

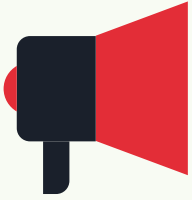
ACTION PLAN 2023-2024

hamiltoncentral.co.nz



Hamilton Central
Business Association





Advocacy

To represent the central city business voice on issues and projects of strategic importance to the central city.

1. Central City Transformation and River Plan
2. Transportation initiatives
3. Tactical urbanism
4. Central city infrastructure
5. Commercial and residential development
6. CBD trends
7. Central city safety and wellbeing
8. Buying local



Collaboration

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

1. Economic development initiatives
2. Love the Centre collaborations
3. Partnership and networking opportunities
4. Communication plans
5. CBD safety initiatives
6. CBD accessibility initiatives
7. Executive committee representatives
8. Governance roles and responsibilities



Promotion

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

1. Social media engagement
2. Sector specific initiatives
3. Profile raising activities
4. Public space activation
5. Advantage Club
6. Marketing initiatives
7. Communication strategies
8. CBD Awards