

Design Factory

DRAFT Problem Statement & Project Information:

Industry/Community Partner

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| **Hamilton Central Business Association** |

Description of Organisation

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| **Description:**  ***Attached Strategic Plan which covers all*** |
| **Organisation web address:**  ***Hamiltoncentral.co.nz***  ***Facebook/Instagram/linkedin Hamilton Central*** |

Problem Statement (what is the ‘wicked’ problem?):

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| **How to make Hamilton’s central city a desirable, destination space.** |

Background Information to the problem area:

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| ***We have events in public spaces (around 250 per year), a growing residential market (approx. 3,500 people), a big worker market (approx. 25,000) however we still need to ‘sell’ Hamilton’s CBD to the public.*** |

Any special considerations or limitations?

(e.g. ethical considerations, deadlines, conflicts of interest, confidentiality of information, people that would be useful to be part of the process but not a contact)

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Industry/Community Partner Contacts:

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Design Factory Director:

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| **Name:**  **Position:**  **Email:**  **Contact Number:** | Margi Moore  Design Factory Director  [Margi.moore@wintec.ac.nz](mailto:Margi.moore@wintec.ac.nz)  021 456 396 |

Design Factory Project Tutor/Facilitator:

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