

Hamilton Kirikiriroa

2025

# A new perspective

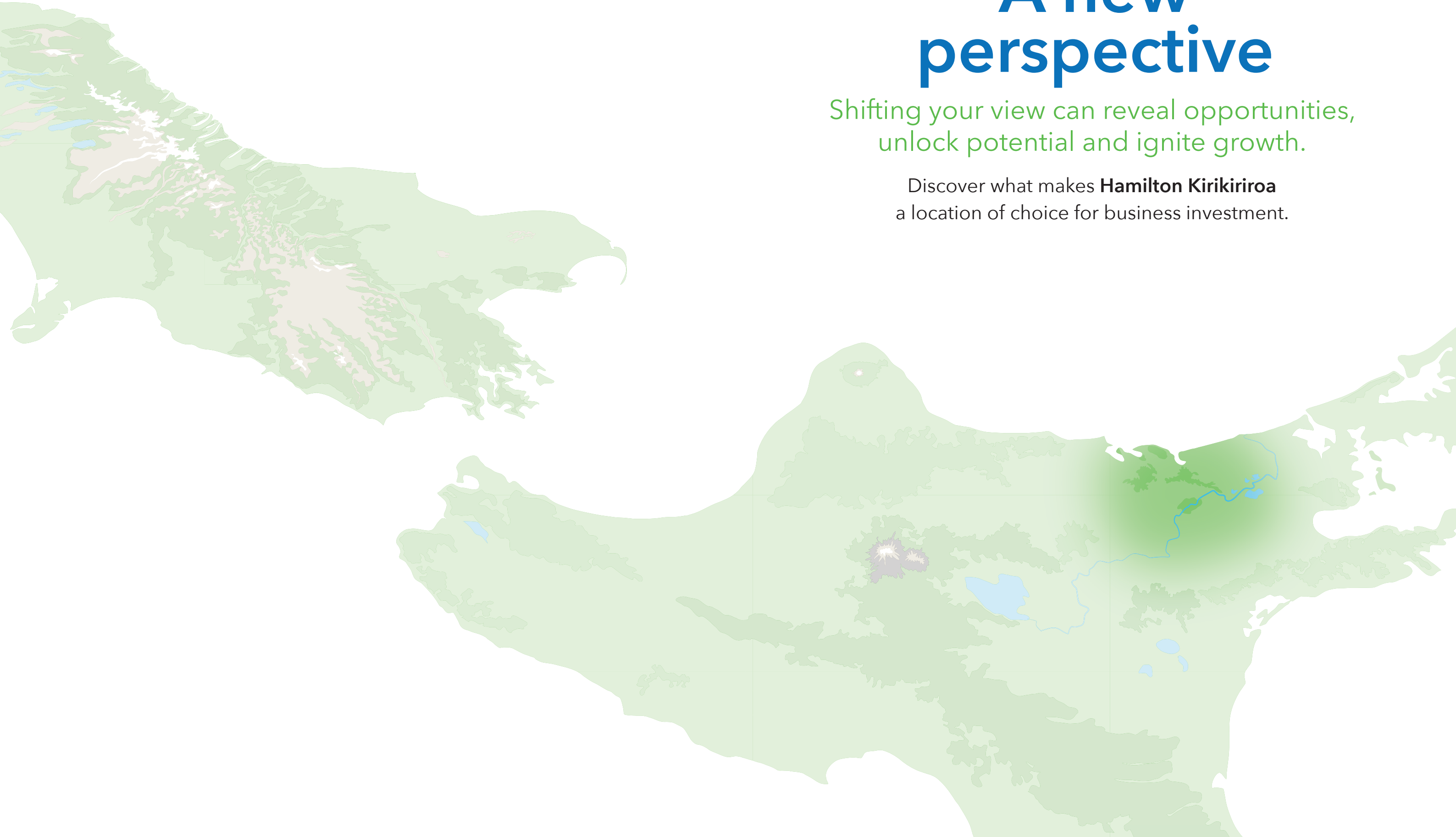


Hamilton  
City Council  
Te kaunihera o Kirikiriroa


# A new perspective

Shifting your view can reveal opportunities,  
unlock potential and ignite growth.

Discover what makes **Hamilton Kirikiriroa**  
a location of choice for business investment.





A high-angle photograph of a person walking across a metal bridge over a river. The bridge is surrounded by dense, lush green trees and foliage. The person is wearing a light blue t-shirt and dark pants. The scene is brightly lit, suggesting a sunny day.

As the economic, cultural and social heart of the Waikato region, **Hamilton Kirikiriroa** is a location of choice for businesses and the skilled workforce they seek.

*Hamilton City River Walk*

Innovators and big thinkers have made their mark across diverse industries like technology, logistics, manufacturing, education and healthcare.

Our reputation for being ambitious, entrepreneurial and embracing challenges sits alongside the deep pride our people have for the place we call home, and the manaakitanga shown to anyone choosing to join us.

Those who invest and grow here benefit from a culture of collaboration combined with a get-things-done approach. And our strategic location offers commercial connectivity with the best parts of Kiwi life, all within reach.

Much like our awa, we are enduring and resilient, moving forward with purpose and intent. There is a current of opportunity here, guided by our shared history and an optimism for what's ahead.



Our place

As the indigenous people of Aotearoa, Maaori are our city's founders, naming it Kirikiriroa and establishing a large paa (settlement) located on the western side of the Waikato River.

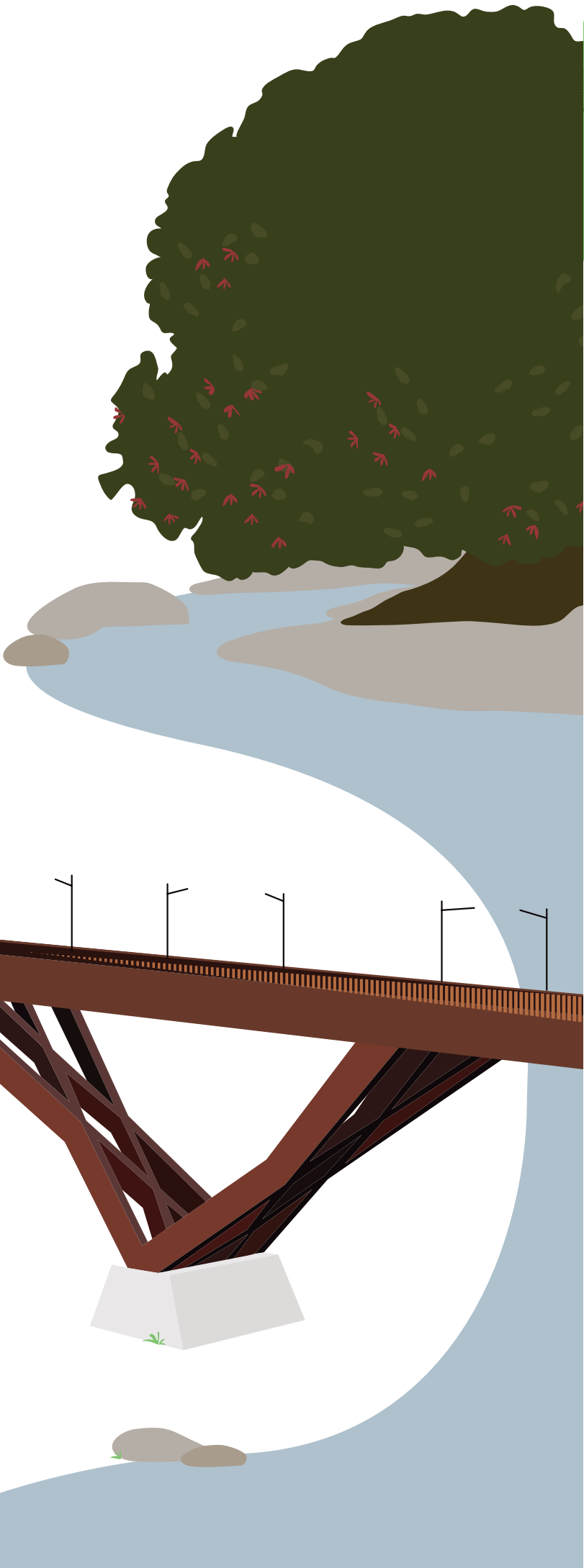
Between the 1400s and up until the invasions of the 1860s, several hapuu of Tainui ancestry settled and occupied the area we know today. Ngaati Maahanga, Ngaati Tamainupo, Ngaati Wairere, Ngaati Korokii Kahukura and Ngaati Hauaa are regarded as the mana whenua of Hamilton Kirikiriroa.

Many paa and mara (gardens) were established along the Waikato River which acted as the main transport corridor to Auckland Tāmaki Makaurau.

In 1858 the Kiingitanga was founded downriver from Kirikiriroa in Ngaaruawaahia, where the movement built Tuurangawaewae marae in 1921. This became the headquarters and official residence of the Maaori monarch.

Our shared history has been shaped over hundreds of years by connectivity, community and commerce, with Hamilton Kirikiriroa and the Waikato region playing important roles in our national economy.

Businesses from a range of industries have chosen to base themselves here for strategic advantages including talent attraction and retention, market access and operational efficiencies.





# Innovators and big thinkers have made their mark across diverse industries.

Hamilton Kirikiriroa is at the centre of a growing area that’s home to nearly 400,000 people and generates \$26.5 billion in economic activity.

We function as a connected marketplace with businesses operating in a boundaryless way from Te Kauwhata down to Te Awamutu, Morrinsville Moorena across to Raglan Whaaingaroa, and everywhere in between.

The city-based workforce is distributed evenly across employment categories like healthcare, professional services, education, manufacturing, construction and retail trade.

## Key sectors

### Tech and Innovation

The key ingredients found in every successful tech hub are all here in the Tron: a pipeline of talent, supportive educational institutions and a collaborative industry that thinks big and seeks out opportunities. Our low-ego approach is driven by genuine relationships and an entrepreneurial mindset.

### Agritech

Homegrown businesses like Gallagher Animal Management, Livestock Improvement Corporation, AgriSea, Waikato Milking Systems and others play a leading role in Aotearoa New Zealand’s agritech sector. We’re also home to Fieldays, the southern hemisphere’s largest agricultural event.

### Logistics

Access to over half of the country’s population, adjacency to rail and an expressway, plus direct links to our two largest seaports have driven investments in our logistics sector. This includes end-to-end supply chain solutions, cold storage, retail goods distribution and bulk material transport. Our growing airport also provides opportunities for freight and cargo.

### Manufacturing

The strength and long-term stability of our local and regional economy comes from manufacturing subsectors like food production, machinery and equipment, metal fabrication, transport equipment and plastics. Investments in transportation infrastructure have been a significant growth enabler for the sector, with more effective movements of raw materials and finished goods.

### Education

Our reputation as a centre of learning, science, research and innovation is driven by the University of Waikato and the Waikato Institute of Technology (Wintec), with a combined enrolment of 20,000+ students. Te Wānanga o Aotearoa has multiple locations in the region, and the country’s third medical school, the New Zealand Graduate School of Medicine, will open here in 2028.

### Healthcare

As our largest single sector based on employment, healthcare is directly responsible for 16% of all jobs in Hamilton. Waikato Hospital is joined by a core group of private hospitals including Braemar, Southern Cross and Anglesea, along with a wide range of diagnostic and specialist services.

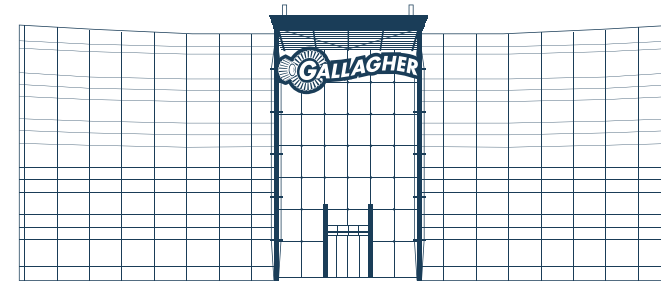


## Our businesses

Hamilton Kirikiriroa is a growing, dynamic and accessible city – an ideal base for businesses and the talent they seek.

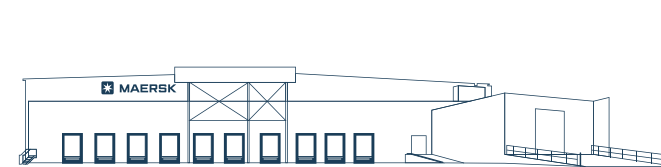
Those who invest and grow here benefit from a culture of collaboration and a get-things-done approach.

Not to mention a strategic location that offers commercial connectivity and the best parts of Kiwi life, all within reach.



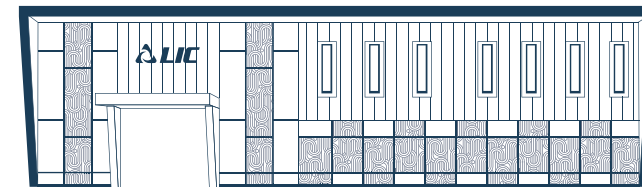
### Gallagher Group

Headquartered here since 1938, their animal management solutions deliver on-farm tech like virtual fencing, while their security business designs and manufactures integrated solutions that protect people, assets and infrastructure in 140+ countries.



### Maersk

With 65% of the country's freight flowing through our region, Maersk's decision to add a \$150M cold chain facility at Ruakura has helped this multinational shipping and logistics company grow partnerships with customers who sell dairy, meat, seafood and fruit products across the world.



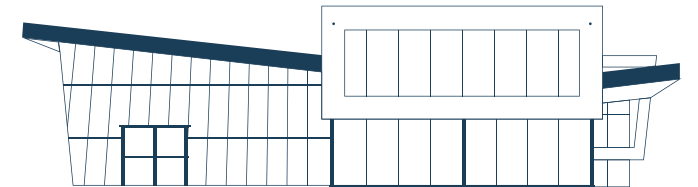
### Livestock Improvement Corporation

This agritech and herd improvement co-operative based in Hamilton has a proud history dating back to the early 1900s when cows were first tested for butterfat yield. They've grown to be one of Aotearoa New Zealand's most recognisable and respected agritech innovators.



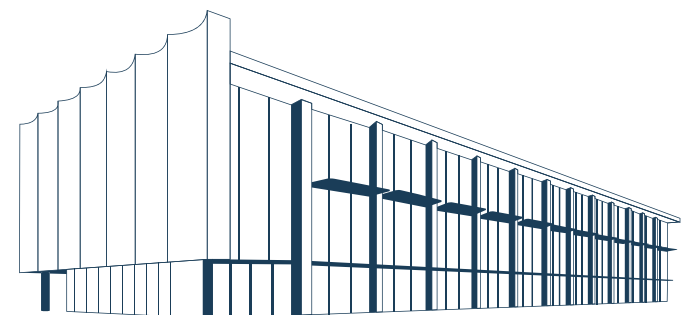
### Rabobank

Specialising in food and agribusiness clients, Rabobank shifted their head office from Wellington Te Whanganui-a-Tara to our central city in 2019, attributing the move to the city's growth and a can-do attitude.



### Porter Group

As one of the largest privately-owned heavy equipment suppliers in Aotearoa New Zealand and Australia, Porter Group has been based locally for 80 years. Their modern head office is an impressive landmark for those driving into the city.



### Fonterra

The combination of Fonterra's global reach and their strong presence in our city and region has been a catalyst for economic growth. Set to open in 2026, North Bloc is a fit-for-purpose, central city office redevelopment project that will compliment the company's nearby South Bloc offices.



Our people

He tangata, he tangata,  
he tangata.

It is people, it is people, it is people.

Our reputation for being ambitious, entrepreneurial and embracing challenges sits alongside the deep pride our people have for the place we call home, and the manaakitanga shown to anyone choosing to join us.



**Racheal Morrison**  
*Senior Test Engineer*

Racheal shifted to the Waikato, bought her dream lifestyle property in Cambridge and set out to advance her tech career. From startup insights to pioneering test automation, her career took off and she hasn't looked back.



**Reon Sayer**  
*Golf Professional*

Golfers appreciate the value of practice and attention to detail, particularly if they're taking on a world-class course like Tieke. Reon's approach as a teacher and professional is simple: coachable people with a positive mindset succeed.



**Kate Harris**  
*Owner and Creative Director*

For brands like N-E-S, it can be tricky to stick to a business ethos that's fiercely local, creating and crafting close to home. Entrepreneurs like Kate find a way to prioritise what's important and go for it.



**Lloyd Elisara**  
*Personal Development Manager*

Playing well on gameday is important, but Lloyd believes intellectual curiosity and off-field ambitions are critical for top athletes to become high performing people. "Personal accountability is a key indicator of a strong team."



**Gigi Crawford**  
*Chief Executive Officer*

Gigi leads Zealong Tea Estate with an uncompromising focus on creating first-class hospitality experiences. "We've welcomed kings, queens, prime ministers and presidents. If you visited us tomorrow, our approach would be the same."



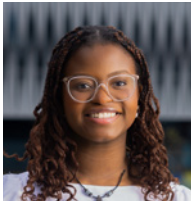
**Matt Stark**  
*Director*

With an unmatched passion for placemaking and bringing out the best in a community, Matt and his team have set high standards with office, retail, hospitality and residential developments in Hamilton Kirikiriroa.



# The best parts of Kiwi life, all within reach.

Whale Bay and Indicators surf breaks



“As I start to think about career opportunities after graduation, staying close to home will be a big

factor in my decision. For someone who loves trails and being outside, it’s hard to beat living in the Waikato.”

**Chipego Thebe**  
Civil engineering student



“Punk music icon Iggy Pop once described his love of the beach as a place where he could ‘look out

and see the end of complications’. I really like that. It rings true for me.”

**Jeremy Hughes**  
Director and co-founder, Company-X



“I’ve done the digital nomad thing where I worked from different cities across Canada,

Europe and the UK which was amazing, but there’s something about Hamilton. I feel at home here.”

**Briana Christey**  
Product designer, UX/UI design



“There’s a collective commitment to having a balanced lifestyle. I don’t know of a better

place to grow a company and a family without having to compromise whaanau or professional aspirations.”

**Mike Jenkins**  
Tech founder and professional director



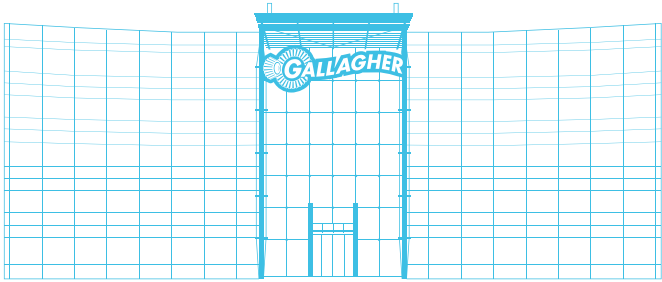
# Technology and innovation

We're the proud home of innovative businesses, world-class talent and a culture of collaboration. Here, curiosity is welcomed and challenges are embraced.

Company-X, Dynamo6, The Instillery, Virscient, Houston Technology Group and One Two Seven are behind our reputation as a hub for next-gen software development, managed services, engineering, cybersecurity, AI and machine learning.

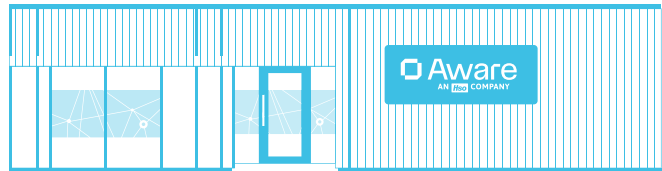
The sector also greatly benefits from Waikato Innovation Park, a 170,000m2 campus located 10 minutes from the city centre. 70+ businesses are based there, focusing on agritech, food processing, artificial intelligence, software and hardware development.

Waikato Innovation Park



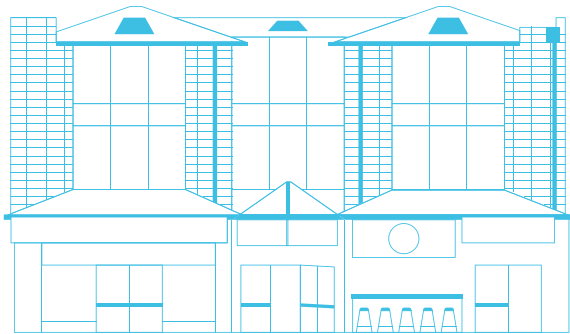
## Gallagher Group

As one of the country's most recognisable businesses, Gallagher has been described as Kiwi culture mixed with the Kiwi ability to innovate and develop. They're leading high-tech manufacturing and development that's winning on a global stage.



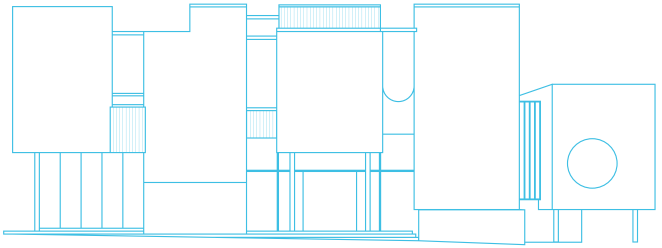
## Aware

Their 2024 acquisition by global business transformation leader HSO has expanded the reach of Aware's advanced AI capabilities and cutting-edge data solutions, while reinforcing the potential for tech businesses to launch from right here in Hamilton Kirikiriroa.



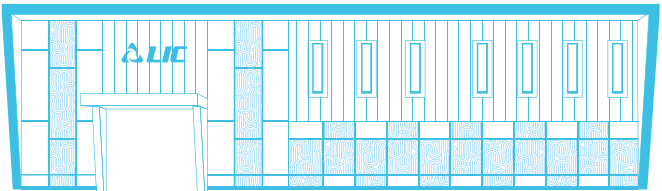
## Rocketspark

With customers in 30+ countries, the Rocketspark team has grown from a few people in a student flat to a main office in Cambridge Kemureti and remote staff in international locations - all passionate about making website building fun and easy.



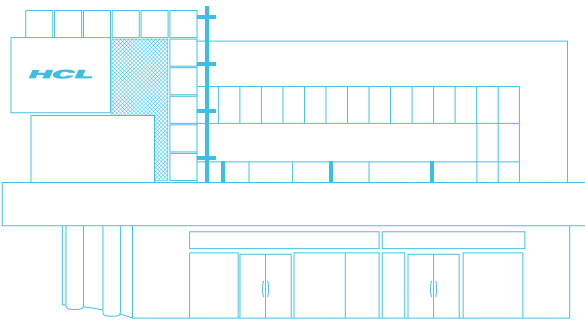
## IT Partners

From their new base in Hamilton East, IT Partners provides support and solutions to enhance business performance for clients across the region and country. The locally-designed building includes space to host customers and industry events.



## Livestock Improvement Corporation

Located on a 40ha site despite being only 15 minutes from the central city, LIC's headquarters campus is home to 500+ roles including their top R&D teams, and famously includes a tennis court and pool for employees.



## HCLTech

Global technology consulting and IT solutions firm HCLTech has their Aotearoa New Zealand headquarters in our central city. They've created two digital apprenticeship programmes - TechBee and Rise at HCLTech - to help grow the tech talent pool.



# Logistics

Hamilton’s transport links, workforce, strategic assets and infrastructure investments have proven to be critical elements for the establishment and growth of logistics operations.

An established node for warehousing and distribution, the Te Rapa area in the north part of the city includes Fonterra’s Crawford Street facility, a strategic part of their global supply chain. The 2022 completion of the Waikato Expressway’s Hamilton section enhanced Te Rapa’s standing as a prime location for logistics operations.

Recent success in the sector has been boosted by the Ruakura Superhub, a project of national significance led by Tainui Group Holdings (TGH), the commercial

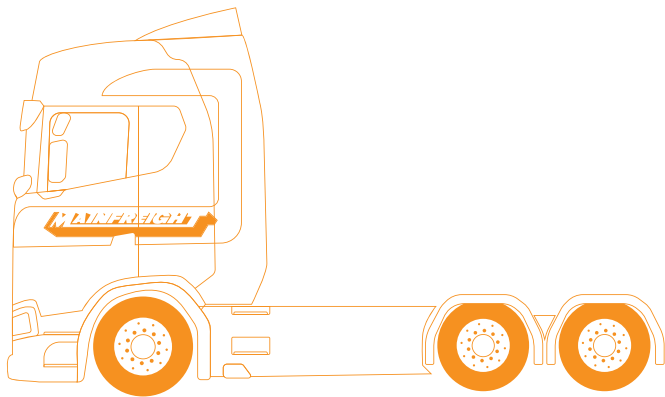
entity of Waikato-Tainui. At 610ha, it’s one of the country’s largest multi-use developments and includes a 30ha inland port connected by rail to the Port of Tauranga and Auckland Port.

Since opening in 2022, the superhub has meet high demand from national and global tenants seeking large, new-generation distribution centres for end-to-end supply chain solutions, cold storage, retail goods distribution and bulk material transport.

In 2025, TGH entered into a long-term joint venture with Brookfield Asset Management that includes the development of an additional 70ha of intermodal logistics development, with an expected value of more than NZ\$1 billion.

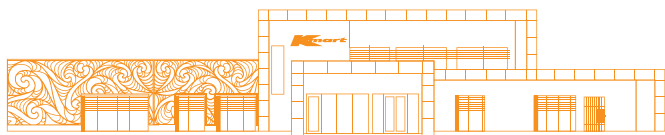


Ruakura Superhub



## Mainfreight

With 90+ branches, Mainfreight is the largest logistics company in Aotearoa New Zealand. They operate multiple sites in the region, investing in warehousing and cross-dock facilities for long-term growth capacity.



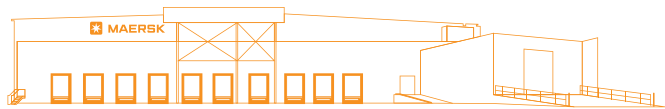
## Kmart

Their impressive 40,000m2 warehousing and distribution facility has brought efficiencies to Kmart’s network, allowing them to service 25+ stores across the country from the Ruakura Superhub.



## Normans

A proudly Waikato business with their head office and depot in Morrinsville alongside a facility in Te Rapa, Normans work with a particular emphasis on food grade products destined for domestic and international markets.



## Maersk

This 18,000m2 integrated cold chain facility was designed and built with energy efficiency and emissions reduction in mind, earning a 6 Star Green Star NZ Design & As-Built rating by the New Zealand Green Building Council, the highest sustainability standard in commercial construction.





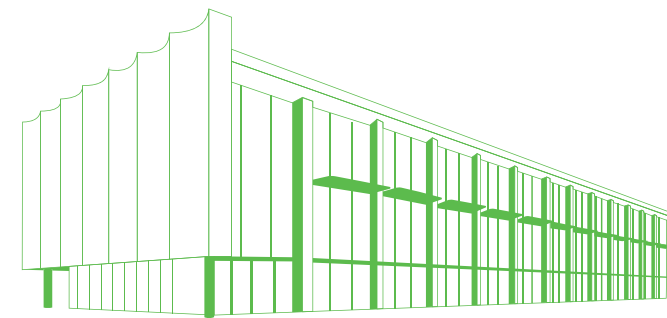
INEX, Te Rapa

## Manufacturing

The economic stability of our city and region is due in large part to manufacturing businesses across a diverse group of subsectors.

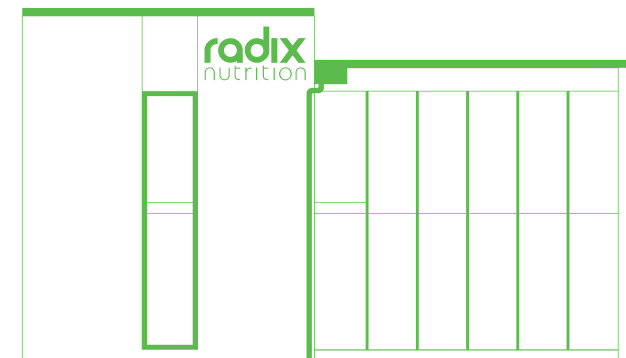
Dairy and meat products lead the way in the region, while machinery and equipment manufacturing, fabricated metal, transport equipment and polymer products have a strong impact on our local economy.

Growth in manufacturing has been powered by investments in transportation infrastructure, streamlining the movement of raw materials and finished goods.



### Fonterra

Our identity as a food manufacturing region has grown alongside Fonterra over many decades. They currently have manufacturing, distribution, warehousing and office locations in and around Hamilton Kirikiriroa.



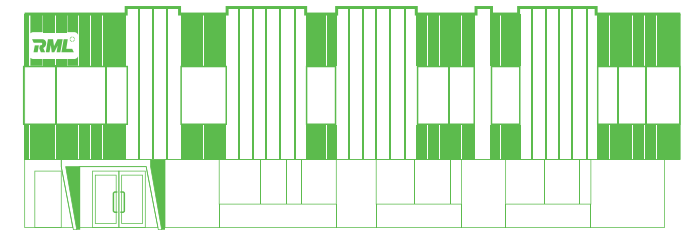
### Radix Nutrition

The founding idea behind Radix was to close the gap between what nutritional science recommends and what's available on store shelves. They research, develop, produce and distribute a range of packaged breakfasts, savoury meals, protein powders and smoothies.



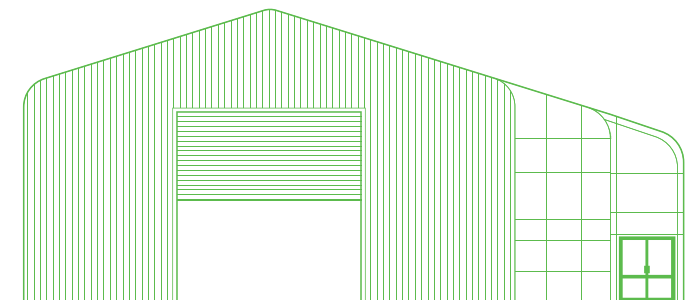
### Convex

Specialising in food packaging, compostable films, bags and labels for a range of brands and industries, Convex shifted into a purpose-built headquarters in 2023 and brought their administrative offices, laboratory and warehouse functions into one space.



### RML Machinery

From its new headquarters in the Burbush suburb, a team of 65+ solve complex production automation challenges for some of the world's biggest brands including Fonterra, Nestlé and Mars alongside local brands like Talley's and Tatua.



### Longveld

With a 100-strong metal fabrication and design team based in Frankton, Longveld works with major clients including TetraPak and Fonterra while expanding into designing and manufacturing large-scale art sculptures for transport projects.



### Hansa Products

Nearly 40 years after the company began in an Ohaupo honey shed, Hansa Products opened their Te Rapa global headquarters in 2019 where they design and manufacture high quality chipping and shredding equipment.



## Education

# Developing the knowledge and skills that fuel our economic growth.

Our reputation as a centre of learning, science, research and innovation is driven by tertiary institutions with strong industry connections.

The University of Waikato and the Waikato Institute of Technology (Wintec) have a combined enrolment of 20,000+ students from all corners of Aotearoa New Zealand and 80+ countries.

Together with Te Wānanga o Aotearoa, they contribute to the growth of our knowledge-based economy, acting as a pipeline of talent for businesses in finance, information technology, engineering, law, accounting, education and healthcare.

The country's third medical school, the New Zealand Graduate School of Medicine, will open here in 2028 and offer a four-year graduate-entry programme, similar to many of the best medical schools internationally.



### University of Waikato

Standing proudly on the world stage as a provider of future-focused, international education and an active player in global research, the University attracts top academic talent and students from 80+ countries to Hamilton Kirikiriroa.



### Wintec

Having grown from a small technical college to an established part of Aotearoa New Zealand's tertiary sector, their Hamilton City campus is a hub for industry-connected vocational education and a dynamic part of our growing central city.



### The New Zealand Graduate School of Medicine

The country's newest medical school will prioritise primary care with immersive clinical placements and digital learning. It will utilise a proven model of medical education that includes entry pathways that attract people who want to become primary care doctors in rural and regional communities.



### Te Wānanga o Aotearoa

Established in 1984, Te Wānanga o Aotearoa is a uniquely Māori learning environment for everyone, having provided an alternative within the tertiary education sector and enhancing the skills and employment opportunities of 300,000+ graduates.





Waikato Medical District, Hamilton Kirikiriroa

Enabling regional growth  
through healthcare,  
technology and learning.

## Healthcare

Knowledge-intensive industries like healthcare contribute to a region's economic activity, productivity and overall wellbeing.

In Hamilton Kirikiriroa, 40% of all jobs are knowledge-intensive, compared to 33% nationally. This is led by healthcare, the city's largest single sector based on employment with 18,000 roles across 1,000+ employers.

A core part of the sector is found in our medical district with Waikato Hospital and a group of private hospitals including Braemar, Southern Cross and Anglesea, along with a wide range of diagnostic and specialist services.

## The New Zealand Graduate School of Medicine

In July 2025, the University of Waikato received Government support for its plans to develop Aotearoa New Zealand's first graduate-entry medical school. Under development on their main campus, the building is set to open in 2028 with an initial intake of 120 students.

Its four-year graduate-entry programme, similar to many of the best medical schools internationally, will have a curriculum designed to deliver general practitioners who want to work in regional and rural communities.

Students will spend their first year in Hamilton Kirikiriroa intensively studying biomedical sciences and the social determinants of health through a case-based learning framework. A digital-first pedagogy underpins this teaching, with students having access to the leading digital anatomy tools.

The clinical placement programme in years two - four will be delivered in hospitals, primary care practices and other health service providers across the city, region and country.

More time spent in these settings will provide graduating doctors with greater awareness of these environments, increasing the likeliness of them choosing to work there and ultimately improving the quality of care in Aotearoa New Zealand.

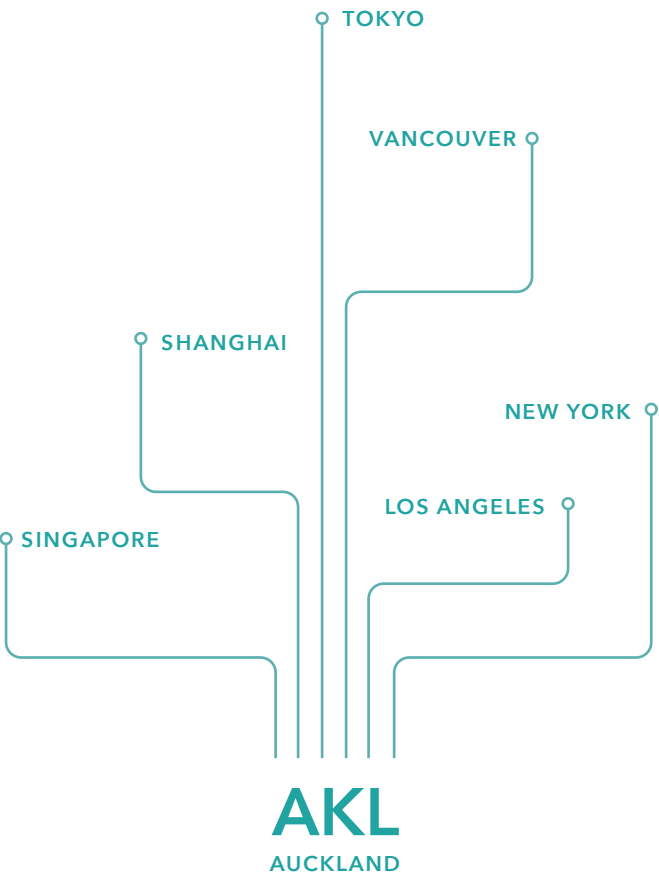


# Airport

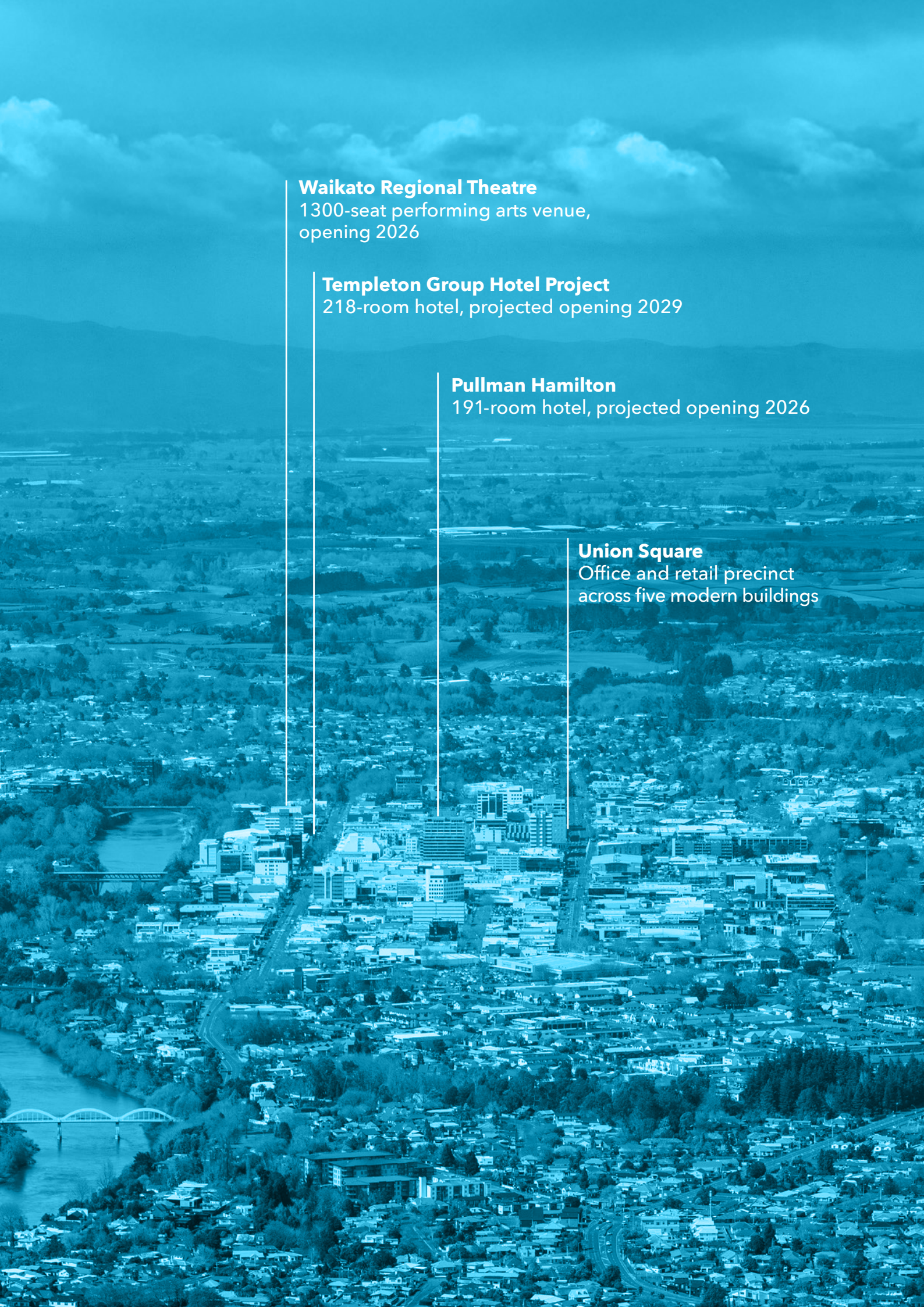
With nearly 1.5 million people living within 90 minutes of Hamilton Kirikiriroa Airport (HLZ), it's a significant economic enabler, serving as a waharoa (gateway) between our region and a growing list of domestic and international destinations.

Thanks to direct flights between HLZ and nine airports including Sydney, we're an easy one-stop connection to global business hubs like Ho Chi Minh City, Johannesburg and, as of 2026, London.

Auckland International Airport, the country's busiest, is a short journey from here using the Waikato Expressway or Te Huia passenger rail and has direct flights to 40+ international cities including Beijing, Buenos Aires and Dubai.







**Waikato Regional Theatre**  
1300-seat performing arts venue,  
opening 2026

**Templeton Group Hotel Project**  
218-room hotel, projected opening 2029

**Pullman Hamilton**  
191-room hotel, projected opening 2026

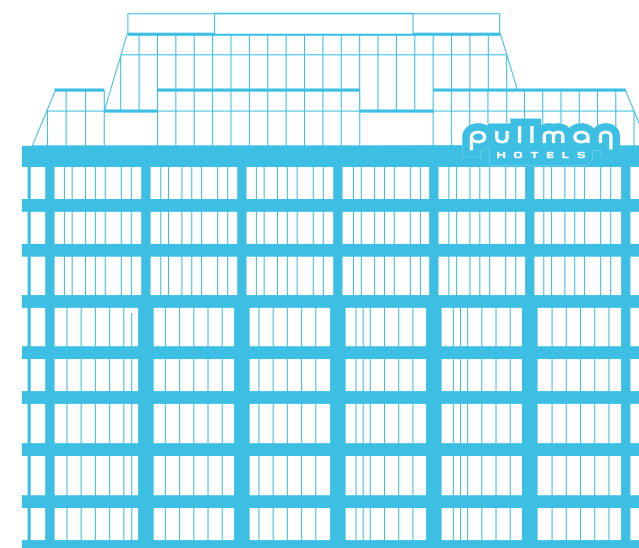
**Union Square**  
Office and retail precinct  
across five modern buildings

## Central city

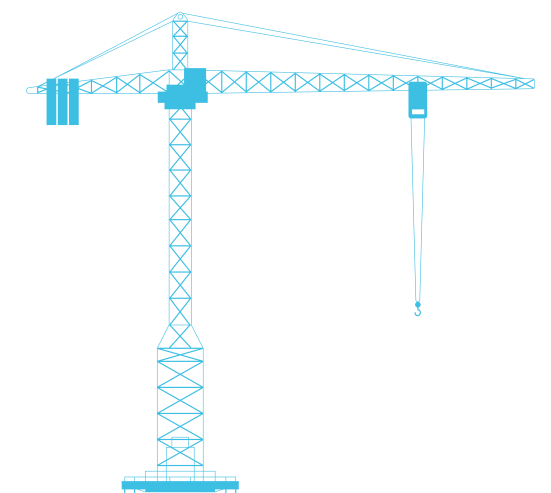
The Waikato River flows through the centre of Hamilton Kirikiriroa and is the defining part of our history, culture, and identity. For Waikato-Tainui and other tribes, it is a tupuna (living ancestor) and a spiritual entity, considered the mauri (life force) of the people.

Spaces, places and experiences are being shaped by this connection, ensuring that our central city continues to grow and attract businesses, major events and economic activity.

New hotels like Pullman Hamilton and the Templeton Group project, office and retail precincts like Union Square and cultural cornerstones like the Waikato Regional Theatre are all significant investments that bring people together and build positive momentum for the city and region.



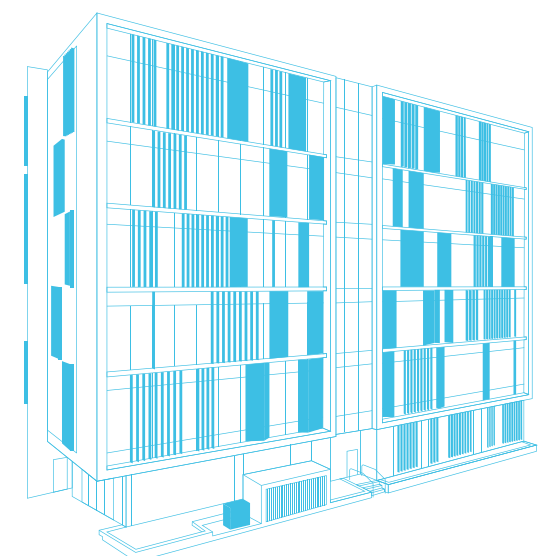
Pullman Hamilton



Templeton Group Hotel Project



Waikato Regional Theatre



Union Square





Tieke Golf Estate

## Our amenities and visitor destinations

### Tieke Golf Estate

Since opening in 2021, Tieke has quickly earned marquee status as one of Aotearoa New Zealand’s top golf courses.

### Hamilton Gardens

The enclosed gardens are rated among the top three things to do in Aotearoa New Zealand and is included in the top 1% of attractions globally.

### Hamilton Zoo at Te Kaaroro Nature Precinct

As the North Island’s biggest zoo, it’s home to majestic tigers, curious chimpanzees and vibrant parrots, all set within 25ha of lush surroundings.

### Te Whare Taonga o Waikato Museum & Gallery

Protecting and sharing our taonga (treasures) that celebrate the best of science, art and culture in the Waikato region.

### Zealong Tea Estate

Zealong is the world’s largest internationally certified organic tea producer and the only commercial tea estate in Aotearoa New Zealand.

### The Hobbiton Movie Set

Drawn by The Lord of the Rings and The Hobbit trilogies, 85% of the 600,000 annual visitors to ‘The Shire’ come from overseas.

### Raglan Whaaingaroa

Celebrated for its beauty and famous surf breaks, Whaaingaroa means ‘the long pursuit’ and is historically significant for the local Ngaati Maahanga iwi.

### Waiwhakareke Natural Heritage Park

This 60ha park with walking tracks is evolving into a self-sustaining sanctuary that represents the original ecosystem of the area.

### Te Waihou Walkway - Blue Spring

The track winds through wetlands, across rolling pastures and past small waterfalls to the stunning turquoise water of the spring.

### Sanctuary Mountain - Maungatautari

Recognised as a reserve in 1912, a pest-proof fence protects three enclosures of native forest, wildlife and wetland.

### Lake Karaapiro

Formed in 1947 by the damming of the Waikato River, the lake is a premier rowing venue and home to the country’s high performance rowing programme.

### Te Awa River Ride

This 65km cycling and walking trail showcases parts of the region from Ngaaruawaahia through to Lake Karaapiro.



# Economic development

## Hamilton City Council

An engaged and responsive economic development programme must have strong relationships with key businesses. That’s why Hamilton City Council has a dedicated team focused on strengthening connections with a range of employers from sectors that are critical to our city’s growth.

This work positions Council as a trusted partner alongside business owners, executives, site managers and staff to support business expansion opportunities. We prioritise this

approach because as much as 75% of new capital investment and job growth in a community can come from existing businesses.

It also enables us to promote the city to new businesses by underscoring the value proposition behind operating here and demonstrating the potential for growth.

We’re proud of the place we call home and stand ready to show manaakitanga to those interested in investing in Hamilton Kirikiriroa.

**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

## A unified voice for the Waikato

**Economic developers across the Waikato region are uniquely placed to advocate for the people and businesses that make up our communities, leading efforts that create positive outcomes for them.**

And because our diverse economy benefits from high-value industry sectors that are built on strong interdependencies, a locally-led and regionally-focused group was established in 2024 comprised of city and district economic development practitioners.

The group is enhancing cross-organisational engagement, identifying opportunities for shared success and speaking clearly with a unified voice.

Our collective economic future relies on meeting the infrastructure needs for commercial and residential development, growing a dynamic workforce, protecting and enhancing our quality of life and putting forward a pro-investment mindset.



Left to right: Martin, Hannah, Mike, Ava, Arif and Karl

*Hamilton City Council: Martin, Mike, Arif  
The Launch Agency: Ava, Karl  
Two Sides Copywriting: Hannah*

## A new perspective

**This project was dreamt, designed and delivered in Hamilton Kirikiriroa by Hamilton City Council, The Launch Agency and Two Sides Copywriting. Its words and images are deliberate. The feeling they convey is meaningful.**

We love our city and this region. Like our awa, we’re enduring and resilient – moving forward with purpose and intent. We’re guided by our shared history and an optimism for what’s ahead. There is a current of opportunity here. Come join us and gain a new perspective.






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