

Hamilton Central Business Association (HCBA)

Six Monthly Report January – June 2026

The six months ending June 2026 have continued to present challenging economic conditions for central city businesses, particularly those in retail, hospitality and customer-facing services. While CBD retail spend has shown some uplift, this appears to be strongly influenced by grocery-related activity and rising product costs, rather than a broad-based recovery in discretionary spending.

The fuel crisis early in the year added further pressure to central city businesses through increased freight, delivery and operating costs, while higher household transport expenses also contributed to more cautious consumer behaviour, reduced discretionary spending and fewer non-essential trips into the central city. Combined with a significant number of large businesses, councils and government departments still operating work-from-home models, many businesses continue to experience tight margins, inconsistent trading patterns, cautious consumers and lower pedestrian counts.

A number of businesses have been unable to withstand the ongoing pressure, with closures most evident in the retail and hospitality sectors. These challenges reflect wider national conditions, with businesses across New Zealand facing increased operating costs and more selective consumer spending.

Despite these pressures, Hamilton's central city continues to demonstrate resilience. Market enquiry remains active, although conversion from enquiry to opening is taking longer and prospective operators are exercising greater caution. The health, fitness and beauty sector continues to show positive momentum, supported by demand for wellness, personal care and affordable self-care experiences. This reflects the broader "lipstick effect", where consumers continue to spend on smaller, accessible luxuries during periods of economic uncertainty.

The central city has also benefited from a more positive atmosphere through the growing momentum of the BNZ Theatre and major events such as Homegrown and the World Surf League. These events have brought people into the city and helped lift visibility and energy. However, the conversion of event activity into sustained economic benefit for surrounding businesses remains an area requiring further focus.

Investment confidence in the central city remains strong. The Pullman Hotel is on track to open later this year, and health-sector development around Anglesea Street and Knox Street continues to strengthen the city's role as a healthcare hub.

Positive feedback regarding direct flights between Hamilton and Australia has also been encouraging, particularly during major event activity, and has the potential to support future visitor growth. The return of two hours free on-street parking from 1 July has been welcomed by the business community, which has shown strong support for its return.

The focus for the next six months is on supporting businesses through continued economic uncertainty, while promoting and encouraging people to visit, stay and spend in the central city. HCBA is continuing to advocate for investment in the central city, particularly around streetscape improvements, footpath renewal and public infrastructure, which still require attention across key areas such as Garden Place, Hood Street, Victoria Street, Barton Street, Ward Street and Alexandra Street.



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

- HCBA meets weekly with Matt Mills, Hamilton City Council Central City Transformation Manager to ensure communication between Council departments and the businesses.
- HCBA meets regularly with Deputy Mayor Geoff Taylor to discuss central city goals and how these are being supported by the Central City Revitalisation Sub-Committee.
- The first meeting of the central city sub-committee was held on 17 March, where HCBA presented the six-monthly report with Vanessa highlighting the economic snapshot results of July – December 2025 and Chelsea highlighting the benefits of being a central city-based business and their commitment to Hamilton Central.
- HCBA met onsite at the BNZ/Novotel alleyway with representatives from Tainui Group Holdings (TGH), Mackersy Property Limited representing the BNZ building, & Novotel along with four elected members of Council and seven staff to discuss removing the Council easement to allow the owners of the area to invest and support the space in a private capacity. The Central City Sub-committee voted in favour of the removal of the BNZ alleyway easement which was further endorsed in the City Growth and Economic Development Committee meeting in May.
- After the annual plan sign off in June, HCBA will be focused on communicating relevant central city plans and projects from the Long-Term Plan to its members for feedback.

SUBMISSIONS

June

- HCBA supported the two-hour free on-street parking video for Council.

May

- HCBA provided a verbal submission to support the angle parking proposal for Barton Street. Although the recommendation was not to proceed with any changes, HCBA strongly supported this project to be rescoped to accommodate the highlighted concerns.
- HCBA provided a verbal submission on abandoned shopping trolleys supporting the amendment for Council staff to further investigate working with retailers on the issue.
- HCBA provided a further verbal submission supporting two hours free parking. This has now been confirmed to start from 1 July 2026.
- HCBA provided a written submission supporting changing the loading zone in Bryce Street to public parking.
- HCBA has provided information for two LOGIMA requests received regarding HCBA activity in April and May.

April

- HCBA presented in the public forum of the City Growth meeting on the issue of shopping trolleys in the central city, confirming again support of the removal of the easement to Council in the BNZ alleyway and for consideration of the installation of bollards to the Garden Place shared space to reduce the need for traffic management during large community events.
- HCBA provided a written submission supporting two hours free on-street parking.
- HCBA provided a verbal submission, along with six local businesses, in the public forum supporting two hours free on-street parking.
- HCBA conducted an online parking survey with central city businesses on consideration of one or two hours free on-street parking. 92% of 164 respondents were in favour of the re-introduction of two hours free on-street parking.



March

- HCBA provided the central city sub-committee with a verbal submission supporting the removal of the BNZ Corridor easement and return the site back to the owners. This is in response to significant anti-social behaviour attracted to the area. Key stakeholder businesses in the area supported the submission.
- HCBA provided a written submission on Trading in Public Places Policy and Bylaw.

February

- HCBA provided a submission to Government on the Crimes Amendment Act supporting retail workers safety.
- HCBA provided a submission to Council not supporting the introduction of a Local Alcohol Policy (LAP).

January

- HCBA provided a submission supporting the introduction of angle parking on Barton and Caro Street.
- HCBA provided a submission supporting the introduction of additional parking on Collingwood Street.
- HCBA provided three submissions supporting the work and changes to criminal law supporting retail workers.

2. Transportation initiatives

- HCBA has fortnightly meetings with the Unit Manager of Transportation to discuss transportation projects of importance in the central city, including signage, footpaths and street scape.
- HCBA has monthly meetings with the Manager of Parking and the parking team to discuss parking initiatives around town.
- HCBA has been helping the Overproof team with changing the lighting times for the downlights outside the Hamilton Hotel. These have now been changed to accommodate the darker Winter hours from 5pm.
- HCBA met with Unit Manager of Transport, Access Hamilton Manager and Pullman Hotel Site Manager, to look at minimising signage on Ward Street and making it more presentable and easier to understand for the public. Minimal changes were able to be made. It is expected that the one-way system will be in place for 3-6 months.
- HCBA met with Waipa Civil on the noise complaint received by the Quest on Ward that temporary stalled works on Ward Street, and on the ongoing impact works have been having during the day including public carparks being unusable due to cones, pipes and machinery being left on the road and the lack of communication to affected businesses. Waipa Civil have now visited all businesses on Ward Street about the works and are currently in the process of sorting a resource consent for noise works. Works are expected to start again in June.
- The impact of these two projects has caused significant disruption to the Ward Street businesses and impacted foot traffic and sales. HCBA created two promotional boards to attach to the barriers in Ward Street indicating the businesses that are open on Ward Street. HCBA is awaiting Council signage to be added promoting businesses open.

3. Commercial and residential development

There are several clearly significant categories evident in regard to non-office development. Ongoing residential development in and around the CBD, including Bridge Housing Trusts 42 affordable one- and two-bedroom apartments on Tristram Street. Buyers can choose to purchase a freehold apartment outright or explore Bridge Housing's shared equity programme. Medical investment which has ramped up significantly, with a \$75m orthopaedic project at Anglesea Hospital for Evolution Healthcare on Knox Street commencing in October, while the current construction of a 4-level orthopaedic medical facility at 21 Anglesea Street is well under way. This along with ongoing development and investment at Anglesea Medical Precinct by Centuria, suggests there will be significant ongoing benefit from the University of Waikato's establishment of the New Zealand Graduate School of Medicine.



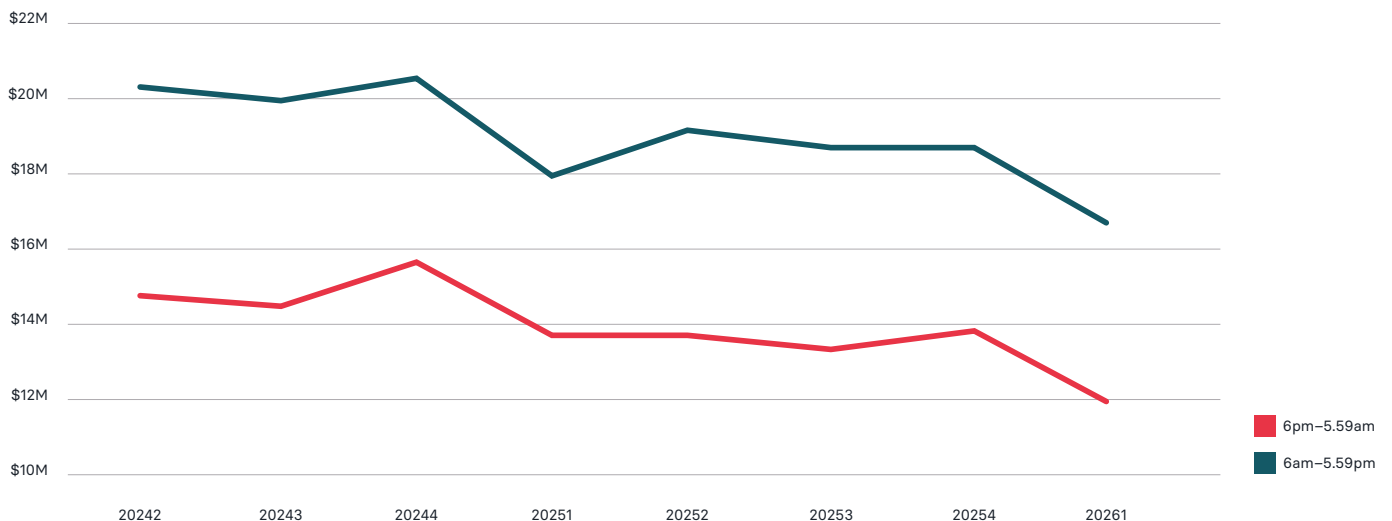
Other significant developments underway due for completion in 2026 include:

- North Bloc for Fonterra in Q3 2026 .
- Building B at Union Square, anchored by Tetra Pak and AECOM, along with several smaller retail offerings confirmed.
- 500 Victoria Street, with MBIE on Ground, Levels 1 & 2, with Levels 3 and 4 becoming available in Q3 2026.
- Corner Barton/Bryce Street underway with hospitality and retailer confirmed.
- Pullman Hotel, including 200plus rooms, is on schedule for a pre-Christmas opening.
- Old Pascoe’s Building with hospitality tenants signed and strong interest from new retailers to the CBD.

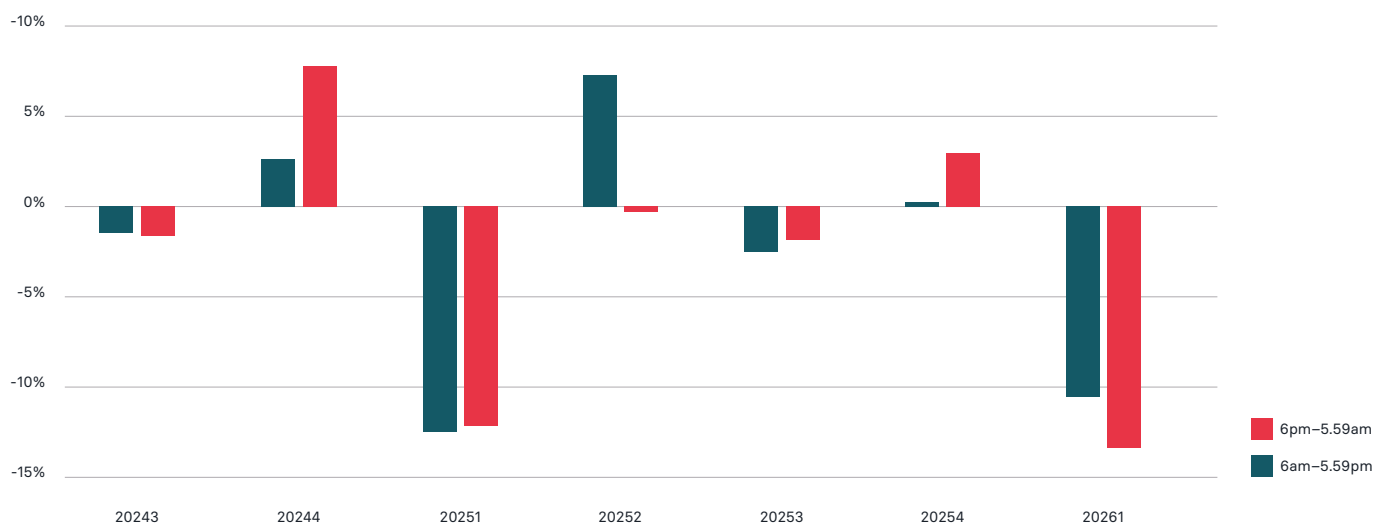
4. CBD trends

Council has been unable to supply to Marketview data for the first two quarters of 2026, however HCBA sourced nighttime economy data from Marketview broken down into quarters over the past two years, showing the ongoing challenges in the hospitality sector, particularly in the Q1 of 2026.

Spend by Time of Day on F&B Services



Spend change by Time of Day on F&B Services



5. Central city safety and wellbeing

- HCBA met with acting Area Commander about continuing safety meetings with Victoria Street businesses and the Deputy Mayor. The new Area Commander appointment will be confirmed in June and with these meetings will be resumed from the end of July.
- HCBA highlighted to the City Safe Manager the issue of ongoing tagging in the Southend of town.
- HCBA has had ongoing discussions with City Safe about possessions being left around the town. HCBA continues to report these via the Antenna App.
- HCBA is continuing with meetings about anti-social behaviour and homelessness. There has been anecdotal feedback received indicating an increase in out-of-towners coming to Hamilton to seek help.
- HCBA attended the inter-agency meeting to provide an update on central city activity and discuss ongoing anti-social behaviour issues.
- HCBA arranged for the ethnic police liaison to visit the Asian eateries and retail businesses on Victoria Street between Bryce Street and London Street. This is in response to several anti-social behaviour incidents anecdotally reported to HCBA. The Police have visited the business to ensure their concerns are being heard and to provide advice on how to deal with situations. There have been ongoing issues raised with the Police on unlawful activity in the area with sales of illegal tobacco products being highlighted. This has been raised with the Department of Health.

6. Love the Centre

- HCBA has received a sponsored vehicle from Winger Motors Hamilton branded with Love the Centre on a one-year contract, with the tagline Love the Centre driven by Winger Motors Hamilton. Winger Motors Hamilton have been made an associate member of the HCBA.
- HCBA funded the implementation of a large Love the Centre banner to go on the plywood area outside the former Agenda site opposite the BNZ Theatre.
- The Love the Centre website is being integrated with AI components to allow for a better user experience, combined with SEO opportunities to ensure lovethecentre.co.nz is at the top of the list when people are looking at for central city businesses and experiences.

EFFECTIVE OUTCOME 2 - COLLABORATION

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

1. Economic development initiatives

Embassy Park Development

- HCBA co-hosted the Riff Raff unveiling on 14 February which included a Shadowcast performance with Hot & Flustered alongside Richard O'Brien and a love screen of the Rocky Horror Picture Show.
- HCBA attended several meetings on the implementation of Rocky Horror themeing in the new Embassy Park.

Homegrown Festival

- Homegrown was held in March and considered a resounding success for the event and for the city as a destination. It is anticipated that ticket numbers will continue to grow each year and this Festival will contribute to the status of Hamilton for major events.
- HCBA was provided by Marketview economic spend stats on Homegrown weekend and although the economic results did not translate specifically into the central city with hospitality identifying pre and post event numbers being quieter in town on that weekend when compared to previous years, overall economic data from the event provided a significant boost to the city and was viewed as a positive event contributing to Hamilton.



Soda Inc

- HCBA attended the Soda Inc Electrify Aotearoa Networking session connecting wāhine founders to build strong local communities of support. HCBA provided connections and advice to four entrepreneur startups.
- HCBA attended the Regional Growth Collective hosted by Soda, building on the 2025 foundation, highlighting on-the-ground business stories, regional updates, guest speakers, and collaborative discussion across the region.
- HCBA met with the Economic Development Manager at Waikato Regional Council to provide feedback on economic development plans for the region and discussed the potential of trialling a digitised map of the central city and expanding that out to the region over the coming years, in particular to highlight sectors and industry developments of strategic importance.

Waikato Young Professionals (WYP)

- WYP and HCBA collaborated to create a lunchtime learn series with special guest Dr Anna Breman Governor of the Reserve Bank. HCBA along with representatives for WYP Tyla Robinson from Foley Douglas, Kaleb Williamson from Craigs Investment Partners (CIP) and Olivia Neill from the NZ Reserve Bank, created a panel session, with additional panel members Callum Malcolm from CIP and Vanessa Williams from HCBA.
- The panel explored the current economic environment by connecting global developments to what is happening on the ground in Waikato, and what it means for businesses and individuals. It began with the global context, including geopolitical tensions such as the war involving Iran, trade fragmentation, and their flow-on effects to inflation, interest rates, and New Zealand's small open economy. The discussion then shifted to how these conditions are being felt locally - how businesses and households are responding to cost pressures, and how behaviour is changing in areas such as spending, investment, and confidence. A focus was placed on translating economic conditions into real-world impacts for Hamilton and the wider region. The second half of the panel focused on adaptation, resilience, and opportunity. This included how businesses are responding, what differentiates stronger performers, and where there are opportunities for growth and productivity improvements. The event was a great success, held at SkyCity who sponsored the cost of the room, with a sell-out audience of 180 people.
- HCBA also arranged for the Reserve Bank Governor to visit Hamilton Gardens and have a guided tour with the Gardens Director Lucy Ryan, along with two local business visits with Gothenburg and Rudi's, both Swedish owned businesses.
- HCBA continues to work closely with WYP representatives to support their events and engage them in central city activity.

Hinemoa Apartment Tours

- On 29 April, HCBA took a group of our members through the Hinemoa Apartments currently under construction on the corner of Tristram and Liverpool Street. Led by the Bridge Housing Charitable Trust and the Brian Perry Charitable Trust, this bold new development is redefining what entry level apartment living can be in the Waikato. Two buildings, forty-two apartments, modern design with private balconies, contemporary kitchens, and high-quality fittings throughout. Prices starting from \$510,000 with completion mid-2026.
- This development isn't just about building apartments it's about creating genuine pathways to home ownership. Whether purchasers are looking at freehold or need support through Bridge Housing's First Home Partner or Rent to Own programmes, there are options designed to make owning a home achievable. Hinemoa Apartments represents the kind of development that strengthens our central city community and residential offer.

COW (City of Wonder art & sculpture tour)

- Hanrad Rugs co-owners, Chao and Barry, are creating a ten-day event to showcase art and sculpture through walking tours and activations in the city centre in September. HCBA has provided financial and marketing support for this project, in addition to working with NAI Harcourts, on utilising tenanted businesses and empty shop fronts for housing and promoting the installations.



- This is the world's largest and most prestigious festival of traditional Māori performing arts. Held biennially, it brings together elite performance groups from across New Zealand and Australia to compete in the kapa haka national championships. The multi-day event is a profound celebration of Māori culture, language, and identity. This event will be taking place in Hopuhopu, Ngaruawahia, 19-27 February 2027.
- Some extraordinary numbers are expected to be generated for the region with the number of people attending and economic spend.
- HCBA is looking to create a Garden Place Hub for the duration of the festival, to support other activity happening in and around the region.

2. Partnership and networking opportunities

- HCBA met with H3 to discuss future stadium activity and potential collaboration opportunities.
- HCBA met with Kiwibank to finalise moving HCBA accounts from ASB in August.
- HCBA met with Waikato Young Professionals representation about standing for the HCBA Exec.
- HCBA met with the Round the Bridges team to discuss sponsorship options for 2026.
- HCBA met with Enlighten Marketing Manager to discuss potential collaboration opportunities.
- HCBA met with ASB to discuss the angled parking on Barton Street and their objections. HCBA also discussed safety issues on Barton Street and the wider central city.
- HCBA provided their office to support pick-up and sales of the recently published Boon Artists book.
- HCBA judged the YouTube NZ Marketing Awards and attending two in-person judging days in Auckland.
- HCBA attended the Great AI Roadshow training day at Claudelands Event Centre.
- HCBA attended Design Institute NZ event at Panama Square.
- HCBA met with the Bridge to Bridge and Regatta teams to talk through potential Bridge to Bridge corporate event.
- HCBA attended SME Conference with Spark.
- HCBA is collaborating on the Architect Tour book for Hamilton.
- HCBA met with Vesica X to look at potential activation and installation ideas.
- HCBA me with Building Unit Manager at Council to discuss developments underway.
- HCBA provided the University of Waikato with central city footage for marketing and promotion.
- HCBA met with new Les Mills management and discussed future promotional opportunities.
- HCBA attended The Breeze Pink Breakfast at Ibis.
- HCBA attended Remax Flagship store opening event.
- HCBA attended Business Connect charity event at The Cook.
- HCBA met with Boon to discuss walking tours and the annual festival event.
- HCBA attended 'Done by Nine' AI course.
- HCBA hosted 60 businesspeople on a behind the scenes tour of the BNZ Theatre.
- HCBA met with the Regatta development team to discuss the soft opening event initially scheduled for June and now looking to happen at the end of July.
- HCBA met with Watchguard, a Te Rapa based business, bringing safety cameras to SMEs.
- HCBA attended the launch of City of Wonder (COW) and art and sculpture experience being brought into the central city by Hanrad Rugs in September.
- HCBA attended second events handbook launch at Hamilton Gardens.
- HCBA welcomed Kythara health & beauty business to the north end of Victoria Street.
- HCBA met with Infosite to discuss Love the Centre promotional opportunities through merchandise and digital mediums.
- HCBA met with Kori Desserts on Ward Street and Dagu Rice Noodle on Bryce Street to discuss school holiday programmes and other promotional opportunities.



- HCBA met with MP Ryan Hamilton to discuss Move On orders and support for investment in safety and housing action from Central Government.
- HCBA attended a lunch with Kiwibank and invited guests, to discuss the current economic situation of NZ and what this means for business opportunities at a local level.
- HCBA attended The Art Studio awards held at ArtsPost and presented the winners with certificates and prizes.
- HCBA followed up with Axon on their AI camera trial implemented in Newmarket.
- HCBA attended the new library facade dawn blessing in Garden Place.
- HCBA attended the screening of The Time Travellers Guide to the Hamilton Gardens movie at Lido Cinema.
- HCBA, along with Wintec & NAI Harcourts representatives, attended the NZ Design Conference in Auckland. A variety of topics covered throughout the day including the creation of Wanganui as a design destination and placemaking in cities around NZ.
- HCBA co-hosted 30 businesspeople to a behind the scenes tour of the Homegrown set-up.
- HCBA hosted a development tour of the ex-Federated Farmers site, with Matt Stark talking on the development plans for the area. This also included a tour of the North Bloc site being created for Fonterra.
- HCBA attended the Baroque Gardens Fundraiser at Hamilton Gardens as a guest of Craigs Investment Partners.
- HCBA provided support to the new Waikato Hospitality Awards.
- HCBA held an online advertising discussion with Stuff for promoting Love the Centre.
- HCBA attended the Union Square tenant business gathering held at the ground floor café of Union Square. Guest speaker was Ronnie from Waikato Women's Refuge who provided insights into family situations with the people they are helping on a daily basis.
- HCBA attended BNZ economic event held at the BNZ Theatre.
- HCBA was a guest speaker of Business Connect held at The Cook, Hamilton East.
- HCBA met with Pullman Hotel foreman to discuss impacts of road closure and potential promotion ideas for Ward Street businesses.
- HCBA met with Te Ahurei Māori Tourism to offer the business community a cultural art tour and guided experience in the central city during Matariki.
- HCBA attended Pos Pro 20-year celebrations at the Lookout Bar & Restaurant.
- HCBA met with new health & beauty business Kythara on north end Victoria Street.
- HCBA held online meetings with City Fitness head office in Wellington to discuss their opening the central city and promotional opportunities.
- HCBA met with Michael Gillings, BNZ Theatre Manager, to discuss activity and promotion of the BNZ Theatre.
- HCBA met with O Studio to provide contacts and promotional opportunities within the central city network.
- HCBA met with Tama Potaka to discuss central Government activity support for people experiencing homelessness.
- HCBA met with Hamilton Waikato Tourism on their Brews Campaign and the World Surfing Championship at Raglan in May.
- HCBA met with Ben from Hello Hamilton to discuss future project potential and collaboration.
- HCBA attended Hanrad Rugs 1950s exhibition show.
- HCBA is working with Council and other key stakeholders on the Waitangi Day festival celebration at Te Whare Taonga o Waikato Museum & Gallery.
- HCBA attended the opening of the BNZ Theatre held over three days with Executive Committee members also invited to attend.
- HCBA attended VIP function and Teek's performance at BNZ Theatre.
- HCBA taken on a tour of new Mediaworks studio.
- HCBA met with Festival of Weird group to support their event later in the year.
- HBCA hosted North Harbour BID on their visit to Hamilton.
- HCBA attended TOTI meeting to discuss signage and heritage requirements around the central city.



SOCIAL BUSINESS

Date	Time	Venue
24 February	4.30–6pm	Share for Chinese New Year event featuring Chinese hospitality.
11 March	5–6.30pm	Behind the scenes of Homegrown tour
12 March	4–6pm	Former Federated Farmers site and North Bloc development tour with Matt Stark
29 April	11–12pm	Tour of the Hinemoa Apartments
29 April	12.30–1.30pm	RBNZ Joint Panel Event with Waikato Professionals
21 May	8.30–9.30am	BNZ Behind Scenes Theatre Tour
20-30 June		Regatta Soft Opening Evening – delayed until July.

3. CBD safety initiatives

- HCBA will be meeting with the Axon team in August, to discuss the initiatives Newmarket have introduced with AI cameras.
- HCBA met with Watchguard on the AI enabled cameras to support the reduction in retail theft. Watchguard is based in Te Rapa and has offered a free trial to a retailer to showcase the capabilities of their camera's.
- HCBA meet with Annah Stretton to discuss safety of homeless women in the central city.
- HCBA alongside Deputy Mayor Geoff Taylor, Mayor Tim Macindoe, Area Commander Andrea McBeth, and a selection of Victoria Street businesses, convened on 10 February at HCBA offices to discuss safety in the central city.

4. CBD accessibility initiatives

- HCBA has been reappointed onto the Aged and Accessibility group for 2026 and attends bi-monthly meetings to discuss accessibility requirements for the central city.

5. Hamilton Waikato Tourism (HWT)

- HCBA commissioned 3D muralist Marc Spijkerbosch from Katikati to create a 3D surf wave (left hand break) image to recognise World Surf League (WSL) competition in May, installed as a large graphic in Civic Square.
- HCBA regularly meet with HWT to discuss the impact of major events and support for domestic tourism going forward, particularly around hospitality.

6. Executive Committee

HCBA Executive Committee to meet monthly from September 2025 - August 2026.

Committee Members:

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| • Chelsea Fleetwood – PKF Accountants | • Craig Paul – Tabletalks |
| • Mike Neale – NAI Harcourts | • Kari Jones – SkyCity |
| • Julie Ashby – Wintec | • Leon Johnson – TGH |
| • Niraj Kumar – IBIS Tainui Hamilton | • Nicola Oldridge – Harkness Henry |
| • Rory McKenzie – Maisey Harris & Co | |



7. Governance roles and responsibilities

HCBA Governance:

- People's Project (currently on hold)
- Embassy Park Working Group
- Aged/Accessibility Friendly City Group

Contributor to:

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

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 & website engagement

January

Instagram	Facebook	TikTok	Website
Followers 4,587	Followers 45,066	Followers 1,110	
Views 74.4K	Views 185.1K	Views 10,735	Views 8.9K
Reach 10K	Reach 49.7K	Reach 6,682	Event count 28K

February

Instagram	Facebook	TikTok	Website
Followers 4,653	Followers 45,073	Followers 1,110	
Views 90.3K	Views 344.4K	Views 6,088	Views 11K
Reach 21.6K	Reach 83.2K	Reach 2,691	Event count 34K

March

Instagram	Facebook	TikTok	Website
Followers 4,705	Followers 45,068	Followers 1,107	
Views 64.0K	Views 235.1K	Views 3,756	Views 10K
Reach 9.2K	Reach 56.8K	Reach 898	Event count 32K



April				
	Instagram	Facebook	TikTok	Website
	Followers 4,715	Followers 45,069	Followers 1,110	
	Views 33.9K	Views 188.3K	Views 4,473	Views 9.8K
	Reach 4.1K	Reach 52.5K	Reach 1,656	Event count 31K
May				
	Instagram	Facebook	TikTok	Website
	Followers 4,777	Followers 45,050	Followers 1,109	
	Views 48.9K	Views 146.1K	Views 3,498	Views 11K
	Reach 8.6K	Reach 47.2K	Reach 1,017	Event count 34K
June				
	Instagram	Facebook	TikTok	Website
	Followers 4,800	Followers 45,022	Followers 1,110	
	Views 38.8K	Views 156.1K	Views 2,223	Views 11K
	Reach 8.4K	Reach 45.8K	Reach 145	Event count 33K

2. Sector specific initiatives

Hospitality

- HCBA has confirmed over 20 hospitality businesses to partake in a hospitality month initiative 'Love Bites' in August.
- HCBA attended the Waikato Hospitality Awards at three venues within the BNZ Theatre complex. A hugely successful evening for the awards, with several central city eateries recognised.
- HCBA assisted Tony Bish Wines to hold a tasting evening at the Hamilton Hotel in August.
- HCBA was part of the team who created Waikato Supper Club charity evening held on 4 March 2026, involving 18 local restaurants and three created restaurant experiences at the Te Whare Taonga o Waikato Museum & Gallery, the Hamilton Gardens and the Hamilton Zoo. The Waikato Supper Club event was considered a huge success with 440 attendees sent to 21 restaurants and created venues for the night. \$231,000 was raised during the live and silent auctions for Ronald McDonald House (RMHC), including \$13,500 BID by the CEO of McDonalds NZ for the right to choose their table on the night of which they chose the Hamilton Zoo experience. This included dining on the viewing platform of the tiger enclosure while the tigers were having their evening meal. The team loved the experience, and some great publicity was received for both this experience and the Waikato Supper Club event overall. Restaurants that created a bespoke menu for the evening, were highly praised for creating a unique experience.

Retail

- HCBA has been working with Apt Collects, Precious Metals, Flo & Frankie and Theobroma Café, to bring a van full of ladies from Linda Jones Retirement Village for a two-hour shopping trip in May. HCBA has confirmed the retail visits, provided a free carpark on Ward Street for the van and a free coffee/tea post shopping afternoon tea at Theobroma. Demand for this activity saw a further two vans from Linda Jones coming into town to enjoy the shopping experience in June.



Education

- HCBA participated in a Careers afternoon with students from SPAN Connect, Smart Waikato, to provide careers advice to students along with other business leaders.
- HCBA interviewed by Wintec student on Placemaking in the Central City.
- HCBA met with a young student to help plan for a TedX Youth event at the Meteor in November. The discussion presentations will be on the theme "Uncertain Future".
- HCBA was a Young Enterprise Mentor for a Smart Waikato speed-mentoring event held at the Atrium for Year 12 & 13 students wanting advice to progress business ideas under the Young Enterprise scheme. With over two hundred students in attendance, it was inspiring to hear the business ideas from the next generation on entrepreneurs.

3. Commercial

- HCBA has been supporting a number of new businesses with promotion and establishment support. There is a predominance of new businesses in hospitality.

4. HCBA Profile raising activities

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| <ul style="list-style-type: none">• HCBA interviewed by the Waikato Times on CBD Spend compared to other regions.• HCBA interviewed by the Waikato Times on Cyclists in Garden Place.• HCBA interviewed by the Waikato Herald on the Templeton Project.• HCBA interviewed by the Waikato Times on the Council Economic Report 2025.• HCBA column for Waikato Local on Dessert After 5.• HCBA column for Pulse Magazine on Dessert After 5.• HCBA interviewed by the Waikato Times on the hospitality awards.• HCBA interviewed by Waikato Times on Peacocks development.• HCBA interviewed by Waikato Times on Waitomo hospitality fuel deal.• HCBA interviewed by the Waikato Times on the re-introduction of two hours free parking.• HCBA interviewed by the Waikato Times on the economic results of Homegrown.• HCBA column for Waikato Local on the Evolution of Casabella Lane.• HCBA column for Pulse Magazine on the Evolution of Casabella Lane.• HCBA interviewed by The Breeze radio on | <ul style="list-style-type: none">Hinemoa Apartments.• HCBA interviewed by the Waikato Times on the RBNZ Governor panel event.• HCBA interviewed by The Breeze on the RBNZ Governor panel event.• HCBA interviewed by Susie Ferguson from RNZ on abandoned shopping trolleys.• HCBA interviewed by Waikato Times on the Art Studio awards at ArtsPost• HCBA interviewed by the Waikato Times on parking.• HCBA interviewed by Waikato Times on the HCBA Economic Snapshot.• HCBA column for Waikato Local on Health, Beauty & Wellness sector.• HCBA column for Pulse Magazine on Changing Shape of Hamilton's Central City.• HCBA column for Waikato Business News on Hamilton's Central City.• HCBA interviewed by the Waikato Times on Waikato Supper Club success.• HCBA interviewed by Waikato Times on development in the North end of town.• HCBA provided a monthly column to Waikato Local on developments in the central city.• HCBA interviewed by Stuff on positive spend stats for the region. |
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- HCBA interviewed by Waikato Times about two-hours free parking coming back.
- HCBA interviewed on developments in the central city by North & South Magazine.
- HCBA interviewed by Waikato Business News on Homegrown success.
- HCBA interviewed by Stuff on parking in the central city.
- HCBA interviewed by Waikato Times on City Fitness opening.
- HCBA interviewed by the Waikato Times on new library fascia.
- HCBA interviewed by Waikato Times on Frank Café/ Wyld Café owners developing the Ferrybank space.
- HCBA provided a monthly column to Waikato Local on new businesses in the central city.
- HCBA interviewed by Waikato Times on post Good Friday results.
- HCBA interviewed by Waikato Times on positive results on Auror crime statistics.
- HCBA provided a monthly column to Waikato Local on activations in the central city.
- HCBA interviewed by Waikato Times about the opening of the BNZ Theatre.
- HCBA interviewed by Waikato Times about the Southend needing an upgrade to support theatre activity.
- HCBA interviewed by HCBA interviewed on Free FM every month to discuss happenings in the CBD.

5. 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.

JUNE 2026

Window Display

Matariki installation and storytelling sticker.

MAY 2026

Window Display

Floral Display / Hand painted window

World Surf League Installation

HCBA installed a 3D graphic image of a left-hand break surf wave and installed by the fountain in Civic Square providing the public with an opportunity to stand on the surfboard on the wave and take a selfie. It was an instant hit with people walking past and provided much needed colour to the grey brick space. This was supported by the World Surf League competition 10-25 May.

APRIL 2025

Window Display

Mother's Day Display and hand painted window to honour mums.

Anzac Day

Each year staff and a group of Tamariki from Rainbow Kids make their journey into the city centre to carefully set up their Anzac tribute, a tradition now in its eighth year! This year they planted poppies in Civic Square gardens. Afterwards, they gather to share Anzac biscuits for morning tea. It's a lovely way of keeping the spirit of remembrance alive for our youngest community members.

MARCH 2026

Window Display

Giant hot air balloon of flowers / Hand painted window of Easter activity

Shakespeare in the City

Love the Centre supported two Shakespeare in the City plays in Garden Place and Victoria on the River. A mix of Pride and Prejudice, Much Ado About Nothing and Bridgerton, the performances were well received and enjoyed by those out and about in the evening.



Children's Day

As always Children's Day was a fantastic success put on by the team from the Glenview Community Centre. They had thousands of families come through Garden Place and Civic Square over the weekend and were able to enjoy fantastic weather for the event. A few Councillors popped in and made live social posts, overall, a great asset for the central city. The team operated for the day from HCBA offices.

Love the Centre Walk Thru Balloon & Activities

This family friendly event had a fantastic turn out to enjoy the Walk Thru Balloon, Pops Giant Games, Live Music, Bubble Man, Face Painting, Enchanted Characters and Stilt Walkers. Hundreds of people throughout the day enjoyed the afternoon of activities and Garden Place looked amazing! A fantastic end to the Balloons Over Waikato festival week.

Summer Events

Activities provided by Hamilton City Council including pickleball and skateparks continued throughout March, complimented by Love the Centre Summer events including live music, Circus in the City and Stories in the Garden. All Summer events concluded in the first week of April 2026.

FEBRUARY 2025

Window Display

Valentines Day / Chinese Lantern Festival

Riff Raff Unveiling

The Riff Raff unveiling on 14 February co-hosted by Love the Centre and the Riff Raff Trust was considered a huge success with hundreds in attendance. Officially unveiled by Mayor Tim Macindoe alongside special guest Richard O'Brien, Hot & Flustered Shadowcast and the general public, it was a show enjoyed by all! The evening included a special night screening of the Rocky Horror Picture Show, themed merchandise and the official first event in the Embassy Park space.

Chinese Lantern Festival

The Chinese Lantern Festival, sponsored by Love the Centre, Chinese Weekly and SkyCity, was, as always, a huge hit with the community, with thousands of people coming into Garden Place to enjoy the performers and food stalls. Celebrating Chinese Year of the Horse, the festival is a mainstay on the annual events calendar. A few minor issues with some anti-social behaviour, however this was swiftly dealt with by City Safe.

Waitangi Day Festival

Only in its second year of celebration, the Waitangi Day Festival was celebrated by thousands of people down by the Waikato Museum and Ferrybank area on Grantham Street. Officially opened with a Waitangi Day ceremony, the public were invited down to explore the art, history, culture, and creativity that shapes the region with a full-day programme bringing together whanau, makers, performers, and storytellers.

JANUARY 2025

Window Display

Christmas installation

Summer in the City 1 December – 8 March 2026

HCC have held ten events over the summer months including pickleball, skatepark, Christmas carols, primarily held in Civic Square and Garden Place. These have been well received by the public and promoted via Love the Centre.

LOVE THE CENTRE WEBSITE

HCBA have continued to invest in and develop the Love the Centre website with central city promotions, holiday programmes and business special offers.

6. 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.

June winner selected \$250 vouchers from Lawrenson Group, Nua Thai, Mediterranean Kitchen, El Mexicano and OPSM.

March winner selected \$250 vouchers for Mac Pac Centre Place.



7. The Love the Centre awards

HCBA have started discussions on location for the 2026 Love the Centre Awards. There is a confidential venue for the awards evening to happen in October, with awards officially opening for entry in July.

NEW BUSINESSES JANUARY – JUNE 2026 (33)

January 2026

- BNZ Theatre - Victoria Street
- Hamilton Hotel, Victoria Street
 - Wonderhorse
 - Birdman
 - Hamilton Hotel Public Bar
 - Hamilton Hotel Bistro
 - Four Daughters
- Sip N Dip – 153 Victoria Street
- Main Street Mart – 801 Victoria Street
- Soléne Clinic– 324 Tristram Street

February 2026

- The Cocktail Bar – Wintec House
- Regus NZ - corner of Victoria and Alma Streets
- Aroma Massage - Victoria & Rostrevor Streets
- Cavelh Homeware & Decor - Victoria Street
- Sam's Super Market - corner of Alexandra and Collingwood Streets
- Plus Finance - London Street

March 2026

- Kythara Collective – Victoria Street
- Pillar Health Studio - Tristram Street
- Holden House Bakery & Café - London Street
- City Fitness - Barton Street
- Hobby Lords - Barton Street

April 2026

- The Coroner's Office - London Street
- Iris Café – Casabella Lane

May 2026

- Nest Home Loans - Liverpool Street
- NZ Physique - Barton Street
- GelatAmore - Garden Place in the redeveloped Pascoe's building
- Majestic - Barton Street
- Link Business Brokers Waikato - The Crate corner of Victoria & Bryce Streets

June 2026

- The Happy Barbers – Victoria Street
- The Yard Gym - Tristram Street
- Coffix - additional outlet Westpac Building Lobby, Victoria Street
- Waikato Waters - BNZ Building Victoria Street
- Solution Squad - Victoria Street
- The Love Loft – 592 Victoria

