

Strategic Plan

2019 – 2021

Hamilton Central Business Association
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HAMILTON
BUSINESS ASSOCIATION
CENTRAL
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Strategic Plan 2019-2021

EFFECTIVE OUTCOME 1 - ORGANISATION			
An effective, engaged, collaborative Business Association that represents the needs of the central city businesses to create a dynamic business community.			
Action	Timeframe	Stakeholders	Measurement
Build an effective executive Committee that represents the diverse make-up of the CBD	Annual	Members	AGM Nominations CBD sector representation
Support organisations that contribute to the central city environment	Ongoing	Hamilton City Council People's Project Hamilton Waikato Tourism Creative Waikato Waikato Chamber of Commerce Property Council SEED Waikato Zeal City Safe NZ Police Local iwi	Annual safety survey Positive PR of CBD Collaborative projects, events & activations Ambassador Programme Board membership
Actively engage with business people and key influencers to connect, collaborate and create CBD initiatives	Ongoing	Members and potential members	Monthly Social Business events Monthly e-newsletter to members and member only social media updates Economic development initiatives Collaboration and promotion of members in CBD events and activations
Continue to build effective partnerships with key organisations and influencers	Ongoing	Hamilton City Council Hamilton Waikato Tourism Te Waka Chamber of Commerce Property Council Local iwi City Safe NZ Police H3 Cultivate IT SEED Waikato	Regular catch-ups with business leaders HCBA attendance at key stakeholder business events Four annual collaboration events with key stakeholders Explore opportunities for partnership projects and activities

EFFECTIVE OUTCOME 2 - PROMOTION			
To promote the CBD as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.			
Action	Timeframe	Stakeholders	Measurement
To support and develop businesses to thrive in the CBD	Ongoing	Members Commercial Non-CBD businesses	Collaboration projects and networking events including Social Business PR opportunities CBD statistics including pedestrian counts, retail spend and vacancy rates Social Media engagement
CBD identity development	2020	Members Community groups Hamilton residents Visitors HCC Local iwi	CBD logo suite CBD collateral CBD logo recognition
To bring vibrancy to public spaces in the CBD through activation, events and people	2019,2020, 2020/2021	Members Community groups Hamilton residents Visitors HCC Local iwi	Annual activation plan Annual funding Annual reporting
Create, develop and showcase the diversity, essence and uniqueness of the CBD	Ongoing	Retail sector Hospitality sector Commercial sector Members Hamilton residents Visitors Businesses Local iwi	CBD Celebration Awards Hamilton CBD Video Series Retail campaign Stories of the CBD CBD Events supporting sector activities

EFFECTIVE OUTCOME 3 - ADVOCACY			
To represent the central city business voice on issues and projects of strategic importance to the CBD.			
Action	Timeframe	Stakeholders	Measurement
To support the reimagining and rejuvenation of the CBD	Ongoing	Members Hamilton residents Visitors Businesses Local iwi Hamilton City Council Property Council Chamber of Commerce	PR recognition CBD statistics including pedestrian counts, retail spend and vacancy rates
To work with commercial developers to positively influence commercial and residential development in the CBD	Ongoing	Commercial sector Members Hamilton residents Visitors Businesses Local iwi Hamilton City Council	Collaboration events including Social Business Contribution toward CBD masterplan CBD residential statistics CBD worker statistics
To look for opportunities to grow the night time economy	Ongoing	Hospitality sector Commercial sector Members Hamilton residents Visitors Businesses	CBD statistics including pedestrian counts, retail spend and vacancy rates
To continue working on creating a safe environment in the central city	Ongoing	HCC NZ Police People's Project City Safe	Central city safety survey statistics Central city safety plan actions
To influence HCC on projects that affect the CBD	Ongoing	Members	Submissions to annual and long-term plan Public forum speaking Project specific lobbying

OUR VISION

To be New Zealand's premier CBD business destination.

OUR MISSION

Creating a dynamic CBD environment for business to thrive.

OUR OPPORTUNITIES

Business Support

- Strengthen and develop partnerships with key stakeholders in and around the CBD
- Connect CBD businesses to provide opportunities for growth and development
- Develop and support CBD businesses to thrive in Hamilton

Business Advocacy

- Lobby on behalf of the local business community on key issues affecting the CBD
- Provide connection between the businesses and local Government

Business Promotion

Support, market and promote CBD businesses, stories and experiences.



MARKET DEVELOPMENT IN THE CBD

- Growing residential community
- Raising the tech sector profile
- Raising the hospitality sector profile
- Growing hub for Government business (local and central)
- Grow boutique style retail
- Grow event awareness
- Grow cultural awareness
- Grow night-time economy

OUR CHALLENGES

Property

- Upgrading of old and/or earthquake prone buildings required
- Ongoing maintenance around building stock and inner city infrastructure
- Large format ground floor space unfit for modern retail offerings
- Ground level vacant premises

Environment

- Central city street furniture upgrade required
- Modernisation of regulatory signage required
- Ongoing reputational concern of Garden Place
- Central city parking and accessibility concerns

Safety

- Continued investment in CBD safety, particularly at night