

2021-
2022

Newcastle – Acquittal Report



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JM Consultancy Services
2021-2022

Introduction

Newcastle is the economic hub of the Hunter Region and accounts for approximately 30% of the Hunter's developed industrial space and 80% of the office space. While Newcastle's industrial sector continues to play an important role, Newcastle is no longer a 'steel city'. A substantial and growing portion of Newcastle's economy is now based around the service sectors. The Port of Newcastle is Australia's largest coal exporter.

The BIA also believes that while the precinct includes a number of larger businesses employing many people, it also recognises that as a liveable city it includes many home-based businesses and sole traders who collectively contribute enormously to the economy. Newcastle City BIA is a facilitator of conversations, projects and initiatives that best serve the changing and diverse needs of an evolving business community that seeks increased participation, promotion and growth.

The Association is guided by a common purpose to:

- Work with its members (precinct businesses) and other key players to identify and understand current and emerging project opportunities.
- Collaborate and effectively communicate with City of Newcastle and other stakeholders for the benefit of promotional, beautification and economic outcomes for the precinct.
- Effectively utilise available funding to enhance business outcomes.
- Enable growth amidst change and uncertainty.
- Best represent the needs of those who make-up the Newcastle City precinct business community – that is, recognising the value and contribution of all staff, volunteers, business owners and the community.
- Operate in a professional and respectful manner and in accordance with all governance and compliance guidelines.

Social Media

In early 2021 Newcastle City BIA established a Facebook page that was run by board members with support from Purser Corporate Communication. The BIA recognised that the page was stagnant and needed the input of professional social media management to grow. An EOI was sent out and Slice Wireless were engaged on a month-to-month basis. The boards plan was to increase followers through consistent and frequent posting and engaging with local businesses. By doing this the Facebook page has grown 58% since February 2022.

The BIA have run competitions on social media to grow engagement purchasing 40 x \$50 vouchers from various businesses within the precinct to give away. Participation has been overwhelming helping raise BIA and business awareness.

HunterHunter were also engaged to do stories to promote businesses in the precinct and the Santa in the City Xmas activation.

Traditional Media

The City BIA has drawn minimal attention from traditional media sources due to a lack of events and ability for Board to participate in CN media initiatives. This has changed recently with the Board attendance at the launch of Van Gogh Alive and Kendall Brooks appearing on NBN news and Newcastle Herald for the BIA.

Projects And Events

Database

Newcastle BIA engaged Fresh Marketing to approach all businesses in the precinct face to face to improve awareness of the BIA and build a business database. This resulted in a database of 323 businesses. This has since been utilized with JM Consultancy Service sending updates on CN projects such as Autumn Alive and the Street as Shared Spaces.

Website Landing Page

In early 2021 the BIA engaged an external party to build a landing page to assist with BIA awareness as a point of reference for businesses and other interested parties.

Santa in the City

This was the first activation for Newcastle BIA encompassing 12 Days in December. Santa and his elves travelled the light rail, Hunter St (including the Mall), Darby St and King St popping in on business owners and allowing the community to have free Santa photos. This proved a success and gained good exposure with the BIA attracting new followers on social media including many businesses.

Supercars

The BIA went out with an EOI for an event organisation to manage an activation in the Hunter St Mall during Supercars. They engaged Hunter Events Group who set about planning but as this event did not take place the BIA had to cancel. The plan was to assist traders in the area to attract visitors from the Supercars into their local businesses for the weekend period.

Sponsorships

The BIA have sponsored Big Picture Festival October 2022, Sound Station August 2022 and their own event organised by Curious Legends in July 2022 called Illuminate. Sponsorships have been a great way for the BIA to connect with other businesses and have their brand promoted in the precinct.

Annual General Meeting

Newcastle City Annual General Meeting (AGM) was held on 8 February 2022 at O'Brien Winter Partners, Newcastle with some members and a member of the public joining via ZOOM.

The AGM was coordinated by JM Consultancy Services and all the board members were present as well as Thomas Michel who represented City of Newcastle. All local Ward Councillors were invited with apologies from all except Cr Declan Clausen who was in attendance.

All the previous board members were re-elected to the board at the AGM.

Members And Their Roles

Role	Name	Business
Chair	Marty Adnum	Out of the Square Media
Vice Chair	Mike Chapman	Colliers International
Treasurer	Damien O'Brien	O'Brien Winter Partners
Public Officer	Damien O'Brien	O'Brien Winter Partners
Secretary	Cornelia Schulze	Hunter Coastal & Lifestyle
Ordinary Member	Taiyo Namba	Nagisa

New members as of May 2022 are Kendall Brooks, Kate Ellis, Tinae Brooks and Jackson Dunlap have since joined the Board.

Marty Adnum resigned, Mike Chapman has stepped down to Ordinary Member and Kendall Brooks has been voted in as Chair and Cornelia Schulze as Vice Chair as of May 2022.

Newcastle Business Improvement Association

Financial Report As of 20/06/2022

SBR Funds received \$110,000.00 incl GST 30/10/2020

SBR Contestable Funding (Live Spots) \$46,200.00 incl GST 30/10/2020

Expenditure Summary 2021/2022

Category	Deliverables Plan Budget	Actual
Beautification	\$20,000.00	\$16,500.00
Promotion	\$80,000.00	\$41,924.80
Economic Development	\$72,000.00	\$36,777.69
Governance	\$4,100.00	\$9,173.38
Live Spots SBR Contestable Funds	Not included in DP	\$26,733.70
GST Paid	Not included in DP	\$13,923.00
TOTAL	\$176,100.00	\$145,032.57

Opening Balance 01/07/2021 \$153,205.35 + CREDITS \$7,129.10 = \$160,334.45

Less Expenses \$145,032.57

At bank at 20/06/2022 \$15,301.88

Live Spots SBR Contestable funding left \$15,264.55

BIA funding left is \$37.33 as at 01/06/2022

Expenditure Breakdown 2021/2022

Beautification \$16,500.00	Big Picture Festival \$16,500.00
Promotion \$41,924.80	Website Domain \$93.45 HSR Publishing \$11,786.55 HunterHunter \$3,630.00 Fresh Marketing \$11,506.00 Slice Wireless \$7,397.50 Big Colour \$1,239.47 OOTS \$469.28 Purser \$396.00 SWELL Magazine Spring Edition 2022 \$5,500.00
Economic Development \$36,777.69	VEM Services \$2,600.00 Xmas \$16,170.69 Hunter Events Group \$1,122.00 Curious Legends \$16,500.00 Social Media Competition \$385.00
Governance \$9,173.38	Insurances \$6,946.00 Accounting \$2,070.00 Bank Fees \$24.80 Association Fees \$132.58
Live Spots \$26,733.70	Fuzion Management \$6,900.00 Banners & Logo \$540.00 CN licence fees \$1,975.00 Advertising \$10,888.70 Graphic Design \$2,050.00 Sound Station Sponsorship \$4,500.00 Live Spots \$1,750.00
GST \$13,923.00	GST on all funding received \$13,923.00

Approved Damien O'Brien (Treasurer)

