



Annual Central City Activation Plan

2025-2026

The \$100,000 activation fund provided to Hamilton Central Business Association (HCBA) from HCC provides financial support and opportunity for events and activations to come into the central city and contribute to Hamilton Kirikiriroa continuing to thrive.

The focus for the coming year will be on continuing to reinvigorate the city centre by encouraging visitation and spend for our local businesses while providing opportunities for people to enjoy the central city in different ways.

HCBA will continue to promote the central city as a destination to connect, have fun and support local business and will continue to create interest and excitement through new and established events providing a year round programme of activation.



**Love the
Centre**

Proposed Activity Plan

July – September 2025

- Matariki ki Waikato
- Māori Language Week
- Progressive Dinner

October – December 2025

- Halloween Activities
- Live Music
- Stories in the Garden
- Gumboot Friday
- Boon Tours
- Festival of Architecture
- Bridge to Bridge
- Round the Bridges
- Christmas Tree
- Christmas Parade
- Pasko sa Nasyon and Family Day event run by the Waikato Filipino Association
- Candles Day run by the Hamilton Colombian Community Trust

January – March 2026

- Circus in the Central City
- Festival of Weird
- Boon Street Art Festival
- Balloons Over Waikato
- Mahi on the Awa
- Live Music x 12
- Stories in the Garden x 6
- Childrens Day
- WSU Orientation Day
- Chinese Lantern Festival
- Movies in Garden Place
- Hamilton Live Music Trust x 4
- Bike Month

April – June 2026

- Movies in Garden Place
- Easter Celebrations
- Matariki ki Waikato
- Riff Raff 21st Birthday

Year-round Activations

- Window displays
- Nourish Magazine Promotions
- Major Event Activation Support
- Love the Centre Promotions