

Action plan 2025-2026

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Hamilton Central
Business Association





Advocacy

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

1. Advocate for the business community support Hamilton's central city economic development activity.
2. Advocate and support better parking options for shoppers and commuters.
3. Support investment in central city infrastructure to grow residential living and commercial development.
4. Utilise central city trends, statistics and stories with local media.
5. Create opportunities to encourage workers back into the central city.
6. Support a safer central city environment with local Police, City Safe, elected members and central Government for the business community.
7. Reregister and implement requirements as an Incorporated Society under the new Government legislation.



Collaboration

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

1. Support the clean-up of Hamilton central's city in infrastructure, street furniture, private property and public spaces.
2. Provide opportunities to support the retail and hospitality sectors.
3. Provide support on sector specific collaborations.
4. Grow networking and partnership opportunities.
5. Work alongside local businesses to support the central city as a destination.
6. Ensure representation as a Governor and contributor on relevant bodies including People's Project, Inter-agency Group, Aged & Accessibility Group and Embassy Park.
7. Support an engaged Executive Committee that speaks for businesses in the central city.



Promotion

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

1. Grow social media engagement across all platforms.
2. Build and promote the Love the Centre brand.
3. Grow profile raising activities of the business community.
4. Explore marketing initiatives to benefit the business community.
5. Develop the HCBA website and other branded materials to be a useful tool for businesses including ways to maximise their HCBA membership.
6. Engage with local media to share and celebrate stories of the central city.
7. Highlight economic development and investment opportunities in the central city.

