



**Notice of Meeting:**

I hereby give notice that an ordinary Meeting of the Economic Development Committee will be held on:

**Date:** Tuesday 29 July 2025  
**Time:** 9:30 am  
**Meeting Room:** Council Chamber  
**Venue:** Municipal Building, Garden Place, Hamilton

Lance Vervoort  
Chief Executive

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**Economic Development Committee**  
***Komiti Oohanga Whakatupu***  
**OPEN AGENDA**

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**Membership**

**Chairperson** Cr Ewan Wilson  
***Heamana***

**Deputy Chairperson** Cr Maria Huata  
***Heamana Tuarua***

**Members**

Mayor Paula Southgate	Cr Kesh Naidoo-Rauf
Deputy Mayor Angela O’Leary	Cr Andrew Bydder
Cr Anna Casey-Cox	Cr Geoff Taylor
Cr Maxine van Oosten	Cr Sarah Thomson
Cr Moko Tauariki	Cr Emma Pike
Cr Louise Hutt	Cr Tim Macindoe
Vacancy	

**Quorum:** A majority of members (including vacancies)

**Meeting Frequency:** Two monthly

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Amy Viggers  
*Mana Whakahaere*  
Governance Lead

**18 July 2025**

Telephone: 07 838 6699  
Governance@hcc.govt.nz  
www.hamilton.govt.nz

## **Purpose**

The Economic Development Committee is responsible for:

1. Governance of Hamilton's economic agenda and investment development opportunities consistent with Council's vision for the city and to enhance the wellbeing of Hamiltonians.

***In addition to the common delegations on page 10, the Economic Development Committee is delegated the following Terms of Reference and powers:***

### **Terms of Reference:**

2. To drive and enhance Hamilton's economic position by actively promoting Hamilton.
3. To promote investment and business attraction opportunities for Hamilton and the greater Waikato region.
4. To provide advice on strategic initiatives, plans, projects and potential property developments that have a material impact upon the Hamilton economy.
5. To develop, review and monitor the implementation of the Economic Development Agenda.
6. To recommend funding levels for service contracts with Business Improvement District(s), Hamilton and Waikato Tourism and Te Waka, and any others subject to funding approval by Council through the Councils long-term plan process, and approve said contracts with relevant third parties.
7. To monitor the performance and provide guidance on Council's relationship with key stakeholders including, but not limited to Te Waka, Hamilton Waikato Tourism and the Hamilton Central Business Association.
8. To monitor the performance of Council's major event venues operation (H3).
9. To review and monitor the implementation of Council's Event Sponsorship Policy.
10. To approve annual Event Sponsorship funding applications and monitor any grants made to external organisations under the terms of the Event Sponsorship Policy.
11. To support and assist with efforts for external partnerships on Council projects that will provide economic development opportunities for Hamilton and the region.
12. To develop and monitor policy related to the appointment and remuneration of directors of CCOs, CCTOs, and COs.
13. To provide clear direction to Council's CCOs, CCTOs, and COs on Council's expectations, including feedback on draft statements of intent.
14. To receive six-monthly reports of Council's CCOs, CCTOs, and COs, including on board performance.
15. To undertake any reviews of CCOs and CCTOs and agree CCO/CCTO-proposed changes to their governance arrangements
16. To develop policy, approve and monitor implementation of plans and strategies in relation to the performance of Council's investments in the Municipal Endowment Fund and strategic property.

### **The Committee is delegated the following powers to act:**

- Approval of event sponsorship applications annually in accordance with the Event Sponsorship Policy.
- Approval of letters of expectation for each CCO, CCTO, and CO.

- To provide feedback on draft statements of intent for each CCO, CCTO, and CO.
- Appointments to, and removals from, CCO, CCTO, and CO boards
- Approval of proposed major transactions or constitutional adjustments of CCOs, CCTOs, and COs.
- Approval of acquisition or sale or lease of properties owned by the Council or owned by the Municipal Endowment Fund consistent with the Municipal Endowment Fund Investment Policy, for any endowment properties. Note that if the Mayor and Chair consider that a final decision is more appropriately made by Council due to its significance, they may direct that and decision remains recommendatory, requiring ratification by Council.

**The Committee is delegated the following recommendatory powers:**

- Approval or otherwise of any proposal to establish, wind-up or dispose of any holding in, a CCO, CCTO, or CO.
- The Committee may make recommendations to Council.
- The Committee may make recommendations to other Committees.

**Recommendatory Oversight of Strategies:**

- Economic Development Agenda
- Tourism, Events and Visitation Strategy

**Recommendatory Oversight of Policies and Bylaws:**

- *Appointment and Remuneration of Board Members of COs, CCOs, and CCTOs Policy*
- *Event Sponsorship Policy*
- *Freeholding of Council Endowment Land Policy*
- *Municipal Endowment Fund Policy*
- *Business Improvement District (BID) Policy*
- *International Relations Policy*

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**1 Apologies – *Tono aroha***

**2 Confirmation of Agenda – *Whakatau raarangi take***

The Committee to confirm the agenda.

**3 Declaration of Interest – *Tauaakii whaipanga***

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as an elected representative and any private or other external interest they might have.

**4 Public Forum – *Aatea koorero***

As per Hamilton City Council's Standing Orders, a period of up to 30 minutes has been set aside for a public forum. Each speaker during the public forum section of this meeting may speak for five minutes or longer at the discretion of the Chair.

Please note that the public forum is to be confined to those items falling within the terms of the reference of this meeting.

Speakers will be put on a Public Forum speaking list on a first come first served basis in the Council Chamber prior to the start of the Meeting. A member of the Council Governance Team will be available to co-ordinate this. As many speakers as possible will be heard within the allocated time.

If you have any questions regarding Public Forum please contact Governance by telephoning 07 838 6699.

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## Council Report

**Hui:** Economic Development Committee  
**Date:** 29 July 2025

**Author:** James Winston II  
**Authoriser:** Michelle Hawthorne

**Position:** Governance Advisor  
**Position:** Governance and Assurance Manager

**Report Name:** Confirmation of the Economic and Development Committee Open Minutes - 22 May 2025

<b>Report Status</b>	<i>Open</i>
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### **Staff Recommendation - *Tuutohu-aa-kaimahi***

That the Economic Development Committee confirm the Open Minutes of the Economic Development Committee Meeting held on 22 May 2025 as a true and correct record.

### **Attachments - *Ngaa taapirihanga***

Attachment 1 - Economic Development Committee Open Unconfirmed Minutes - 22 May 2025

Economic Development Committee 22 MAY 2025 - OPEN



Item 5

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## Economic Development Committee *Komiti Oohanga Whakatupu* OPEN MINUTES

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Minutes of a meeting of the Economic Development Committee held in Council Chamber, Municipal Building, Garden Place, Hamilton on Thursday 22 May 2025 at 9:30 am.

**PRESENT**

**Deputy Chairperson** Cr Maria Huata  
*Heamana Tuarua*

**Members**

- Deputy Mayor Angela O'Leary
- Cr Anna Casey-Cox (via Audio-Visual)
- Cr Moko Tauariki (via Audio-Visual)
- Cr Louise Hutt
- Cr Kesh Naidoo-Rauf
- Cr Andrew Bydder
- Cr Geoff Taylor
- Cr Sarah Thomson (via Audio-Visual)
- Cr Emma Pike
- Cr Tim Macindoe

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*The Deputy Chair opened the meeting with a karakia.*

*The Deputy Chair spoke about the significance of today as the 30 year anniversary of the signing of Waikato Tainui's settlement deed.*

**1. Apologies – Tono aroha**

**Resolved:** (Cr Hutt/Cr Bydder)

That the Economic Development Committee accepts the apologies from Mayor Southgate, Cr Wilson, Cr van Oosten for absence (Council Business); from Deputy Mayor O'Leary for partial attendance and from Cr Casey-Cox for lateness.

**2. Confirmation of Agenda – Whakatau raarangi take**

**Resolved:** (Cr Hutt/Cr Macindoe)

That the Economic Development Committee confirms the agenda.

**3. Declarations of Interest – Tauaakii whaipanga**

Cr Huata declared an interest in Item 9 (Event Sponsorship Fund - recommendations for approval FY26-FY28) in particular the Waikato Regional Theatre application. She noted that she was conflicted and would not take part in the discussion or vote on the matter.

Cr Macindoe declared an interest in Item 9 (Event Sponsorship Fund - recommendations for approval FY26-FY28) in particular the Waikato Regional Theatre application. He noted that he was conflicted and would not take part in the discussion or vote on the matter.

**4. Public Forum – Aatea koorero**

No members of the public wished to speak in the Public Forum.

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Attachment 1

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**5. Confirmation of the Economic Development Committee Open Minutes 27 March 2025**

**Resolved:** (Cr Hutt/Cr Pike)

That the Economic Development Committee confirm the Open Minutes of the Economic Development Committee Meeting held on 27 March 2025 as a true and correct record.

**6. Chair's Report**

The Deputy Chair took report as read.

**Resolved:** (Cr Huata/Cr Hutt)

That the Economic Development Committee receives the report.

**7. General Manager's Report**

The General Manager Strategy, Growth & Planning took report as read.

**Resolved:** (Cr Huata/Cr Naidoo-Rauf)

That the Economic Development Committee receives the report.

**8. Business Improvement District Policy Review (Recommendation to Council)**

The Central City Transformation Manager highlighted that the changes to the policy were to align it with the Act and general formatting. Staff responded to questions from Members concerning specific changes, Hamilton Central Business Association's concerns, technical issues and funding.

**Resolved:** (Cr Taylor/Cr Naidoo-Rauf)

That the Economic Development Committee:

- a) receives the report; and
- b) recommends that the Council approves the revised Business Improvement District Policy (**Attachment 2** of this staff report), to be effective from 1 July 2025.

**9. Event Sponsorship Fund - recommendations for approval FY26-FY28**

The General Manager of Destinations highlighted the economic benefit of the sponsorship fund, the significance of national events and addressed the inclusion of the funding for the Waikato Regional Theatre opening and the Boon Street Art's Festival application. Staff responded to questions from Members concerning the Boon Street Art's Festival, Hamilton Gardens, the event leverage fund and other Council funding contributions.

**Resolved:** (Deputy Mayor/Cr Hutt)

That the Economic Development Committee:

- a) receives the report;
- b) approves the following single-year event sponsorship applications for financial sponsorship from Council's event sponsorship fund in FY26 (one year):
  - i. *World Tennis Tour Hamilton 2025 by Tennis New Zealand Incorporated for \$20,000;*
  - ii. *Champs of Champs Men's Pairs Bowling 2025 by Bowls New Zealand Incorporated for \$5,000;*
  - iii. *2025 New Zealand Secondary Schools Swimming Championships by Swimming New Zealand Incorporated for \$15,000;*
- c) approves the following multi-year event sponsorship applications for financial sponsorship from Council's event sponsorship fund in FY26, FY27 and FY28 (three years):
  - i. *The Hamilton Brick Show 2025-2027 by Hamilton Lego Users Group Incorporated for \$5,000 per year;*

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- ii. *Aramex Kiwi Walk and Run Series Hamilton 2026-2028 by SMC Events Limited for \$10,000 per year;*
- iii. *Hamilton Arts Festival Toi Ora ki Kirikiriroa 2026-2028 by Hamilton Gardens Summer Festival Foundation for \$175,000 per year;*
- iv. *Round the Bridges 2025-2027 by Hamilton Harriers Club and Classic Events Limited for \$20,000 per year;*
- v. *Z Manu World Champs Super Qualifier 2026-2028 by Quantum Events Limited for \$12,000 per year;*
- vi. *Balloons Over Waikato 2026-2028 by Balloons Over Waikato Trust for \$130,000 per year;*
- vii. *Porritt Classic 2026-2028 by Athletics Waikato Bay of Plenty Incorporated for \$6,000 per year; and*
- viii. *Cambridge to Hamilton Paddle Race 2025-2027 by The Boatshed Kayaks Limited for \$5,000 per year.*

d) declines the following applications for financial sponsorship from Council’s major event sponsorship fund:

- i. *Boon Street Art Festival 2026-2028 by Hamilton Arts Trust;*
- ii. *TARMAC Pacific 2025-2026 by Two Country Bunkins Limited;*
- iii. *Rise Up 2026-2028 by Soda Incorporated.*

e) approves the movement of the allocated FY26 event sponsorship fund at the end of the allocations process of \$27,000 to the Event Activation budget.

*As per Standing Order 15.2 (Council Meetings) Deputy Mayor O’Leary assumed the role of chair for the following vote as Cr Huata declared an interest.*

*In item 3 (Declaration of Interest) Cr Huata and Cr Macindoe declared an interest in the below item and did not take part in the discussion or vote on the matter*

**Resolved:** (Deputy Mayor O’Leary/Cr Hutt)

That the Economic Development Committee approves the Waikato Regional Theatre Opening Events 2025 by Waikato Regional Property Trust for \$70,000 single-year event sponsorship applications for financial sponsorship from Council’s event sponsorship fund in FY26 (one year).

*Cr Huata assumed the role of chair at the conclusion of the above vote.*

*Cr Casey-Cox joined the meeting (9.48am) during the discussion of the above item. She was present when the matters were voted on.*

**The meeting was adjourned from 10.16am to 10.20am during the discussion of the above item.**

**10. Strategic and General Update**

**Data Analytics, Economic and Policy**

The Programme Manager Economics & Policy spoke to the report highlighting the importance of Waikato Tainui and other Maaori businesses, business growth and impacts of tourism on the local economy. Staff responded to questions from Members concerning collecting data on the Maaori economy.

**Economic Development Programme**

The Economic Development Programme Manager spoke to the report highlighting the business relationship with the airport, aquaculture, workforce development and tech events. Staff responded to questions from Members concerning Tech in the Tron events.

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Attachment 1

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**Resolved:** (Cr Huata/Cr Hutt)  
That the Economic Development Committee receives the report.

- 11. Strategic Property Update - May 2025**  
The Strategic Property Manager took report as read.

**Resolved:** (Cr Pike/Cr Taylor)  
That the Economic Development Committee receives the report.

- 12. Resolution to Exclude the Public**

**Section 48, Local Government Official Information and Meetings Act 1987**

**Resolved:** (Cr Huata/Cr Taylor)  
That the public be excluded from the following parts of the proceedings of this meeting, namely consideration of the public excluded agenda.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Confirmation of the Economic Development Committee Public Excluded Minutes 27 March 2025	) Good reason to withhold information exists under Section 7 Local Government Official Information and Meetings Act 1987	Section 48(1)(a)
C2. Strategic Property Update - May 2025		
C3. Strategic Issues Update (Public Excluded Matters)		
C4. Co-Lab Constitution Amendment		

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to enable Council to carry out commercial activities without disadvantage	Section 7 (2) (h) Section 7 (2) (i)
Item C3.	to enable Council to carry out negotiations activities without disadvantage	Section 7 (2) (h) Section 7 (2) (i)
Item C4.	to enable Council to carry out negotiations to protect the privacy of natural persons	Section 7 (2) (a)

Economic Development Committee 22 MAY 2025 - OPEN

**The meeting moved into Public Excluded at 10.47am**

**The meeting was declared closed at 11.58am**

**Item 5**

**Attachment 1**

Item 6

## Council Report

**Committee:** Economic Development Committee

**Date:** 29 July 2025

**Author:** Stephanie Goss

**Authoriser:** Michelle Hawthorne

**Position:** Governance Advisor

**Position:** Governance and Assurance Manager

**Report Name:** Chair's Report

<b>Report Status</b>	<i>Open</i>
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### **Recommendation - *Tuutohu***

That the Economic Development Committee receives the report.

### **Attachments - *Ngaa taapirihanga***

Attachment 1 - Chair's Report



# Chair's Report

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## Chair's Report – Economic Development Committee

### Introduction:

The past two months have been a productive and significant period for Hamilton's international relationships and economic direction, particularly in terms of partnership-building, regional positioning, and future-focused investments.

### Chengdu – Global Cities Forum and International Engagement

In May, I had the privilege of being part of Hamilton's presence at the Global Cities Forum in Chengdu, China. From my perspective, this was one of the most strategically valuable international visits we've undertaken in recent years. The outcomes for Hamilton were tangible and impactful.

Of particular note was the successful establishment of a new international scholarship arrangement between Hamilton City, Wintec Te Pūkenga, and Chengdu University. This achievement is the result of several months of dedicated groundwork and persistence, and I want to especially acknowledge Lee-Ann and Walley for their outstanding efforts in helping to secure this outcome.

At the same time as our delegation was in Chengdu, a reciprocal education delegation from Chengdu visited Hamilton. I want to sincerely thank Deputy Chair Cr Maria, along with Crs Tim, and Sarah, for playing an important role in welcoming and hosting the visitors. These delegations, when coordinated well and supported politically, are highly productive and deliver long-term benefits. I would encourage the next Council to continue to prioritise and invest in these types of international relationships and exchanges.

### International Connectivity – Airport and Business Travel

While the tourism benefits of international connectivity through Hamilton Airport have dominated recent headlines, I believe the broader business implications are equally important and need to be better acknowledged.

The growing ease of access to Sydney, Brisbane, and beyond is opening up business linkages and trade opportunities that were previously constrained by logistics. With Auckland Airport nearby—and situated within Waikato-Tainui's rohe—our city is now positioned as a viable hub with both local and regional access to international markets.

We must continue to take a sub-regional and regional view of economic development. Our value proposition strengthens when we position Hamilton as part of a larger, connected region.

### Te Matatini 2027 – Confirmed for Waikato

The confirmation of Te Matatini 2027 to be held at Hopuhopu, near Ngāruawāhia, is a significant economic and cultural win for the region. I want to congratulate Tainui for their successful bid, which received unanimous endorsement from the Te Matatini Board.

The projected economic benefit is considerable—New Plymouth’s hosting in 2023 generated an estimated \$25 million. Beyond the economic gain, the social and cultural value is equally important, especially for Hamilton as home to the second-largest urban Māori population in Aotearoa, after Auckland.

**Tainui Group Holdings (TGH) – Economic Momentum**

TGH continues to deliver strong economic leadership and commercial momentum in the region. New tenants, capital projects, and land development partnerships are all contributing to growth and stability. The impact of their work cannot be overstated and continues to align well with the aspirations of this Council.

There is also a broader benefit to the city through increased employment opportunities and private investment that supports our local economy.

**Council Group – Capacity and Delivery**

As we look ahead to the delivery of our housing and economic development programme, it is worth reinforcing the importance of internal capacity within the Council group.

We should be prepared for the reality that additional staffing—both in frontline and support roles—will be required to deliver on the programme we have committed to. While long-term efficiencies will eventually emerge through alignment with the CCO, the short-term need for resourcing must be met with a degree of tolerance and understanding among elected members.

The delivery of growth, and the economic opportunity that comes with it, depends on this internal capability.

**Waikato Medical School – Watch This Space**

While no public announcement has yet been made, I encourage elected members to continue monitoring developments regarding the proposed Waikato Medical School. The opportunity for economic transformation, sector diversification, and long-term health outcomes remains significant.

**Recommendation:**

That the Economic Development Committee receives the report.

Regards,

**Cr Ewan Wilson,**

**Chairperson, Economic Development Committee**

**Hamilton City Council**

# Council Report

Item 7

**Committee:** Economic Development Committee      **Date:** 29 July 2025  
**Author:** Sean Murray      **Authoriser:** Sean Murray  
**Position:** General Manager Destinations      **Position:** General Manager Destinations

**Report Name:** External Agencies and CCO Reporting

<b>Report Status</b>	<i>Open</i>
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**Purpose - Take**

- To inform the Economic Development Committee on matters relating to External Agencies and Council-controlled organisations (CCOs) in line with reporting requirement as part of service level agreements and Council Controlled Organisation reporting requirements.

**Staff Recommendation - Tuutohu-aa-kaimahi**

- That the Economic Development Committee:
  - receives the report;
 

**Waikato Regional Airport Limited**

    - receives the Waikato Regional Airport Limited year-end report 1 July 2024 to 30 June 2025; *(to be circulated as a late attachment under separate cover)* and

**Hamilton and Waikato Tourism Limited**

    - receives the Hamilton and Waikato Tourism Limited year-end report 1 July 2024 to 30 June 2025 (**Attachment 3**).

**Executive Summary - Whakaraapopototanga matua**

- Under its terms of reference, the Economic Development Committee is responsible for receiving performance reports and providing clear direction to Council’s Council Controlled Organisations, including providing feedback on draft statements of intent. It is also responsible for monitoring the performance and providing guidance on Council’s relationship with external agencies.
- This report provides the following information:

External Partner/CCO	Topic
Waikato Regional Airport Limited (WRAL)	Year End Report 1 July 2024 to 30 June 2025
Hamilton and Waikato Tourism Limited (HWT)	Year End Report 1 July 2024 to 30 June 2025

**Item 7**

5. Representatives from Waikato Regional Airport Limited and Hamilton and Waikato Tourism Limited will present their year-end reports, which will be taken as read.
6. Staff consider the decisions in the report have low significance and that the recommendations comply with Council’s legal requirements.

**Discussion - *Matapaki***

**Waikato Regional Airport Limited**

**Background**

7. The purpose of this report is for Waikato Regional Airport Limited (WRAL) to present its year-end report for the period 1 July 2024 to 30 June 2025.
8. The WRAL Group (comprising Hamilton Airport, Hamilton and Waikato Tourism, Titanium Park Limited and Waikato Regional Airport Hotel Limited) operates as a limited liability company, with the following shareholders:

<b>Council</b>	<b>Shareholding</b>
Hamilton City Council	50.00%
Matamata-Piako District Council	15.63%
Waikato District Council	15.63%
Waipa District Council	15.63%
Otorohanga District Council	3.13%

9. Council’s main objective in the ownership of WRAL (and its subsidiaries) is to support and provide economic growth to our community which can benefit from the opportunities WRAL provides.
10. Barry Harris (WRAL Board Chair) and Mark Morgan (WRAL Chief Executive) and Scott Kendall (WRAL General Manager Finance & Commercial) will attend the meeting, provide a short presentation and be available for any questions.

**Year-End Report:**

11. Supporting commentary, WRAL’s year-end report and presentation will be circulated as late attachments under separate cover to enable the inclusion of year end financials.

**Hamilton and Waikato Tourism Limited**

**Background**

12. The purpose of this report is for Hamilton and Waikato Tourism Limited (HWT) to present its year-end report for the period 1 July 2024 to 30 June 2025.
13. HWT is a subsidiary company under the Council Controlled Organisation (CCO) of Waikato Regional Airport Limited. HWT was established from 1 July 2011 as the region’s Regional Tourism Organisation (RTO).
14. Hamilton & Waikato Tourism’s role is to generate competitive economic benefit through visitor sector strategies focused on increasing visitor length of stay and spend.
15. HWT is funded through a public/private partnership with the region’s tourism industry and four local authorities including Hamilton City, Matamata Piako, Waikato and Waipaa.
16. HWT has a three-year service level agreement with Council for 2024-2027 for \$715,889 + CPI per annum.

- 17. HWT’s General Manager, Nicola Greenwell, will attend the meeting, provide a short presentation and be available for any questions.

**Year-End Report**

- 18. This financial year began with confirmed funding through Long Term Plan processes across partner councils. While Hamilton maintained its funding, Waipaa, Waikato, and Matamata Piako reduced their contributions, and Waitomo and Otorohanga withdrew entirely, resulting in an 18% budget cut. In response, the organisation restructured, reducing staff from eight to six and refocused efforts on domestic marketing, business events, visitor experience enhancement, and digital delivery. Despite the downsizing, the team achieved strong results, launching new initiatives such as updated marketing campaigns, a revised membership structure and a new member portal.
- 19. HWT’s year-end report 1 July 2024 to 30 June 2025 is attached (see **Attachment 3**).

**Financial Considerations - *Whaiwhakaaro Puutea***

- 20. The topics covered in this report are funded by existing budgets. There are no financial implications in relation to the information provided in this report.

**Legal and Policy Considerations - *Whaiwhakaaro-aa-ture***

- 21. Staff confirm that the matters covered in this report comply with the Council’s legal and policy requirements.

**Risks - *Tuuraru***

- 22. There are no known risks associated with the decision sought by this report.

**Strategic Considerations - *Whaiwhakaaro-aa- rautaki***

- 23. Everything we do is aimed at improving the wellbeing of Hamiltonians. Council has been working alongside our community to understand what people in our city want the future of Hamilton Kirikiriroa to look like as represented by our five priorities.
- 24. The promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future is expressed through Council’s key strategies.
- 25. The proposed recommendation will align with Council key documents, as identified in the Governance Structure, in the following ways:

<p><a href="#">Significance and Engagement Policy</a></p>	<p>Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the matter(s) in this report has/have a low level of significance.</p> <p>Given the low level of significance determined, the engagement level is low. No engagement is required</p>
<p><a href="#">He Pou Manawa Ora - Pillars of Wellbeing</a></p>	<p>The information included in this report addresses He Po Manawa Taiao (Pillar of restoration) through the Council’s Central City Transformation Plan, which considers connections between the central city and the river to restore and protect the balance of the environment.</p>
<p><a href="#">Our Climate Future Te Pae Tawhiti o Kirikiriroa</a></p>	<p>Staff have considered the key considerations under the Climate Change Policy and have determined that an adaptation assessment and emissions assessment is not required for the matter(s) in this report.</p>

**Item 7**

<a href="#">Disability Action Plan</a>	Staff have considered the Disability Action Plan and determined that there are no specific or relevant goals applicable to this report.
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**Attachments - *Ngaa taapirihanga***

Attachment 1 - WRAL Year End Report 1 July 2024 to 30 June 2025 (*Under Separate Cover*)

Attachment 2 - WRAL Year End Presentation (*Under Separate Cover*)

Attachment 3 - HWT Year End Report 1 July 2024 to 30 June 2025

Attachment 4 - HWT Year End Presentation



## Year-end report to Hamilton City Council

1 July 2024 – 30 June 2025

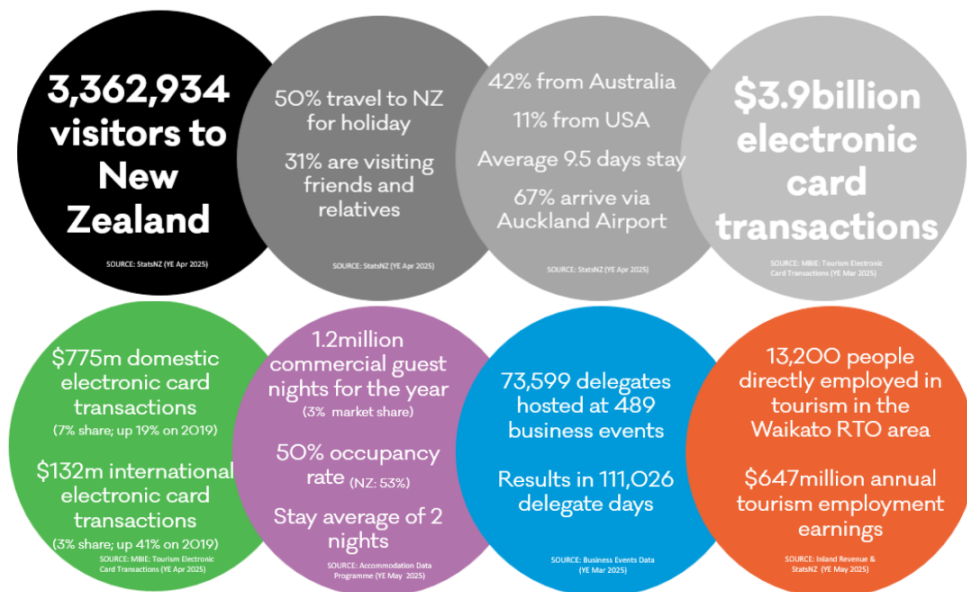
Hamilton & Waikato Tourism (HWT) your Regional Tourism Organisation (RTO). Our role is to generate competitive economic benefit through visitor sector strategies focused on increasing visitor length of stay and spend. When visitors spend money in our region, businesses remain viable, employment is available, and we develop prosperous communities.

Hamilton & Waikato Tourism is a subsidiary of Waikato Regional Airport Limited, a Council Controlled Organisation (CCO). We have a commercial board with Richard Leggat appointed as the Chair in December 2021. Richard is joined by Gus Gilmore, as WRAL board representative; Mark Morgan, as the WRAL Chief Executive; and Steve Gow as an independent director.

HWT is funded through a public/private partnership with the region’s tourism industry and **four** local authorities including Hamilton City, Matamata Piako, Waikato and Waipā. This is the year-end report covering the period from 1 July 2024 through to 30 June 2025.

### KEY HIGHLIGHTS (July 2024 to June 2025)

NOTE: with reporting timeframes, year-end data is not yet available from MBIE or StatsNZ. The stats provided are the most up to date available:



Year-end report to Hamilton City Council 1 July 2024–30 June 2025

Attachment 3



**EXECUTIVE SUMMARY**

This financial year began by confirming funding through the collective Long Term Plan processes with each of our partnering councils. While Hamilton retained funding at previous levels (thank you!), reductions were implemented by Waipā, Waikato and Matamata Piako. Despite best attempts and discussions, Waitomo and Ōtorohanga chose to withdraw from our activities. Overall, our budget reduced by 18%.



In order to reset within the new budget, the organisation was restructured and the team resized. The focus of our ongoing work was carefully considered, with the HWT Board determining the organisation would focus attention primarily on marketing within New Zealand, attracting business events, supporting the industry to improve visitor experiences, all delivered through digital platforms. Our team reduced from eight full-time-equivalent staff members to six.



We have settled well within the reduced budget and team; and have delivered substantial quantity and quality of activities, achieved great results and have much to be proud of and celebrate. There have been new initiatives introduced throughout the year – new approaches to marketing campaigns, new Membership structure for industry contribution, new Member portal providing tools to our Members, along with existing proven approaches within the business event sector, providing support to our industry and ensuring digital engagement continues to grow.

With the arrival of Jetstar flights from Sydney and Coolangatta, the Regional Theatre about to open and new hotels on the way, we feel particularly optimistic about the future ahead for our region.

You will notice a change in our report. As you reside within our region, you are unlikely to see our work (you are not a visitor after all), therefore we have given visual examples of our work throughout; specifically focussing on the activity and inclusion of your specific operators and visitor propositions. We hope you find this new format beneficial.

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**Activity Update**

<b>38,816,934</b> People reached through marketing, digital and PR activities	<b>41</b> Members signed up for FY 2024/25	<b>62</b> Industry events attended	<b>28</b> Media releases, comments & information provided	<b>17</b> Workshops, events and online resources provided
<b>46</b> Electronic newsletters sent	<b>16</b> Media hosted in region	<b>5</b> Regional conference bids	<b>7</b> Campaigns	<b>701</b> Travel Trade trained
<b>3,220,389</b> Billboard impressions per week x 6 months <b>= 77,289,336</b> impressions in Gold Coast, Brisbane and Sydney				

Year-end report to Hamilton City Council 1 July 2024–30 June 2025



## Domestic Marketing

### Domestic Marketing Campaign – “Get Lost”

The "Get Lost" domestic marketing campaign was filmed and produced during December 2024 and January 2025; with the campaign live in March/April. This initiative produced a comprehensive suite of assets, including six 30-second and six 8-second video ads, social media imagery, posters, mall entrance panels, LED screen imagery, and window decals. Hamilton Gardens, Victoria on the River and Gothenburg were included as hero creatives.

The campaign objective was to reach and inspire target audiences, encouraging domestic visitation to the Waikato region during the autumn shoulder season and foster advocacy for the region as a destination. Primary target audiences were older couples and families residing in Auckland. Our Members received a "Get Lost" Campaign Guide, which included logo lockups, example copy, key messaging, calls to action, and digital assets. These resources were provided for Members' to incorporate in their own marketing activities, thereby extending the campaign's overall reach.

The "Get Lost 2025" campaign successfully delivered on its objectives with exceptional click-through-rates, low cost per click, and strong demographic engagement.

- Reach and Efficiency: Total Impressions: 950,000 (Meta + YouTube), reach on Meta: 142,000 with a frequency of 3.38; indicating good exposure without over-saturation. CPC (Meta): \$0.05, far outperforming the travel industry average of \$0.63. CPM (Meta): \$6.51 — highly cost-effective.
- Engagement: Overall CTR: Meta: 12.85% — 14x higher than the travel industry average of 0.9%.
- Conversions and Clicks: Meta: 61,625 clicks; 153 external link clicks. YouTube: 7,031 clicks; 459 conversions. Conversion Rate (YouTube): 1.03% — a solid figure for awareness and consideration campaigns.

### Waikato Brand Video

We were proud to launch our new *Mighty Waikato* brand video, celebrating the region’s rich identity, diverse experiences, and natural beauty. Designed to evoke pride and inspire visitation, the video highlights iconic locations such as Hobbiton Movie Set, Hamilton Gardens, Raglan, and Sanctuary Mountain Maungatautari; while showcasing Waikato as a dynamic destination to play, relax, connect, and explore. This visual storytelling asset supports both domestic and international marketing, reinforcing Waikato’s unique appeal.



During the six cricket test matches hosted at Hamilton's Seddon Park, TVNZ featured the mighty Waikato brand video, reaching over 10,500 attendees per game as well as TV audience. Whilst in region, talkSport UK Radio was hosted by Te Ahurei Māori Tourism in Hamilton Kirikiriroa.



The Mighty Waikato brand video was also featured at the Auckland All Whites game played at FMG Stadium Waikato in November 2024, reaching an attendance over 10,000 as well as the television audience.

Attachment 3



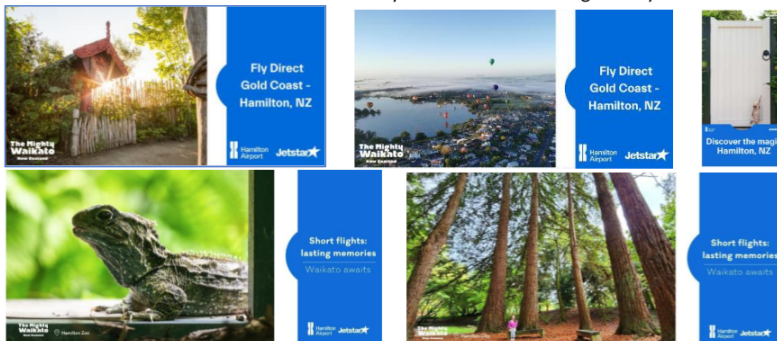
### Marketing to Australia and beyond

We are thrilled to have HLZ as an international airport code once again! The arrival of Jetstar from Sydney and Coolangatta in June were greeted with great celebrations and is a fantastic advantage for our region, and beyond.

While our initial focus with renewed funding levels was on the domestic market, we have managed to complete a range of Australian focussed activities to support these flights. We are pleased of the activation we have been able to provide to date.

#### Australian Billboards

We were proud to support the initial announcement, including digital billboard designs promoting the mighty Waikato, showcased in Brisbane Metro, Brisbane Airport and Gold Coast Airport. Imagery promoting Hamilton City, Balloons Over Waikato and Hamilton Gardens were widely used in this marketing activity.



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#### AIME attendance

Attending AIME in Melbourne was a valuable opportunity to showcase the Waikato region to the Australasian incentive market. We promoted our unique combination of natural beauty, cultural depth, and high-quality venues tailored for incentive experiences. Strong interest was shown by buyers, particularly around the reintroduction of trans-Tasman flights, which significantly enhance accessibility to our region. Through pre-scheduled meetings and networking events, we generated quality leads, reinforced industry relationships, and gained fresh insights into incentive trends. AIME proved instrumental in positioning Waikato as an appealing alternative to traditional city destinations for incentive groups seeking meaningful, connected experiences.

#### AU Pedestrian.TV Famil

In November 2025, Matt Galea, Managing Editor of [Pedestrian.TV](#)—a leading Australian youth pop-culture platform with over 834,000 unique monthly visitors and 6.47 million average monthly social media views—undertook a two-day self-driven adventure of the Waikato region. His visit, designed to generate spring travel content for articles and social media, included a guided e-bike tour with River Riders along Te Awa River Ride, private highlights tour of Hamilton Gardens, and time exploring MADE Markets in Hamilton East.

#### International Media Marketplace (IMM)

We attended the International Media Marketplace (IMM) in Sydney in February 2025. This is key global networking event for the travel media industry. This involved 25 pre-booked one-on-one meetings with influential Australian travel writers, publications, and influencers to promote the Waikato and pitch story ideas, famil opportunities, and feature articles in support of the new trans-Tasman flights to Hamilton Airport. Subsequent follow-up yielded several confirmed collaborations with Jetstar, Queensland Airports Limited, and media, with famil hosted aligning to the inaugural flights.

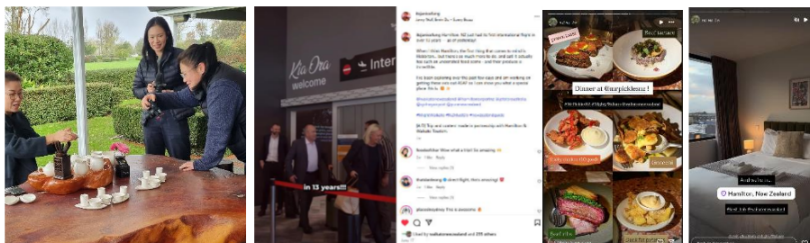


**AU Journalists arrived on Inaugural Sydney – Hamilton flight**

Media on the Sydney inaugural flight included journalist from The Australian (Australia’s leading national newspapers, with a substantial daily readership across print and digital platforms, reaching influential audiences in business, politics, and the arts) and a journalist from Explore (Regional Australia’s leading travel platform, offering curated travel content and destination inspiration to a large audience of domestic travellers seeking authentic regional experiences). Within Hamilton, the journalists experienced Hamilton Gardens, Te Ahurei Maori Tourism, Te Whare Taonga o Waikato Museum & Gallery, MADE Markets, Gothenburg, Palate and Reggies.

**Sydney Food/Travel Influencer Janice Fung**

Hamilton City hosted Sydney-based foodie influencer Janice Fung as part of a targeted destination awareness activity. With a total estimated reach of over 149,000 across her platforms, Janice continues to share highlights from her visit, which included Hamilton Gardens, Whare Taonga o Waikato Museum & Gallery; eating at Palate, MADE Markets, Madam Woo, Mr Pickles; staying at KOSH Properties; and enjoyed the city river walks. Janice arrived via Auckland and departed on the first flight out of Hamilton Airport back to Sydney, showcasing the ease of trans-Tasman travel.



**RTO/ITO event**

We attended **RTO/ITO Day** in Auckland in March and held 58 twelve-minute appointments with Inbound Tour Operators across the two-day event. The regional updates were well received by industry with hype around The Clements Hotel opening, Hamilton Gardens paid product, Hobbiton’s new Behind the Scenes tour, Sanctuary Mountain Maungatautari new limited Kiwi experiences, and the launch of AU flights through Hamilton Airport (with the region being popular for first or last activity in North Island itineraries).

**Sunrise TV**

The Waikato was selected as one of only five NZ locations to host Australia’s leading breakfast show, "Sunrise" on Channel 7, which has held the number one position for 21 years. In March 2025, presenter Sam Mac conducted seven live broadcasts from Hobbiton™ Movie Set. This provided exposure to a large Australian audience (4million monthly and 1.2million daily viewers) and was further amplified through Sunrise's extensive social media channels. The broadcasts included promotional segments highlighting the international flights into Hamilton, directly linking the Waikato with Sydney and Coolangatta.

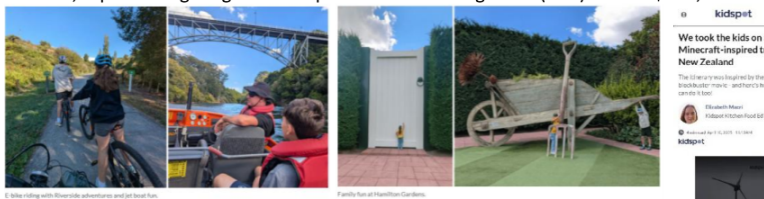


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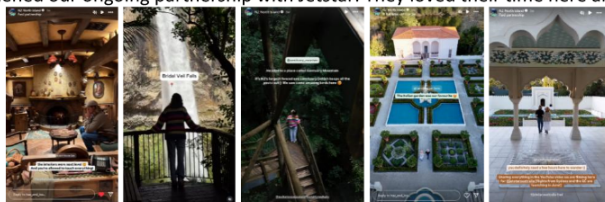
**Kidspot.com.au**

In March, Waikato was selected as one of only two New Zealand regions to host Elizabeth Macri, an editor from the Australian parenting website, Kidspot.com.au, and her family. Kidspot generates over 27million monthly touchpoints and maintains a social media presence of over 1.5million followers. The media features successfully showcased the Waikato region as a premier family-friendly destination to a highly engaged Australian audience. The published coverage included two website articles, two Facebook shares of articles, two newsletter inclusions, and one Instagram mention, representing a significant equivalent advertising value (EAV) of over \$100,000.



**AU Influencers Haz & Loz**

In May 2025, we hosted Australian influencers “Haz & Loz” in partnership with Jetstar. They captured content for the Jetstar in-flight entertainment system and to promote the region on their own social media channels. With a combined audience of 270,000 across Instagram and TikTok, their content engaged 25–34-year-old Australian audience through stunning visuals of local experiences, food, and stays. The collaboration amplified destination visibility and strengthened our ongoing partnership with Jetstar. They loved their time here and now aim to return!



**Tourism BOOST AU campaign**

The Government announced the Tourism Boost Fund for collaborations of RTOs to market destinations to encourage international visitation over the winter months. Our collaboration with North-North Island was awarded \$600,000 to target Australian visitors (led by RotoruaNZ); and the All-NZ collaboration was awarded \$680,000 for attracting North American visitors (led by Tātaki Auckland Unlimited). We provided strong and compelling content for both activations. Bother are still in market and results will not be measured until September 2025.

**Australian Travel Sellers training**

Tourism New Zealand lead an online training webinar in March 2025 which had themselves, JetStar AU, Dunedin RTO and us training 75 Australian front line travel agents. We presented a regional overview concentrating on our hero products as well as accommodation offering, annual events taking place and Hamilton city as a hub for visitation. The purpose of this training was to build awareness with Australian based travel agents of the new trans-Tasman Jet Star routes to Hamilton and Dunedin.

**eXplore Trade Show**

This event is comprised of an afternoon of educational workshops and a networking event followed by a full day of open appointment streams between travel trade (buyers), and operators and RTOs (sellers) within the central North Island regions. Held in April 2025 in Auckland, the event welcomed mostly Auckland based ITOs and IBOS and we exhibited alongside nine operators from the mighty Waikato. The event had 254 buyers registered attend which has surpassed 2024 event buyer numbers.

Year-end report to Hamilton City Council 1 July 2024–30 June 2025

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**TRENZ**

TRENZ 2025 took place in Rotorua in May 2025. We attended with four regional operators: Hamilton Gardens, Hobbiton™ Movie Set, Riverside Adventures Waikato and Hidden Lake Hotel & Apartments. We requested our preferred buyers very strategically with priority on Australian buyers, followed by UK and North America. Collectively with our central North Island collaboration ECNI, we hosted a networking hour showcasing a wide variety of local food and beverages available within our wider ECNI rohe.

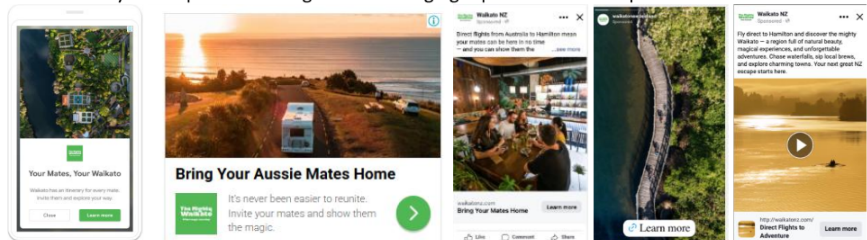
Our team met with 51 international buyers, many of whom were excited about the new direct flights into Hamilton and the potential for dual-destination itineraries – adding NZ to an Australian holiday via Hamilton. Following TRENZ the region hosted two post TRENZ famils, the post TRENZ ECNI famil and the TNZ Indonesian and Thailand buyer famil. Hobbiton also led a pre TRENZ Trilogy famil which included Hamilton Gardens.

**Our own Australian campaigns**

We launched two digital campaigns to support the arrival of Jetstar into Hamilton. Both campaigns featured through Meta and Google platforms:

- The first targets mighty Waikato locals with messaging to “bring your Aussie mates home” and do this, explore here etc. This aims to inform locals about the flight connections and to ensure they are great ambassadors for our region. This went live in June for four weeks.
- The second targets Sydney and Gold Coast residents with the message to “C’mon on over”. Again, this showcases the great activities and experiences our region has to offer.

Images and messaging are served to consumers to match individual demographic and interest areas according to search history. A sample of the images and messaging is provided as examples:



**Other international activities**

**Air New Zealand North America travel sellers training**

This multi-pronged activation is in conjunction with our ECNI partners and comprised of a webinar series, live Q&A session and in-region famil for eight top selling agents (including pre and post video content). Commencing with the online training component, each RTO was assigned 15 minutes to educate, and additional time to present itinerary options. The Waikato and Rotorua joint webinar was in June. We presented with a prerecorded video presentation ‘out in the field’. We aimed to leave a lasting impression on the audience with this creative approach. There were 438 agents registered for our webinar and 205 joined, the remaining agents have access to watch the webinar later. Promotion of this training, through the lens of a competition to win a famil, had an impressive reach by being promoted to Air New Zealand and ECNI collective North America databases, Tourism NZ Facebook channel, along with some paid promotion. The famil will take place later this year in September.

We welcomed a number of **travel trade famils** in region over the past year including a retail agent from North America Kiwilink (prize winner), and an ATS Agent Mega famil of 22 people. The region has hosted a group of eight Japanese trade agents through a Tourism New Zealand led famil last November and an agent from Down Under Answers in December. We supported with varying levels of coordination or direct connection.

Attachment 3



### Digital Marketing

#### Digital reach throughout the year

Over the year, our digital reach has expanded to **9.79 million total views**, demonstrating increased engagement across multiple online channels. Website traffic has remained steady, supported by regular content updates and targeted online strategies such as search engine optimisation. Social media platforms have experienced steady follower growth and improved reach, while e-newsletters continue to achieve consistent open and click-through rates. Digital advertising efforts have also contributed to greater visibility and audience engagement. These trends highlight positive momentum and the effectiveness of our ongoing digital initiatives.

#### Photoshoots

We held two photoshoots in region during the year to capture fresh imagery of the Waikato region. Our photographer was given creative freedom and flexibility, which resulted in an incredible set of images exceeding our expectations. By remaining flexible with our schedule, we were able to capture multiple locations at different times of the day, making the most of the weather and sun positioning.

Overall, the photos highlight a wide range of visitor experiences, including Hamilton locations of Hamilton Gardens, Hamilton Zoo, Te Whare Taonga o Waikato Museum & Gallery, the Waikato River, Hamilton City River Walk, SkyCity Hamilton (Bowl & Social, Local Tap House), street art, Hayes Common, dog-friendly walks, and Taitua Arboretum.

Item 7



#### Hamilton Gardens photos delivered impressive social results

Photos taken at Hamilton Gardens during the above-mentioned photoshoot were shared on our social media channels, generating strong engagement – particularly on Facebook. The organic post featuring these images reached over 71,000 people and received 924 interactions, including likes, comments and shares. These results highlight the power of high-quality, aspirational imagery in driving reach and audience engagement.





Item 7

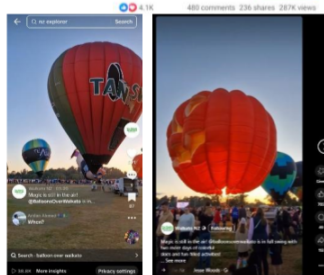
**Jetstar arrival video achieves exceptional organic reach and engagement on social media**

A recent video shared on Facebook to celebrate the arrival of the first Jetstar flight from Sydney to Hamilton Airport delivered outstanding results. The post received 287,912 views, reached 260,660 people, and generated 4,880 reactions, demonstrating significant public interest. Most viewers were based in New Zealand and Australia, reflecting strong engagement with the return of direct trans-Tasman flights to Hamilton. This result highlights the value of digital storytelling in promoting key milestones for the region.



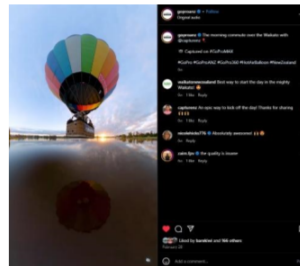
**Balloons Over Waikato social media posts captured attention**

Our Balloons Over Waikato social media posts received high engagement and viewership. A video captured at one of the morning BOW events was shared during the festival week across Facebook, Instagram, and TikTok. Additionally, a Facebook post promoting the event was published prior to the event. Combined, these posts generated over 185,679 views and 2,370 interactions across platforms.



**GoPro's "Post of the Day"**

GoPro ANZ (255,000 followers on Instagram) re-shared an Instagram post featuring the video of Kiwi Balloon Company flight as their "Post of the Day" on their Instagram channel. The video was captured during the filming of our regional brand video with BareKiwi, who is the official GoPro ambassador in New Zealand. This highlights the importance of collaborating with social media content creators, as such partnerships can significantly enhance exposure.



**Always on Digital Campaigns**

We continue to run a series of ads across Meta (Facebook and Instagram) and Google on an ongoing 'always on' basis. This ongoing activity has ads designed for a local Waikato audience as well as visitors from key drive markets such as Auckland. The focus of ads is based around walking, experiences, cycling, food and events and features our HWT members throughout.

Headline  
 Top Attractions | Hamilton City Activities

Description  
 Discover the world renowned Hamilton Gardens or have fun at the Waikato Museum. Enjoy a great range of dining and entertainment options.



Attachment 3



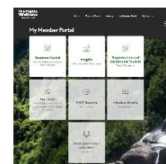
**Refreshed Hot Deals platform on waikatonz.com**

The refreshed Waikato Hot Deals platform was launched in September. Fully integrated into the WaikatoNZ website, the platform now features automated account creation, simplifying the registration process for operators. Feedback has been positive, with users praising the platform's simple and clean navigation, as well as the ease of listing deals. The Hot Deals platform is free and available to businesses and tourism operators within our boundaries.



**Member Portal**

Our new Member Portal was successfully launched in December. All Members received a "Welcome to our new Member Portal" newsletter introducing the portal and provided instructions. The portal includes access to additional resources, ability to book one-on-one meetings with the team, insights and updates on our KPIs, and registration for Members events. The feedback from the Members was positive: easy to use, easy to navigate, and exciting.



**Website and Social Media**

**Hamilton was profiled through HWT's various social media channels including:** Te Awa Great New Zealand River Ride (Hamilton City section), River Riders, Hamilton Zoo, Bowl & Social, Te Whare Taonga o Waikato Museum & Gallery, Kiwi Balloon Company, Exscite, Christmas Events and Activities, Taitua Arboretum, PYO berry farms, Classics Museum, The University of Waikato campus walks, new entry precinct at Hamilton Gardens, Hamilton Airport, Waiwhakareke Natural Heritage Park, Hamilton Lake Domain, Hamilton Gardens, Garden Place, Tōia Mai, Jansen Park, Tongue of the Dog, Hamilton Christmas Tree, Ancient Egyptian Garden, Victoria On The River. Matariki Events, Hamilton Gardens, Te Whare Taonga o Waikato Museum & Gallery, Waikato River Walk, Gothenburg Restaurant, Animal Encounters at Hamilton Zoo, Hayes Common, Central city jetty Hamilton, Hamilton Lake, Bowl & Social, Waikato Regional Theatre.

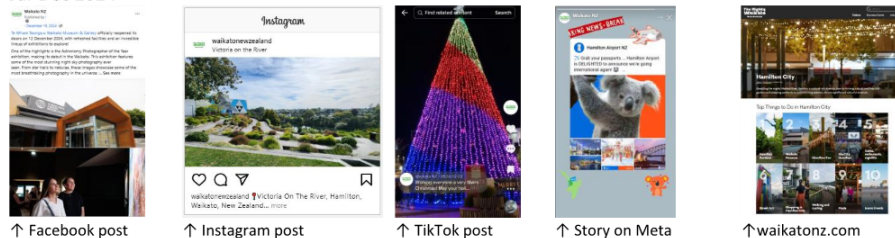
**Events featured on social media:** New Zealand Darts Masters 2024, Mid-Winter Edition, Waikato Christmas Market, The Great NZ Food Show 2024, 3 Tenors Tribute to Mario Lanza, Harlem Globetrotters, Badjelly the Witch Glow Show, FMG Young Farmer of The Year: Grand Final Awards Show, The Hunchback of Notre Dame, 15<sup>th</sup> Annual Cheesecake Festival, Ed Byrne: Tragedy Plus Time, Who's Afraid of Virginia Woolf?, Harmonizing Cultures: A Jazz-Carnatic Fusion, Hamilton Women's Lifestyle Expo 2024, NZSO Pastoral: Beethoven & Tchaikovsky, Bunnings FPC & NPC Double Header - Waikato vs Auckland, Predator Pro Billiard Series, Let's Get Thrifty, International Charity Fight Night, Convergence 2024, Vetro Spring Festival, The Wiggles - Wiggle Groove Tour, Waikato Home & Garden Show 2024, Garden Place Movie Night – Barbie, Oktoberfest 2024 at Good George Dining Hall, Kooky Spooky Crafts at Exscite, Northern Districts Men vs Wellington Firebirds - Ford Trophy, Halloween in the Strawberry Fields, Waikato A&P Show, Sands Carving Studio - Grand Opening, Lugton's Round the Bridges, NZ Gardener at the Gardens, FIFA World Cup 26<sup>th</sup> Oceania Qualifiers - All Whites vs Vanuatu, Crowded House 'Gravity Stairs World Tour', 7 Days Live, Trees at The Meteor, Extravaganza in the Park Christmas Market, First Credit Union Christmas Parade, Festive Fun at Garden Place, Christmas at the Lake, Pasko sa Nayon, Astronomy Photographer of the Year exhibition, SkyCity Hamilton Christmas Tree Lighting Festival, Gourmet in the Gardens, Waitangi Day Festival, Freestyle Kings Live 2025, Northern Brave v Wellington (Double Header), Astronomy Photographer of the Year, BLACKCAPS and Sri Lanka 2nd ODI, Disney's The Lion King Jr., Sarah Millican - Late Bloomer, Pekapeka Night-time Discovery Walk, Circus in the Centre, Sunset Cinema - Top Gun: Maverick, Celebrate Valentine's Day at Hamilton Gardens, Chinese Lantern Festival, Malaysia Day, The Hamilton Kirikiriroa Festival of Weird 2025, Medieval Faire, The Big Bike Film Night 2025, Hamilton Half Marathon, St. Patricks' Day 2025, Hamilton Gardens Trail, Aramex Kiwi Walk & Run Series, BLACKCAPS v PAKISTAN 2nd ODI, W.A.Mozart Requiem, The Bell, Super Rugby Pacific - Gallagher Chiefs vs Highlanders, Ben Elton - Authentic Stupidity, Bluey's Big Play The Stage Show, Banff Mountain Film Festival World Tour 2025, The Big Go Eco Garage Sale, New Zealand Highwaymen, International Comedy All-Stars - Live in Hamilton, Super Rugby Pacific - Gallagher Chiefs vs, Moana Pasifika, Museum Open Late, NZ Music Month Concert, Tahatū Careers Expo NZ – Hamilton, Yoga at the Museum: 5-Week Course, Tainui Secondary Schools Kapa Haka Festival 2025, Good Vibes Concert, DEVILSKIN - Re-Evolution NZ Tour, ANZ premiership 2025 - Avis Magic vs MG Mystics, Showquest Waikato 2025, Winter Warmers: An Operatic Gala, National Fieldays 2025, Trans-Tasman Throwdown, Balloons Over Waikato 2025, Boon Street Art Festival 2025, Hamilton Arts Festival Toi Ora ki Kirikiriroa, One New Zealand Warriors v Melbourne Storm

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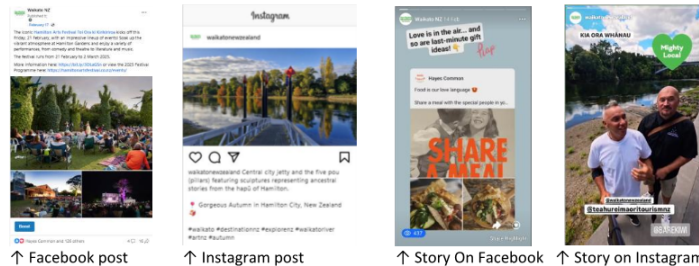


**Representation on waikatonz.com:** Hamilton is well represented on the WaikatoNZ website, showcasing a diverse range of experiences, activities, accommodation options, events, and dining choices.

**Jul-Dec 2024**

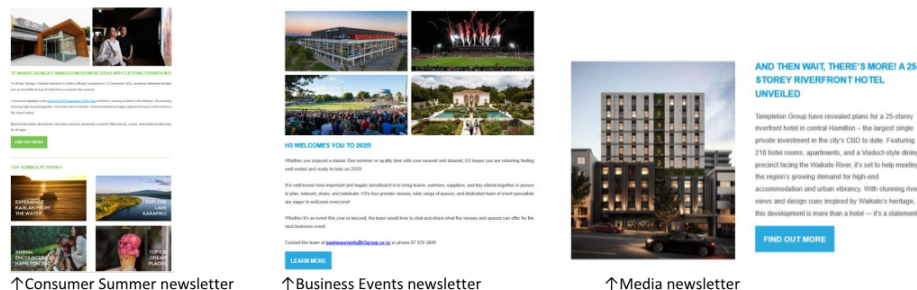


**Jan-Jun 2025**



**E-newsletters**

**Quarterly e-newsletters were distributed to our consumer, business events and media databases featuring:** Hamilton Zoo, FIFA World Cup 26™ Oceania Qualifiers - All Whites Vs Vanuatu, FMG Waikato Stadium, Hamilton Gardens, Waikato Home & Garden Show, Globox Arena Claudelands, SkyCity Hamilton Christmas Tree Lighting Festival, PYO Berry Farms, H3 Group, Te Awa Great New Zealand River Ride, River Riders, Gourmet in the Gardens, Astronomy Photographer of the Year at Waikato Museum, The Z Manu World Champs Super Qualifier, Freestyle Kings Live, One New Zealand Warriors v Melbourne Storm, Hamilton Arts Festival Toi Ora Ki Kirikiriroa, Balloons Over Waikato, Te Whare Taonga O Waikato Museum & Gallery, Hayes Common, Gothenburg Restaurant, Bowl & Social, SkyCity Hamilton, Kiwi Balloon Company, Novotel Hamilton Tainui, Heartland Ambassador Hotel Hamilton, Taitua Arboretum, Reggie's restaurant, Trans-Tasman Throwdown, Super Rugby Pacific - Gallagher Chiefs Vs Moana Pasifika, International Comedy All-Stars - Live In Hamilton, National Fieldays 2025, Taylor's Story – A Taylor Swift Tribute, NZ Music Month Concert, All Blacks V France, Jim Beam Homegrown Festival, Great NZ Food Show, Hamilton Airport, Pullman Hotel, Templeton Hotel



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Attachment 3



Media

US TV series filmed in region

We're excited to share the phenomenal success of the Huckberry DIRT episode showcasing Raglan and the mighty Waikato. The episode has amassed over 841,000 views, demonstrating the strong appeal of our unique experiences to a US audience. From iconic surf spots to local culinary delights and adventure activities, the episode captured the essence of our region. Tourism New Zealand has highlighted the mighty Waikato's exceptional exposure, with Huckberry's DIRT reaching an average of 1,105,000 viewers.

Kidspot Magazine partnership - spring travel campaign

In partnership with Kidspot, we ran a Spring Family Travel campaign for 12 weeks (Aug-Nov 2024) which successfully reached over 279,000 viewers and significantly exceeded Kidspot benchmarks. Leveraging Kidspot content partnerships to engage this large audience, the campaign achieved a media click through rate (CTR) of 0.41%, more than double the 0.17% benchmark.



Item 7

Kia Ora Magazine

The region featured prominently three separate articles in the November and December 2024 editions of Kia Ora Magazine. The November edition included a five-page feature showcasing the region as an ideal weekend getaway. This was followed by two exclusive features in December, with Ellese Andrews' two-page "Travel My Place" column, and Te Karaka Lodge "Lodge Review" column. This consistent presence in Kia Ora Magazine offers fantastic visibility, reaching over one million passengers monthly.



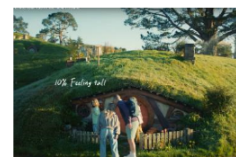
Hardest Geezer Waikato Experience

In May 2025, we helped make UK endurance runner Russ Cook's (aka the Hardest Geezer) dream a reality with an unforgettable visit to Hobbiton Movie Set. As part of a high-impact UK advocacy campaign with over 1.8million social followers and a media reach exceeding 587million, this activation showcased Waikato's iconic experiences to a global audience, reinforcing the region's relevance within a widely celebrated national campaign.



Support for Tourism NZs global "Find Your 100%" campaign

We supported Tourism NZ in the development and rollout of their refreshed 100% Pure New Zealand brand campaign, "Find Your 100%", which launched globally in June. The campaign is live across digital platforms and broadcast channels worldwide, showcasing Aotearoa through authentic and emotionally resonant storytelling. Waikato's participation helped reinforce the region's place within New Zealand's national tourism narrative and ensured visibility as part of this powerful international brand push.



## Hamilton & Waikato Tourism

Item 7

### King’s Birthday feature in NZ Herald/Waikato Herald

Waikato was proudly featured in the NZ Herald’s King’s Birthday long weekend travel round-up, spotlighted as a top destination for winter escapes. The article, published across NZ Herald’s national platform and regional Waikato Herald, highlighted Waikato’s diverse attractions – from Hobbiton and Hamilton Gardens to coastal gems like Raglan – positioning the region as a must-visit for domestic travellers seeking a short break.



### Our New Zealand magazine winter feature

Waikato received premium exposure in the Winter 2025 edition of *Our New Zealand* magazine, with a dedicated editorial, full-page advertisement, and complimentary front cover placement. With a seasonal readership exceeding 100,000 and national distribution across major airports, ferry terminals, and holiday parks, this coverage significantly boosted destination visibility during the peak winter travel season.



Attachment 3

### Content creation with Bare Kiwi – regional video and campaign assets

While filming for our new mighty Waikato brand video (previously mentioned), we took advantage of this opportunity with Kyle “Bare Kiwi” Mulinder to capture a suite of versatile content for future marketing use. This proactive approach allowed us to gather high-quality footage across a range of Waikato experiences – from iconic sites like Wairere Falls and Lake Karāpiro to immersive activities such as hot air ballooning, cave exploration, and Riverside Adventures. These assets will support upcoming campaigns across digital and social channels, extending the ROI of Kyle’s visit and strengthening our regional storytelling toolkit.



Attachment 3



**Uno magazine**

Waikato was also featured in The Winter 2025 edition of UNO Magazine, which delivers premium lifestyle content to an engaged audience of over 75,500 readers across the Bay of Plenty and Waikato, with extended reach via 34,000+ social followers and 17,000 monthly website visitors. The dedicated editorial showcased key visitor destinations including Hamilton Gardens, Hamilton Zoo, MADE Hamilton, and Te Whare Taonga o Waikato Museum & Gallery. These stories highlight the city's rich cultural assets, family-friendly attractions, and thriving food scene, positioning Hamilton as a top-tier short-stay destination for domestic travellers.



Item 7

**Expedia Unpacked '25 Travel Trends**

Waikato featured in the [Expedia Unpacked '25](#) travel trends – the only New Zealand destination to EVER feature in this research! This story gathered momentum with media coverage including Seven Sharp, NZ Herald, Waikato Times, two Radio NZ interviews, etc!



**Waikato Business News column**

We continue to contribute a monthly tourism-based column to Waikato Business News.

Collective audience reach across marketing, online/digital and media activity over the year is **38,816,934 people**.  
 In addition to **77,289,336** impressions of billboards in Australia.



## Business Events

### Unleashing the Potential of Business Events

This was a fantastic opportunity to gain valuable insights from both domestic and international business events professionals, including our global advisors on sector development. The forum centred on how business events align with Auckland's economic development priorities, featuring inspiring presentations, panel discussions, conference sessions and networking opportunities.

### Wellington Soiree

An annual event which consistently succeeds, attracting a high calibre of around 30 buyers from the Wellington region. This is in collaboration with some of our key partners, Claudelands Events Centre, Hobbiton Movie Set, and Jet Park Hotel. It provides an excellent opportunity to share industry updates with our guests and strengthen our key relationships within the region.

### Auckland Buyers Lunch

Hamilton & Waikato Tourism, Hobbiton Movie Set, and Claudelands Event Centre hosted a fantastic group of buyers from the Auckland Region. The small, intimate setting provided an excellent opportunity for meaningful conversations and deeper insights into the needs of our carefully selected guests.

### Business Events Expo

This is our third time attending this expo, a major event focused on conference and meeting organisers, incentives, corporate travel, and group and special interest travel and trade shows. Alongside Claudelands Event Centre, Hobbiton Movie Set, and SkyCity Hamilton, we showcased the mighty Waikato, securing excellent appointments and generating positive leads.

**BEIA Conference and AGM 2024** in Taranaki was a fantastic experience. A two-day programme of knowledge, industry collaboration and networking opportunities. The key focus areas of this year's program were around the National Business Events Strategic Direction – Pīata Mai.

### Waikato Summer Famil

In February, we had the pleasure of hosting the Waikato Summer Famil, a fantastic showcase of the mighty Waikato and its hidden gems. From exploring the magic of Hobbiton™ Movie Set to a site tour at SkyCity Hamilton, dining at Reggies Rooftop at MADE, and enjoying the sounds of Late 80's Mercedes at the Hamilton Arts Festival, it was a memorable experience for our 28 Association executives and corporate guests.

Throughout the event, we engaged in many positive and insightful conversations, sparking genuine interest in our region. We're excited about the momentum this has created and hopeful it will lead to valuable business opportunities for Waikato in the future.

### Business Events Industry Aotearoa (BEIA)

Establishing and maintaining strong networks within the Business Events (BE) industry, including BEIA and its member organisations, is consistently valuable. It not only keeps us informed of the latest developments and opportunities within the sector but also allows us to establish connections with key industry leaders and engage in meaningful conversations with fellow professionals and colleagues.

We hosted BEIA leaders in the mighty Waikato for lunch and an insightful update on the latest developments in Business Events in the Waikato region. It was a wonderful opportunity for our local operators and Members to gain valuable insights into current trends and to have the opportunity to reconnect.



#### Tourism NZ & Business Events Waikato “Conference Assistance Programme” Luncheon

Tourism NZ and our own Events Lead, co-hosted a CAP Luncheon at The University of Waikato. TNZ shared key insights into funding and support for international conferences to come to New Zealand. The strong turnout of academics highlighted the growing interest in this area.

We continue to progress this with another meeting planned, along with a site visit to Hobbiton, proposed for early 2026.

#### NZSAE membership and conferences

Earlier this year we attended the NZSAE Auckland and Wellington Launches, and more recently the NZSAE Membership & Conferences Symposium, representing the Waikato region within the association events space. NZSAE (New Zealand Society of Association Events) plays a vital role in connecting decision-makers behind conferences and association gatherings. These events provide valuable platforms to position the Waikato as a vibrant, accessible, and logical choice for hosting association events. We shared key updates on regional developments, including new infrastructure, venue enhancements, and delegate experiences. The outcomes included strengthened relationships with association planners, heightened awareness of the region’s offering, and new business conversations that will support future conference bids.

#### MEETINGS 2025

MEETINGS is the main business event exhibition of the year. We represent the region alongside eight regional operators. The exhibition includes 30 pre-scheduled appointments over two days, as well as countless ad hoc discussions with other industry leaders.

We coordinate the regional stand, which this year included an activation of designing and building a market stand providing a taste of the mighty Waikato to attract interest from day buyers.

This year, in collaboration with Rotorua NZ, we hosted a ‘buyers dinner’, an impactful evening, creating a unique platform to foster connections, showcase our regional strengths, and explore future opportunities. This joint effort was designed to maximize engagement and enhance the overall value of the dinner experience for all attendees.

With MEETINGS held at the same time as Fieldays, hosting a post-famil event in region was challenging. Therefore, we participated in a post-famil dinner in collaboration with RotoruaNZ. This provided an excellent opportunity to showcase our region to 14 Australian buyers following MEETINGS 25. We were able to connect with this influential group over dinner, a vital step in developing relationships.

#### Sales Calls

Sales calls take place in Auckland, Wellington, and Christchurch throughout the year, often dovetailing with attendance at key industry events or meetings in these centres. Combining these activities allows for efficient use of time and resources while strengthening personal connections across the sector. Meeting clients and partners face-to-face while already in-market provides a natural opportunity to reinforce relationships, share timely regional updates, and stay front-of-mind for upcoming business opportunities. These touchpoints often lead to valuable market insights, the uncovering of new leads, and the ability to maintain consistent engagement with key decision-makers.



### Industry support and development

We continue to join **national advocacy** opportunities to ensure we are across national activities, and the mighty Waikato remains top of mind. We attended the TIA Summit in Auckland and the online webinar with Visit Scotland regarding their approach to introducing a bed-tax/at-place-levy. When Minister Upston announced Tourism Boost Funding to RTOs in Auckland, we were present and acknowledged. We've attended national sector events aligned with TRENZ and MEETINGS.

Through the year we have supplied written **letters of support** for Te Awa River Ride, The Waitakaruru Sculpture Park, Sports Hall of Fame and Whāingaroa Raglan Destination Management Organisation. We advocated to Ministry of Primary Industries regarding cost recovery for new/restarting international airports. We continue to provide support across the region for **large developments** such as Tata Valley, Kimihia Lake, Rangiriri Paa, Sports Hall of Fame, Te Awa Lakes, The Clements Hotel, The Pullman Hotel and a new venture at Te Miro.

We hosted two **industry symposium** this year. The first was hosted at Zealong Tea Estate in October 2024. Speakers included Hamilton Airport, Expedia, Enlighten Designs; with new-product updates from Tieke Golf Estate and Hobbiton Movie Set; and of course, our own update. The 80 attendees enjoyed the content and then enjoyed networking component afterwards.



Our second symposium **'Elevate 25'** took place at Hamilton Gardens Pavilion in April 2025. The speaker line up consisted of Miles Partnership - how AI impacts destinations and visitor experiences; King St Advertising – how to use data for business success; JetStar Airways – airline performance, culture and long-haul connectivity; Live Nation – Waikato Regional Theatre update; and HWT – our own activity update. We had 95 people registered to attend, which is a result we are very happy with. There were 16 attendees attending the event for the first time which was great to see. From feedback collated the event and content was very well received, particularly the session held around AI.

We continue to provide individualised **support to existing and new tourism operators** across the rohe – this year holding individual discussions and providing support to 29 operators. We also connected groups of operators to foster creation of packages.

We delivered presentations to **showcase the value of visitor sector** to Smarter Futures Leadership Summit and NZ Chartered Accountants. We have provided data and regional insights to support US investor visits and prospectuses with Zealong, HCC and Waikato Regional Council. And provided content for Mayor Paula Southgate's visit to Korea and China in May 2025.



We continue to coordinate the **Crowded Places Forum**, specifically designed for venues and places where compliance with the NZ Police Crowded Spaces strategy is imperative. The event this year took place at Mystery Creek Events Centre in October which saw 20 industry people gather to connect, share regional updates and hear a presentation from Closed Loop, around how they are pioneering the circular economy.

Year-end report to Hamilton City Council 1 July 2024–30 June 2025

Attachment 3



### Thermal Explorer Regional Events Fund

This fund was established by the Government to activate domestic visitation at events as part of the COVID recovery programme. We have been the lead entity for the Thermal Explorer regions of Waikato, Taupō, Rotorua and Ruapehu. \$3.75million was allocated to our four regions – which was largely utilised as a contestable fund, providing funds directly to events; and providing a wide range capability building opportunities.

The final Roadshow series took place in October with the four workshops presented by BareKiwi and centred around social media content creation. After each event we offered a local event experience for attendees ie, Equifest set up preview in Taupō and taking a behind the scenes tour of FMG Waikato Stadium in Hamilton. In November, the ThermEX REF panel delivered the final workshop in Taupō with Volunteering NZ presenting and educating the sector on the 7 practice areas for new Best Practice Guidelines.

We have distributed industry e-DMs and created four event case studies over the last year. The Waikato event showcased, Sika Show, also being profiled through NZ Event Association (NZEa) e-newsletter.

The fund has now come to a completion. The \$3.75million funding provided to 48 events resulted in attendance of 532,468 people and \$220million of economic benefit across the four regions – we are very proud of this achievement.

Item 7

### Regional Event Promotion Fund

You will recall the mighty Waikato was excluded from the Regional Event Promotion Fund when announced last year. We advocated and lobbied HARD to have our region included. Round two was announced and this time included Matamata Piako, Waikato and Waipa events. Unfortunately, Hamilton was classed as “urban” and continued to be excluded.

We ensured each team at the councils knew of this opportunity and assisted their applications. We were very pleased to see \$180,000 secured by Waipa based events, and \$71,664 secured by Waikato district hosted events.



Item 7

### Members

We introduced a new Membership model this financial year, replacing the older Partnership approach implemented when the RTO was re-established in 2011. We secured **41 Members**, which enabled us to meet our Industry Contribution KPI. We have clear Membership benefits, and each has access to the newly developed Member Portal through our website.

#### Hamilton city members



Attachment 3



**KEY PERFORMANCE INDICATORS**

Hamilton & Waikato Tourism have seven Key Performance Indicators (KPIs) for 2024-2025 as part of its Statement of Intent with WRAL. Following are the latest monthly results.

KPI	Result
<b>Industry contribution</b>	\$120,000 <b>industry investment</b> (excluding Visitor Guide) ● Achieved \$139,671 plus In-kind \$42,100
	\$65,000 <b>additional council investment</b> - Waitomo/Ōtorohanga ● Withdrawn
<b>Commercial accommodation</b>	<b>Maintain</b> market share of <b>total</b> guest nights at 3% ● 3% - YE May 2025
	<b>Grow</b> market share of <b>domestic</b> guest nights from 3.6% to 4.2% ● 3.6% - YE May 2025
	<b>Encourage</b> commercial operators to contribute to the Accommodation Data Plan ● Ongoing
<b>Visitor spend</b>	<b>Maintain</b> market share of <b>domestic</b> spend at 7% ● 7% - YE Apr 2025
<b>Media activity</b>	<b>10</b> media outlets hosted ● <b>16</b> hosted
<b>Business events</b>	<b>Maintain</b> market share of total business events at 6% ● 8.6% - YE Mar 2025
	<b>Maintain</b> market share of total delegate days at 7% ● 7.2% - YE Mar 2025
	<b>Encourage</b> venues to contribute to the BE Data Programme ● Ongoing
<b>Capability building</b>	Provide <b>one-on-one support</b> to at least 20 individual operators ● <b>29</b> operators supported individually
	Deliver one <b>industry symposium</b> in the year, with target of 100 attendees ● <b>170</b> attendees hosted across two Symposium
<b>People engagement</b>	Conduct an <b>Industry Sentiment Survey</b> ● Complete
	Conduct a <b>Staff Engagement Survey</b> ● Complete
● complete or on target      ● underway      ● at risk of non-completion	



### Insights overview for the Region

#### Visitor expenditure in Waikato Region

*NOTE: MBIE has temporarily suspended the release of the Monthly Regional Tourism Estimates (MRTE). MBIE will be in contact once they have more information on future options for the MRTE data.*

Visitor spend contributing to Waikato's economy YE April 2025:

- **Domestic** visitors contributed \$775m to Waikato's economy for year ending April 2025. This is only slightly down on last year (1%) which is in line with the direction of the national downward trend year on year of -4%.
- **International** visitors contributed \$132m to Waikato's economy for year-end of April 2025. Despite the decrease in domestic spend, International spend saw an increase up 12% in the last 12 months. This increase is higher than the national spend increase of 7%.

#### Business Events in Waikato Region

Over the **year** period ending March 2025, Waikato hosted 489 business events resulting in 9% market share and placing Waikato fourth in NZ behind Auckland, Wellington and Christchurch. These events hosted a total of 73,600 delegates which equated to 8% market share and placed the region 4<sup>th</sup> in country for delegates also, behind Auckland, Wellington and Christchurch.

#### Commercial accommodation in Waikato

Based on the Accommodation Data Programme (commercial accommodation), Waikato achieved 50% occupancy rate year end May 2025, this was down -3% from May 2024 and in line with the national drop of -2%. Domestic guest nights declined 4% (national average 1%) year end May 2025 with 914,000 guest nights spend in region, while the 281,000 international visitor's guest nights increased by 6% (national average 1%).

### Insights overview for Hamilton City

Please note, not all data sources are available by TA/District. Therefore, we provide the below as/when district specific data is available:

#### Visitor expenditure in Hamilton city

*NOTE: MBIE has suspended the release of the Monthly Regional Tourism Estimates (MRTE). MBIE will be in contact once they have more information on future options for the MRTE data.*

Visitor spend contributing to Hamilton's economy YE April 2025

- **Domestic** visitors contributed \$371m to Hamilton's economy for year ending April 2025. This is down slightly on last year, 1% lower.
- **International** visitors contributed \$73.6m to Hamilton's economy for year-end April 2025. This is a 18% increase on last year.

#### Commercial accommodation in Hamilton

Based on the Accommodation Data Programme (commercial accommodation), Hamilton achieved 61% occupancy rate year end May 2025. The city hosted a total of 543,100 guest nights, 82% of which were domestic visitors. Guests stay an average of 2.1 nights per stay in Hamilton.

Year-end report to Hamilton City Council 1 July 2024–30 June 2025

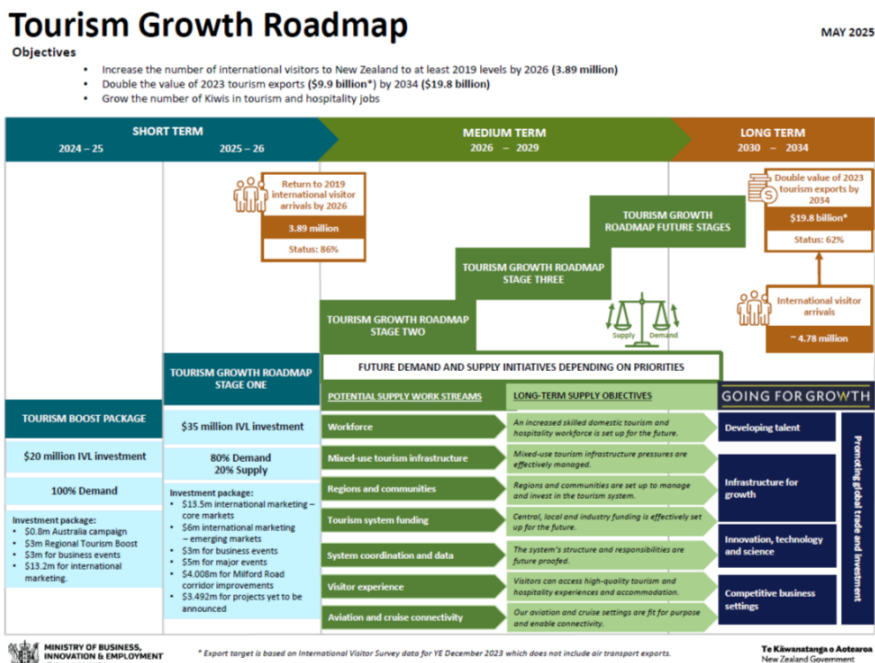


NATIONAL CONTEXT

Tourism Growth Road Map

Taupō MP Louise Upston was appointed the Tourism & Hospitality portfolio earlier in 2025. She has announced a range of tourism funding initiatives since – Tourism Boost Fund was mentioned above in the Australian portion of our report.

The [Tourism Growth Road Map](#) was recently announced by Minister Upston. The Medium-Term initiatives feature several work streams that are more likely impact on RTOs – two in particular – tourism system funding; and regions and communities. Work on these work streams are anticipated later in 2025. The existing [TIA 2050 Plan](#), [Tourism NZ Blueprint](#) and [RTNZ Tōnuī](#) papers are being utilised to inform these workstreams.



North Island Collaboration

We recently signed a Memorandum of Understanding with the other North Island RTOs; with the three international airports to join the collaboration – focussing on elevating North Island’s profile globally. The initiative will unify marketing efforts across key markets including Australia, North America, and China. Our focus in joining this group is based on the Australian activities.



## CONCLUSION

Our team remain passionate advocates of our wonderful region. We continue to be entirely focussed on striving to ensure the visitor sector is vibrant and continues to enrich our communities.

Our focus and activity for the next financial year includes:

- continued destination marketing with key focus on Australian and domestic visitors
- focus on Jetstar flights into Hamilton Airport, with specific focus ensuring visitors spend time in our region
- partner with Hamilton Airport on passenger attraction strategies
- assisting our operators to improve their visitor experiences and to become 'trade ready'
- proactively work to ensure our region is highly regarded with event organisers; attracting events and business events to our region
- proactively support the announced hotel developments in Kirikiriroa Hamilton and Cambridge, which will benefit the wider Waikato region
- continuing to work with our industry to develop capability
- continuing to lobby and advocate for sustainable funding for the visitor sector with central Government
- continue to partner with neighbouring regions on collaborative activities

On behalf of the board and management of Hamilton & Waikato Tourism, we thank Hamilton City Council, our local government partners and the industry for their continued partnership. Your proactive support is greatly appreciated by the tourism sector and our communities.

**Nicola Greenwell**  
General Manager  
Hamilton & Waikato Tourism  
9 July 2025

Attachment 4



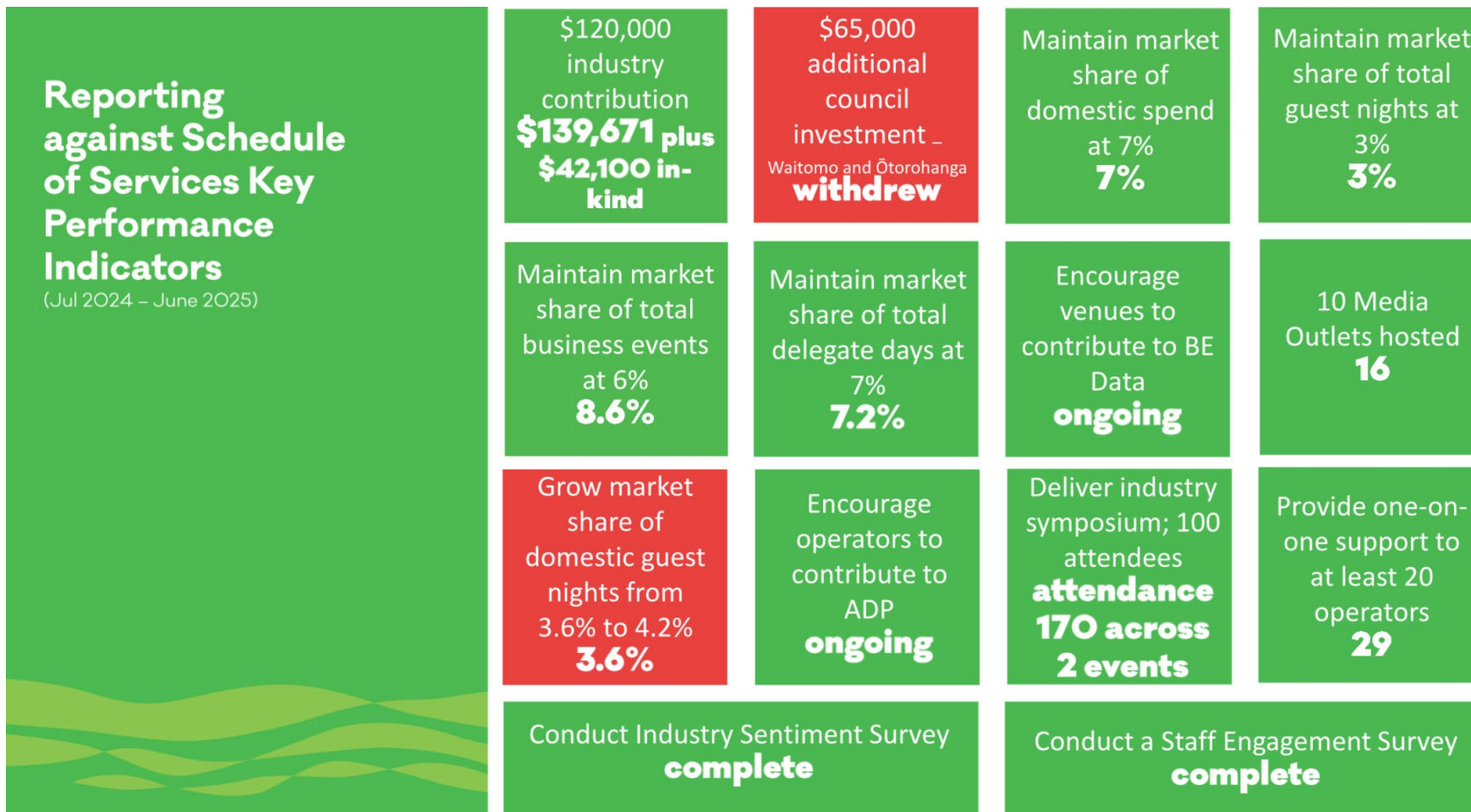
Item 7



**The Mighty Waikato**  
Where magic runs deep

**Hamilton City Council**  
Year-end report – July 2024 to June 2025

**Hamilton & Waikato**  
Tourism



Item 7

Attachment 4

Attachment 4

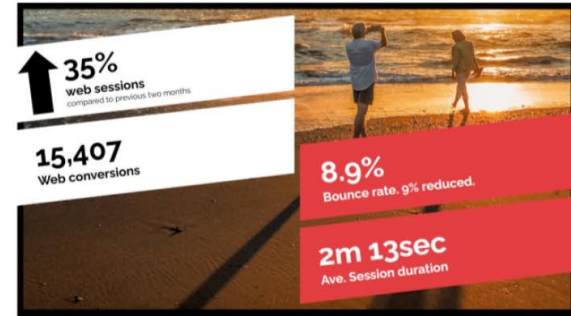
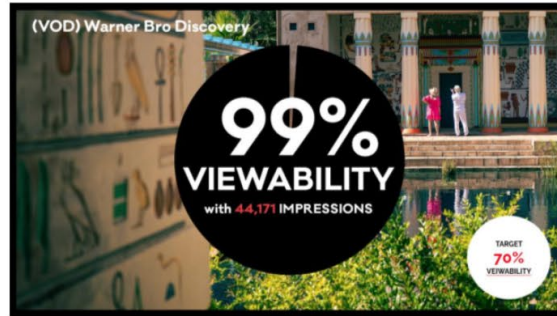
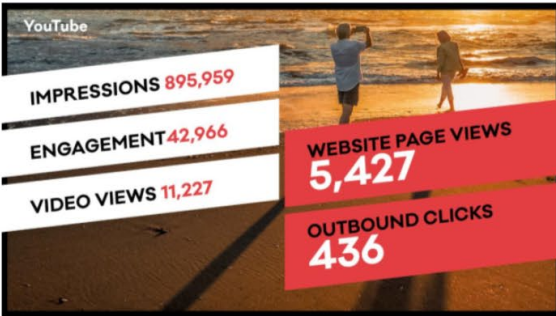
## Hamilton & Waikato Tourism's activities

<b>38,816,934</b> People reached through marketing, digital and PR activities	<b>41</b> Members signed up for FY 2024/25	<b>62</b> Industry events attended	<b>28</b> Media releases, comments & information provided	<b>17</b> Workshops, events and online resources provided
<b>46</b> Electronic newsletters sent	<b>16</b> Media hosted in region	<b>5</b> Regional conference bids	<b>7</b> Campaigns	<b>701</b> Travel Trade trained
<b>3,220,389</b> Billboard impressions per week x 6 months <b>= 77,289,336</b> impressions in Gold Coast, Brisbane and Sydney				

Item 7



# Get Lost

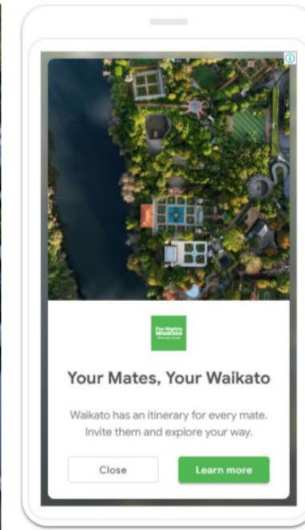
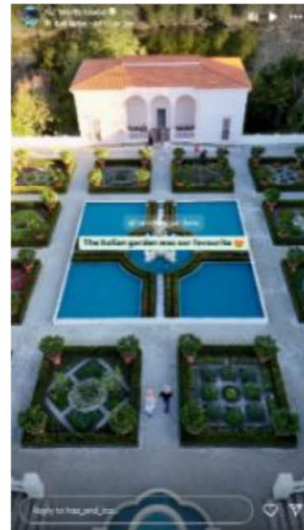


Item 7

Attachment 4

Attachment 4

## Australia market activation



Item 7



## New imagery



Item 7

Attachment 4

Attachment 4

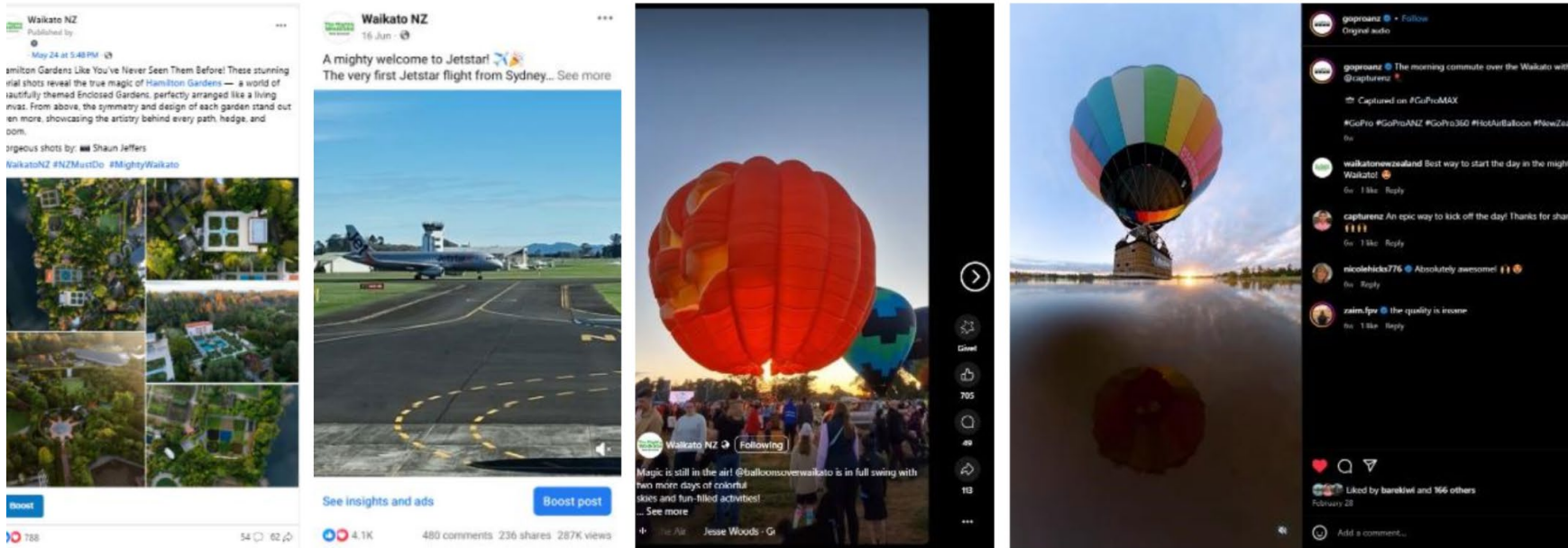
## New video content



Item 7



# Viral content



Item 7

Attachment 4



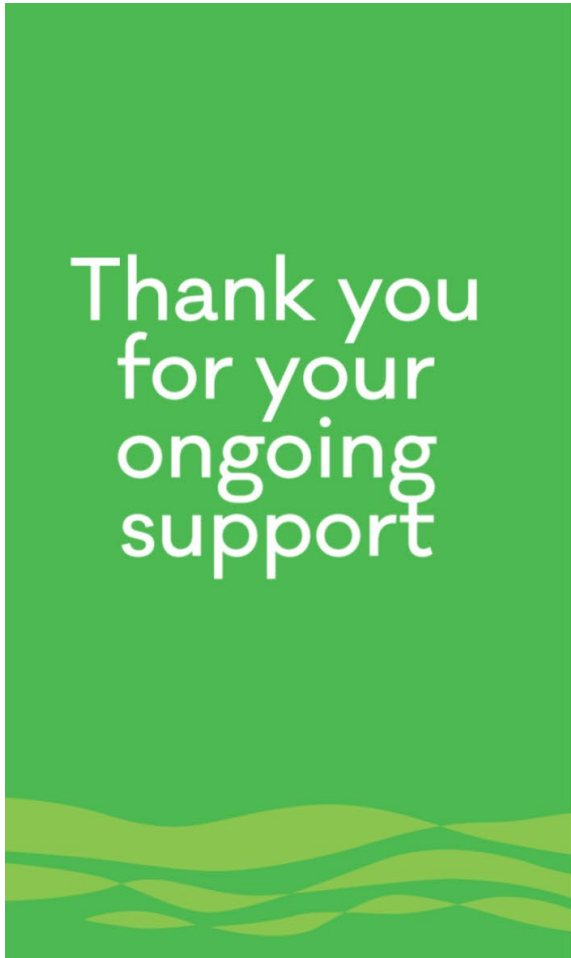
Attachment 4

## Thermal Explorer Regional Event Fund

**Four years**  
**Four regions**  
**\$3.75million**  
**48 events**  
**attendance of 532,468 people**  
**\$220million of economic benefit**

Item 7





Item 7

Attachment 4

Item 8

# Council Report

**Committee:** Economic Development Committee      **Date:** 29 July 2025

**Author:** Blair Bowcott      **Authoriser:** Blair Bowcott

**Position:** General Manager Strategy, Growth and Planning      **Position:** General Manager Strategy, Growth and Planning

**Report Name:** General Manager's Report

<b>Report Status</b>	<i>Open</i>
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## Purpose - *Take*

1. To inform the Economic Development Committee on progress of the targeted outcomes detailed in the Economic Development Agenda for the current Triennium.

## Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

## Executive Summary - *Whakaraapopotanga matua*

3. This report provides the regular outcomes tracker (**Attachment 1**), as per the outcomes and plans for our economic agenda for this Triennium noted at the 16 March 2023 Economic Development Committee meeting (see [here](#), Item 6).
4. The outcomes tracker ensures the accountability and measurement of tasks is clear, and reflects the purpose of the Committee:
 

*‘Governance of Hamilton’s economic agenda and investment development opportunities consistent with Council’s vision for the city and to enhance the wellbeing of Hamiltonians’.*
5. My final report of the year, to the 9 September 2025 meeting, will reflect on the past three years and look to the future. It will consider what the next phase for Council might look like in the economic development space and what resourcing might be required.
6. Staff consider the decisions in this report have low significance and no known risk, and that the recommendations comply with Council’s legal requirements.

## Discussion – *Matapaki*

### Targeted outcomes

7. The outcomes tracker (**Attachment 1**) has been updated, with nearly all outcomes on track for completion. Changes from the 22 May 2025 report include:
  - i. The sustainable communities team completed the BID Policy review to ensure it is aligned with the Incorporated Societies Act 2022;

- ii. Ongoing progress by the economic development programme to have 75 in-depth sessions with businesses from key growth sectors, advancing from 36 meetings to 49 meetings;
- iii. Economic development staff achieved three outcomes: the Hamilton Airport project “Make it here”; publishing five Tech in the Tron business features and hosting a Techweek25 event; and leading economic development efforts on boundaryless partners;
- iv. Tourism, events and visitation are continuing to generate visitation and grow the economic impact that events bring to the city and region, most notably through the addition of direct connections to Australia;
- v. Sustainable communities working to advance the central city transformation plan while also delivering greenfield growth in areas such as Ruakura and Rotokauri Northwest.

**Financial Considerations - *Whaiwhakaaro Puutea***

- 8. There are no financial implications in relation to the information provided in this report.

**Legal and Policy Considerations - *Whaiwhakaaro-aa-ture***

- 9. Staff confirm that recommendation complies with the Council’s legal and policy requirements.

**Risks - *Tuuraru***

- 10. There are no known risks associated with the decision sought by this report.

**Strategic Considerations - *Whaiwhakaaro-aa- rautaki***

- 11. Everything we do is aimed at improving the wellbeing of Hamiltonians. Council has been working alongside our community to understand what people in our city want the future of Hamilton Kirikiriroa to look like as represented by our five priorities.
- 12. The promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future is expressed through Council’s key strategies.
- 13. The proposed recommendation will align with Council key documents, as identified in the Governance Structure, in the following ways:

<p><a href="#">Significance and Engagement Policy</a></p>	<p>Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the matter(s) in this report has/have a low level of significance.</p> <p>Given the low level of significance determined, the engagement level is low. No engagement is required.</p>
<p><a href="#">He Pou Manawa Ora - Pillars of Wellbeing</a></p>	<p>Staff have considered He Pou Manawa Ora and determined that there are no specific or relevant outcomes applicable to this report.</p>
<p><a href="#">Our Climate Future</a> <a href="#">Te Pae Tawhiti o Kirikiriroa</a></p>	<p>There are no known climate risks or adaptation opportunities associated with the matters discussed in the report.</p>
<p><a href="#">Disability Action Plan</a></p>	<p>Staff have considered the Disability Action Plan and determined that there are no specific or relevant goals applicable to this report.</p>

**Item 8**

**Attachments - *Ngaa taapirihanga***

Attachment 1 - July 2025 Outcomes Tracker

# 2025 Targeted Outcomes – 29 July Update



## Strategic Property

### Commercial Accommodation

- VOTR Templeton Hotel Development Progress +
  - Unconditional contracts and ongoing development project
- Pullman Hotel Development Progress +
  - Agreements to support hotel operations

### Municipal Endowment Fund (MEF)

- Deployment of Capital Progress +
  - Hinemoa Affordable Housing Development
  - Investment of further \$15M in viable project(s) Ongoing -

### Strategic Property

- LTP Asset Sales Programme Ongoing -
  - Implementation and sales
- Manage Council-owned sites identified for development Ongoing -
  - Opoia Paa Carpark, Heaphy/Brooklyn, Artpost,

## Tourism, Events and Visitation

### H3 Venues

- Generate visitation and social activation through our venues Progress -
  - All attendance targets are on track to be met by year end
- Attract events based on venue performance and customer satisfaction Ongoing -
  - Deliver on being best in business, dedicated hosts, and a tight team

### Visitor Attractions

- Enhance our position as an interesting, educational and inspiring city Ongoing -
  - All visitation targets are on track to be met by year end
- Consistently deliver a balanced portfolio of programmes Ongoing -

### Hamilton Airport

- Operate an efficient and compliant airport Progress +
  - Enhance the visitor experience
- Maintain aeronautical operations and diversify revenue Progress +
  - Explore, secure a portfolio of aeronautical/non-aeronautical opportunities
- Deliver environmentally sound and sustainable operating practices Progress +

## Sustainable Communities

### Central City Transformation

- Deliver CCTP economic outcomes Progress -
  - Attraction of private developments including high quality commercial spaces and refurbishments
  - Implement development response plan to minimize impacts on businesses through construction
  - Increase in number of homes and people in central city and surrounds
- Success of Hamilton Central Business Association outcomes Progress +
  - Completed BID Policy review
  - HCBA reporting including key indicators like card spending, GDP
  - Central City Activation Fund

### Greenfield Growth

- Increased investment and employment from industrial users Ongoing -
  - Focus on Ruakura and Rotokauri Northwest
- Support Waikato-Tainui aspirations at Ruakura Superhub Ongoing -
  - Partner to achieve commercial, community, environmental outcomes

## Economic Development Programme

### Business Relationships

- In-depth sessions with 75 businesses from key growth sectors Progress -
  - Completed 50 as at 9 July 2025
- Host at least three business relationship activations Ongoing -
  - WIPL tenants (February), Tech sector (May)

### Business Opportunities

- Hamilton Airport economic development branding Progress +
  - Delivered "Make it Here" project and website, FTN Motion activation
- Business investment prospectus Ongoing -
  - Complete Hamilton prospectus by 9 September
- Tech in the Tron Progress +
  - Publish five business features and host TechWeek event at UoW

### Programme Management

- Lead efforts on boundaryless partnerships Progress +
  - Monthly regional economic development meetings, quarterly workshops
  - Create a regional framework project



Item 9

# Council Report

**Committee:** Economic Development Committee  
**Date:** 29 July 2025  
**Author:** Mike Bennett  
**Authoriser:** Blair Bowcott  
**Position:** Economic Development Programme Manager  
**Position:** General Manager Strategy, Growth and Planning  
**Report Name:** Strategic and General Update

<b>Report Status</b>	<i>Open</i>
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## Purpose - *Take*

1. To inform the Economic Development Committee of both strategic matters and general updates that staff want to bring to Members’ attention.

## Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

## Executive Summary - *Whakaraapopototanga matua*

3. This report informs the Economic Development Committee members on activities, actions or projects that the Committee and the relevant General Managers have responsibility.
4. Relationships with key sector businesses continue to be foundational for the economic development programme, with staff leading 49 meetings across our key growth sectors so far in 2025. This work is summarised in an Employer Insights Report shared as **Attachment 1**.
5. The programme’s business opportunities work includes the successful launch of a collaboration with Hamilton Airport and its shareholding councils. The “Make it here” project includes marketing and branding elements that showcase how businesses innovate, design, learn, grow and manufacture across the region.
6. Economic development staff delivered the region’s largest event during NZTech’s national Techweek25. In partnership with HIKO Hub, the “Winning from the Waikato” gathering succeeded in showing the depth, drive and global relevance of our tech sector.
7. Staff also continue to lead economic development collaboration at the Future Proof and regional level alongside our partner territorial authorities from across the Waikato and Waikato Regional Council.
8. The Growth Programmes part of the report highlights progress in the central city. Projects like the Pullman Hotel, which is now well underway, the proposed Templeton Hotel, the Waikato Regional Theatre and other developments both residential and commercial show confidence in the future of Hamilton and the central city.

9. Also illustrated are the benefits of Hamilton's greenfield growth strategy in unlocking land for housing, jobs and investment, shown in Ruakura, Te Rapa North (Rotokauri-northwest) and Rotorua. These areas are shaping a more economically resilient and well-connected future for Hamilton and the wider Waikato region.
10. The Data, Analytics, Economics and Policy section of the report discusses the recently released [2024 Hamilton Annual Economic Report](#), which provides an in-depth look at our economy, our consenting trends, and our people. This section also covers the economic context and outlook and includes slides (**Attachment 2**) highlighting Hamilton's economic indicators for the year to March 2025 and consenting activity for the year to June 2025.
11. The FY25 Year End Activity reports from Destinations Group for H3, Hamilton Gardens, Te Whare Taonga o Waikato Museum and Gallery and Te Kaaroro Nature Precinct will be provided at the 9 September 2025 meeting to allow for updated financials to be included. However, this report includes a short written update.
12. Staff consider the matters in this report to have low significance and no known risks, and that the recommendation complies with the Council's legal requirements.

## Discussion - *Matapaki*

### ECONOMIC DEVELOPMENT PROGRAMME

#### Business relationships

13. Meaningful and direct engagement with businesses is a core part of successful economic development. Our approach has seen proactive and consistent connections with owners, Chief Executive Officers, site managers and key staff to position Hamilton City Council as a trusted partner.
14. So far in 2025, economic development staff have engaged with 49 businesses across our key growth sectors:
  - i. Manufacturing;
  - ii. Technology & Innovation; and
  - iii. Logistics.
15. These in-depth discussions focused on business performance, employment outlook and talent attraction activities.
16. An employer insights report covering all engagement from January to June 2025 is included as **Attachment 1**.
17. Highlights from the report include:
  - i. Over the last six months, businesses have communicated a shift from survival mode to a mindset of strategic, purposeful growth:
    - a. This is primarily driven by businesses in tech and innovation, as well as logistics;
    - b. Sentiment across manufacturers is more varied by sub-sector;
  - ii. Even where business growth is anticipated, additional hiring is limited;
    - a. Technology and innovation businesses were among the few who indicated plans for net new headcount;
  - iii. Consistent feedback across all three key sectors has been about the competitive advantage enabled by transportation infrastructure investments;
    - a. This primarily relates to road transport, but more recent meetings have included comments about international air connectivity;

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- b. The ability to effectively move goods and deliver services on a regional, national and international scale is a clear growth enabler for Hamilton; and
  - c. Most business leaders encouraged across-the-board upgrades of all forms of infrastructure.
18. Staff have commenced a piece of work to leverage our business relationships and understand the impact of the resumption of direct air connections to Australia outside of leisure and tourism.
  19. While anecdotal in nature, the work aims to gather a collective view of passenger and freight opportunities, with the goal of convening a business activation session with airline executives and our partners at Hamilton Airport before the end of 2025. Staff will provide an update on this work at the 9 September 2025 meeting.

**Business opportunities****Winning from the Waikato**

20. Council economic development staff were instrumental in the ideation and execution of a half-day gathering titled “Winning from the Waikato”, the region’s largest event during NZ Tech’s Techweek25.
21. The event programme was purposefully designed to create genuine engagement amongst industry leaders, with interactive conversations about advancing the Waikato’s technology and innovation sector.
22. Economic development staff published a [featured story](#) summarising the event, which includes a [recap video](#).
23. Feedback from attendees noted the positive energy and intent from the speakers, the unapologetically bold thinking and momentum coming from event organisers, as well as a casual, natural and authentic approach to enabling industry connections.
24. Kahl Betham, Group Chief Executive Officer & Executive Director of the Gallagher Group shared that the event was “really professional and how we like to see our region represented”.

**Make it here**

25. Economic development staff developed and led the “Make it here” project at Hamilton Airport, designed to use space within the terminal to build awareness about our economic region and the opportunities for business here. The process involved close collaboration with our economic development peers from the shareholding councils as well as key airport staff, ensuring alignment and partnership.
26. A wall wrap located in the domestic baggage claim area creates a visual impact with a bold narrative and links to a [project page](#) that highlights over 30 notable businesses. Staff also partnered with Hamilton-based electric motorbike manufacturer FTN Motion to install a model of their Streetdog bike in the terminal lounge area.
27. The display conveys key messaging about being proudly made in the Waikato and links to a dedicated [storyboard](#) that shares their Wellington-to-Hamilton business relocation journey.

**Tech in the Tron**

28. The [Tech in the Tron](#) project continues to gain followers and promote our technology and innovation sector to both talent and business leaders. Our newest feature profiles [RML Machinery](#) and discusses their purpose-built facility in Burbush, along with the operational advantages of being headquartered in Hamilton.
29. [A second feature](#) interviews the co-founder of digital design company Ingot, Dan Webster, who shares why Hamilton is an ideal fit for many early-stage companies.

**ShadowTech25**

30. Staff are continuing their partnership with NZTech and HIKO Hub with plans to co-host a ShadowTech event on 6 August 2025 for students from Hamilton Girls' High School, Rototuna Junior High School and Rototuna Senior High School.
31. This will be the second year our economic development programme has been involved in ShadowTech, which gives girls in years 9-11 an opportunity to discover the world of tech, spark their curiosity and explore career pathways.

**Future Proof economic development**

32. The Future Proof Programme Management Group (PMG) requested economic development leaders to join a discussion on the development of a regional economic development framework.
33. On 27 June 2025, economic development staff joined their peers from Waikato District Council and Waipaa District Council to outline examples of our sub-regional collaboration and the boundaryless approach taken up by the wider regional group.
34. It was agreed that Future Proof was well positioned to work in partnership with the 11 Waikato territorial authorities and Waikato Regional Council on this initiative, and a critical discussion was had about the connection to iwi partners within a regional development framework.
35. The group agreed that creating an engagement plan and aligning stakeholders would be a clear next step, with PMG representatives and the Future Proof Implementation Advisor to develop a scope and present it to the group in the coming weeks.

**Regional economic development group**

36. A locally-led, regionally-focused group was established in 2024 to connect city and district economic development practitioners from across the Waikato and speak with a unified voice.
37. The group meets monthly, with the May 2025 and August 2025 meetings expanded to be half-day, on-site meetings to promote collaboration and regional learnings.
38. The May 2025 meeting was hosted by Thames-Coromandel District Council and the August 2025 meeting will be hosted by Waitomo District Council.
39. The group is delivering on its goal is to share learnings, knowledge and insights about efforts to drive positive economic outcomes at a local, sub-regional and regional level.

**Waikato Screen NZ Limited**

40. Waikato Screen NZ Limited is the regional film office for the Waikato, established to promote the region as a premier destination for film production. It operates under agreements with multiple territorial authorities to enhance the region's screen reputation, support local economic development, and grow sector capability. Regional averages show a return of \$29 for every \$1 invested. Waikato Screen provides services such as location scouting, regulatory support and stakeholder engagement, while maintaining databases of local providers and promoting the region nationally and internationally.
41. The organization has significantly contributed to Hamilton and the wider Waikato region's economy by attracting national and international film projects. For instance, the production of 'Minecraft' in 2024 generated approximately \$850,000 in Hamilton alone. Other productions like 'Beyond Goodbye' and 'Lots of Little Fires' also added substantial economic value.

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42. Waikato Screen sought funding from Hamilton City Council to address a gap in regional support and ensure Hamilton’s inclusion in upcoming screen sector initiatives. Waikato Screen says without funding, it is compromised in promoting Hamilton in international location scouting, which is essential for attracting production investment. Currently, Hamilton is the only major centre in the Waikato region without financial backing for its regional film office.
43. Staff, using existing FY2025 budget and in consultation with the Economic Development Committee Chair, provided a one-off \$10,000 grant to Waikato Screen as a contribution towards Hamilton’s visibility in regional film marketing, to respond to producer enquiries.
44. In turn, Waikato Screen has committed to tracking economic impact through metrics such as accommodation spend, equipment hire, contractor engagement, and hospitality contributions, which have demonstrated how even modest support can yield significant local benefits. This funding not only sustains current efforts but lays the groundwork for deeper engagement through the Annual Plan and Long-Term Plan processes.
45. Key performance indicators for Waikato Screen include growth in production enquiries, hosting industry events, and developing a marketing plan to promote Hamilton as a film destination. The organization is required to submit biannual accountability reports and present annual updates to councils.
46. Notwithstanding the \$10,000 grant, staff have advised Waikato Screen to promote their proposition to current elected members and the new council, and to seek support via investment in the 26/27 Annual Plan and 2027-37 Long-term Plan.

**GROWTH PROGRAMMES**

47. This update provides a summary of growth programmes work related to economic development activity in the Central City and Greenfield Growth areas within Hamilton’s boundaries.

**Central City Transformation**

48. Council is committed to driving economic growth and building our central city to be a real hub for employment, tourism, and commercial opportunities.
49. The Pullman Hotel is now well underway with multiple floors of glass going in and the expected street-facing work to be completed by December 2025. On its expected completion in 2026, it will create 100-120 new full-time jobs. Securing a new 4- or 5-star hotel in the central city has been an economic priority for Council for some time.
50. The Waikato Regional Theatre has reached some significant milestones in the past few months with the exterior work essentially completed and the interior fitout of the building well underway. The theatre development represents a significant opportunity to realise transformational outcomes in the central city. Council has work planned to rejuvenate the surrounding areas of the theatre precinct including the adjacent Embassy Park.
51. This commercial development activity across various sectors, as well as other developments such as the proposed \$120 million Templeton Hotel and residential development throughout central Hamilton, are a clear sign of confidence in the future of Hamilton and our central city.
52. Stark Properties have recently purchased the Federated Farmers block on London Street. While they haven’t announced the plans for the building as yet, it represents another significant investment in our CBD by Stark Properties, complementing their existing development at North Bloc (193 London Street) which is due to be completed in mid-2026.

53. The central city has number of refurbishments underway ([500 Victoria Street](#) and the Norris Ward McKinnon Building), along with the completion of Stark Properties' 18 London Street refurbishment. Several other projects are underway to improve the vibrancy of the central city to support business and visitor attraction.

### Greenfield Industrial and Employment Growth

54. Hamilton's greenfield growth programme continues to enable significant economic outcomes through industrial and employment development in Ruakura, Te Rapa North (Rotokauri-northwest), and Rototuna. These areas are aligned with major transport corridors, city growth strategies, and public-private investment, driving local jobs and regional resilience.
55. Ruakura is progressing as a nationally significant logistics and employment hub, with large-scale development underway across the Ruakura Superhub. The partnership between Tainui Group Holdings and Brookfield is delivering logistics, warehousing, and large-format retail, supported by New Zealand Transport Agency funding for the detailed design of the Eastern Transport Corridor. Its strategic location near the Waikato Expressway and rail line, reinforces its freight role and boosts regional economic activity.
56. In Te Rapa North, Fonterra's Plan Change 17 will unlock 91 hectares of industrial land, supporting high-value manufacturing and logistics. The area benefits from proximity to arterial routes and strengthens Hamilton's industrial base while protecting future transport corridors.
57. Rototuna Town Centre will be further enabled by Plan Change 20, as it continues to develop into a compact, mixed-use hub. It integrates residential intensification, commercial services, and public facilities, with access improvements via the Eastern Transport Corridor supporting jobs, accessibility, and local economic uplift.
58. Together, these developments demonstrate the tangible benefits of Hamilton's greenfield growth strategy—unlocking land for housing, jobs, and investment while supporting regional infrastructure and strategic planning goals under the Hamilton Urban Growth Strategy (HUGS) and Future Proof. These areas are not only enabling growth but shaping a more economically resilient and well-connected future for Hamilton and the wider Waikato region.

### DATA ANALYTICS, ECONOMICS AND POLICY

#### 2024 Hamilton Annual Economic Report

59. The [2024 Hamilton Annual Economic Report](#) was released in late June 2025. The report is a comprehensive and unique resource that offers an in-depth look at Hamilton's economy, development and people, as well as an outlook for the year ahead. It is designed as a resource for a wide range of stakeholders such as investors, property developers, businesses, and anyone interested in understanding Hamilton's economic landscape.
60. The report highlights that in 2024 there was notable growth in jobs and business, with an additional 2,700 filled jobs and a net increase of 276 new businesses. Subdivision consenting rose by 30%, and the number of new homes completed were up 5% on the previous year. Household incomes grew by 6%, tourism expenditure rose by \$4 million, and the city added 5,600 residents, retaining its position as New Zealand's fastest-growing city. The report also includes highlights from national 2023 Census data, which became available in 2024.
61. However, national recessionary pressures in the second half of 2024 brought challenges. Gross Domestic Product declined by 0.6%, unemployment rose to 6.9%, and consenting activity fell – residential by 25% and non-residential floor area by 53%.

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62. Staff worked with the internal communications team to ensure the report reached key audiences. Early release copies were shared with key media organisations (Waikato Times, Radio New Zealand). The report was shared electronically via email to relevant external stakeholders, promoted through LinkedIn and internally to staff. Hard copies were also distributed to Elected Members and made available at all Hamilton city libraries.

#### General economic update

63. New Zealand's economy gradually emerged from a period of contraction with the latest Gross Domestic Product figures released confirming the economy grew by 0.8% in the March 2025 quarter. This marks the strongest quarterly performance in nearly two years, driven by stronger activity across key sectors including business services, manufacturing and primary industries such as agriculture. Despite the rebound, the economy shrank by 1.1% compared to a year ago. While low growth presents ongoing headwinds, easing monetary conditions could support house price recovery and encourage developer confidence and consenting volumes.
64. As widely anticipated, the Reserve Bank (RBNZ) held the Official Cash Rate (OCR) at 3.25% at its 9 July review and retained the lowest rate since September 2022. This decision followed six consecutive OCR cuts since August 2024. Inflation is sitting at 2.5% (year ending March 2025), within the RBNZ's 1–3% target band; however, global tariff tensions and geopolitical risks could influence inflation and monetary policy going forward. The RBNZ is expected to maintain a cautious approach, with experts predicting another OCR cut in August 2025 as inflation pressures persist.
65. Prime Minister Luxon's visits to China and Europe in June reinforced New Zealand's global partnerships across trade, diplomacy, and security. In China, he met with President Xi Jinping and Premier Li Qiang, signing 11 bilateral arrangements to streamline trade, boost tourism, and deepen cooperation in climate, education, and cultural exchange.
66. In Europe, Luxon held high-level talks with EU leaders, advancing the NZ–EU Free Trade Agreement that took effect from 1 May 2024, which has already lifted exports by over \$1 billion. Luxon also participated in the North Atlantic Treaty Organisation Summit to strengthen New Zealand's engagement on shared security challenges.
67. The United States' 90-day pause on tariffs introduced under President Trump's "Liberation Day" trade strategy was originally set to expire on 9 July 2025 but has since been extended to 1 August 2025. The United States is New Zealand's second largest export market, with exports valued at approximately \$9 billion in 2024. Our largest exports are meat, dairy and wine. While New Zealand is not a primary target of the increase in tariffs, broader trade tensions and tariffs imposed on other nations is set to still impact global supply chains, domestic investor confidence, and business sentiment.
68. The Iran-Israel conflict in the Middle East escalated in mid-June but at the time of writing was temporarily paused following a ceasefire brokered by the United States on 24 June. Tensions remain unresolved, and further escalation could affect New Zealand through inflationary pressures, particularly via fuel prices. For example, tensions on the Strait of Hormuz, which handles 20% of global oil flows, could lead to increased shipping costs and market volatility. Although petrol prices at the pump have not spiked dramatically yet, any sustained disruption could push costs higher. The Reserve Bank is closely monitoring these developments, as elevated oil prices may feed into broader inflation and complicate future OCR decisions.
69. Consenting levels remain subdued, with economic conditions continuing to be challenging, despite banks reducing mortgage rates in response to OCR cuts. Just over 880 new dwellings were consented (year ending June 2025), down 13% compared to the previous year and just below 600 houses were under construction, down 21%.

70. The median house price in Hamilton was \$731K in the March 2025 quarter, down marginally compared to the previous year. House prices were flat for most of 2024, although we saw a slight spike at the end of 2024 when interest rates began falling. Although consenting remains flat, activity may begin to lift later in the year as interest rate cuts take effect. Non-residential construction also remains weak, with industrial development hit the hardest with floor area down over 50% compared to the previous year.
71. The standout announcement from an economic development perspective in the 2025 New Zealand Budget announced in May 2025 was the investment boost tax incentive that aims to encourage business investment by allowing businesses to deduct 20% of the cost of new productive assets such as machinery, equipment, and commercial buildings from taxable income in the year of purchase. This initiative is intended to improve business confidence, cashflow and accelerate capital investment – particularly for the construction sector – which may translate into increased consenting activity for commercial and industrial developments.
72. See **Attachment 2** for further information.

## **TOURISM AND EVENTS**

### **Destinations Group Year End Reporting**

73. The FY25 Year End Activity reports for H3, Hamilton Gardens, Te Whare Taonga o Waikato Museum & Gallery and Te Kaaroro Nature Precinct will be provided to the 9 September 2025 meeting, to allow for full financials to be incorporated. However, the following information may be of interest to the Committee in the interim.

### **Key Performance Indicators – Visitation**

74. All targets were achieved with one exception. The number of attendees across Claudelands, FMG and Seddon Park was 502,965 against a target of 530,000. This is due to a variation in the mix of event activity with lower than forecasted numbers attending sports and performance activity. By comparison, the number of events hosted across H3 venues included a record revenue year (normalised for 2023 FIFA activity) and ahead of budget.
75. The combined attendance numbers across Hamilton Gardens, Te Kaaroro and Te Whare Taonga o Waikato Museum and Gallery reached 684,127 against a target of 516,000. This is a very strong result considering the closure of the Museum for five months and the introduction of paid entry at Hamilton Gardens (enclosed gardens) for non-Hamiltonians.

### **Customer Focus**

76. Overall, the Destinations Group retains a critical focus on its relationships and the visitor experience. We look at ways to streamline our interactions to improve their experience and our operating productivity. This is reflected in attendance/visitation numbers (close to 1.2 million overall), Trip Advisor scoring and various customer feedback mechanisms (solicited and unsolicited). During the year, the group received 17 formal complaints which were investigated and resolved as important learning opportunities as part of normal operational matters.

### **Process and Procedures**

77. Following the consolidation of H3 and the three destinations under a single management platform, work has progressed to harmonise operating procedures and systems where appropriate such as venue technology solutions, event management, ticketing and retail platforms, and consolidation of compliance and financial reporting. There has been good progress on this front to improve customer experience and operational productivity. However, more work is required to fully embed those consolidation benefits. There is a renewed focus on matters regarding site security and people safety.

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78. This has included a joined-up strategic framework for marketing activity and an improved retail strategy plan for utilising more personalised product sourced onsite or locally (where it can be).

**Updates on Key Development Activity**

79. Hamilton Gardens:

- i. New visitor centre and meetings venue rebuild completed;
- ii. New venue technology, admissions system and process introduced;
- iii. Meetings and event venues management supported by H3 resource and expertise;
- iv. Subsequent staffing adjustments for 'a new way of working' completed; and
- v. Medieval Gardens under construction.

80. Te Whare Taonga o Waikato Museum and Gallery:

- i. Major refurbishment project completed.

81. Te Kaaroro Nature Precinct:

- i. Core utilities services and infrastructure projects completed to enable next phase of Zoo masterplan to proceed; and
- ii. Planning for new Giraffe House, Rhino Enclosure and Savanah precinct well advanced.

82. H3:

- i. A range of renewal projects completed; however, no significant product or facility development required in this reporting year.

83. The FY25 Year End Activity reports for H3, Hamilton Gardens, Te Whare Taonga o Waikato Museum & Gallery and Te Kaaroro Nature Precinct (to be provided to 9 September 2025 meeting) will provide more detail.

**Financial Considerations - *Whaiwhakaaro Puutea***

84. The topics covered in this report are funded by existing budgets. There are no financial implications in relation to the information provided in this report.

**Legal and Policy Considerations - *Whaiwhakaaro-aa-ture***

85. Staff confirm that the matters covered in this report comply with the Council's legal and policy requirements.

**Risks - *Tuuraru***

86. There are no known risks associated with receiving the report.

**Strategic Considerations - *Whaiwhakaaro-aa-rautaki***

87. Everything we do is aimed at improving the wellbeing of Hamiltonians. Council has been working alongside our community to understand what people in our city want the future of Hamilton Kirikiriroa to look like as represented by our five priorities.
88. The promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future is expressed through Council's key strategies.

89. The proposed recommendation will align with Council key documents, as identified in the Governance Structure, in the following ways:

<a href="#">Significance and Engagement Policy</a>	Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the matter(s) in this report has/have a low level of significance.  Given the low level of significance determined, the engagement level is low. No engagement is required
<a href="#">He Pou Manawa Ora - Pillars of Wellbeing</a>	The information include in this report addresses He Po Manawa Taiao (Pillar of restoration) through the Council’s Central City Transformation Plan, which considers connections between the central city and the river to restore and protect the balance of the environment.
<a href="#">Our Climate Future Te Pae Tawhiti o Kirikiriroa</a>	Staff have considered the key considerations under the Climate Change Policy and have determined that an adaptation assessment and emissions assessment is not required for the matter(s) in this report.
<a href="#">Disability Action Plan</a>	Staff have considered the Disability Action Plan and determined that there are no specific or relevant goals applicable to this report.

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**Attachments - *Ngaa taapirihanga***

Attachment 1 - Employer Insights Report Jan - June 2025

Attachment 2 - Economic update slides - July 2025

# Employer Insights Report

## Economic Development Programme

January - June 2025

### Executive Summary

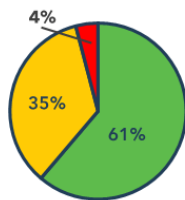
Over the last six months, a clear message has come through during our employer engagement meetings: businesses have shifted from survival mode to a mindset of strategic, purposeful growth.

However, apart from targeted roles related to technology and innovation, this renewed optimism doesn't yet seem to be translating to additional hiring.

The most consistent message shared from Hamilton businesses has been the competitive advantage that transportation infrastructure investments have made. The ability to effectively move goods and deliver services on a regional, national and international scale is a clear growth enabler, with a strong message calling for continued across-the-board upgrades of all forms of infrastructure.

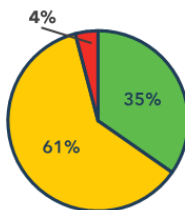
Employer engagement for the first half of 2025 involved 49 in-depth meetings across three key growth sectors: manufacturing, technology and innovation, and logistics. Their combined feedback was focused around four themes and characterised as confident, cautious or concerned.

● Confident ● Cautious ● Concerned



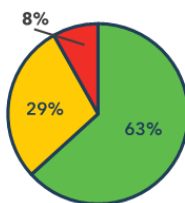
#### Business Outlook – prospects for planned growth

- Positive trends across dairy, FMCG, and export-oriented manufacturing
- Those doing business overseas are reporting strong demand
- Caution is found among those tied to construction, healthcare, and education



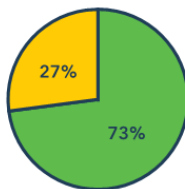
#### Employment Outlook – short-term hiring plans

- Jobs growth among those interviewed remains stagnant, mirroring 2024 trends
- Cost-control and a wait-and-see stance on hiring is common
- Limited headcount growth is planned to support new product launches



#### Access to Talent – ability to attract and retain employees

- Most businesses report high applicant volume and strong candidate quality
- In-demand roles include specialised manufacturing and experienced tech talent
- Logistics operators are concerned about sourcing the next wave of truck drivers



#### Growth Enablers – services and resources for growth

- Manufacturing and logistics continue to leverage regional strengths including proximity to ports and access to suppliers/customers
- Workforce development is emerging as a priority, particularly for those in some manufacturing and tech sub-sectors

● ○ ○ ○



2025 EMPLOYER ENGAGEMENT OVERVIEW

## Sector Insights - Manufacturing

Feedback was provided by 23 manufacturing employers, accounting for 47% of total engagement across all three growth sectors. These businesses represented the food, metal fabrication, machinery, polymer/plastics and transport equipment sub-sectors.

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● Confident   
 ● Cautious   
 ● Concerned

### Business Outlook

General assessment about prospects for planned growth and business operations.



Confidence is coming from those manufacturing with specialised vehicles, medical products and packaging.

Shifts related to the global tariff environment are benefitting some of our export-oriented manufacturers. Year-on-year improvements for beef, dairy and bulk foods were behind a more positive outlook.

There were mixed signals from businesses involved in plastics construction manufacturing, and engineering, with some retaining clients and enjoying growth, while others are stagnating and are restructuring.

### Employment Outlook

Refers to the short-term hiring plans for the business.



Manufacturers repeatedly expressed hesitancy to add headcount, instead prioritising cost containment.

A "wait-and-see" approach was especially prevalent in food, meat processing and construction, where demand forecasts are particularly uncertain.

More positivity was shared by engineering and export businesses, both of which are adding headcount to pre-empt turnover and meet demand.

Attachment 1

### Access to Talent

Refers to the sector's ability to attract, recruit and retain skilled and qualified employees.



Food processing and engineering sub-sectors have been buoyed by strong applicant volume and quality, and a reduced reliance on overseas labour. This is the mirror-image of the shortages reported in 2022-2023.

Caution and concern was shared by those recruiting for specialised trades like engineering and metal fabrication. They report persistent shortages and are investing in internal training to bridge skill gaps.

Some businesses also raised absences and drug use as emerging workforce issues.

### Growth Enablers

Refers to the ability to utilise the services and resources necessary for growing business operations



Industrial and manufacturing businesses continue to praise Hamilton's strategic advantages such as proximity to ports, access to suppliers and infrastructure projects that support growth.

The need for better workforce development is emerging as a priority, particularly in niche manufacturing and fabrication sub-sectors.

Energy supply is creating caution amongst businesses that are reliant on natural gas, with electrification or LPG being explored as alternatives.



2025 EMPLOYER ENGAGEMENT OVERVIEW

## Sector Insights - Technology & Innovation

Feedback was provided by 19 technology & innovation employers, accounting for 39% of total engagement across all sectors. These businesses represent include software development, AI and machine learning, cybersecurity, software as a service (SaaS), managed services and cloud sub-sectors

● Confident
 ● Cautious
 ● Concerned

### Business Outlook

General assessment about prospects for planned growth and business operations.



Continuing a trend across multiple reporting cycles, tech businesses in Hamilton remain confident as they look ahead, attributed to their adaptability and growing contracts from large enterprise clients.

Expansion into overseas markets and global partnerships are also behind the positive outlook.

Strong dairy payouts have agritech businesses encouraged, and those working with government agencies report a better pipeline of work than at the end of 2024.

Caution was voiced by those working through the uncertainty and funding challenges within across healthcare and education.

### Employment Outlook

Refers to the short-term hiring plans for the business.



Consistent with feedback received in 2024, tech businesses spoken to reported both caution and confidence regarding recruitment.

Positive views were based on overseas growth, while shifting business needs requiring fewer service-based roles is driving a more negative outlook.

### Access to Talent

Refers to the sector's ability to attract, recruit and retain skilled and qualified employees.



Access to tech talent remains generally positive, with shorter hiring cycles and increased number of applicants being key trends, as seen in previous years.

Recruitment for niche and specialised roles like cybersecurity and data storage remain hard to fill.

The retention of graduates is a concern amongst those recruiting for entry-level roles.

Rising competition from overseas and shifting pay expectations were highlighted as emerging trends.

### Growth Enablers

Refers to the ability to utilise the services and resources necessary for growing business operations



Those interviewed see talent as key to their growth and are largely confident about attracting both experienced and new graduates to Hamilton.

Improving market conditions and infrastructure - like transport links and the launch of international flights - are strengthening the region's appeal for growing tech businesses.

**Item 9**

**Attachment 1**

2025 EMPLOYER ENGAGEMENT OVERVIEW

## Sector Insights - Logistics

Feedback was provided by 7 logistics employers, accounting for 14% of total engagement across all sectors. These businesses represent include cold storage, end-to-end supply chain solutions, retail goods distribution as well as transport of bulk materials sub-sectors

● Confident
 ● Cautious
 ● Concerned

### Business Outlook

*General assessment about prospects for planned growth and business operations.*



A mixed bag of confidence and caution, with businesses servicing the FMCG, dairy and meat sectors reporting strong growth.

The larger end-to-end supply chain solution providers in the city reported moderate gains in freight volumes and some challenges with business attraction as clients resist broad changes to their supply chains.

Instability in global shipping due to geopolitical tensions and disruptions to shipping lanes remains an ongoing concern for some.

### Employment Outlook

*Refers to the short-term hiring plans for the business.*



Feedback indicates employment levels remain stable, and staffing is appropriate for current operation needs.

Increasing seasonal demand will drive recruitment in the short-term.

### Access to Talent

*Refers to the sector's ability to attract, recruit and retain skilled and qualified employees.*



Recruitment conditions remain stable for office, warehouse and administrative roles within the logistics sector.

However, a persistent shortage of qualified truck drivers continues to challenge long-term workforce planning. Some businesses are looking at internal training and seasonal hires to maintain delivery capacity.

### Growth Enablers

*Refers to the ability to utilise the services and resources necessary for growing business operations*



Hamilton continues to solidify its role as a strategic freight hub, with recent investments delivering strong returns and reinforcing the advantages of operating in our region.

Planned infrastructure investments are further boosting confidence amongst logistics operators, with a few businesses already underway with expansions or plans for new facilities.





**Economic update**  
July 2025

**Commercial & Analytics Unit**



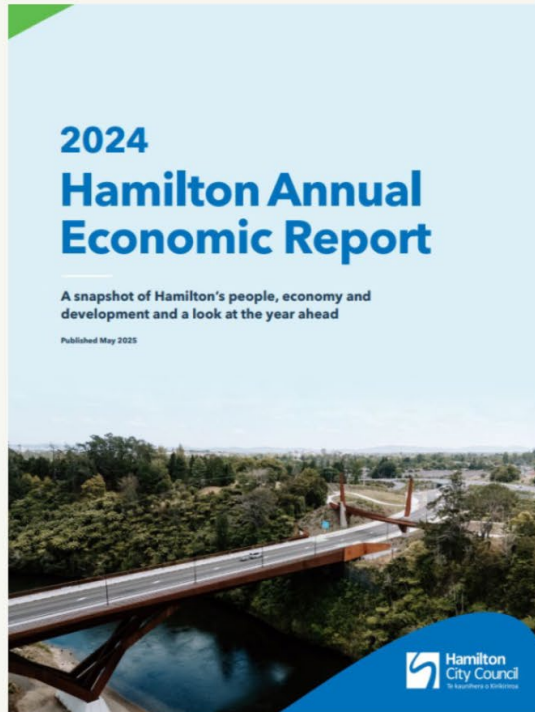
**Hamilton City Council**  
Te kaunihera o Kirikiriroa

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Attachment 2

# 2024 Hamilton Economic Report released



- The report offers an in-depth look at Hamilton's economy, development and people, as well as an outlook for the year ahead.
- Helps inform stakeholders – unique resource for anyone interested in understanding Hamilton's economic landscape.
- 2024 highlights include:
  - Growth in the number of filled jobs and businesses
  - Hamilton remained NZ's fastest growing city.
  - 2023 Census of Population and Dwellings insights.
- The report can be downloaded from the Council website <https://hamilton.govt.nz/your-city/our-citys-economy/economic-data-and-reports/>.

29 July 2025

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## The context

- NZ GDP grew 0.8% in March 2025 — strongest in nearly 2 years.
  - Growth led by business services, manufacturing, and agriculture.
  - Economy still 1.1% smaller than a year ago.
- RBNZ cut OCR to 3.25% in May; held steady in July.
  - OCR now at lowest since Sept 2022.
  - Inflation at 2.5%, within RBNZ's 1–3% target.
- Global tensions and tariffs cloud future policy; RBNZ remains cautious.

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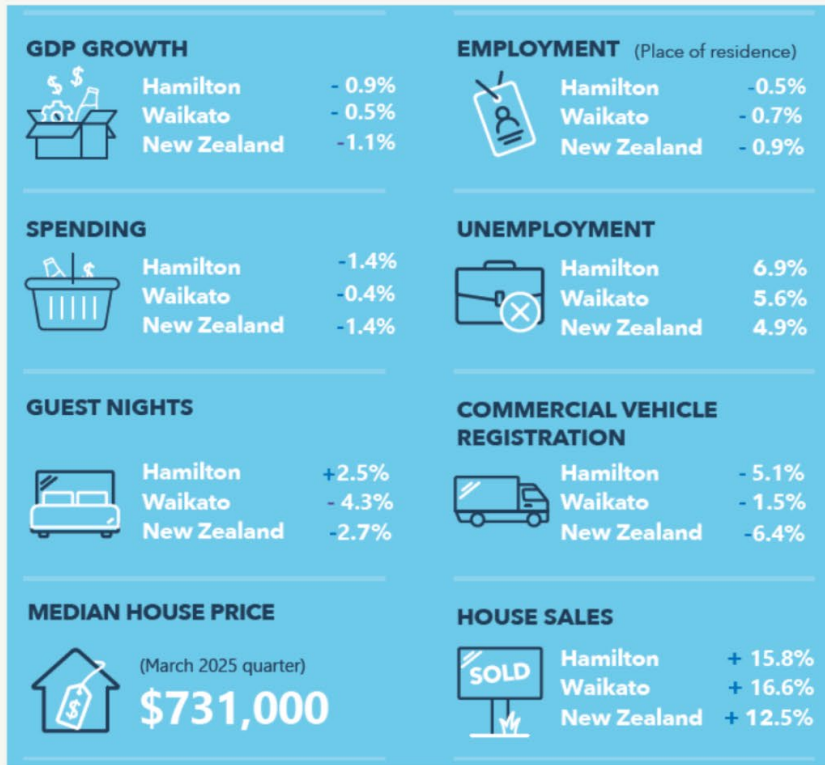
## Global trade

- PM Luxon's June visits to China and Europe secured 11 deals with China and boosted NZ–EU trade ties.
- US tariff deadline extended from 9 July to 1 August 2025.
- NZ not directly targeted, but global tariffs may affect supply chains and investor confidence.
- Middle East conflict paused after 24 June ceasefire; tensions remain.
- Further escalation could raise NZ fuel prices and inflation.

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## Hamilton Economic Indicators - year to March 2025



- Hamilton’s GDP fell again but outperformed the national average.
- Tourism is strong; guest nights rose despite national decline.
- Business growth exceeded national pace.
- Labour market remains soft; unemployment to peak in June 2025.
- House prices down 3% year-on-year and quarter-on-quarter.
- Easing rates may boost housing and developer confidence.

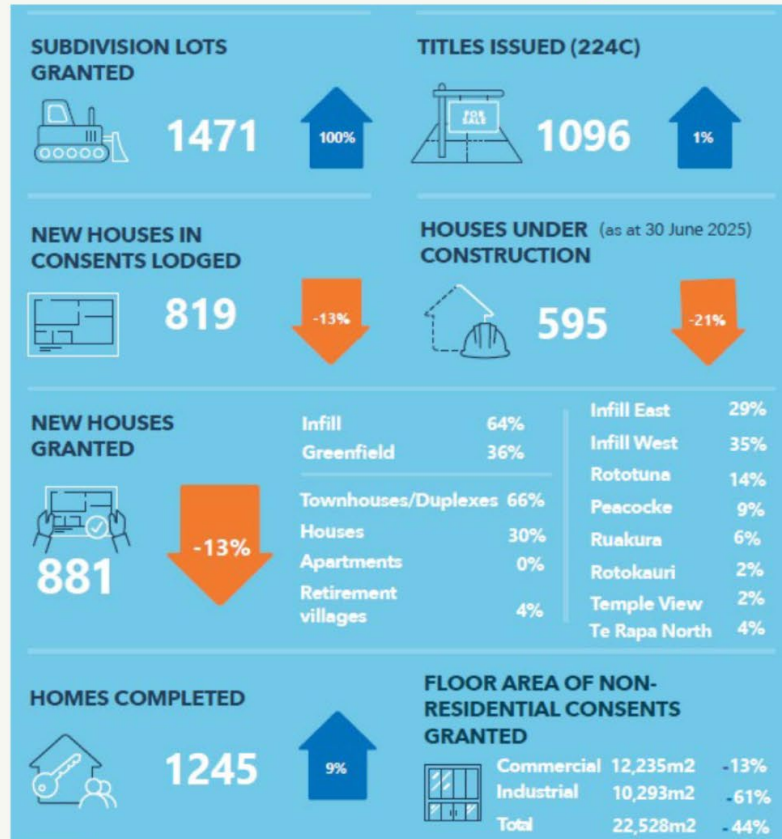
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## Hamilton consenting activity - year to June 2025



- Consents flat despite lower mortgage rates.
- 881 dwellings consented to June 2025, down 13% YoY.
- Subdivision lots doubled YoY; large May application granted.
- Lot-to-consent pipeline may take time.
- 1,245 homes completed, up 9%; 18% by Kaainga Ora, 6% retirement units.
- Industrial consents down 61% YoY.

# The outlook for the economy

- Moderate March growth faces risks from tariffs, geopolitics, and inflation.
- RBNZ expected to cut OCR again in August.
- Consenting remains subdued but may lift with lower rates.
- New Budget investment scheme aims to boost business confidence and capex.
- Easing rates could support house prices, developer confidence, and consents.

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Item 10

# Council Report

**Committee:** Economic Development Committee  
**Date:** 29 July 2025  
**Author:** Nicolas Wells  
**Authoriser:** Blair Bowcott  
**Position:** Strategic Property Manager  
**Position:** General Manager Strategy, Growth and Planning  
**Report Name:** Strategic Property Update - July 2025

<b>Report Status</b>	<i>Open</i>
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## Purpose - *Take*

1. To inform the Economic Development Committee of:
  - i. the financial performance and position of the Municipal Endowment Fund (MEF) at 30 June 2025 (last two months of Q4 of the 2024/25 FY); and
  - ii. updates on the Hinemoa affordable housing development, the Victoria on the River (VOTR) Southern Edge Activation project and Area Q.

## Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

## Executive Summary - *Whakaraapopototanga matua*

3. This is the regular report on the financial performance and position of the assets of the Municipal Endowment Fund (MEF). It covers the last two months of the fourth quarter (Q4) of the 2024/25 financial year (1 May to 30 June 2025).
4. The MEF has a current value of \$56 million comprised of property assets totalling \$21.4 million and reserves of \$34.6 million.
5. On 11 May 2023, the Economic Development Committee approved the MEF providing \$10.06 million loan funding towards the Bridge Housing Trust (Bridge) Hinemoa development – a 42-unit, affordable housing development at 340 Tristram Street, Hamilton. The loan has been approved by the MEF Advisory Group, under delegated authority, and all documents have been signed. Demolition of existing buildings on the site is completed, prior to starting construction.
6. On 21 March 2025, the Chief Executive approved Templeton’s Preliminary Design for the Victoria on the River hotel development. The Sale and Purchase Agreement for the land is now unconditional. Currently Templeton is working on the detail of the consent application, which they anticipate lodging towards the end of 2025.

7. On 3 December 2024, the Council approved sale of the Council-owned land known as Area Q. All necessary agreements were prepared and executed. The land has now been sold to Jones Lands Limited for high-density residential development. Jones Lands Limited is currently working on the detail of their consent application, which they anticipate lodging towards the end of this year.
8. The background to these matters has been extensively detailed in previous reports.
9. Staff consider the matters in this report have a low significance and no known risks, and that the recommendation complies with the Council’s legal requirements.

**Discussion – Matapaki**

**Municipal Endowment Fund 2024/25 FY Q4**

10. Council’s Municipal Endowment Fund (MEF) is divided into 3 parts:
  - i. The **Municipal Endowment properties** consist of ground leases where Council owns the land only but the improvements and leasehold interest in the land are owned by the lessee. Typically, this asset class returns a low yield. Council has previously encouraged lessees to freehold these properties to free up Council’s capital for investment in higher yielding property assets.
  - ii. The **Municipal Investment properties** consist of property assets purchased to generate the maximum possible yield. They include two industrial properties, and two groups of suburban shops.
  - iii. The **Municipal Endowment Reserve** (\$34.6 million) is invested in term deposits and mixed funds. The reserve is invested in accordance with an independently designed framework that is intended to diversify the investment portfolio, support liquidity, and preserve capital over the long term, as follows:

**Term Deposits - \$21.8 million**

Provider	Amount	Term	Maturity	Expected Return
ASB	\$10.0 million	2 months	30 July 2025*	3.36%
ASB	\$11.8 million	2 months	29 Aug 2025*	3.40%

\* Term deposits will be rolled over for the same period upon maturity. Term deposit rates have recently been worsening as the OCR reduces; however, the Finance Manager recommends continuing with this strategy at this stage due to the liquidity of these Term deposits.

**Mixed Funds - \$6.0 million**

Provider	Amount	Return*	Expense ratio
Milford Balanced Fund	\$6.0 million	8.15%	1.05%

\* Since Inception Return – note that this figure is a based on past historical return averages and does not indicate or guarantee future returns.

Milford Balanced Fund			
Description	Units	Price	Value
Initial investment	2,131,135.90	\$2.8154	\$6,000,000
Value at 30 June 2025	2,146,414.55	\$3.5678	\$7,657,977
Change in fair value movement – gain/(loss) – note unrealised			\$1,657,978

**Item 10**

11. Since the last quarterly update, the overall value of the MEF has decreased by \$331,064 from \$56.32 million to \$56 million. This is due to annual revaluation of the property assets writing down the value by \$639,932, offset by \$308,868 revenue gains attributable to accrued interest income and interest received on maturing term deposits generated during the period (2024/25 FY Q4), which is credited to the MEF.
12. The MEF has advanced a \$6.5 million loan to enable the development of the commercial components of the Waikato Regional Theatre. The loan incurs interest at 7% p.a. and is repayable with a 24-month period. The loan balance forms part of the MEF reserves of \$34.6 million, with interest accruing to the MEF monthly.
13. The MEF has approved a \$10.06 million loan to the Brian Perry Charitable Trust (trading as the Bridge Housing Trust) to be used for the Hinemoa development. The loan incurs interest at 0.5% p.a. above the Local Government cost of borrowing and is repayable with a 24-month period. The loan balance forms part of the MEF reserves of \$34.6 million, with interest accruing to the MEF monthly.
14. The profit and loss statement is **Attachment 1** of this report.

**340 Tristram Street – Bridge Housing Hinemoa development – \$10.06M MEF Investment**

15. The Bridge Housing Charitable Trust (Bridge) owns the land at 340 Tristram Street, Hamilton, and intends to build a 42-unit affordable housing complex called the Hinemoa Development.
16. The MEF Advisory Group has approved, under delegated authority, a loan of \$10.06 million to part-fund the development. The loan documents have been prepared and signed by the parties. The Council’s loan agreement becomes unconditional once the preconditions have been satisfied.
17. The existing buildings on the site have all been demolished and the first loan drawdown is expected to be made on 16 July 2025.

**Victoria on the River Southern Edge Activation – Templeton Hotel Development**

18. The Chief Executive has approved Templeton’s Preliminary Design for the Victoria on the River hotel development and the Sale and Purchase Agreement for the land is now unconditional. Ownership of the development property transferred to Templeton on 30 April 2025. Payment is due on completion of the project.
19. Currently Templeton is working on the detail of their consent application, which they anticipate lodging towards the end of this year.

**Area Q – Rototuna – Jones Lands Limited**

20. On 3 December 2024 the Council approved Jones Lands Limited as the preferred purchaser for the Council-owned land known as Area Q at Korikori Green. The land has subsequently been sold to Jones Lands Limited – with 5% of the purchase price paid, 5% due on 10 August 2025, and the balance due on 10 June 2026.
21. Currently Jones Lands Limited is working on the detail of the design for the site, which they anticipate lodging for resource consent later this year.

**Financial Considerations - *Whaiwhakaaro Puutea***

22. Strategic Property is a regular operating activity funded through the Long-Term Plan.
23. Further MEF financial information for FY 2024/25 Q4 is provided in **Attachment 1**.

**Ethical Investment**

24. The ethical status of the institutions providing the MEF investment vehicles were summarised in the [report](#) to the 24 May 2022 Economic Development Committee (Item 11, pp 377 – 381).

**Legal and Policy Considerations - *Whaiwhakaaro-aa-ture***

25. Staff confirm that recommendation complies with the Council’s legal and policy requirements.

**Risks - *Tuuraru***

26. There are no known risks associated with the decision sought in the report – noting that the estimated yields from mixed fund investments are based on historical return averages, which does not guarantee future performance or yield.

**Strategic Considerations - *Whaiwhakaaro-aa-rautaki***

27. Everything we do is aimed at improving the wellbeing of Hamiltonians. Council has been working alongside our community to understand what people in our city want the future of Hamilton Kirikiriroa to look like as represented by our five priorities.

28. The promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future is expressed through Council’s key strategies.

29. The proposed recommendation will align with Council key documents, as identified in the Governance Structure, in the following ways:

<a href="#">Significance and Engagement Policy</a>	Having considered the Significance and Engagement Policy, staff have assessed that the recommendation of this report has a low level of significance. Given the low level of significance no engagement is required.
<a href="#">He Pou Manawa Ora - Pillars of Wellbeing</a>	Staff have considered the <a href="#">He Pou Manawa Ora - Pillars of Wellbeing</a> and determined that there are no specific or relevant outcomes applicable to this report.
<a href="#">Our Climate Future Te Pae Tawhiti o Kirikiriroa</a>	Staff have considered the key considerations under the Climate Change Policy and have determined that an adaptation assessment and emissions assessment is not required for the matter(s) in this report.
<a href="#">Disability Action Plan</a>	Staff have considered the Disability Action Plan and determined that there are no specific or relevant goals applicable to this report.

**Attachments - *Ngaa taapirihanga***

Attachment 1 - Municipal Endowment Fund FY 2024/25 (Q4) Profit and Loss



## STRATEGIC PROPERTIES

Select Financial Year:

FY26
FY25
FY24
FY23

Select Month:

Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun

### ENDOWMENT FUND: PROFIT AND LOSS STATEMENT

Resource		YTD Actuals	YTD Budgets	YTD Variance	Annual Budget
INCOME	Rental Income	(\$1,357,383)	(\$1,290,383)	\$67,000	(\$1,290,383)
	Operating Contributions	(\$233,011)	(\$187,000)	\$46,011	(\$187,000)
	Water Charges - Internal Charges	\$4,167		(\$4,167)	
	Rates Expense - Internal Charges	\$185,561	\$202,217	\$16,656	\$202,217
<b>Total</b>		<b>(\$1,400,666)</b>	<b>(\$1,275,166)</b>	<b>\$125,500</b>	<b>(\$1,275,166)</b>
EXPENSES	External Rates	\$10,917	\$11,487	\$570	\$11,487
	Electricity	\$825	\$1,300	\$475	\$1,300
	Insurance	\$41,320	\$41,319	(\$1)	\$41,319
	Legal Services	\$48,352		(\$48,352)	
	Consumables	\$12		(\$12)	
	Service Providers	\$59,705		(\$59,705)	
	Interest Received Special Funds	(\$1,389,707)		\$1,389,707	
	Staff Remuneration		(\$52)	(\$52)	(\$52)
<b>Total</b>		<b>(\$1,228,577)</b>	<b>\$54,054</b>	<b>\$1,282,631</b>	<b>\$54,054</b>
GAIN/LOSS	Unrealised Loss on Change in FV other	\$165,854		(\$165,854)	
	Loss on Fair Value of Invstmnt Prop	\$612,262	(\$915,021)	(\$1,527,283)	(\$915,021)
	Unrealised Gain on Change in FV Other	(\$898,600)		\$898,600	
<b>Total</b>		<b>(\$120,483)</b>	<b>(\$915,021)</b>	<b>(\$794,538)</b>	<b>(\$915,021)</b>
<b>Total (Surplus)/Deficit</b>		<b>(\$2,749,726)</b>	<b>(\$2,136,133)</b>	<b>\$613,593</b>	<b>(\$2,136,133)</b>

### STRATEGIC INVESTMENT PROPERTIES: PROFIT AND LOSS STATEMENT

Resource		YTD Actuals	YTD Budgets	YTD Variance	Annual Budget
INCOME	Rental Income	(\$436,654)	(\$139,440)	\$297,214	(\$139,440)
	Operating Contributions	(\$63,617)	(\$45,000)	\$18,617	(\$45,000)
	Fees & User Charges		(\$417,300)	(\$417,300)	(\$417,300)
	Water Charges - Internal Charges	\$4,796		(\$4,796)	
	Rates Expense - Internal Charges	\$104,450	\$137,722	\$33,272	\$137,722
<b>Total</b>		<b>(\$391,025)</b>	<b>(\$464,018)</b>	<b>(\$72,993)</b>	<b>(\$464,018)</b>
EXPENSES	External Rates	\$6,546	\$7,983	\$1,437	\$7,983
	Electricity	\$2,928	\$5,200	\$2,272	\$5,200
	Insurance	\$19,909	\$20,620	\$711	\$20,620
	Bad & Doubtful Debts	\$170		(\$170)	
	Legal Services	\$1,000		(\$1,000)	
	Management Fee		\$8,437	\$8,437	\$8,437
	Service Providers	\$3,944	\$7,210	\$3,266	\$7,210
<b>Total</b>		<b>\$34,497</b>	<b>\$49,450</b>	<b>\$14,953</b>	<b>\$49,450</b>
<b>Total (Surplus)/Deficit</b>		<b>(\$356,528)</b>	<b>(\$414,568)</b>	<b>(\$58,040)</b>	<b>(\$414,568)</b>

**How much money is in the Endowment fund today?**  
**\$34,598,544**

**How much interest have we earned this year on the MEF fund?**  
**\$1,389,707**

**Return on MEF Fund this year**  
**4%**

**What is the value of our MEF Properties?**  
**\$21,395,000**

**What is the value of our MEF Investment Funds?**  
\$21,800,000  
Term Deposits  
\$7,657,978  
Mixed Funds  
\$6,500,000  
Loans Issued

**WRT Loan Balance**  
**\$6,800,078**

**WRT Interest Accrued on Loans Issued**  
**\$300,078**

**Total value of MEF assets:**  
**\$55,993,544**

**What is the value of our SIP Properties?**  
**\$19,653,500**

**Total Strategic Property asset value:**  
**\$75,647,044**

**Resolution to Exclude the Public**

**Section 48, Local Government Official Information and Meetings Act 1987**

The following motion is submitted for consideration:

That the public be excluded from the following parts of the proceedings of this meeting, namely consideration of the public excluded agenda.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Confirmation of the Economic and Development Committee Public Excluded Minutes - 22 May 2025	) Good reason to withhold information exists under Section 7 Local Government Official Information and Meetings Act 1987	Section 48(1)(a)
C2. Strategic Property Update - July 2025		
C3. Strategic Issues Update (Public Excluded Matters)		

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to enable Council to carry out commercial activities without disadvantage	Section 7 (2) (h) Section 7 (2) (i)
Item C3.	to enable Council to carry out negotiations to avoid the unreasonably, likely prejudice to the commercial position of a person who supplied or is the subject of the information	Section 7 (2) (b) (ii)