Hamilton City Council
Te kaunihera o Kirikiriroa

ECONOMIC DEVELOPMENT PROGRAMME CASE STUDY

# Waikato Regional Economic Development Group

## Summary

Businesses in high-growth sectors are attracted to efficient, well-connected economic ecosystems and evaluate a wide range of factors when making investment and operational decisions.

Recognising that many of these factors aren't constrained within local boundaries, we helped establish the Waikato Regional Economic Development Group (WRED) to align strengthen, coordinate and scale efforts around four shared outcomes.

## 2026 - 2027 WRED outcomes

### Data and insights

Working from a shared evidence base strengthens decision-making and builds investor confidence.

### Investment attraction

Leveraging our regional economy and collective strengths positions communities to attract new business investment.

### Workforce development

Our strong relationships across key sectors bring businesses and education providers together to support industry-led workforce solutions.

### Coordinated advocacy

Presenting a unified voice helps influence major decisions with long-term implications for our regional economy.

## Background

Economic development is most effective when industry, government and communities work in partnership to create the conditions for business investment. This can include access to skilled labour, quality housing, efficient transport and logistics networks, education, energy security, digital infrastructure and strong supplier ecosystems.

Through a locally led and regionally focused approach, WRED helps align these factors, providing businesses with coordinated support and a seamless pathway into our regional economy.

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