Hamilton City Council
Te kaunihera o Kirikiriroa

ECONOMIC DEVELOPMENT PROGRAMME CASE STUDY

Land Demand Study

Summary

The need for valuable, real-world business information initiated our programme's involvement in a comprehensive study led by Council's analytics team.

Our strong economic development relationships were leveraged to gather direct feedback from over 25 companies, enhancing analytical work that typically relies solely on publicly available data.

Value delivered

Business relationships

Participants in the study viewed Council as a trusted partner that would professionally manage all sensitive information.

Business insights

Targeted outreach provided critical insights into how growth expectations and operational considerations can influence land use.

Strategic planning

The study will influence decision-making for infrastructure investment and land-use planning related to industrial growth.

Council's economic development programme actively seeks out ways to partner with our commercial stakeholders and support their long-term growth.

For this land demand study, trust earned over years of direct engagement provided us with access to businesses, property advisors, developers and industrial park operators.

Their informed perspectives gathered through interviews combined with our analysis of published data greatly enhanced the accuracy of the study.

Project background

Council's land demand study is a benchmark piece of work that focuses on non-residential development across the city. Future Proof, a partnership of iwi, local government and central government agencies, reviewed the work and requested that the study be expanded to include Waipā, Matamata-Piako and Waikato District areas.

An internal report is expected by the end of 2026 with a public-facing version to follow.

Hamilton City Council Economic Development Programme

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