. Major investments in the central city from the private sector are beginning to reshape the urban landscape and potentially signal long-term confidence in Hamilton's future. The imminent completion of the Waikato Regional Theatre marks a significant cultural milestone, expected to draw both locals and visitors into the central city, from the wider region. Similarly, the Pullman Hotel promises to elevate the city's accommodation offering and support business and leisure tourism.

These projects, along with ongoing private sector development, suggest that while the current climate remains tough, there is potential light at the end of the tunnel. However, for this momentum to translate into sustained recovery, continued attention to infrastructure challenges, parking and safety will be essential.



EFFECTIVE OUTCOME 1 - ADVOCACY

To represent the central city business voice on issues and projects of strategic importance to the central city.

1. Central city

- The central city cleanup has seen two aspects implemented in Garden Place – the removal of the Matariki sculpture relocated to Hamilton Gardens and the incorporation of a garden in the gravel pit area. Hood Street has had tree removal, painting plans and a planting programme put in place. There are plans for further investment in tidying up the central city with footpath renewal, lighting implementation, additional angle parking and street furniture upgrade.
- The bylaw review was discussed with elected members in a June meeting and with central Government via a inter-agency meeting held with MP Tama Potaka and MP Ryan Hamilton. Initially set up as a meeting by the inter-agency group for helping with combating anti-social behaviour in the central city, the primary focus of the meeting was on issues facing homelessness and how this can be supported by central and local Government and social service providers.
- Council voted unanimously to have an Alcohol Bylaw introduced allowing for Council to apportion further costs to alcohol license holders in a 95% cost recovery model. HCBA opposed the introduction of the bylaw which will see increased costs to an already struggling hospitality sector with the bulk of the increase in costs attributed to district licensing.
- HCBA presented to the public forum in April not supporting the introduction of an Alcohol fees bylaw that would see a further increase in fees for on-license hospitality venues. This is in addition to the MPI levy introduced in April as a flat fee to all hospitality venues. As expected, this fee increase was largely not supported by hospitality businesses.
- HCBA has advocated for Council to introduce a bylaw requiring all businesses with trolleys to incorporate geo-fencing technology so trolleys cannot be taken outside of the carparks of these businesses. Woolworths on Anglesea Street has already successfully introduced this. HCBA provided bylaw wording that has been successfully implemented in Australia.
- HCBA supported the introduction of bylaws for Garden Place to reduce anti-social behaviour and provide City Safe with some power to implement controls. This is an ongoing piece of work.
- HCBA provided an in-person submission on the Ward Street/Worley Place proposed changes for the road for the Pullman Hotel development.
- HCBA provided submission on the reservoir proposal for Hamilton Lake.



2. Transportation initiatives

- HCBA provided a submission on trees in parks and roads for Council.
- HCBA provided a submission on parking changes around the central city.
- HCBA attended a meeting with Goldsmiths Gallery and the transportation team of Council regarding their request for bollards to be installed in front of their premises. This was a drawn-out process over six months with agreement that Goldsmiths can install bollards up to .5 metres out the front of their shop and .5 metres into the ground. This bollard installer has agreed to the conditions set by Council, and this will be funded by the Police retail crime grant.
- HCBA addressed the public forum at the Transportation Committee meeting asking for parking to be made easier. This made it onto the front page of the Waikato Times. HCBA has made recommendations already around signage, angle parks, times, kiosks and a one system application.
- HCBA has provided the transportation team feedback on parking, with the following summation:
 - Parking continues to be a hotly debated topic with feedback from several businesses disappointed in the reduction from two hours free parking to one-hour free parking, with some signalling a specific drop off in custom as a direct result of the parking change. However, it is also acknowledged that there are more parks around town and therefore it would be good to see the parking data married up to the CBD spend data to see if this has had a positive or negative effect in central city revitalisation. There has been frustration with the decision to go for two parking zones in the central city, yellow and green, as this has contributed to parking confusion, where-as one parking offering would have allowed simplicity in messaging. It is still widely felt that people are confused with how the parking in the central city works and a simpler communication of the parking offering is still required. It has been separately acknowledged that commuter parking still needs to be addressed.

3. Commercial and residential development

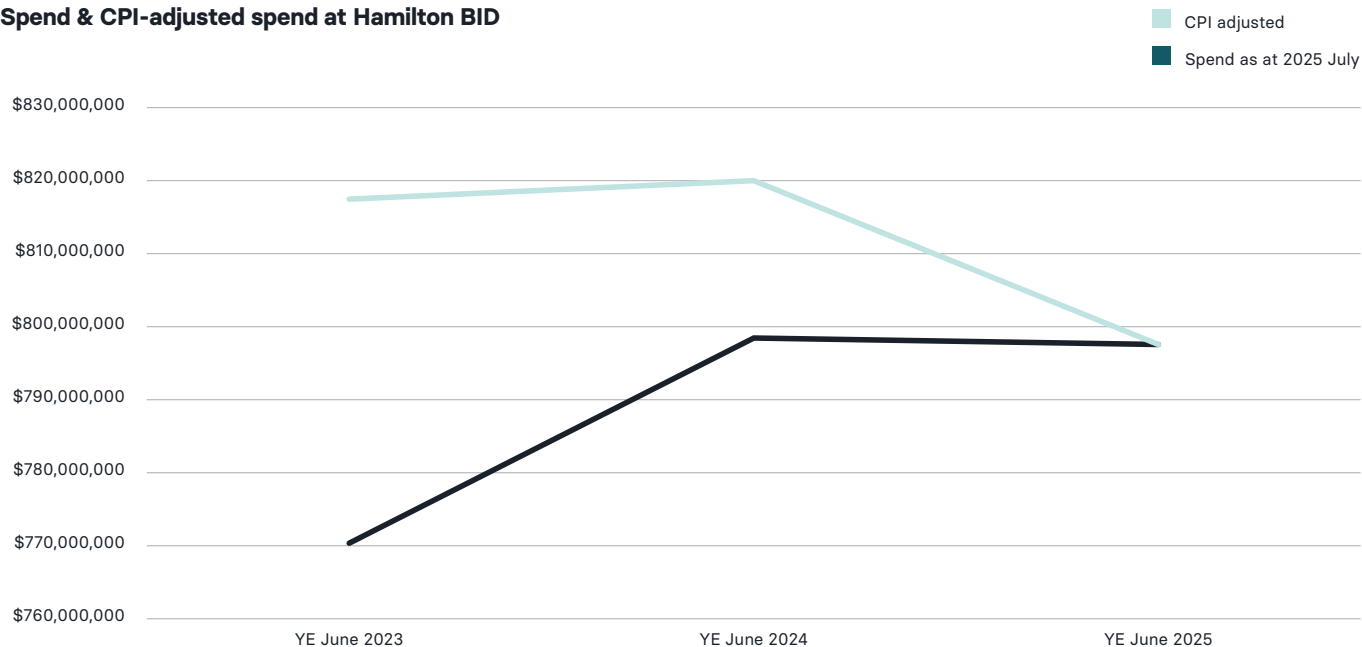
- The Waikato Regional Theatre is getting closer to completion, with expected activity to start between August and October.
- Commercial investment projects underway in the central city are significant with Stark Properties South Bloc, North Bloc and 18 London Street well underway. Stark Properties have recently added to their portfolio with the purchase of the Federated Farmers block of land for \$100m+.
- The Mistry Tower for the Pullman Hotel continues to gain momentum with scaffolding and window implementation currently visible.
- 500 Victoria Street is continuing its redevelopment, with tenants to be announced shortly.
- The Perrys site with the Bridge Housing Trust is also underway.
- HCBA received an email from Templeton PR company who will keep in touch with announcements on the Victoria on the River project.
- NAI Harcourts and CBRE have released the Retail and Office Occupancy surveys with the following summary results:
 - The CBD retail vacancy rate increased over the second half of 2024, moving from 9.3% in June 2024 to 9.7% in December 2024.
 - The CBD office vacancy rate increased from 7.2% to 9% in the six months to December 2024, with most grades experiencing a vacancy rate increase, although Prime vacancy remains low, inline with the 'flight to quality' trend.



4. CBD trends

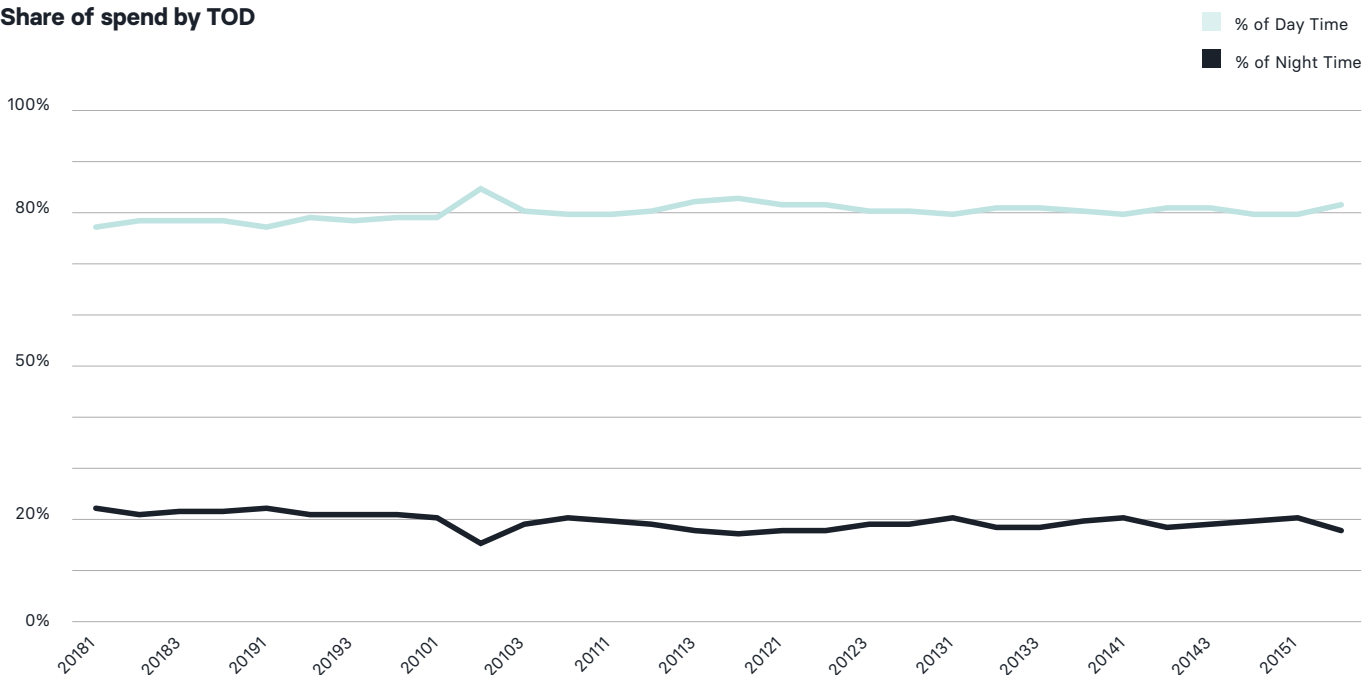
- Council released a graph showing the number of parking movements had shown a positive effect since the implementation of one-hour free parking assuming a positive impact for retailers. Unfortunately, CBD spend stats since its implementation have declined, as have pedestrian counts.
- HCBA is awaiting quarter 1 and 2 CBD Spend stats for 2025 from Council however Marketview have provided the graph below showing a declining spend in the BID catchment area when adjusted for inflation compared to year end 2024.

Spend & CPI-adjusted spend at Hamilton BID



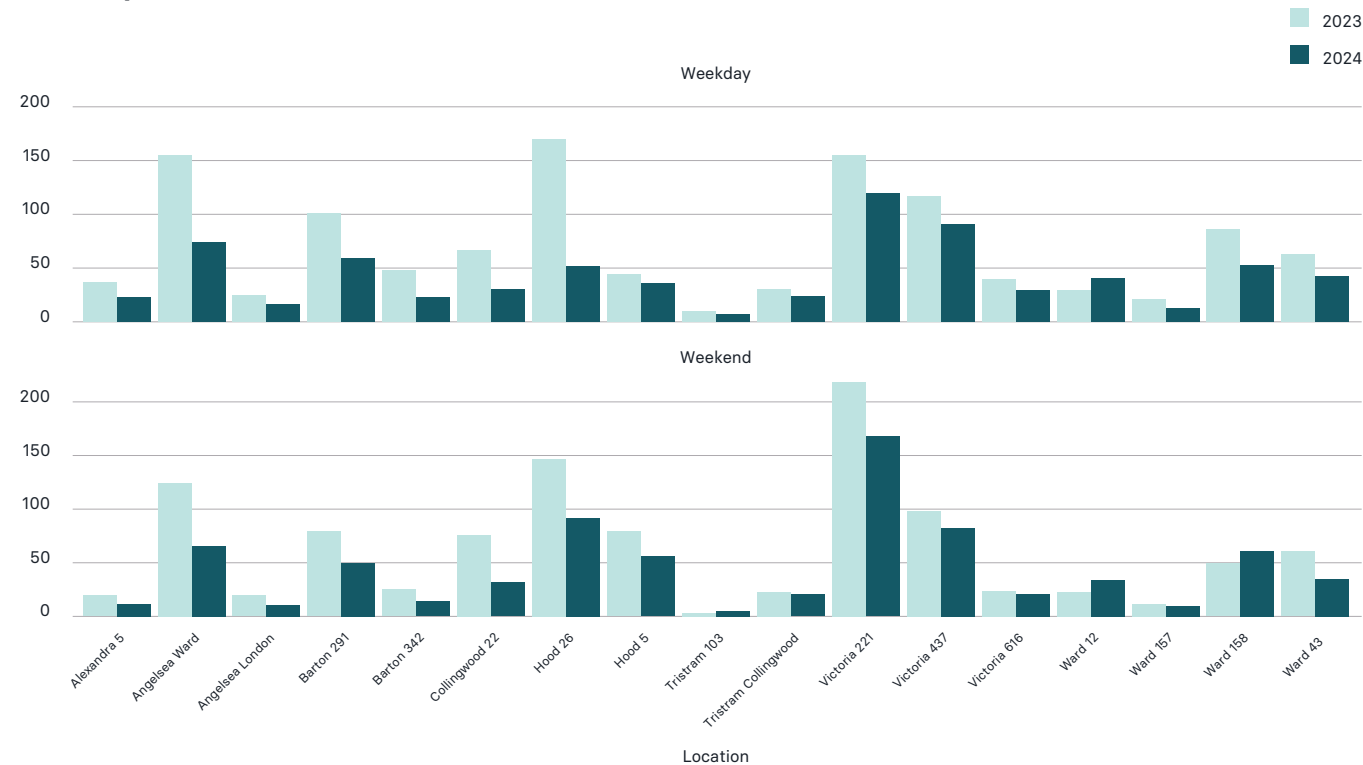
- Marketview have provided HCBA with CBD stats tracking CBD spend data split into daytime and nighttime spend, showing nighttime activity equates to approximately 1/5 of CBD spend with an average 20% across the past 6 years. Highest spend came in at 23% and lowest at 17% during Covid.

Share of spend by TOD

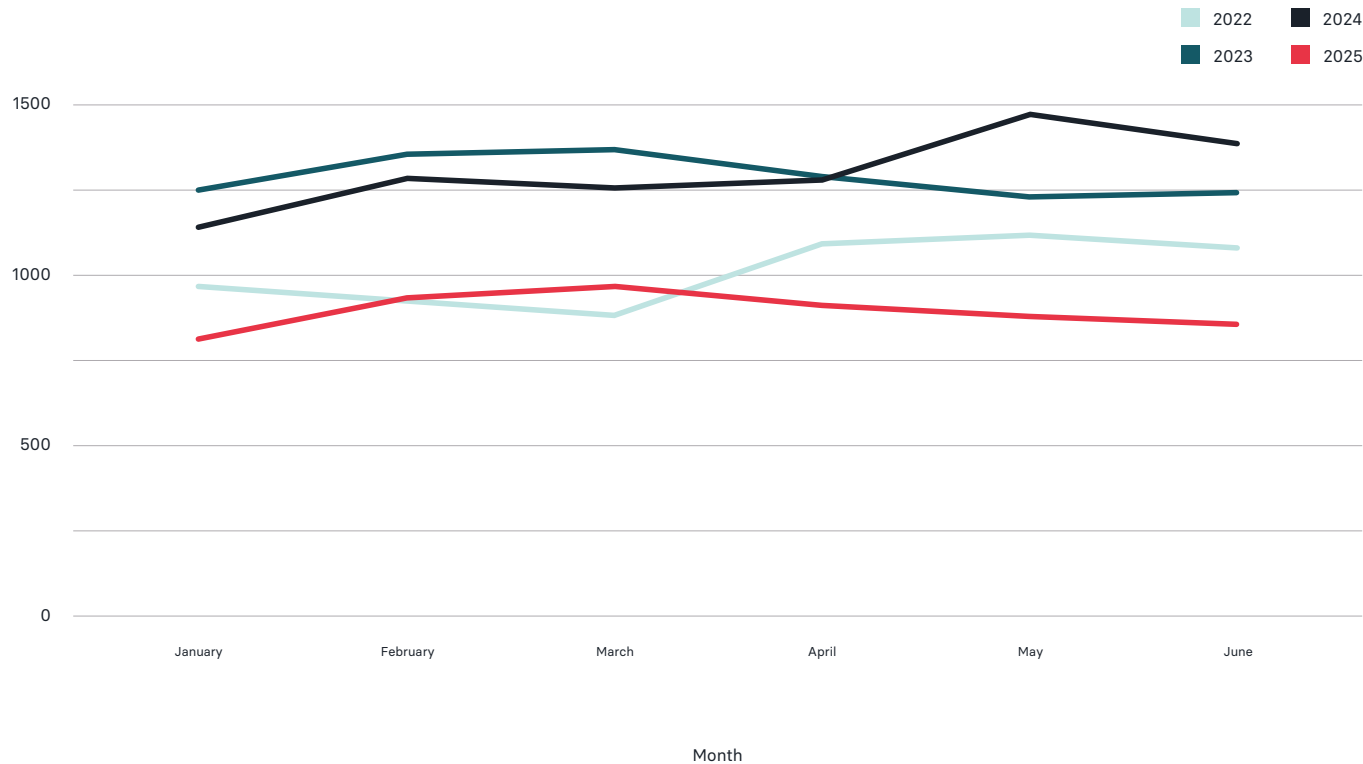


- Pedestrian trends are continuing to show peaks and troughs with overall annual figures showing a decline in pedestrian numbers.
- There is some anecdotal feedback received to indicate larger employers are still have a significant number of people working from home, particularly on Mondays and Fridays.

Central City Pedestrian Counts - December 2023 vs December 2024



Average Pedestrian Volume by Year



5. Central city safety and wellbeing

- HCBA has continued to be involved with the inter-agency group set up after discussion with the Police about recidivist activity in the central city with regards to anti-social behaviour. System shortfalls around homelessness have become a focus of the group.
- HCBA has been providing submissions to Sunny Kashal from the Ministerial Advisory Group, as they continue to focus on retail crime and policy recommendations:
 - HCBA provided a submission on retailers being able to have personal safety options behind their counters.
 - HCBA provided a submission on retail crime carrying higher sentencing options.
 - HCBA provided a submission on the implementation of trespass orders and higher fines for punishment.
- HCBA has seen an increase in Police patrols in and around Garden Place, along with City Safe staff and increased presence from Animal Care & Control when needed. There were some arrests of the core group that were causing problems in Garden Place which has seen a reduction anti-social behaviour in this area. It is still acknowledged that there are ongoing issues with anti-social behaviour particularly in businesses along Victoria Street.
- HCBA continues to hold the quarterly meeting with the Police, Mayor and a selection of central city businesses. This has proved a useful way to engage with the Police and Council around the ongoing issues of anti-social behaviour and crime in the central city,
- HCBA met with Sunny Kashal from the Ministerial Advisory Group – Retail Crime, to understand the challenges being faced by businesses in Hamilton Central. Feedback is being sought for ongoing policy recommendations for Government. HCBA will continue to provide feedback on behalf of members.
- In early 2025 HCBA spent a significant amount of time calling City Safe, Police, Council and Animal Care & Control around issues predominately in Garden Place. This was reported in local media and included anti-social behaviour and activity of people choosing to spend time in Garden Place. In addition, HCBA provided feedback on the inability to be able to easily contact Animal Care & Control with a noticeable increase in unleashed dogs. This has resulted in Animal Care & Control making visits to Garden Place to provide education around lead control and an easier system to contact the team.
- HCBA continues to report several issues to Police in the South end of town with hospitality providers.
- HCBA met with MP Ryan Hamilton to discuss Move on Orders bill.
- HCBA attended Public Places bylaw discussion regarding wording around introduction of new bylaws.

6. Love the Centre

- HCBA has entered the Waikato Chamber of Commerce business awards in the marketing category for the work completed on creating the central city brand Love the Centre.
- HCBA has entered the Mainstreet Australia business awards in the digital marketing category for the work completed on Love the Centre.
- HCBA has implemented Māori words and phraseology on the Love the Centre site and will continue to look at opportunities for cultural integration.
- HCBA has changed all social media handles and email addresses to @lovethecentre
- HCBA is continuing to develop the Love the Centre offering to the public and refine the website promotion and activity.



EFFECTIVE OUTCOME 2 - COLLABORATION

To contribute and collaborate on projects that support the CBD business economy.

1. Economic development initiatives

Embassy Park Development

- HCBA and the Riff Raff Trust have continued to attend meetings to finalise the Riff Raff statue placement and the park adornments in the Embassy Park development with the Waikato Regional Theatre shortly due for completion. It has been agreed to keep these to a minimum until the park opens with a view for fundraising for further themeing in 2026.

BID

- HCBA attended the First Retail Group BID Summit in Wellington in May. A great opportunity to meet with the seven BIDs that operate in Wellington, with a similar set up to Auckland, supported by Wellington Council, with membership around 350 businesses and property owners.
- HCBA met with Nelson BID who was a guest speaker talking about Nelson's town centre. There were some similarities of projects between Nelson and HCBA, although they operate in a much smaller space and with less membership. Nelson work on behalf of 900 businesses and have a staff of four which includes a permanent tech specialist.
- HCBA hosted Orewa BID to discuss their successful outdoor fashion catwalk event with a view to recreating the event in Hamilton's central city.
- HCBA toured the BOP to meet with representatives from Tauranga, Mt Maunganui, Whakatane, Te Puke and Papamoa Business Associations.
- HCBA have been talking with Onehunga BID who have recently had a BID expansion reversed by Auckland elected council, resulting in the hiring and firing of five additional staff and the resignation of the General Manager. The BID expansion went through the appropriate process however it was disputed by a well-connected business in the expansion area resulting in a Special General Meeting (SGM) being called and a series of uninvited people attending with 'proxy' votes to declare a lack of support for the expansion area. It was referred to an elected member meeting where the decision at the SGM was upheld. It was an interesting process to see played out that had an unfortunate result Onehunga BID.
- HCBA attended the annual NZ BID conference at North Harbour. This was an extremely beneficial day providing connecting with BIDs around the North Island and sharing ideas and challenges being faced by Business Associations.
- HCBA along with BIDs from Parnell, Newmarket, Onehunga, Manurewa and Pukekohe, have decided with economic conditions as they are to not progress with creating an industry body group for NZ Mainstreet and instead look to revisit this in 2026. Mainstreet Australia will continue with their inclusion of NZ BIDs.

Love the Centre Awards

- Moving Media completed the 2024 Love the Centre Awards winners video's which has been provided to the businesses and promoted throughout HCBA social media channels.

Waikato Economic Development Meeting

- HCBA attended the Economic Development meeting co-ordinated by Soda. Soda presented on how their organisation is supporting economic development and all attendees were offered the same opportunity. HCBA presented on the developments currently underway or soon to be underway in the central city.
- HCBA has confirmed attendance in the next four meetings over 2025 to discuss economic development in the region.



2. Partnership and networking opportunities

- HCBA attended the Cambridge Chamber business awards. A themed evening celebrating 100 years held out at Mystery Creek. Well attended with 350 guests and a good celebration of the Cambridge business community.
- HCBA has been mentoring a Fin-Tech entrepreneur, including providing connections of central city businesses that can support the product development.
- HCBA attended Breast Cancer Research fundraiser breakfast at SkyCity.
- HCBA continues to participate in the Wednesday Challenge through alternative transportation options on a Wednesday.
- HCBA attended and qualified for First Aid Training recertification.
- HCBA met with Councillor Pamela Story at Waikato Regional Council to discuss daytime and nighttime economies and the recent introduction of the morning economy.
- HCBA attended Inspire Waikato Chamber of Commerce to listen to Leonard Gardner, Piso Pienaar and Matt Stark discuss their developments and motivations.
- HCBA met with Mork Morgan, CEO Hamilton Airport, for a tour of the international terminal and a discussion around the implementation of Jetstar international flights.
- HCBA met with Balloons Over Waikato to discuss post event feedback and confirm participation for 2026.
- HCBA met with H3 to discuss major events and impact for central city.
- HCBA met with team from H3 working on France v All Black test to discuss branding and promotion in the central city.
- HCBA met with Hamilton Waikato Tourism for a discussion around focus for the next 12 months of visitor tourism.
- HCBA met with the training team at the Crate to discuss expansion plans going forward.
- HCBA attended a business breakfast at the University of Waikato Management School.
- HCBA judged the NZ YouTube Marketing Awards and attended two days of further judging in-person judging at the Marketing Association in Auckland.
- HCBA supported the Hear Us Out poster display launch for Wintec with space negotiated by NAI Harcourts and promotion via Love the Centre.
- HCBA attended meeting with Ramada Hotel who are experiencing anti-social behaviour within the hotel. HCBA sent the police for a site inspection and offered to have them attend quarterly Victoria Street safety meetings with the Mayor and Police.
- HCBA attended marketing meeting to discuss Love the Centre with a social cause collective.
- HCBA attended the opening of the French Film Festival at Lido.
- HCBA met with Ronald McDonald House fundraiser to discuss fundraising opportunities in central city, including a hospitality evening in March. HCBA will liaise with hospitality businesses in the central city and Hamilton East to support the fundraiser.
- HCBA met with the new owners of three McDonalds to discuss expansion plans including the Hamilton East rebuild and the potential of the former Gateway Church site.
- HCBA met with Precious Metals to discuss their event plans for coming year.
- HCBA met with Vetro to discuss Spring Festival plans for October to be supported by Love the Centre.
- HCBA met with Boon Festival for post event feedback and future Boon tours supported by Love the Centre.
- HCBA attended Mainstreet Australia briefing of trends around town centres.
- HCBA held meeting with new security operator who provides security guards on a uber style platform.
- HCBA provided members with an evening at O Studio to launch their new offering in London Street.
- HCBA attended workshop on economic development by Soda at the University of Waikato Performing Arts Centre.



- HCBA hosted a Media Tour at 500 Victoria Street with Prime Properties, to promote the redevelopment of the building to attract new tenants and the redevelopment of the Norris Ward building to retain existing tenants. Twelve local media attended and enjoyed the opportunity to discuss the development. HCBA completed a series of interviews and photos with the Waikato Times, Waikato Herald, Waikato Business News and Wintec/Waikato Independent.
- HCBA with NAI Harcourts pitched an idea around a Māori business collective offering, awaiting feedback from TGH on potential tenancy options. Wintec have also been approached to participate.
- HCBA attended the Council developer's forum, focused on three waters and the Council preferred approach to join with Waikato District Council to manage.
- HCBA visited The Iconic 3D printed house in Rotokauri. A fantastic experience and provided inspiration for a central city branding idea.
- HCBA attended Hanrad Rugs Wintec student carpet launch event.
- HCBA met with Select FM to discuss the potential of creating a Mardi gras style music event in the central city in Spring 2026.
- HCBA met with Eves Real Estate to discuss networking opportunities.
- HCBA met with the team at Rent my Home recently located to Victoria Street.
- HCBA met with Rembrandt team to discuss promotional opportunities.
- HCBA hosted a Social Business Boon Walk which involved meeting with two artists to discuss their walls and networking time at the WSA.
- HCBA attended the Crate Gathering, a weekly networking event with Crate tenants.
- HCBA met with Lee Bloor who is setting up a new hairdressing business in the Marketplace of Hood Street, focusing on neuro diverse, ADHD and Autistic clients.
- HCBA met with the team from the Good Day Matrix to debrief on the Mahi on the Awa event. Overall, the response to the event has been extremely favourable with HCBA agreeing to support another Mahi on the Awa later this year.
- HCBA was quizmaster for The Breeze breakfast show for their promo of Boon with sponsors NAI Harcourts held at the Taphouse on Victoria Street. Congratulations to Kara and Camille for taking home the win.
- HCBA met with Pride Week organisers to support and promote their events.
- HCBA attended The Crate 2nd Birthday Party and Extension Celebration at the Crate. Andrew King and son Josh King were speakers on the night. HCBA provided a two-minute endorsement speech supporting the development.
- HCAB attended Soda Power Lunch with guest speaker Simon Pound.
- The Waitangi Day celebration held outside the Museum was a huge success and attracted thousands of visitors across the day. This will potentially move to Garden Place in 2026 and will look to incorporate a hangi offering.
- HCBA met with Core Events to provide feedback on Christmas Tree Lighting and Christmas Parade events. HCBA has confirmed Love the Centre ongoing support of these events in 2025.

SOCIAL BUSINESS

Date	Time	Venue
24 February	3–6pm	Development Tour COMPLETE
26 February	9–3pm	Mahi on the Awa COMPLETE
26 February	5–7pm	Chris Wilkinson Retail Seminar COMPLETE
12 March	4–6pm	Boon Business Tour & WSA Gallery Tour COMPLETE
29 April	3–4.30pm	Media tour 500 Victoria Street COMPLETE
12 June	5–7pm	O Studio COMPLETE



3. CBD safety initiatives

- HCBA have arranged a meeting with Auror, an incident reporting system, to look at the potential of having this for small businesses in the central city. Although HCBA is not set up with resources to administer this program, HCBA has researched the potential with Auror, to discuss further with Council to see if its implementation would provide added safety benefits to the central city.
- HCBA attended A Risk & Resilience Seminar, supporting retail risk and loss prevention globally, in Auckland. There were some great roundtable discussions and presenters, looking at global responses to fighting crime and including technology, analytics and innovations that can help. An excellent day that HCBA has recommended Council attend.
- HCBA is now part of a CBD Interagency group looking at how some of the social service agencies can work closer together, this includes police, Salvation Army, MSD, Kianga Ora and others.

4. CBD accessibility initiatives

- HCBA continues to meet with the Aged and Accessibility group to work through updating and implementing the Council plan of activity to create a more accessible city.
- HCBA has committed to help any central city business looking to receive the accreditation logo for being an Aged Friendly business. HCBA is currently working with Fastlane Fitness to be accredited.

5. Hamilton Waikato Tourism

- HCBA continue to work with Hamilton Waikato Tourism to implement initiatives to the benefit of both international and domestic tourism to the area.
- HCBA attended the Tourism Summit at Hamilton Gardens and was extremely impressed with Jetstar's presentation and their plans to expand their domestic flight offerings.

6. Executive Committee

HCBA Executive Committee to meet monthly from September 2024 - August 2025.

Committee Members:

- Dwight Egelhof – Craigs Investment
- Julie Ashby – Wintec Te Pūkenga
- Mike Neale – NAI Harcourts
- Niraj Kumar – IBIS Tainui Hamilton
- Vanessa Parker – Hamilton
- Chelsea Fleetwood – PKF Accountants
- James McIlvar – Tainui Group Holdings
- Rory McKenzie – Maisey Harris & Co
- Craig Paul – Tabletalks

7. Governance roles and responsibilities

HCBA Governance:

- People's Project
- Embassy Park Working Group
- Aged/Accessibility Friendly City Group

Contributor to:

- Inter-agency meeting
- Hamilton Waikato Tourism working groups
- Waikato Film Office, Boon Street Art Festival and Nourish Magazine
- Council plans for safety, transportation and central city
- NZ Mentor – currently mentoring a fin-tech entrepreneur



EFFECTIVE OUTCOME 3 – PROMOTION

To promote the central city as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.

1. Social media and website promotion

January

Instagram	Facebook	TikTok
Followers 3,986	Followers 44,370	Followers 784
Views 8,440	Views 167.3K	Views 7,059
Reach 3,471	Reach 41.2K	Reach 3,544

February

Instagram	Facebook	TikTok
Followers 3,995	Followers 44,424	Followers 823
Views 20.1K	Views 256.3K	Views 4,926
Reach 3.4K	Reach 91.1K	Reach 2,041

March

Instagram	Facebook	TikTok
Followers 4,041	Followers 44,453	Followers 935
Views 28.3K	Views 232.2K	Views 9,220
Reach 4.8K	Reach 52.5K	Reach 4,691

April

Instagram	Facebook	TikTok
Followers 4,074	Followers 44,476	Followers 940
Views 16.2K	Views 242.5K	Views 5,854
Reach 3.1K	Reach 65.4K	Reach 2,619

May

Instagram	Facebook	TikTok
Followers 4,115	Followers 44,485	Followers 954
Views 17.2K	Views 146.4K	Views 7,774
Reach 4.6K	Reach 42.4K	Reach 4,511

June

Instagram	Facebook	TikTok
Followers 4,128	Followers 44,474	Followers 951
Views 19.8K	Views 219K	Views 5,604
Reach 34.9K	Reach 63.3K	Reach 2,526



2. Sector specific initiatives

Retail

- HCBA are looking at the potential of a catwalk style fashion event. Some preliminary discussions with local retailers are underway. Options to look at include both an indoor or an outdoor event.
- The new law around vape selling premises being unable to have product on shelves came into effect in June.
- HCBA in partnership with NAI Harcourts secured 325 Victoria Street for a Vintage pop-up shop in April. Adam and the team at the Vintage shop were delighted with the premises and extremely complimentary to HCBA in getting this organised.
- HCBA in collaboration with SkyCity hosted Chris Wilkinson from First Retail Group who presented to an audience of 50 retail and hospitality providers. Chris discussed opportunities for central city businesses to maximise commercial success and strengthen their role as a destination business. Chris referenced business success from other areas in NZ and overseas and provided some great insights in the 'how to' space.

Hospitality

- HCBA have been approached to work with Story Bites, a non-profit that was set up during Covid to support the hospitality industry highlighting businesses, chefs, recipe ideas. HCBA has confirmed a meeting in July.
- HCBA has completed the Winter edition of Nourish Magazine promoting spicy hospo favourites in the central city.
- HCBA discussed with American Express their Backing Small Business grants to hospitality that has expanded into NZ but only offering to five hospitalier's in Auckland. HCBA pitched to American Express for expansion to Hamilton. HCBA discussed this further with Mainstreet Australia who are supporting the programme.
- HCBA partnered with The Breeze radio to do a mid-morning coffee shout to people in the central city. Over 140 vouchers were received from cafes around town, with fourteen participating in the promotion. Yas from The Edge workday came down to Hamilton to hand out the vouchers live on air.

Creative

- HCBA provided a submission to Council supporting the Arts in Infrastructure Policy providing a small proportion of budget allocated to ensure that arts and creativity will be explored on major infrastructure projects.
- HCBA met with Creative Waikato about putting together a public event in Spring in Garden Place. HCBA has secured sponsorship with Beca and BNZ to financially contribute to the event.



Development

- HCBA provided questions on behalf of local business to the developers of the Pullman Hotel. A one-page Q & A was provided to businesses.
- In collaboration with NAI Harcourts, a central city development tour was held:
 - The tour kicked off at the south end of town with the impressive Waikato Regional Theatre. This project is really taking shape, and attendees got a unique perspective from the rooftop of the newly refurbished Subway building at 159 Victoria Street. The theatre, set to be completed in 2025, reached a milestone on March 3rd with the removal of the last crane, dramatically altering the city's skyline. For a striking view of the Hinuera-stone-clad walls, auditorium structure, and the crowning Fly Tower, the theatre team recommends visiting Victoria on the River and looking upstream.
 - Next, the tour visited the redeveloped Westpac House at 426 Victoria Street, where attendees admired the state-of-the-art 'end of trip' facilities, including a fully equipped gym for Westpac House tenants, Tomkins Wake.
 - The tour continued to 500 Victoria Street, across from Centre Place, where Prime Property highlighted their substantial investment in modernising this iconic seven-story building, enhancing its prominent status and offering stunning views.
 - The final stop was at the tallest tower in the central city, where attendees learned about the Pullman Hotel development, set to be completed in 2026 and incorporating a variety of unique offerings for guests. This exciting project promises to significantly contribute to the revitalisation of Hamilton's central city.
 - HCBA and NAI Harcourts look forward to providing central city businesses with the next development tour in the second half of the year.

Wintec

- HCBA have finalised Matariki hangi event to be held at Te Kōpū Mānia o Kirikiriroa Marae at Wintec city campus. HCBA will be hosting 50 businesspeople to attend this event.
- HCBA has had three instalments of pictures on display in HCBA offices from Wintec students.

Mahi on the Awa

- HCBA collaborated with Good Day matric to provide the Sentinel Homes Mahi on the Awa event for the business community. With over 150 registrations for the day, businesspeople were able to work at Victoria on the River as an openair office complete with delicious kai offerings, live music, free massages, Wifi and movement sessions. Several CBD businesses had stands on the day including Soda, O Studio and Hamilton Live Trust. It was a fantastic collaboration day and an offering that we hope to be able to support to have happen again. Feedback on the event has been extremely positive.



3. Profile raising activities

- HCBA interviewed by Waikato Business News on 500 Victoria Street.
- HCBA interviewed by Waikato Times on parking.
- HCBA interviewed by Waikato Times on central city stats including parking, spend and pedestrian counts.
- HCBA interviewed by Stuff on increased fines for shop theft.
- HCBA interviewed by Radio NZ about Jetstar International Flights from Hamilton.
- HCBA interviewed by HCBA interviewed on Free FM every month to discuss happenings in the CBD.
- HCBA interviewed by Waikato Times on development and investment in the central city.
- HCBA interviewed by Stuff on parking fines.
- HCBA interviewed by Waikato Herald on Templeton Hotel development.
- HCBA provided column to Waikato Local around Perfect Presents.
- HCBA interviewed by HCBA interviewed on Free FM every month to discuss happenings in the CBD.
- HCBA interviewed by Waikato Times about anti-social behaviour.
- HCBA interviewed by TVNZ about parking.
- HCBA provided column to Waikato Local around a Hub of Exciting Developments.
- HCBA interviewed by Waikato Times about hospitality, economic situation of Hamilton and general business feedback.
- HCBA interviewed by Waikato Times on economic committee discussion and anti-social behaviour.
- HCBA completed a 45 minute podcast on Hamilton's central city.
- HCBA interviewed by HCBA interviewed on Free FM every month to discuss happenings in the CBD.
- HCBA interviewed by Waikato Times about job vacancies.
- HCBA interviewed by Waikato Times on retail.
- HCBA provided column to Waikato Local around Love the Centre events.
- HCBA interviewed by Waikato Times on Garden Place and anti-social behaviour.
- HCBA interviewed by Stuff on homelessness and mental health.
- HCBA interviewed by Waikato Times on city cleanup.
- HCBA interviewed by Waikato Times on parking feedback fine revenue.
- HCBA interview by Radio NZ on the Barmy Army.
- HCBA interviewed by Radio NZ on the economic benefits of major events.
- HCBA interviewed by Waikato Times on alcohol licensing fees.
- HCBA interviewed by Waikato Times on shopping trolleys.
- HCBA interviewed by Waikato Times on vacant lot on Victoria Street.
- HCBA interviewed by Waikato Times on business performance for 2025.
- HCBA interviewed by HCBA interviewed on Free FM every month to discuss happenings in the CBD.
- HCBA continues to provide a monthly column to Waikato Local highlighting activity around the central city.



4. Public space activation

HCBA has had the funding signed off for the next three years to undertake activation in public spaces in the central city 2024-2027.

APRIL 2025

WINDOW DISPLAY

Mother's Day

STORIES IN THE GARDEN & FRIDAY MUSIC

The final sessions of both events were held in early April.

ANZAC DAY INSTALLATION

Rainbow Kids, supported by HCBA, installed their annual Anzac Day poppies made by the children in daycare. They are told stories of the Anzacs and eat Anzac biscuits after they finishing installing the poppies in the lawn. A fantastic example of ensuring 'Lest we forget'.

PHANTOM BILLBOARDS

HCBA have received a completed list of available Phantom Billboards and a 'free of charge' deal valued at \$3,000 to use the poster boards for promotion of Love the Centre around the city. HCBA are looking to do two poster campaigns in May and November.

MARCH 2025

WINDOW DISPLAY

Balloons Over Waikato

STORIES IN THE GARDEN

Storytelling in Garden Place with Enchanted Characters continued to the end of March and was a highlight for families to come along too.

LUNCHTIME LIVE MUSIC

Music played in Garden Place on a Friday has continued in 2025 and has provided the opportunity for many artists to showcase their talents.

CIRCUS IN THE CENTRE

This new activation supported by HCBA and Creative Waikato has provided people from January until April 2025 with a weekly opportunity to learn circus acts. This has remained well attended throughout the period and has been an upbeat activation to have happening in Garden Place.

WALK THRU BALLOON

The Walk Thru Balloon was run in Garden Place on Saturday before the Balloons Over Waikato Event and the Thursday during balloon week. The Saturday event, along with live music and circus entertainment, saw hundreds of people come down to Garden Place throughout the afternoon to partake in the activities. The Thursday event also attracted a fair number of people and the brilliant weather provided a positive family experience. The gold coin donation provided a fundraising opportunity for the Special Olympics.

FEBRUARY 2025

WINDOW DISPLAY

Chinese Lantern Festival.



STORIES IN THE GARDEN

Storytelling in Garden Place resumed late January with Enchanted Characters and continue to be a big drawcard creating a lovely family vibe in Garden Place. HCBA is keeping a watch on the situation at Garden Place as ongoing anti-social behaviour issues may impact this continuation of this event.

LUNCHTIME LIVE MUSIC

Music played in Garden Place on a Friday has continued in 2025, however the anti-social element has potentially impacted people coming to have lunch on a Friday in Garden Place.

CHINESE LANTERN FESTIVAL

As it does every year, this Festival attracts a fantastic audience in the thousands to enjoy an evening of free entertainment. There were some issues with anti-social behaviour while the event was being set-up and resulted in Police being called a number of times and having to come out to Garden Place. However, overall the event was extremely well run and received a lot of positive press from families able to enjoy free entertainment in Garden Place.

JANUARY 2025

WINDOW DISPLAY

The window display company that HCBA has contracted has unfortunately finished this line of business. HCBA will now be contracted Wild River to provide window displays, as they look to the potential of develop this side to their business.

STORIES IN THE GARDEN

Storytelling in Garden Place, continued throughout December and resumed late January. The Enchanted Characters continue to be a big drawcard creating a lovely family vibe in Garden Place.

LUNCHTIME LIVE MUSIC

Music played in Garden Place on a Friday creates a positive atmosphere, however there have been some audience challenges over December/January.

5. Advantage Club

HCBA produce a fortnightly update to Advantage Club subscribers that includes CBD events, news, special deals and the latest business openings. All subscribers are entered into a quarterly draw to win \$250 shopping spree in town.

A successful draw in June \$250 Shopping Spree Winner, with the winner choosing Oriental Spa and El Mexicano for their \$250 shopping spree.

A successful draw in March \$250 Shopping Spree Winner, with the winner choosing Palate and Body Café for their \$250 spending spree.

6. CBD Celebration awards

HCBA has secured Spark Business and Mediaworks to sponsor the Love the Centre awards again for 2025. Due to venue selection, the awards will likely require more budget than in previous years.

HCBA has confirmed MC for the evening and is currently working through finalising judges, evening contributors and entertainment.

HCBA has confirmed the venue for the Love the Centre awards to be held on 29 October 2025. This will be able to be promoted out to the public in August. Awards will officially open for nominations on 9 July, closing 30 August. This will allow for the judging to be completed in September.



NEW BUSINESSES OPENED

January

- Oriental Relaxation & Beauty Spa – 109 Rostrevor Street
- Mini Hotpot – 575a Victoria Street
- Stonewood Homes - corner of Rostrevor and Vialou Streets
- Loan Market - Level 5 of the T&G Building, on the corner of Alexandra and Caro Streets
- That's A Wrap – relocated from Hamilton East to 60 Alexandra Street
- Foy & Halse, Barristers & Solicitors - 521 Anglesea Street

February

- BP Software - corner of Anglesea and Rostrevor Streets
- Ray White Rentals - relocated from Victoria Street the corner of Anglesea and Rostrevor Streets, opposite BP Software
- Yess café - Foyer of Westpac House at 426 Victoria Street.
- Immigration New Zealand - relocated within the CBD now at Level 2, Caro House on the corner of Alexandra and Caro Streets
- Kisters Environmental Consultants – Ground Floor, 533 Anglesea Street
- Divine Dessert & Coffee - 148 Ward Street
- Extensive fitout works have finally been completed at 1 London Street, home to Beyond Radiology, which will also include TBI Health and Sports Medicine.

March

- HD Geo - relocated to 12 Vialou Street
- Nan Hotpot - 232 Victoria
- AgriAi - corner of Alexandra & Collingwood Streets
- Access Community Health - 133 Collingwood Street
- The Pullman Hotel development has begun - 48 Ward Street
- Redevelopment of 18 London Street is well advanced, with the ground floor footprint being extended towards the street. With several tenants already committed
- Former California Girls building on Tristram, opposite the Hamilton Squash and Tennis Club, has been demolished in anticipation of the new Bridge Housing Trust new development

April

- Neverman Bennett Lawyers - relocated to 93 Collingwood Street
- PPTA - Suite 5, 210 Collingwood Street
- Mackrell Murcott Chartered Accountants – Level 3, 586 Victoria Street
- Ducky Chinese Restaurant - 238 Victoria Street
- Construction at 193 Tristram Street in preparation for Fonterra
- A1 Salon Hair, Nails & Beauty – 787 Victoria Street
- The Cut Hut – 12 Hood Street

May

- Sparrow Accounting Services - 7 Princes Street
- Saigon 60's - 643 Victoria Street
- D'Lux Hair & Beauty - 313 Barton Street
- Furniture 88 - 533 Victoria Street
- Hamilton Copy Centre - relocating from 500 Victoria Street (under refurbishment) to 905 Victoria Street
- National Hood & Duct - corner to 24 Harwood Street
- The Grumpy Caker – expansion of The Grumpy Baker 595 Victoria Street
- Quantitas Consulting - 527 Victoria Street
- Tantastic – relocated to 573 Victoria Street
- Kumar Kitchen (KK) Indian Street Food - extended from The Base to 541 Victoria Steet
- Ray White Real Estate - leased part of the ground floor at 18 London Street currently under refurbishment
- Indian Chimney – 4 Alexandra Street
- Munchies – 68 Bryce Street
- Status the Veg Edge – Dining on Bryce, Centre Place
- Blue Dragon –191 Victoria Street

June

- O-Studio – 18 London Street
- Kori Desserts – Ward Street
- K Chicken – Alexandra Street
- Cutthroat Barbers – 341 Victoria Street
- Between Two Beers – 10 Garden Place
- Running Grid – 127 Alexandra Street

