

Strategic plan 2025-2027

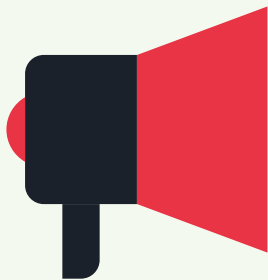
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 Love the
Centre

Hamilton Central
Business Association





Advocacy

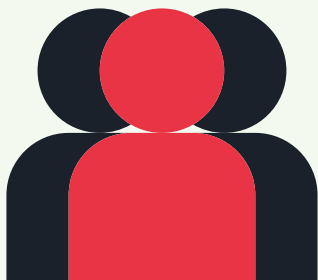
To represent the central city business voice on issues and projects of strategic importance in Hamilton's central city.

Measures of Success	Key Actions
• Timely and relevant communications with member responsiveness and engagement in excess of 30%. • Positive relationships with key stakeholders and/or organisations in support of the central city. • Executive Committee representation to speak on behalf of main sectors in the central city. • Positive central city statistics on retail spend, pedestrian counts, vacancy rates and business enquiry. • Survey and feedback opportunities for members on central city issues. • Advocacy on behalf of the business community through submission and public forum opportunities. • Pursue PR opportunities through local and social media.	• Support and promote the ongoing progress and revitalisation of the central city through commercial and residential development. • Actively encourage engagement from members on key projects of strategic importance to the central city. • Contribute to creating a safe and accessible environment in the central city. • Support the ongoing development of a thriving economy in the central city. • An effective Executive Committee to represent the central city.



“There is always something to do,
see, eat, drink and love when you
visit Hamilton’s city centre.”





Collaboration

To contribute and collaborate on projects that support Hamilton's central city business economy.

Measures of Success	Key Actions
• Regular engagement with key organisations that can impact in the central city. • Monthly networking activity providing opportunities for members to connect and engage with HCBA and members. • Ongoing attendance at events and functions to represent the central city business community. • Governance and contributor positions on central city business groups. • Initiatives and activities that support the central city business economy.	• Actively engage with key organisations to support initiatives and create positive outcomes for the central city. • Provide support to existing and new members to connect, collaborate and create central city activity. • Develop effective relationships and partnerships with key stakeholders and organisations to raise HCBA profile and relevance within the central city. • Pursue opportunities for economic development initiatives for the betterment of the central city.



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Promotion

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

Measures of Success	Key Actions
• Increasing social media engagement across multiple platforms: Facebook, Instagram, YouTube, LinkedIn and TikTok. • Marketing and promotion opportunities maximised for businesses based in the central city. • Creating media profile on businesses and activations in the central city. • Sharing and celebrating good news stories on the central city. • Creating collaborative opportunities for businesses in the central city to increase footfall. • A year-round calendar of activities and events in public spaces provided under the Love the Centre brand.	• Showcase and promote the local business community and its offerings. • Highlight the stories of business and people within the central city to the wider public. • Pursue opportunities to profile the central city for business and visitor audiences. • Provide opportunities for businesses to engage and collaborate in activities supporting central city. • Bring vibrancy to public spaces by supporting events and activities to encourage footfall into the central city for business and pleasure. • Promote business and opportunities that support inclusiveness and cultural diversity.



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Vision

To be a premier central city business destination in New Zealand.

Mission

To be an effective representative body for businesses seeking advocacy, promotion and collaboration in the ongoing rejuvenation of Hamilton's central city.

Strategic Plan

To create a vibrant and bustling central city environment for Hamilton.

Stakeholders

To play a pivotal role in the development of Hamilton's central city, helping to build on internationally recognised attributes of location, density, connectivity and population.

Our why

To be a Business Association that creates:

- Business prosperity through partnership, recognition and sustainable success.
- Meaningful experience through connection, community and enjoyment.

Values

- **Energy & enjoyment**
- **Inspiration & activation**
- **Credibility & versatility**
- **Local & inviting**

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Strategic Priorities

Advocacy

To represent the central city business voice on issues and projects of strategic importance in Hamilton's central city.

Collaboration

To contribute and collaborate on projects that support Hamilton's central city business economy.

Promotion

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

