

Member Information



 Love the Centre

Hamilton Central
Business Association



Welcome to Hamilton Central, it's great to have you here!

By choosing to locate your business in Hamilton's city centre you are an eligible member of the Hamilton Central Business Association (HCBA). Your membership is paid by a portion of property rates. All services provided by the HCBA are at no additional cost to members.

HCBA promotes and markets Hamilton central, driving engagement to support the establishment and development of local business, and fostering community engagement through events, digital content, and strategic partnerships. We want to create an environment where businesses flourish, innovation thrives, and the community comes together, fostering a cycle of growth that makes our city centre attractive for all.

As the driving force behind Love the Centre; we bring our vision of a vibrant, prosperous city centre to life. We're not just about business – we're about creating a destination where culture thrives, innovation flourishes, and community spirit shines.



Vanessa Williams

General Manager
0224 140 780
vanessa.williams@lovethcentre.co.nz



Vicky Redwood

Marketing Manager
021 365 500
vicky.redwood@lovethcentre.co.nz



Executive Committee

HCBA report to an Executive Committee of voluntary members representing various sectors of business in the central city. The Executive Committee meet monthly providing Governance for the HCBA. We welcome new business representatives to our executive committee calling for nominations prior to our annual AGM. All representatives are profiled on the contact page of our Love the Centre website.

Contact

07 8383905
lovethcentre.co.nz
admin@lovethcentre.co.nz
10 Garden Place, Hamilton



How can we help

Website – lovethecentre.co.nz

With a much wider focus than just the cool events happening in the central city, lovethecentre.co.nz guides locals and visitors to Hamilton's hidden gems and events.

The website is the place for people to rediscover the heart of the central city.

If you would like your business to feature on the website, just email us through a few photos and your business story in 500-800 words.

If you have a promotion or event, you would like added to the website you can also email those through with a link or image.

This is an evolving site that will be constantly changing with new information, promotions and activities happening in the central city. Have an explore and share all the cool things about our central city through your channels too!

Social Media Promotions

We are very active on social media promoting @lovethecentre through Instagram, Facebook, TikTok and Hamilton Central Business Association LinkedIn.

These channels provide a great opportunity for exposure of any promotions or events you may run, and we encourage you to let us know what you are up to so we can tell our 50,000 followers! Just email through content or a link to your social post you would like shared.

We also encourage businesses to share events and show their support of the central city through their channels. Stories and events are also available through our website, and we've packaged up the Love the Centre logos for you to use in your marketing collateral. Download and place them in email signatures, social media tiles, posters and anything that could use a little love.

Networking

Throughout the year we hold social business events for central city business owners, property owners, employees, and key stakeholders. These often provide an opportunity to showcase a new business, event or activation in the central city and offer a great way to connect with other business people. These events are at no cost and promoted out via our monthly newsletter and event emails.

Competitions

We often run and promote competitions providing a great opportunity for business profile and engagement. We are happy to work with you to run a competition that can promote and benefit your business, please contact us to discuss.

Window Displays

We have two prominent glass windows at the front of our office in Garden Place which can be utilised for product or business displays providing promotion to a large pedestrian audience. We also have a large inhouse digital screen where businesses can promote upcoming events, supported by an event poster display unit.

Awards

We host an annual awards event providing central city businesses the opportunity to be recognised and celebrated for the fantastic contribution they have made to the city centre. There are a range of categories to enter, across a variety of sectors and a number of awards to recognise and celebrate initiatives in the workplace. The awards evening is a night of celebration open to everyone based in the central city, held at a different venue every year and supported by local businesses.

Advantage Club

Locals can sign up to receive a fortnightly update providing the latest events, news, special deals and business openings in the central city plus the chance to win a \$250 shopping spree! For businesses this can be leveraged as a fantastic marketing tool, and we encourage all workers and businesses to sign up! As a subscriber of the Advantage Club, you will be automatically entered into a quarterly draw, with the opportunity to win a \$250 shopping spree in the central city.

Statistics & Surveys

HCBA has access to a range of data relating to the central city including worker numbers, pedestrian counts, safety responses, office occupancy and central city spend information. Please contact us if you would like to know more.

Partnered Projects & Events

HCBA proudly supports and sponsors a variety of events that occur throughout the central city including cultural, celebration and sporting events. Our door is always open to work with businesses in the central city on any social business events they want to hold or via our Love the Centre events brand for larger public opportunities.

Newsletters

Newsletters are emailed out monthly to all business and property owners with information on upcoming events, city news and information. Please email us to be added to the mailing list. If there is any information about your business that you would like included in the newsletter, please send through by the last day of the month for inclusion.

Advocacy

We work closely with Hamilton City Council, Hamilton Waikato Tourism, Creative Waikato, Waikato Chamber of Commerce and Central Region Property Council to support our business community. Please contact us if you have any issues you would like us to address.

Surveys

We run a number of surveys throughout the year about business operations, safety in the central city and proposed projects that may impact the city centre. We encourage you to be heard by filling out surveys to ensure you have a voice on issues that matter. You can also provide feedback to us on any central city issues at any time.



Graffiti

If you notice any graffiti in the central city, you can report it by calling 0800 824 287 or emailing graffiti.reporting@hcc.govt.nz. The Tagbusters team aims to remove all publicly reported graffiti within two working days. If you have any ongoing issues, please let us know and we can liaise with City Safe on your behalf.

Promotions

Let us know if you want us to work with you on any competitions through our social channels and make sure you tag @lovethecentre in your promotions so we can share to our followers. With over 50,000 social media followers, this is a great way to get your product or business noticed. We are happy to meet with you to discuss any potential promotion for your business.



The Business Improvement District (BID)

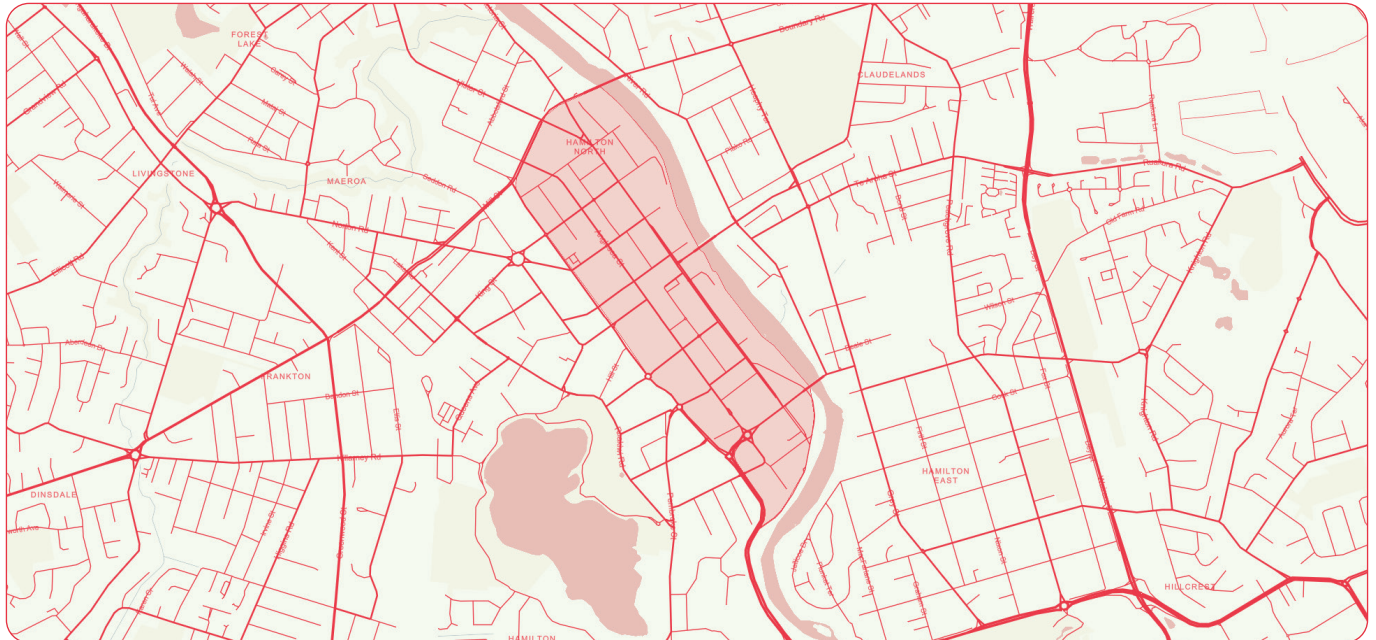
The HCBA BID area includes all businesses located within the following areas:

The length of Victoria Street, Anglesea Street and Tristram Street from Mill Street through to Hillsborough Terrace.

Annual association membership fees are included in the property rates and average \$240 inc GST per annum. BIDs are business-led and business-funded organisations that work to improve a defined commercial area that is a legal boundary. Within a BID area, a central city targeted rate is charged on all business ratepayers in addition to the business rates bill.

A BID programme is a partnership between a local authority (HCC) and the local business community (HCBA) to develop projects and services that will benefit the trading environment within the boundary of a clearly defined commercial area.

HCBA BID Map Area



Useful Contacts

Tagbusters

0800 824 287
graffiti.reporting@hcc.govt.nz

Hamilton City Council

07 838 6699
info@hcc.govt.nz

City Safe

0800 723 324
027 808 8147

NZ Police

Emergency – 111
Non - Emergency - 105

