ECONOMIC DEVELOPMENT PROGRAMME CASE STUDY

Fieldays 2026

Summary

Council's economic development team attended Fieldays 2026 to strengthen existing business relationships while sharing our value proposition for new investment in the city.

Staff met with 33 businesses including 19 from outside the region, reinforcing our role as a proactive and accessible partner to support their growth aspirations.

Value delivered

Business relationships

Businesses responded well to Council's in-person presence and partnership-driven approach.

Value proposition

Our A New Perspective document was a professional and business-centric tool to deliver fact-based insights and showcase our strengths.

Business attraction

Several out-of-region businesses were identified and engaged with directly, raising Hamilton's profile for future investment.

Relationships with existing businesses in key growth sectors are a fundamental part of our economic development strategy, and Fieldays presented an ideal setting for our work with those focused on technology and innovation.

It was also an opportunity to leverage those relationships and expand our reach to include businesses from outside the region, showcasing our value proposition.

We prioritised purposeful conversations that opened the door for future conversations, utilising our prospectus as a "calling card". This approach was a simple, clear and a refreshing way to engage with businesses.

Event background

The link between agriculture and innovation has been a central part of Hamilton's economic landscape for decades and is celebrated annually at Fieldays. The event brings together Waikato businesses like Gallagher, Livestock Improvement Corporation (LIC), AgriSea and Waikato Milking Systems, along with hundreds of others from across the primary sector.

Hamilton City Council Economic Development Programme

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