Hamilton City Council
Te kaunihera o Kirikiriroa

ECONOMIC DEVELOPMENT PROGRAMME CASE STUDY

Make It Here

Summary

Make It Here is an economic development collaboration with Hamilton Kirikiriroa Airport and designed alongside our peers across the airport shareholding councils.

It celebrates Waikato-based businesses and promotes new investment in our region using a wall wrap, product display and key messaging.

Value delivered

Investment attraction

Promoting new business investment by showcasing established businesses and the organisations that enable economic growth.

Coordinated advocacy

Presenting a clear message with a unified voice drives regional alignment and a pro-business approach.

Project background

With almost 1.5 million people living within a 90-minute drive of Hamilton Airport, it serves as a gateway to the region while generating significant economic activity.

Strong domestic performance and the resumption of international flights between Hamilton and Australia in June 2025 created an opportunity to showcase the Waikato's economic story to a growing audience.

We also worked with local electric motorbike manufacturer FTN Motion to include their Streetdog motorcycle in the terminal's upstairs lounge, highlighting a business that chose to relocate operations from Wellington to Hamilton.

Hamilton City Council Economic Development Programme

Mike Bennett
Economic Development Manager
Mike.Bennett@hcc.govt.nz

Arif Khan
Business Relationship Advisor
Arif.Khan@hcc.govt.nz

Martin Brock
Business Opportunities Advisor
Martin.Brock@hcc.govt.nz