

Hamilton Central Business Association (HCBA)

Six Monthly Report
July – December 2024



The final six months of 2024 continued to provide challenging trading conditions for businesses in the central city. As has been previously highlighted close customer contact sectors such as hospitality, retail, health & beauty, and experience providers have been the most affected.

The combination of trading challenges over the past three years, coupled with the economic impacts of rising costs, interrupted supply chains, labour market limitations, and discretionary spending being diverted to essentials, has forced many businesses to see 2025 as a hope for better economic conditions. Unfortunately, some businesses have not been able to withstand these pressures and have closed their doors.

Hamilton Central
Business Association



Current Economic Climate

The central city is experiencing rising vacancy rates and reduced consumer spending, indicative of an economic recession. While some development projects have resumed in the latter half of the year, residential development projects in the central city have remained on hold. We have been heartened to see developments underway with Stark Properties in London Street, the ongoing development of the Waikato Regional Theatre, the Mistry Tower with the Pulham Hotel and we are hopeful to hear in early 2025 when the next build of the Union Square development will get underway along with the confirmation announcement of the Templeton project.

Positive Developments

Despite the tough trading conditions, the HCBA continues to highlight positive developments and business achievements in the central city. However, need to emphasise the ongoing adoption of survival strategies to navigate the tough trading conditions being felt.

City Landscape, Infrastructure and Safety

The central city landscape reflects the harsh economic conditions, with a tired-looking streetscape, little or no progress on projects such as the Celebrating Age Centre, and numerous footpaths and streets surrounded by road cones. The issues around anti-social behaviour continues to plague the central city and have had the unfortunate impact of some businesses choosing to move operations out of town. Although there is recognition of the complexity surrounding social issues, the lack of obvious intervention is seeing these social issues impact on businesses trading and the reputation of the city centre.

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 have continued to meet and discuss proposed clean-up changes to happen in the central city. Several suggested improvements have also been made by HCBA.
- With the support of the HCBA executive committee, in 2025 HCBA will be focusing on streets, properties and infrastructure that require clean-up attention and will look to ways to implement necessary changes to support this.
- The consultation for an alcohol bylaw has been proposed to the community under the banner of reducing rate payer burden. HCBA have co-ordinated a meeting of hospitality providers in February to discuss the impact of a potential bylaw and fee increases.
- HCBA distributed a central city business survey on behalf of Council with results made available on 6 November.

2. Transportation initiatives

- Promotion started in the last week of September of the new parking offering of one hour free in the central city. Parking continues to be a hotly debated topic with feedback from businesses showing many were disappointed in the two hour to one hour free parking offering.
- HCBA queried the need to have two charging scenarios in place however this was said to be a way to future proof parking requirements to city growth, so the central city area has been split into green and yellow indicating high and low demand areas. HCBA has concerns around the confusion of messaging to the public this may create.
- HCBA met with the transportation team to discuss communication around parking and bus stop changes.
- It is still widely felt that people are confused with how the parking in the central city works and a simpler communication of the parking offering is still required.



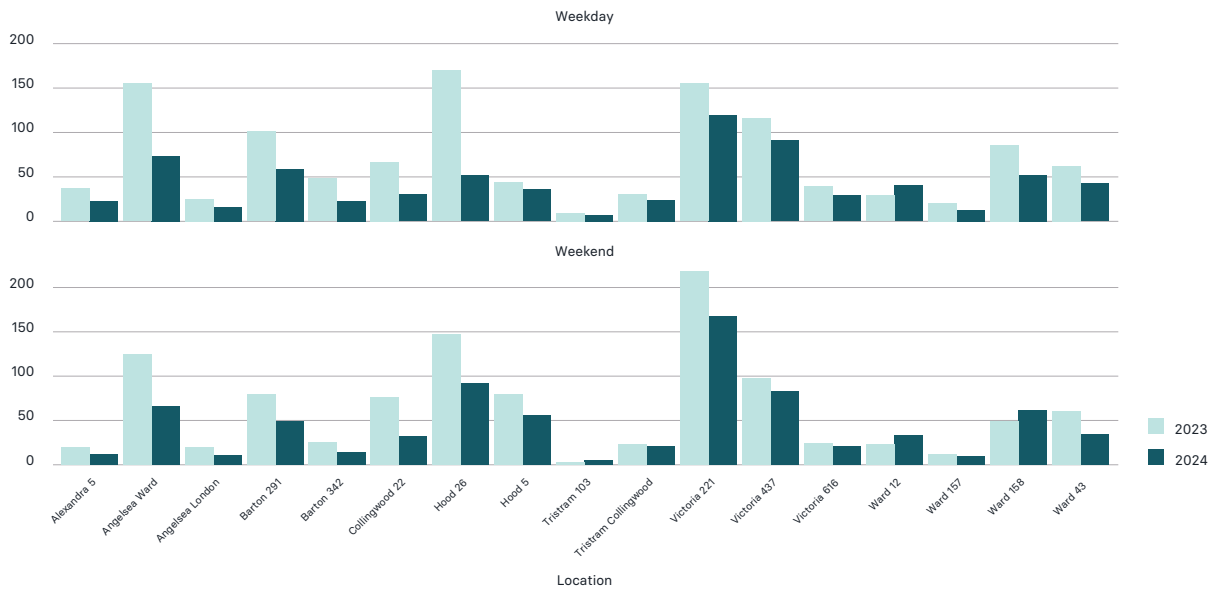
3. Commercial and residential development

- NAI Harcourts and CBRE are currently working on the latest six-monthly surveys for retail and commercial vacancy rates. These will be available in February 2025 however early indications show an increase in vacancy rates for both retail and office vacancy rates.

4. CBD trends

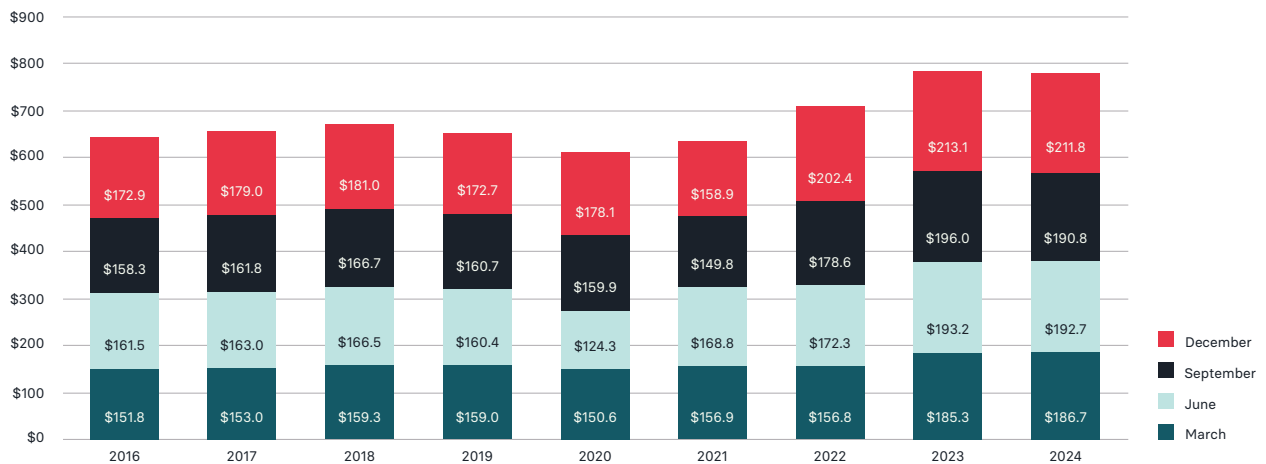
- CBD stats tracking CBD spend data split into daytime and nighttime has shown nighttime activity equates to approximately 1/5 of CBD spend with an average 20% across the past 6 years. Highest spend came in at 23% and lowest at 17% during Covid.
- Pedestrian trends are continuing to show peaks and troughs with overall annual figures showing a decline in pedestrian numbers.

Central City Pedestrian Counts - December 2023 vs December 2024



- There is some anecdotal feedback received to indicate larger employers are still have a significant number of people working from home, particularly on Mondays and Fridays.
- Spending in the Central City was down 0.6% when compared to the same quarter last year, representing a 2.8% decline in card spending.
- The number of businesses in the Central City have increased to the highest number since 2020, up to 466 businesses.

Card Spending in Central City by Quarter from 2016 to 2024



5. Central city safety and wellbeing

- HCBA has noticed an increase in anti-social behaviour in town, particularly in public spaces. There has also been a noticeable increase in dogs, off leads, in the area. Police are increasing patrols around town and animal care & control have been talking with HCBA about increasing education and presence in town. HCBA has provided feedback in the difficulty of having to report issues with animals by being required to ring through the Council main customer service number. This can mean being on hold for over 10 minutes before being able to connect with someone at busy times. HCBA has made an increasing number of calls to City Safe, Police and Animal Care & Control to report issues, particularly in Garden Place.
- HCBA has taken and reported several issues to Police in the South end of town with hospitality providers.
- HCBA, along with the Mayor Paula and City Safe, attended a meeting with Paasha Turkish Café to discuss their issues around safety, after one of their staff was attacked earlier in the year. Suggestions were made around their physical space and a discussion around city initiatives underway.
- HCBA supported the trespass notice for Bidy's to serve by City Safe
- HCBA continues to convene meetings with Police, Council and a select few Victoria Street businesses to discuss ongoing issues with anti-social behaviour. These meetings will continue in 2025. Outcomes from the meeting have included a key Police contact point for these businesses, a revision of the process around trespass orders and a commitment to looking at resourcing at key times around the CBD.

6. Love the Centre

- HCBA launched the new lovethcentre website at the CBD Awards and some great feedback has been received. This will be an ongoing project with regards to creating content, particularly on our close contact business sectors: retail, hospo, health & wellness and events. HCBA will spend time over the coming months creating the content for the site that showcases what is in offer in the central city.
- HCBA is continuing to develop the Love the Centre offering to the public and refine the website promotion and activity. HCBA have met with Councillor Maria to discuss the incorporation of Te Reo Māori within the Love the Centre site. This will be an exciting development to widen website engagement across audiences.
- HCBA has changed all social media handles and email addresses to @lovethcentre
- HCBA has continued to work through creating the content for the site that showcases what is in offer in the central city.

EFFECTIVE OUTCOME 2 - COLLABORATION

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

1. Economic development initiatives

Embassy Park Development

- The Riff Raff Trust and Embassy Park Development Group are continuing to work on a proposed plan for the former Embassy park site to support the Waikato Regional Theatre.

Economic Development Agency

- HCBA has confirmed attendance in the next four meetings in 2025 to discuss how economic development can work in the region.



BID

- HCBA along with BIDs from Parnell, Newmarket, Onehunga, Manurewa and Pukekohe, have put together a proposal to Mainstreet Australia about holding a conference in NZ in 2025 or 2026. Mainstreet Australia have provided a cost analysis to do this, basing an overnight conference in Auckland and the team will be meeting to discuss this further in early 2025.
- HCBA visited the North Harbour Business Association (NHB) and were able to share information and initiatives on each Association. The next national BID Conference will be held in North Harbour in August 2025.
- HCBA attended the annual BID Conference held in Hastings. Over 25 BIDs were in attendance to discuss projects and happenings within the different town centres. This conference provides an excellent opportunity to share ideas, worth through issues and support activity. HCBA have agreed, along with five other BIDs, to lead a conversation around the potential to create a Mainstreet body for New Zealand. The initial discussion will be happening in late October.

Mainstreet Conference

- HCBA attended the Mainstreet Conference in Stonnington, Melbourne 31 July – 2 August.
- The conference theme was Creating Tomorrow's Destinations and provided a fantastic series of speakers who provided valuable insights, experiences and predictions in their fields of expertise.

Stonnington as an area, like so many metropolitan cities in NZ, faces ongoing challenges with planning for better housing, transport, community safety, active communities while also encouraging businesses, visitors, and residents to its main streets. The conference provided an opportunity for attendees to gain further knowledge about these challenges and ways, activities and strategies they are putting place to address them. The conference included walking tours where we were taken along Main Streets of different town centres of Stonnington where we talked to businesses from retail and hospitality as well as looked a various place management strategies where concrete blocks are being made more enticing with greenery and activation elements being implemented.

- The conference also included a half day masterclass on branding that HCBA attended. This was an excellent piece of work to show how to understand a business place in the market and provide clearer understanding on creating a blueprint for all communication to audiences.

- The Mainstreet Conference provided inspirational speakers including:

Steve Sammartino, a global speaker in Ai implications for business and society was one of the most engaging speakers on a topic that was understood at varying levels in the room. He brought Ai to life and had ways and suggestions of making this a mainstream activity for businesses.

- Roxie Haines from Eke Panuku Auckland Council Urban Redevelopment spoke on some of the projects being implemented in Auckland, including the viaduct development. She led some key messaging around creating places for people and has provided some good ways to utilise message in open spaces.
- Ojay McDonald, CEO Association of Town & Management (UK) provided some interesting insights on recreating town centres. He provided statistical commentary on UK covid fallout including loss of brands like Toys R Us, Debenhams and Top Shop. Retail store loss numbers in the UK: 2020 – 10,000, 2021 – 10,000, 2022 – 3,600, 2023 – 3,500.
- His biggest takeaway was "Town centre anchors are no longer essential. De-anchoring a town centre is about re-engineering the town centre, not looking to replace like for like". This was in reference to whole centres being built around places like John Lewis and Marks & Spencers and when they left the reality of being unable to find a retailer of the same size and scope to come in and replace as they no longer exist. He talks about the UK now have town centre anchors built around health & wellbeing offerings, green & blue infrastructure and social experience. In his words "High Streets are no longer places we have to be, we now have to make them into places people want to be."



- Panel contributors discussed retail and the changing face of including the need for smaller shops, the incorporation of experiential elements, co-existing with online and the rise of the second hand retailer (circular economy references, sustainability and conscious consumerism).
- Anna Edwards, Director of Ingenium Research, After Dark Best Practice, talked around the rise of the night time economy outside of the pub and club experience. There is a need for town centres to invest in night time economies and look to make these safe and inclusive experiences by utilising all elements of a city centre including: pedestrian data to inform places of activity, establishment and employment numbers of supporting businesses including sales turnover to give validity to the economic need of this economy. Ensure elements include bins, safety measures, lighting, transportation and promotion.
- Peter Alexander talked about the Retail Renaissance, referencing his peteralexander brand. One of the most inspiring, warm and engaging speakers I have had the pleasure of listening too. His brand boasts over 140 stores and he is still the creative director even though he sold the business over 20 years ago. His vision and his achievements from humble beginnings were delivered in a humorous and moving way that he received a standing ovation after he spoke.

2. Partnership and networking opportunities

- HCBA met with Boon Street Festival organisers to confirm sponsorship support for March 2025. There will be three walls in South end of town and three walls in Hamilton East. There is planned outdoor activities utilising the newly developed courtyard space outside the Museum.
- HCBA met with Council to discuss Waitangi Day celebrations. There will be a trial event held at the Museum with a view to moving it to Garden Place in 2026.
- HCBA continued to work through promotional opportunities with H3 and the Black Caps v England major event 14-18 December and attended the Barmy Army celebration event at SkyCity.
- HCBA co-hosted with H3, UK media that were in town for the cricket test with a one hour meet and greet event held at Mr Pickles.
- HCBA attended a Business Connect event held at Rua Resort, an accommodation offering in the Temple View area.
- HCBA attended an event organisers meeting with Council to discuss the event permit process and how to make it easier to put on events in Hamilton.
- HCBA attended Lamb Creative Christmas party at Penang Restaurant.
- HCBA held All Day Christmas in partnership with The Breeze who has Stu & Camille broadcast live from outside HCBA offices. A fairly wet weather day, however all prizes were won and the participating businesses were well promoted.
- HCBA in partnership with the Museum, hosted their re-opening event. This was an extremely well attended event and provided an excellent showcase and audience to the redeveloped Museum space.
- HCBA met with Phillip Quay to discuss some promotional opportunities for the business community via HCBA.
- HCBA judged Rainbow Kids Christmas displays.
- HCBA judged Beca Christmas displays.
- HCBA attended the cricket at Seddon Park.
- HCBA provided the Templeton Group with some information on business demographics.
- HCBA provided information to HCC Youth Action Plan.
- HCBA met with H3 to discuss major events in 2025.
- HCBA met via Zoom with Alison from APT Collections to discuss raising their profile to locals and running promotions through HCBA.
- HCBA met with Simon Gascoigne from the Enviro Centre to discuss taking business through a sustainability assessment. HCBA is looking to promote the offering to businesses in the central city.
- HCBA contracted Houston Computing to co-host an Ai workshop for members at NAI Harcourts.



- HCBA attended a fun corporate day hosted by Bridge to Bridge as a key sponsor for the event. The potential to develop the corporate offering was discussed with HCBA considering putting this together in 2025.
- HCBA met with Hamilton Arts Festival organisers and attended the launch of the festival. Although there will be some activity happening within central city venues during the festival, expanding an outdoor offering into town has been paused for the foreseeable future.
- HCBA attended an online Co-pilot presentation by Cloudland.
- HCBA met with the team from Moving Media and confirmed the brief for winner's videos to be produced.
- HCBA attended Ai presentation from Houston Computing on Robotic Process Automation (RPA).
- HCBA attended an elected member meeting with Creative Waikato on activation in the central city utilising the arts community.
- HCBA attended the whiskey barrel AGM at Good George.
- HCBA attended the Newmarket Business Awards in Auckland. This black-tie event was fantastic to attend, with some fantastic networking opportunities on the night.
- HCBA assisted a young entrepreneur with some connections to establish a tourism start-up.
- HCBA attended a British & Irish movie festival programme.
- HCBA attended the end of year lunch with the Aged Friendly Governance Group.
- HCBA has continued to work through promotional opportunities with H3 and the Black Caps v England major event 14-18 December.
- HCBA attended Deborah Nudds farewell from The Meteor theatre.
- HCBA presented along with BUPA to the Foxbridge Retirement Home in Te Rapa. Key questions were around parking, transport and development in the city centre.
- HCBA met with the Hamilton Arts Trust to support the Zombie Walk planned for November on Victoria Street.
- HCBA met with Hamilton Waikato Tourism marketing to discuss their focus on domestic tourism.
- HCBA met with Kiri from the Smart Waikato team who are based at the Trust Waikato building.
- HCBA confirmed working with the Waikato Museum team for their re-opening and the HCBA end of year drinks, to be held at the Museum on 11 December.
- HCBA met with ZHU, Xi to confirm details for next years Chinese Lantern Festival and the Council events team.
- HCBA attended the Forsyth Barr investment seminar series at Wintec. A well-attended event with excellent information on NZ economy provided.
- HCBA attended the Unbound and Brainchild new collab office party above Gates Optician on corner of Ward and Victoria Streets.
- HCBA attended the Beca Summer Series – a networking event to engage various organisations around the town in an informal BBQ atmosphere.
- HCBA met with six restaurants in Northend Victoria Street to confirm Progressive Social Business evening.
- HCBA met with new business at 11 Garden Place, Select FM run by Tsar Masters. Attended their opening launch.
- HCBA attended the Chinese Textile Art Exhibition at Hanrad Rugs.
- Hosted Progressive Social Business evening for 30 people to highlight the Northend of Victoria Street restaurants.
- HCBA met with Hamilton Gardens Director to discuss future plans and activity.
- HCBA hosted AGM for 30 people at Kiwibank Commercial.
- HCBA met with the IRD to discuss central city business networking opportunities.
- HCBA met with Rheanna around creating a Breast Cancer Awareness campaign which HCBA communicated to relevant sectors.
- HCBA attended HMC 20-year anniversary at Innovation Park.



- Attended the Marketing breakfast at Claudelands. Speakers included Jucy, TikTok, Canva, Girls Get Off and Collab Digital.
- HCBA met with Nitin Singh from Employsure regarding the health and safety advice they provide to small businesses.
- HCBA met with Rachel Toogood from Crestline who are based in O'Sheas in Rostrevor Street to help promote their recycling posters and stickers for bins available to businesses at no cost.
- HCBA supported Mr Twist (pretzels) to hold a Movie in Garden Place – 5th October (rain date 12th Oct). Movie selected is Barbie.
- HCBA met Sarah from Sip & Sew to discuss marketing opportunities for their upcoming workshop and Riverbank Lane Market 7 Dec.
- HCBA met with Bianca Jones from IT Recruitment a company that recently expanded into Hamilton but no fixed premises yet.
- HCBA met with BBQs & More to discuss running their BBQ Cook Class and a Kids Burger Competition in the school holidays. HCBA have donated a \$50 Prezzy card and offered the Funzone vouchers.
- HCBA met with the Crate team for a tour of the expanded co-working space.
- HCBA met with DealBuddy who have put together a website offering to assist hospitality businesses. HCBA helping him to connect with relevant parties to help him with the start-up phase.
- HCBA met with Aspect Furniture who have moved into Panama House to talk through their future plans.
- HCBA met with the Classic Events team to discuss Round the Bridges sponsorship.
- HCBA met with Hanrad Rugs to work through a marketing plan for their new Chinese Silk Rug Exhibition.
- HCBA met with Chris Wilkinsen from Retail First Group who had flown into the region to talk to Cambridge retailers about how to operate in tough economic conditions. HCBA are putting together an event for retailers and bringing Chris in as a speaker.
- HCBA have been provided Waikato rugby passes to use as give away promotions to assist the Waikato Rugby Union.
- HCBA met with Lodge contact to discuss their TikTok offering which showcases the city and how we could potentially look to collaborate on some social media promotions in the future.
- HCBA met with the Core Events team who will now be taking over the Christmas Tree build and Christmas parade. HCBA will continue sponsorship of the two events and is putting together additional Christmas activations for the central city.
- HCBA partnered with Vetro supermarket on their 4th birthday Spring celebrations in September.
- The social business evening was held at the LIDO and was a fantastic showcase of how the new owners of Lido have reinvented themselves as an art-house theatre who also show blockbusters.
- HCBA met the Creative Waikato team to discuss future opportunities for collaboration.
- HCBA met with Business Connect to see their new offices in the CBD and provide some assistance around speaker recommendations. HCBA has also agreed to be a speaker at a future central city event.



SOCIAL BUSINESS

Date	Time	Venue
22 February	4–6pm	Union Square Building E opening COMPLETE
13 March	4–6pm	Escapist 5-year celebration – Bingo evening COMPLETE
27 March	4.30–6.30pm	Long Term Plan Discussion at Panama Square COMPLETE
18 April	4–6.30pm	Southend development tour COMPLETE
13 May	4–6pm	Court tour COMPLETE
29 May	5.30–7pm	Re-Circle BA4 COMPLETE
25 June	4.30–6pm	Barton Street Progressive Business Tour COMPLETE
23 July	5–8pm	Movie night at the Lido COMPLETE
28 August	4.30–6.30pm	AGM at Kiwibank COMPLETE
14 September	9–4pm	Vetro 4-year birthday celebration COMPLETE
3 October	6.30–10.30pm	Progressive dinner COMPLETE
23 October	6.30–10.30pm	CBD Awards COMPLETE
6 November	7–9am	AI workshop with Houston Computing COMPLETE
11 December	6–8pm	HCBA Christmas drinks with Waikato Museum Re-opening COMPLETE

3. CBD safety initiatives

- HCBA is part of a CBD Interagency group looking at the social service agencies can work closer together, this includes police, Salvation Army, MSD, Kianga Ora and others.
- HCBA continues to meet monthly with the Police. HCBA highlighted ongoing issues with several businesses around town, included non-consequence criminal behaviour.
- HCBA lobbied the Council and WEL to fix the street lighting down Sapper Moore Jones that has been out of operation for the past two months. This has made the area unsafe for those visiting Madam Woo and Confinement. HCBA has been successful in working with the transportation team to get a solution.
- HCBA attended the People's Project Governance meeting where the issue of increasing homelessness continues to be highlighted from several agencies. The recent commitment to reducing motels for emergency housing has had a flow on effect of their being less stock in the market. A piece of work has been commissioned around demand and supply in Hamilton.
- Further to the commissioned work on market activity, HCBA has been interviewed on the development within the central city around the residential market.
- HCBA has hosted a second meeting of large businesses on Victoria Street impacted by anti-social behaviour. There has been some recognition of positive activity, particularly around the issuing of trespass notices and the increased presence of police in the city. It was also highlighted that there appears to be little change in addressing the low-level criminal behaviour around petty theft, vandalism, damage and obvious drug use.



- HCBA has continued to utilise the Snap Solve & Resolve App for having shopping trolleys collected around the CBD.
- HCBA has met with the editor of the Waikato Times to discuss the issue of city rubbish campaign they are currently running. HCBA has led the charge on the ex-Biddys site being cleaned up and is also contributing to an article around the picking up of shopping trolleys in the CBD.

4. CBD accessibility initiatives

- HCBA continues to meet with the Aged and Accessibility group to work through updating the Council plan of activity to create a more accessible city.
- HCBA has committed via the Aged Friendly Plan to help any central city business looking to receive the accreditation logo for being an Aged Friendly business.
- HCBA has completed documentation of Fastlane Fitness with an internal assessment and a one-year action plan being finalised. This documentation has been submitted to receive an accreditation logo for Fastlane to be recognised as an Age Friendly Business.
- HCBA is working with the disability sector on map friendly options for being more accessible in the CBD.

5. Hamilton Waikato Tourism

- HCBA attended a 'tiaki promise' meeting as a contributor.
- HCBA continue to work with Hamilton Waikato Tourism to implement initiatives to the benefit of both international and domestic tourism to the area.

6. Executive Committee

AGM

- The AGM was completed at Kiwibank Commercial, Union Square, where HCBA Chair Dwight Eglehof presented the past 12 months activity for HCBA and welcomed new exec member Craig Paul from Tabletalks representing the hospitality sector. Farewelled were Connie Chittick from Waikato Regional Council and Alicia Platje from Precious Metals.
- Wayne McEntee provided an economic update from Kiwibank's perspective and a Q & A session with the audience on the existing market with some future big picture thoughts.
- Susan Stevenson spoke on a new Wellness Programme being offered by the Freedom Institute of Education that includes data being supplied to Government to inform on best practice wellness for business and provided an offering for the business community.
- The HCBA audit was completed by Matley Auditors, and they were confirmed as ongoing auditors for the 2024-2025 financial year.

HCBA Executive Committee to meet monthly from September 2023 - August 2024.

Committee Members:

- | | |
|--------------------------------------|---|
| • Dwight Egelhof – Craigs Investment | • Chelsea Fleetwood – PKF Accountants |
| • Julie Ashby – Wintec Te Pūkenga | • James McIlvar – Tainui Group Holdings |
| • Mike Neale – NAI Harcourts | • Rory McKenzie – Maisey Harris & Co |
| • Niraj Kumar – IBIS Tainui Hamilton | • Craig Paul – Tabletalks |
| • Vanessa Parker – SkyCity Hamilton | |



7. Governance roles and responsibilities

HCBA Governance:

- People's Project
- 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 and central city
- NZ Mentor – currently mentoring a tech entrepreneur

EFFECTIVE OUTCOME 3 – PROMOTION

To promote the CBD as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.

1. Social media engagement

1 July 2024 – 31 December 2024

Instagram

Total Followers **3,983**
Views **134.8K**
Reach **20.7K**
Follower Increase **461**

Facebook

Total Followers **44,516**
Views **623.5K**
Reach **113.9K**
Follower Increase **424**

TikTok

Total Followers **908**
Video Views **95.3K**
Audience Reach **81.4K**
Follower Increase **280**

2. Sector specific initiatives

Retail

- HCBA with NAI Harcourts helped Dress for Success create a pop-up shop on Victoria Street for December.

Neat Places

- An excellent response to the next edition (8) of Neat Places with all spots being sold to hospitality, retail and activities predominately in the central city with some additional promotion of the wider Hamilton area.
- The eight edition is now complete and delivered in November. Social media articles have been appearing since mid-October.

Hospitality

- HCBA attended the Restaurant Association Waikato member briefing at Hayes Common with new RA representative Lisa Quarrie. An interesting discussion on individual represented hospitality businesses.

Creative

- HCBA is helping local artists with introductions to developers for artwork display in businesses.



Young Professional

- HCBA assisted the Young Professionals Group on promotion of their events in the central city. HCBA has agreed to put together a food tour for the group and will continue to stay in touch to provide assistance when needed.

3. Profile raising activities

- HCBA interviewed by Waikato Times on parking feedback fine revenue.
- HCBA continues to provide a monthly column to Waikato Local highlighting activity around the central city. December's column was about Love the Centre activation.
- HCBA participated in The Breeze morning show as a Christmas promotion.
- HCBA interview by Radio NZ on the Barmy Army.
- HCBA interviewed by Radio NZ on the economic benefits of major events.
- HCBA interviewed by Ke-Xin for a 2024 business round-up.
- HCBA interviewed by Waikato Times on alcohol licensing fees.
- HCBA interviewed by Waikato Times on shopping trolleys.
- HCBA interviewed by Waikato Times on vacant lot on Victoria Street.
- HCBA interviewed by Waikato Times on business performance for 2025.
- HCBA interviewed by Waikato Times on the Golden Mile for a video an article highlighting what needs to happen when the Theatre is completed.
- HCBA interview by Waikato Times on central city survey results.
- HCBA continues to provide a monthly column to Waikato Local highlighting activity around the central city. November's column was about the Love the Centre Awards.
- HCBA interviewed by Waikato Herald on major event cricket test coming to Seddon Park in December.
- HCBA interviewed by Stuff on former housing corp building and their development plans.
- HCBA interviewed by Stuff on Spark telephone boxes and what should happen in the future.
- HCBA interviewed by Stuff on anti-social behaviour, further to the article highlighting issues with Lawrenson Group.
- HCBA interviewed by Stuff on south end development.
- HCBA interviewed by Waikato Times on DHB building vacant floor.
- HCBA interviewed by Waikato Times on shopping trolleys around the CBD.
- HCBA interviewed by Waikato Times on cleaning up ex-Biddy's site.
- HCBA interviewed by Waikato Times on bus stops being converted to carparks.
- HCBA attended a photo session with the Darkroom Studio to update profile shots for media and promotional activity.
- HCBA interviewed by North & South Magazine on CBD development.
- HCBA interviewed by Stuff on Fonterra job losses.
- HCBA interviewed by Waikato Times on the CBD Awards.
- HCBA interviewed by Waikato Times on safety in the CBD.
- HCBA interviewed by Waikato Times on Shane Jones Regional Development Fund and what it could be spent on.
- HCBA interviewed by the Waikato Times on economic times in the CBD.
- HCBA interviewed by Stuff on aggressive begging.
- HCBA interviewed by Maria Slade, Business Desk on CBD emergency housing.
- HCBA writes a monthly column for Waikato Local highlighting business activity in the central city, this month featured the CBD Awards.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.



4. Public space activation

HCBA has had the funding signed off for the next three years to undertake activation in public spaces in the CBD.

DECEMBER 2024

WINDOW DISPLAY

Christmas

The window display company that HCBA has contracted has unfortunately finished this line of business. HCBA will now be contracted Wild River to provide window displays, as they look to the potential of develop this side to their business.

STORIES IN THE GARDEN

Storytelling in Garden Place, continued throughout December. The Enchanted Characters continue to be a big drawcard creating a lovely family vibe in Garden Place.

LUNCHTIME LIVE MUSIC

Music played in Garden Place on a Friday creates a positive atmosphere, however there have continued to be some audience challenges over December.

FESTIVE FUN

Two festive fun days were held in December, extremely popular with passerby's, interacting with Pop's large games, music and facepainting. Hundreds enjoyed over the two sessions.

PHANTOM BILLBOARDS

HCBA approached Phantom about taking over the management of poster poles on Hood Street. Phantom were extremely receptive to the idea and have proposed being able to provide additional poster space at no cost. HCBA are awaiting confirmation of management.

November

WINDOW DISPLAY

Christmas

GUMBOOT FRIDAY

A positive event held to fundraise for mental health for young people. A collaboration with Craigs Investment Partners, Beca, NAI Harcourts and The Breeze, attendees enjoyed networking while walking 5km in gumboots and competing in Gumboot Games at sites throughout the central city.

ZOMBIE WALK

A committed group of people partake in this walk each year, providing a visual spectacle through town and a fun way to celebrate Halloween.

HIKIO TO PARLIAMENT

Although not part of the HCBA activation plan, seeing history in the making as thousands of protestors lined Victoria Street and Garden Place in a very peaceful protest was an amazing experience.

ROUND THE BRIDGES

This year sold out before race-day for the first time providing a fun filled atmosphere in Garden Place and the streets beyond. Thousands participated and watched, with the days weather ideal for running and walking.



STORIES IN THE GARDEN

Storytelling in Garden Place, featuring superhero's and princesses continues to be a hit for families, with long queues of people turning up to enjoy the morning.

CHRISTMAS TREE LIGHTING

The Christmas Trust and Sunrise Rotary have again provided the opportunity for Hamiltonians to enjoy a family fun day with the largest tree in NZ erected at the Victoria Street end of Garden Place. Unfortunately, the tree lighting event was marred with terrible weather, however those that did brave the elements enjoyed a festive evening.

October 2024

WINDOW DISPLAY

CBD Awards

Halloween

CBD PROGRESSIVE DINNER

Fifty people joined Julia Clark for a Love the Centre Progressive Dinner in Hamilton's central city. Starting at Gothenburg with canapes, attendees were led to Scott's on Victoria Street by a solo bagpiper who wowed the crowd with his playing. After enjoying Scott's 'world famous in Hamilton' spaghetti aglio pasta dish, the next stop on the trail was to Shanghai in the SkyCity complex to enjoy a duck and fried rice offering. Right next-door Palate provided the fourth stop for a sumptuous short rib meal before making our way to the final destination at Banh Mi for dessert and cocktails. This annual event sampling great food with wine matches, meeting new people and enjoying surprises and festivities along the way continues to be a highlight of the annual calendar.

September 2024

WINDOW DISPLAY

CBD Awards

VETRO SPRING FESTIVAL

A fantastic day was had at Vetro on 8 September where food trucks and activities were organised to celebrate Vetro's 4th birthday in the central city and to provide a fun family day. HCBA organised a road closure for the event and music, with selected central city business providing stalls on the day. Vetro had arranged some excellent food trucks, classic European cars and supplier promotions on the day, with thousands of Hamiltonians turning up to enjoy. There was great feedback received on the day about it being a fun way to enjoy the city and could this extend to other areas to have roads closed and a festival style atmosphere provided. Unfortunately, the road closure costs make this a prohibitive activity to do on an ongoing basis, however after the success of the day Vetro are keen to have another festival next year with plans to go bigger and better. The weather forecast for the day was rain which held off until the early afternoon.

July/August 2024

WINDOW DISPLAY

CBD Awards

MATARIKI (JUNE & JULY)

To support Matariki HCBA had fairy lights installed in the trees of Garden Place, along with colour projected lighting. Love the Centre flags in Maori have been installed on the flagpoles and a window display symbolising the stars of Matariki.

HCBA worked with Wintec to profile student 'stars of Wintec' and have promoted throughout social channels during Matariki.



5. Advantage Club

HCBA produce a fortnightly update to Advantage Club subscribers that includes CBD events, news, special deals and the latest business openings. From August 2024 the promotional offer changed from being 2x \$50 per month won by subscribers to all subscribers being entered into a quarterly draw to win \$250 shopping spree in town. The first shopping spree winner was Maggie Armstrong in September. The second shopping spree winner was Tamara Henry in December. The next draw will take place in March 2025.

6. CBD Celebration awards

The CBD Awards were opened in July and August for entries, with judging taking place in September. A record number of entries were received, 137 in total beating the previous record in 2023 of 100. It is felt the number of entries reflected the need of businesses to focus on some positives and to be recognised and celebrated for their achievements.

12 judges were in place to judge however due to the number of entries received an additional five judges were called in to assist. The CBD Awards evening venue was confirmed at Start Properties new building development at 18 London Street, with the top floor providing a 360 view of the central city. Contributors of the evening were ongoing sponsors Spark and returning sponsors Mediaworks and evening contributors Royal Lab, SBI Productions, Moving Media and first catering contributors Dot & Winnies.

The awards evening was held on 23 October 2024, with approximately 250 guests in attendance. The awards venue, although very much still in a development phase, was an amazing venue for the evening and feedback was superb. The breeze blocks were a huge hit with winners and Jason Dawson was an excellent MC.

Media coverage from the evening was well covered, with the Waikato Times having an article in the paper about the awards the following day. Paid advertising from HCBA has continued with a double spread in the Waikato Times and the Waikato Business News, posts from North & South magazine on social media and Waikato Herald and a column in the Waikato Local. In addition, HCBA received fantastic media coverage on the trophies that were produced this year from breeze block repurposed from Founders Theatre.

HCBA provided sponsors of the evening with a formal powerpoint presentation of coverage of the awards pre and post the evening and the significant amount of media uptake received.

2024 award winner videos have been completed and promoted HCBA via social channels and the individual businesses themselves.



APPENDIX ONE BUSINESS ACTIVITY IN THE CENTRAL CITY

July

- Adecco Recruitment have relocated from London Street to 96 Rostrevor Street, which has recently been refurbished.
- 1 London Street has been purchased by a medical occupier, so expect to see activity here over the coming months.
- Feathers Planning have relocated within the CBD, to 169 London Street
- BeTV - 3 Garden Place.
- The Barber Yard Unisex Salon 71 London Street.
- The Bridal Gallery are relocating from Centre Place to 405 Victoria Street. You won't miss them, it's looking great.
- Stark Property's redevelopment of 18 London Street continues to gain momentum, with a government department having been secured for one of the floors.
- Jungs Japanese Kitchen- Garden Place (previously Sian Sushi).
- Select FM Radio Station – 11 Garden Place.
- Omaha House of Blues – 30 Alexandra Street.

August

- Aoatea Security is relocating within the CBD to 1134 Victoria Street.
- Lil Split P is relocating to a much larger premises at 540 Victoria Street. It's a place to buy and sell quality preloved kids' stuff.
- Coffix has opened a hole in the wall offering at the front of Snapshot Photo Warehouse on Victoria Street.
- Mea Mobile and Ultimate Group has relocated to Anglesea Tower at 218 Anglesea Street.
- Welcome to Korea opened in Centre Place.

- Joburg Jaffles – opened a hole in the wall style eatery at 191 Victoria Street serving up loaded fries, burgers, tacos, hotdogs, mini donuts and of course Jaffles!

And watch these spaces:

- 25 Ward Street is now fully leased, with T1 on the first floor being leased to a specialist law firm.
- A floor at 18 London Street has been leased to a government department, which is currently under redevelopment by Stark Property.
- 443 Anglesea Street has been leased to a well-known specialist sports shop, which will be bigger and better.

September

- ALAC (Aotearoa Latin American Community) has moved into the CBD and are now located at 169 London Street, within the Federated Farmers Building
- Another lease on the ground floor of the ANZ Building at 17 Grantham Street, with their fitout commencing shortly. We are excited to see it completed for the representative body of the legal profession.
- Joburg Jaffles have just opened a new hole in the wall offering at 191 Victoria Street, adjacent to Gengy's.
- 541 Victoria Street has had a new tenant take over and you should expect to see a new mini mart open here shortly
- We have just leased the corner of Anglesea & Rostrevor Streets to a long-established Hamilton property business. They are taking over the Legacy Funerals premises and will be up and operating early in the New Year.
- Wix's Lane Co is open at 320 Barton Street. So, if you are looking for wonderful candles or want to workshop on how to make them, this is the place



October

- Soccer United at 443 Anglesea Street, which looks awesome and has something for everyone
- Tipsy Putt at 185 Victoria Street, just for a fun time or those angling for a little competition

And new leases, relocations and works underway:

- 500 Victoria Street (former ASB Building) is now scaffolded for external upgrade/reclad works and the installation of end of trip facilities etc.
- Corner of Victoria & Rostrevor Streets has a Christmas themed pop-up shop by Hospice Waikato.
- 829 Victoria Street has just opened to Halwai Restaurant and Sweets. Expanding from Auckland, their offering includes snacks, chaat and sweets.
- Safe Network has expanded their premises into an adjoining tenancy on Clifton Road.
- Auctus – accounting/business/growth has recently opened its doors at 660 Victoria Street, immediately adjacent to Card Merchant.

November

- New Zealand Nurses Organisation – 130 Grantham Street. Their new long term premises is secured in anticipation of their existing Tristram Street building being demolished in the New Year.
- World Mission Society Church after a long search, has finally found a home on Level 1, 31 Harwood Street
- The new ground floor slab has been laid at 18 London Street, which will extend the building further towards London Street itself. Level 1 of the building will include O-Studio and their wellness experience in due course.
- Toy World has a new store in Centre Place, which we hope will be successful, as it would be great to have them back in the CBD
- A new furniture store will be opening at 530 Victoria Street, next to Little Split P, so watch that space over the next week or so
- Thai Grandma House – 313B Barton Street.
- Resonate – Ear Clinic located at Anglesea Clinic
- Mana Furniture has just opened its doors at 530 Victoria Street
- One NZ has relocated, completing an extensive and eye-catching fitout, now open at 25 Ward Street next to Ruby

