



BUSINESS IMPROVEMENT ASSOCIATIONS

2021 - 2022
ANNUAL REPORT

Executive Summary

Commencing in August 2021, it has been a great privilege to manage the four Business Improvement Associations (BIAs) in my role as Business Support & Secretariat. Starting during the long Covid lockdown, we used ZOOM to make our way through initial introductions and planning until finally meeting all BIAs face to face late October.

From there, the BIAs successfully reopened their precincts with a schedule of small activations up to May 2022. These have sent a much-needed positive message to the community about supporting small local businesses as they emerged from the crippling pandemic lockdown and restrictions.

JM Consultancy Services oversees all social media and event management teams to ensure precinct activations and projects are efficient and publicised. Since October 2021, there have been more than twelve media releases issued as well as hundreds of posts across all four BIA social media platforms.

Under my management each Association has utilised their funds in the 2021/2022 Financial Year according to plan. The four Annual General Meetings earlier this year have seen several new Board Members join each BIA meaning they have decent numbers in attendance at monthly meetings to make decisions and move forward with projects. Board membership includes representatives from a broad range of sectors including hospitality, law, retail, real estate, marketing, architecture, insurance, and medical.

The focus of each BIA is to build connections with its' wider network of members in each precinct. Databases and social media platforms are being managed and are growing to enable better communication about projects and the BIA process with businesses and the local community. It is important now to demonstrate to BIA members how a collaborative approach can achieve great results within each precinct.

I wish to thank City of Newcastle for this opportunity to support these volunteer teams achieve their goals and build on the success of the Business Improvement Association model.

Janice Musumeci



JANICE MUSUMECI
CONSULTANCY SERVICES

P: 0412 026 668
E: JANICEMUSUMECI@BIGPOND.COM

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City Wide Initiatives

SBR Funding Info Sessions

In May 2022, the Hamilton Business Association (HBA) and the Wallsend Town Business Association (WTBA) alongside The City of Newcastle held public information sessions about the upcoming SBR Contestable Funding in the precincts. These information sessions were well attended with a record number of applicants proving that the BIAs, with the assistance of JM Consultancy Services, were very successful in communicating to their network about the SBR grants. The sessions provided potential applicants with all the information they needed for the application process as well as a networking opportunity. Applicants were able to brainstorm and collaborate with each other during the information sessions. HBA & WTBA were also able to speak with applicants about the potential to collaborate on upcoming projects and provide letters of support for the applicants. All Ward Councilors were invited to these information sessions.

BIA Ideas Exchange

All BIA Boards attended the CN BIA Ideas Exchange in March. Each Chair gave a brief overview of projects and plans for the past year and a vision for their future. This was coordinated by JM Consultancy services in conjunction with Thomas Michel and the CN Economic Development Team. The night had great levels of attendance, with attendees requesting that this event occurs more frequently throughout the year. This is proof of the effectiveness of collaboration between BIAs and the passion of the volunteer Boards.

Business Beat

A citywide initiative for BIAs. Hamilton Board Member Kate Ellis (formerly a Police Officer) assists with coordinating this project. The 'Business Beat' initiative is at no cost to the BIA and aims to show support of local police by local businesses and gives Police the opportunity to talk about local policing issues (inform, educate, connect, visibility). This project was paused during Covid lockdowns and will recommence in the latter half of 2022.

Live Spots

This project was developed by the Hamilton Business Association as a city-wide initiative that works in collaboration with the BIAs of Newcastle City, Wallsend and Mayfield to create live performance spaces as a tool of community engagement, promotion, activation and placemaking. This project was particularly hampered during Covid with lockdowns and the restrictions that followed.

Mayfield and Hamilton have commenced Live Spots again and Newcastle will follow. The decision has been made to have artists perform in venue on a weekly rotating schedule so that the project does not rely on CN event applications and weather for outdoor performances. It should be noted, Wallsend Board are not supporting the project in 2022 and will revisit its' implementation in 2023.

Currently Live Spots artists are activated weekly on Saturdays at James Street Plaza Providore Markets, in venue at Mayfield and in venue in the Newcastle City precinct.



Hamilton

Social Media

Over the course of the Association's lifespan, the Hamilton Business Association has grown a significant and valuable social media presence. Accumulating a total of 1190+ likes and 1400+ followers on their Facebook page (increase of 30%) plus and an additional 1876+ followers on their Instagram page (increase of 50%). Both accounts were previously run by volunteer Board members and are now professionally managed after a competitive EOI process as of late 2021. The platforms have shown a consistent and large growth over the last 12 months which presumes that they will continue to grow and remain a valuable tool for the association to use to communicate and engage with their community.

The Board continued a partnership with online media agencies, HunterHunter & Newcastle Live to showcase the retail and hospitality businesses in the precinct. The reaction from the HunterHunter platform was phenomenal, enabling the Association to pick up hundreds of new followers on Instagram thus highlighting the precinct as the 'go to' destination for shopping and dining.

[Click here to view Hello Hamilton's Facebook](#)

[Click here to view Hello Hamilton's Instagram](#)

Traditional Media

In the last year, Hamilton Business Association has attracted significant and favorable news coverage across several their projects and events. This has included print and digital articles and stories, radio interviews and television coverage. This media coverage was coordinated and developed by JM Consultancy Services and assisted by appointed Event Coordinators Double Digits Marketing.

Annual General Meeting

The Hamilton Business Association Annual General Meeting (AGM) was held on 17 February 2022, at the Hamilton Community Hive. All Board members were present with apologies from Brendon Jones (Sanderson Meats). All Ward Councilors were invited with apologies sent by all. The AGM was coordinated by JM Consultancy Services. Four members of the public also attended the AGM as well as Thomas Michel who representative City of Newcastle. All previous board members were re-elected to the board at the AGM. Reece Hignell was nominated and elected Chair and Kellie Mann as Vice Chair. All other positions remain the same. New Board member nominated and elected to join at the AGM was Chelsea Willis (Young Peoples Theatre).

Members and Their Roles

Role	Name	Business
Chair	Reece Hignell	Cakeboi
Vice Chair	Kellie Mann	Lotus Fashion
Treasurer	Kate Ellis	Sportspower
Public Officer	Rob Burton	132 Newsagency
Secretary	Sandra Malloy	Qs Books
Ordinary Board Member	Brendan Jones	Sanderson Meats
Ordinary Board Member	Chelsea Willis	Young People Theatre
Ordinary Board Member	Amanda Hinds	Origin – Architecture & Heritage
Community Member	Vicki Coughlan	

Events

The Hamilton Business Association appointed Double Digits Marketing in 2020-2021, as the event coordinator for the association. Double Digits and Hamilton Business Association have coordinated several different activations over the last 12 months to help promote, and provide economic development for the Hamilton precinct, its members, and the wider community. In April 2022 the Board sent out for Expressions of Interest once again for an event organiser with a new company appointed for 2022/2023.

Book Day

Double Digits Marketing brought the street to life with a celebration of Book Week (renamed Book Day due to Covid) showcasing our 3 long standing book retailers and delighting passers-by in November. This helped to bring some colour and fun to the precinct after such a long period of covid lockdown in 2021. This activation had good support in the media with Newcastle Weekly.

Fashion on the Footpath

In late October of 2021, the Hamilton Business Association held the second ‘Fashion on the Footpath’, which was coordinated by Double Digits Marketing. The event showcased multiple Hamilton fashion retailers who each held their own short pop-up fashion shows supported by improved in-shop sales. This event showcased the best of local fashion, and lifestyle to help promote and increase economic development in Hamilton after a long Covid lockdown.

This event had coverage on NBN & Newcastle Weekly.

12 Days of Xmas

In the lead up to Christmas, the Hamilton Business Association, with the assistance of Double Digits Marketing launched ‘12 Days of Christmas’ in December 2021 to help local businesses promote the diverse retail, hospitality, and business options available in and around the precinct. The activation was held over 12 Days and was in collaboration with several businesses in the precinct. The Christmas activation drew an increase of foot traffic to the Hamilton precinct as well a significant amount of promotion of the area and the Hamilton

Business Association. The activation hosted a range of different events and activities over the 12 days with Santa roaming Beaumont St stopping at a specific location daily for free Santa photos and popping into businesses along the way.

The Hamilton Business Association also held a ‘12 Days of Xmas’ giveaway competition during the activation on social media. The Association purchased gift vouchers from local businesses to give away and promote the business on socials.

Hamilton 150 Community Day

On December 11, 2021, Hamilton celebrated 150 years since becoming a Municipality. Double Digits Marketing assisted the Hamilton Business Association to put together a street celebration culminating in James St Plaza with performances by Lil Scallywags, an appearance from Santa, Young Peoples Theatre pop up performances and Live Spots supported performance by local music school Sam Reynolds Music. Local Historian Ruth Cotton spoke to the community about Hamilton’s rich history and the Hamilton Business Association helped SBR Contestable funding recipient Tessa Boer- Mah launch the digital version of the Hamilton Heritage Walk.

This event in Beaumont St was later accompanied by an activation in Gregson Park by SBR Contestable funding recipients Curious Legends. This event had coverage in several media outlets including HunterHunter, Newy with Kids, Newcastle Weekly, 2NURFM.

Mother’s Day

The Hamilton Mother’s Day “Win your Mum an Indulgent Day Out” was a competition on social media along with paid advertorial in HunterHunter and was a great success. HBA paid for local businesses for gift vouchers to be given away via a competition on HunterHunter promoting Hamilton as a destination for beauty, boutique shopping and dining.

Projects

Hanging Planters & Green Walls

Hanging planters with live flowers and green walls with living plants have continued to be installed by the Hamilton Business Association on suitable business facades in the precinct. This is an ongoing project to assist with beautifying the street from the road and the pavement. The Newcastle Men's Shed assist with caring for the plants with a watering system that has been purchased by Hamilton Business Association.

Markets in Hamilton

The BIA has put out Expressions of Interest for a market stall coordinator to assist with setting up Markets in James St Plaza. This position has been filled and the Markets had a soft launch on Saturday May 7 for a 12-week trial basis. These markets are targeted at small makers and traders with a smaller boutique feel. The result is 8-10 regular Saturday market stalls showcasing small local producers of hand / home crafted items. These markets have also hosted a Live Spots artist each week. This initiative has helped to activate the precinct on Saturdays and will complement the new monthly markets in Gregson Park commenced May 14.

Promotional Videos

The Hamilton Business Association engaged Straightline Media to continue production of a range of short videos promoting local businesses. Specifically, the small business owners explaining what they do and why they love Hamilton. With the *slogan Love Local, Love Hamilton*. These videos are being uploaded weekly on social media and can be used freely by the business owner themselves for their own promotional purpose. They have helped Hamilton Business Association engage with local business owners.

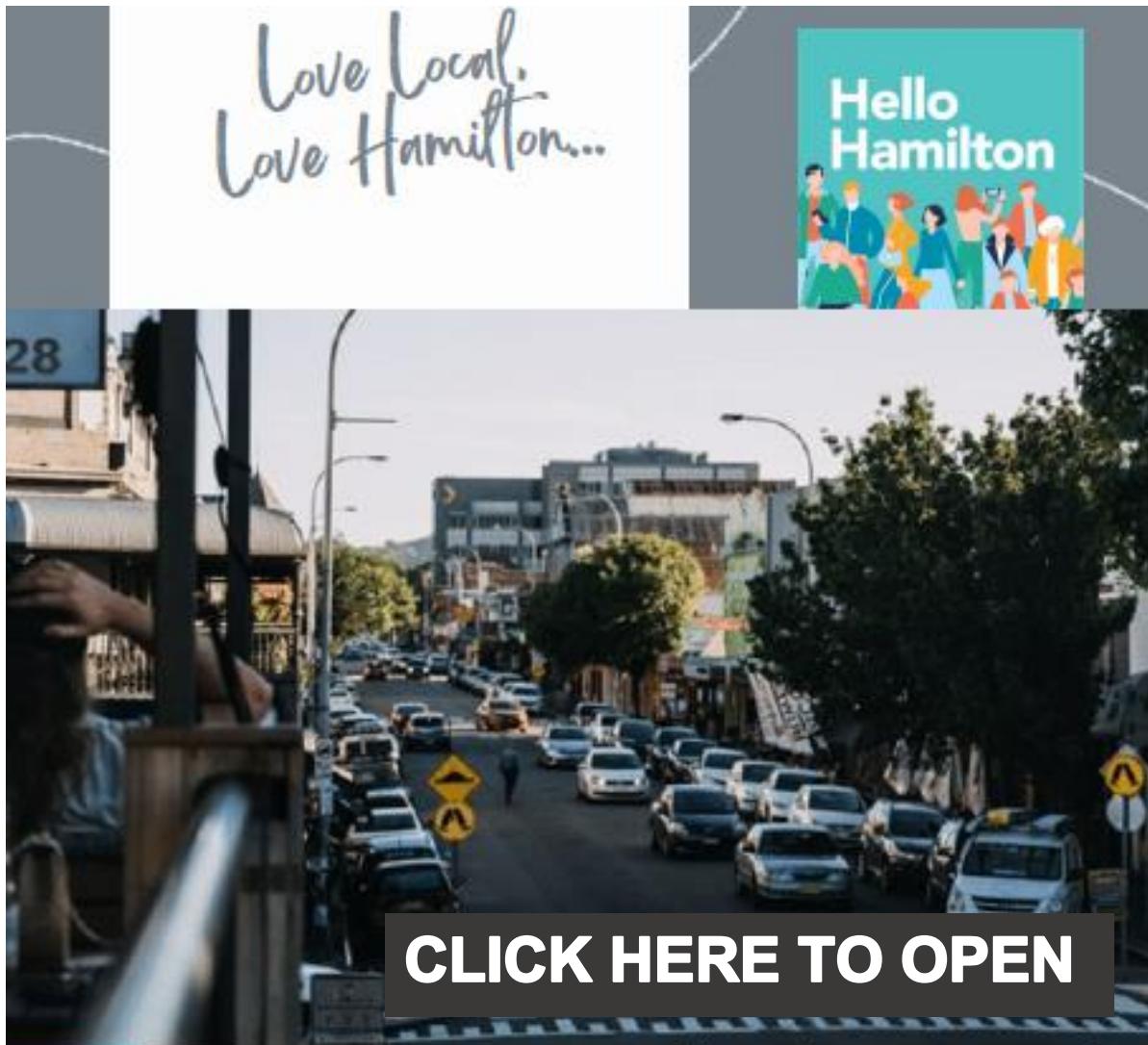
[Click here to watch 'Hello Hamilton! – Bella Mia Hair'](#)

Street Art

The public art project was a project that included a series of art installations depicting the Hamilton community and its business precinct. The Hamilton Business Association Street Art project repaired existing mosaic art in a collaboration with local artist and SBR Contestable funding recipient Paul Maher. It also created new art installations on telecommunications and electricity pillars featuring native flora & fauna with local artist Shannon Bellamy. It is also noted that the Hamilton Business Association supported a new mural at the Hamilton Community Hive with SBR Contestable Funding recipients UpnUp.

These projects were widely supported by the Hamilton community, majority of locals wanted to see projects that would help beautify and attract people the precinct. They also received favourable media coverage.

Deliverables Plan 2022 / 2023



STRATEGIC DELIVERABLES PLAN OVERVIEW

2022 - 2023

BUSINESS IMPROVEMENT ASSOCIATION
HAMILTON PRECINCT
ABN 43 576 848 546
INC ID 1991983

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Newcastle City

Social Media

The Newcastle City BIA established a Facebook page in 2020 that was run by Board Members with support from Purser Corporate Communication. In February 2022, the BIA engaged a social media manager to run the page and create a new Instagram account. Since taking over the FB page, followers have increased by 95%. 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, which has assisted in raising BIA and business awareness.

The Board plans to increase this through consistent and frequent posting and engaging with local businesses. By doing this, they hope to increase their following on their social media pages to ensure that it is an effective tool to communicate with their key stakeholders.

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

[Click here to view the Newcastle City BIA's Facebook](#)

[Click here to view the Newcastle City BIA's Instagram](#)

Traditional Media

The City BIA attracted media attention for the Santa in the City activation in December. There were no other activations to report. 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.

Hunter Coastal Lifestyle was engaged to run a series of stories for its 2021/2022 editions.

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 the City of Newcastle. All local Ward Councilors 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	Kendall Brooks	<i>Brooks Event Management</i>
Vice Chair	Cornelia Schulze	<i>Hunter Coastal & Lifestyle</i>
Treasurer	Damien O'Brien	<i>O'Brien Winter Partners</i>
Public Officer	Damien O'Brien	<i>O'Brien Winter Partners</i>
Secretary	Cornelia Schulze	<i>Hunter Coastal & Lifestyle</i>
Ordinary Board Member	Taiyo Namba	<i>Nagisa</i>
Ordinary Board Member	Tinae Brooks	<i>Social Society Creative</i>
Community Member	Kate Ellis	

Projects & 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.

BIA 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 organization 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 as 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 organized 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.

Deliverables Plan 2022 / 2023



CLICK HERE TO OPEN

The image shows an aerial view of Newcastle City, Australia, featuring the harbor, coastal areas, and urban landscape. A large graphic overlay at the top right contains the text "NEWCASTLE CITY BIA BUSINESS IMPROVEMENT ASSOC." with a stylized logo. A dark rectangular button in the center contains the white text "CLICK HERE TO OPEN". In the bottom left corner, there is a watermark that reads "© The Guardian 2022". The bottom section of the image features a dark blue vertical bar on the left with the text "STRATEGIC DELIVERABLES PLAN OVERVIEW" in white, and a vertical column on the right with the years "2022 - 2023" in white. The bottom right corner contains small text: "BUSINESS IMPROVEMENT ASSOCIATION NEWCASTLE CITY PRECINCT", "ABN 83786584579", and "INC ID 1881384".

**STRATEGIC
DELIVERABLES
PLAN
OVERVIEW**

2022 - 2023

BUSINESS IMPROVEMENT ASSOCIATION
NEWCASTLE CITY PRECINCT
ABN 83786584579
INC ID 1881384

Mayfield

Social Media

In November 2021, the Mayfield BIA put out Expressions of Interest for a Social Media Manager and subsequently, Slice Wireless were successful. Since then, they have used existing and new social media platforms to engage with, educate and promote Mayfield businesses, projects and initiatives. Cleverly, the BIA chose to merge their new Facebook page with an existing page, Mayfield 2304, which was established by the previous BIA. This has raised their profile and given them an instant warm audience.

Since then that page has grown by 35% with an additional 926 followers. The Board also endorsed a local social media giveaway competition, purchasing gift vouchers from local businesses. This drew better engagement and awareness of the BIA with both business and the wider community.

[Click here to view the This is Mayfield Facebook](#)

[Click here to view the This is Mayfield Instagram](#)

Traditional Media

Mayfield BIA has attracted some interest from traditional media for the Happiness Initiative with interviews on 2NURFM and an article in Newcastle Weekly.

Annual General Meeting

The Mayfield Business Improvement Association's General Meeting (AGM) was held on 15 February 2022, at the Stag and Hunter Hotel in Mayfield.

The AGM was coordinated by JM Consultancy Services. Four members of the public also attended the AGM as well as Thomas Michel & Sarah Horan who representative City of Newcastle and CI Meares, Newcastle Police as a guest speaker.

Three of the previous board members were elected plus five new board members. This is an excellent improvement in numbers allowing the Board to move forward with confidence of quorum to make decisions at monthly Board meetings.

Members and Their Roles

Role	Name	Business
Chair	Chris Arnold	<i>Arnold Property</i>
Vice Chair	Warren Pullbrook	<i>Brook Motors</i>
Treasurer	Warren Pullbrook	<i>Brook Motors</i>
Public Officer	Chris Arnold	<i>Arnold Property</i>
Secretary	Tony Sansom	<i>Community Member</i>
Ordinary Board Member	Kath Teagle	<i>Mayfield Medical Connection</i>
Ordinary Board Member	Amy Baldwin	<i>Side pocket Espresso</i>
Ordinary Board Member	Brett Hyham	<i>Mex Club</i>
Community Member	Reece Hignell*	<i>Cakeboi</i>
Community Member	Craig Robinson*	<i>University of Newcastle</i>

*As of May 2022, Craig Robinson and Reece Hignell have resigned from the Board

Projects & Events

Mayfield Day

The BIA put out Expressions of Interest for an event organiser to manage a large community activation. Hunter Events Group were successful and arranged the first annual May(field) Day at Webb Park in May. This event was very well received with around 1500 people in attendance. It is the Boards' intention to make this an annual event for the precinct.

The Happiness Initiative

The Happy Business Initiative was focused on giving small businesses more resources, and ideas, to easily improve their business and improve how they interact with their employees, the environment, the community, and customers. The launch of The Happiness Initiative was rather unhappily impaired by Covid. Whilst the launch received good media attention for the precinct the project fell short of expectations.

Promotion

It was the Boards priority this year to grow the public's awareness and improve perceptions of Mayfield through regular promotional campaigns. The Board chose several ways to promote Mayfield. Newcastle Food Month Booklet promotion highlighting some of the best eateries in the precinct to a broader audience via HunterHunter paid advertorials; The Cafes of Mayfield (total reach 36,776) & Mayfield's Retail Scene (total reach 34,861) Mayfield Nightlife (total reach 41,853).

Promotional Videos were produced highlighting small businesses in the precinct and shared on the BIAs FB page. The videos have been a great advertorial tool for the businesses to then use in their own promotional campaigns and hence raising awareness of the BIA.

[Click here to watch ‘Mayfield – Genesis Health and Fitness’](#)

Street Art & Clean Streets

Mayfield BIA engaged several mural artists to quote on specific sites in the precinct for beautification purposes and to help prevent graffiti. They have worked with Shannon Bellamy, Bec Murray and UpnUp this year.

The BIA have also partnered with Rotary Newcastle to regularly monitor street cleanliness and pressure clean the street, remove graffiti, and tend to tidy up weeds and grass along the footpath and main roadside as required.

Progress posts of both projects have been very well received by the community on social media. The BIA have engaged with many businesses interested in having a mural to help beautify the precinct and avoid graffiti vandalism. These projects are ongoing.

The BIA also had several unsightly planters removed along Maitland Road.

Lighting

Whilst it was the BIAs plan to light up Mayfield this was soon paused as Sarah Horan as CN announced the Local Centre Upgrade. However, the BIA did have a third-party provider to conduct a Safety Audit of the precinct with the results passed onto Sarah Horan and her team for future consideration.

Deliverables Plan 2022 / 2023

MAYFIELD HAS MORE

THE COLISEUM 1921

ANTIQUES ANTIQUES

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2022 - 2023

BUSINESS IMPROVEMENT ASSOCIATION
MAYFIELD PRECINCT
ABN 35634430388
INC 10 191 682

Wallsend

Social Media

The Wallsend Town Business Association currently has a Facebook page which is used as their main tool of communication. The page currently has 5685 likes and 5830 followers. Instagram is a newer platform for the WTBA and currently has 554 followers. The account was formerly run and managed by Board Members and is now managed externally. The Facebook page was cleverly merged with the former Wallsend Winter Fair page to build the following overnight. It has proven a useful tool to engage with, educate and promote Wallsend business, WTBA projects, and initiatives.

[Click here to view the Wow Wallsend Facebook](#)

[Click here to view the Wow Wallsend Instagram](#)

Traditional Media

In the last 12 months, the Wallsend Town Business Association has attracted significant and favourable news coverage. This has included print and digital articles and stories, radio interviews and some television coverage. The WTBA also organized a paid print annual advertising package for the precinct with In Touch Magazine.

Annual General Meeting

The Wallsend Town Business Association's Annual General Meeting (AGM) was held on 2 February 2022 at Baptist Care in Wallsend. The AGM was coordinated by JM Consultancy Services and previous board members were present to ensure quorum. Previous board members and members of the public attended the AGM as well as Thomas Michel, Sarah Horan and Beau Brazel who were representatives of the City of Newcastle. Local Ward Councilors E Adamczyk, D Richardson and C Pull were also present. Invites were sent to 97 businesses on the WTBA database as well as advertised on social media.

Members and Their Roles

Role	Name	Business
Chair	Wayne Rogers	<i>Iona on Robert</i>
Vice Chair	Rhonda Drivas	<i>Wallsend Village</i>
Treasurer	Linda Pinkerton	<i>Mrs Bouquets</i>
Public Officer	Phillip Murnain	<i>Blue Gum Hills Men's Shed</i>
Secretary	Linda Pinkerton	<i>Mrs Bouquets</i>
Ordinary Board Member	Pauline Sellars	<i>Samaritans</i>

Projects & Events

The WTBA appointed Double Digits Marketing in 2021, as the event coordinator for the association. Double Digits and WTBA have coordinated several different activations over the last 12 months to help promote, and provide economic development for the Wallsend precinct, its members, and the wider community.

Wallsend Winter Fair Survey

The WTBA had engaged an event coordinator for a Winter Festival to be hosted in Wallsend in September 2021. Covid impaired this effort and the Association decided to offer a range of smaller activations over several months instead. This tactic proved highly successful. In April and again in May 2022, WTBA sent out a survey via email and conducted a survey door to door along Tyrell, Nelson, Council Street and Wallsend Village asking its membership if they felt the Wallsend Winter Fair should continue in the future. Please see full results details in Appendix A.

The WTBA have since agreed to engage an independent person to conduct a feasibility study for a future festival in Winter that will benefit businesses in Wallsend.

Christmas Activation & Rotunda Christmas Lights

The WTBA put up Christmas decorations in the Wallsend Rotunda for the 2021 Christmas season. The historical Wallsend landmark came to life with bright lights, garlands and Santa flicked the switch on the lights as part of a festive family friendly activation.

Santa and his jolly Elf were then engaged to be in the precinct for the 12 Days of Xmas activation. This offered visitors and businesses the opportunity for free Santa pictures as he paraded in two different locations in the precinct. These activations gained print media coverage.

Fashion on the Footpath

Participating retailers in Nelson Street and the Wallsend Village had their 15 mins of fame with a red-carpet fashion parade in front of their businesses with professional models and fabulous music. Business feedback afterwards told us that most retailers sold the garments modelled after the parade improving their regular weekly takings. This event gained print media coverage.

Blokes Day

In lieu of a Father's Day activation, which had to be postponed due to covid lockdown, the event organisers pulled together Blokes Day. Newcastle Knights veteran Robbie O'Davis strolled around the precinct in his Knights jersey with two Knights Cheerleaders giving way 100 Wallsend business gift vouchers purchased by the WTBA. The locals and visitors loved having a photo opportunity with Robbie and this also gained print media coverage.

Book Week

Fairy tale characters and superheroes walked the precinct over four days, stopping off at a dedicated colourful book themed backdrop for photos and stories. This brought Wallsend alive with laughter and fun with branded bookmarks and books given away to the kids. This activation again received favourable print media attention.

Progressive Dinner

Members of the public were invited to purchase tickets to attend a Progressive Dinner in Wallsend. This was hosted by NEWFM and gave the participants the opportunity to try three local restaurants with entertainment along the way. This helped to improve a quiet weekday evening amid a pandemic year for the participating businesses.

Business Banter

The Event Organisers created this quirky name for a business networking event. The WTBA held three over 2021/2022. Small dinners by invitation to the database supporting a local restaurant with guest business owners sharing ideas and advice and a guest speaker to help educate and inform. These have been well received and proved an excellent way for the WTBA to improve awareness of its purpose and projects.

Planters

WTBA has engaged a small business for the repair and maintenance of the mosaic planters along the main street of Wallsend. WTBA plans to repair and upkeep the mosaic planters to ensure that they are in good condition and add value to the street. This project will be ongoing to assist with the beautification of the area.

Flags & Banners

WTBA engaged a graphics company to create a new logo and design banners for the precinct. The old banners and banner system have been removed and an application to CN has been lodged to install a new improved banner system along Nelson Street. This new system removes the need for traffic management and cherry pickers to interchange banners in the future allowing the WTBA to easily change promotional messages at least twice per year.

Wallsend also has some 40 traditional flagpoles on the top of buildings and at the entrance to Nelson Street. The Board have had a design created for two different styles of flag and these have been installed to help beautify the area and as a neat welcome into Wallsend.

Mother's Day

The WTBA celebrated the mothers of Wallsend at an inclusive event held at a local venue with all food, decorations and prizes sourced locally in the precinct. The event was run as a competition via social media with 300+ entries once again promoting the precinct and highlighting awareness of the WTBA.

Murals

Fee Madigan, founder of Art Mania Studios Wallsend, curated a colourful new mural on the corner of Tyrell & Nelson Street. The WTBA supported project was celebrated with a launch that was well received both on social media and traditional media. The mural itself pays homage to environmental loss and cultural representation of connection to nature.

UP&UP Inspirations utilised SBR Contestable funds to curate a largescale mural on the side of the building at 67 Nelson Street, Wallsend. The WTBA supported the completion with top up funding. The mural pays homage to the history of Wallsend as the WTBA looks forward to the 150th celebrations of Wallsend becoming a municipality in 2024.

Deliverables Plan 2022 / 2023



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STRATEGIC DELIVERABLES PLAN

OVERVIEW

2022 - 2023

BUSINESS IMPROVEMENT ASSOCIATION
WALLSEND PRECINCT

ABN 87421344662
INC ID 6000000

Appendix

A. Wallsend Winter Fair Survey Report

Re: Wallsend Winter Fair – Survey Data Collection

On Wednesday 20th April 2022, a representative for the Wallsend Town BIA, Victoria Gill, attended to businesses on Nelson Street, Cowper Street, Council Street and within the Wallsend Village to collate survey data for the potential running of the Wallsend Winter Fair in 2023. In total, the Survey has obtained 55 responses, 89% of those being business owners in the Wallsend Precinct.

Victoria had the opportunity to talk to business owners from cafes, pubs, retail stores and various services providers, listening to their concerns about the potential operation of the Fair. She noted that the majority of business owners requested that the organisers reshape the focus of the Fair to ensure that foremost, local business are engaged in trade. They further requested the creation of activities or events that promote the Wallsend business precinct to retain customers and promote the region to stimulate economic development.

Victoria reported that many Nelson and Council Street business owners felt that the focus of the Fair was more on community engagement and failed to support the trade of local cafes, retail stores and various service providers in the area. Indeed, business owners noted that the Fair day is disadvantageous to their trade, as it deters normal customers and the visiting members of community fail to supplement their sales. Brett from Wallsend Newpower noted that in his

experience, the public, who visit the Fair, do not buy into the idea of supporting local business. The Fair is seen as an opportunity to meet new relationships with customers and is divergent from the objective of the Fair, to support the local business community whilst providing a family day out.

Victoria noted that the consensus from Wallsend Village was the same, in stating that the Fair day does not bring more trade than a regular day, but indeed discourages normal customers from attending due to the increased presence of people and difficulty of parking. Even with the new boom gate parking system at the Wallsend Village, Pinar Kali of Chop Roast and Café Cine stated that people park in these areas, cause disruption to the Village and do not compensate their stay by supporting businesses. Instead, consumers spend with vendors trading at the Fair who are not local providers, which is a true insult to the small businesses working tirelessly in Wallsend from day-to-day, especially in the recovery period of a post-COVID environment.

Within the survey, many businesses owner's acknowledged that the Fair provides an opportunity for local residents to connect yet summated that it does not have a positive impact on local businesses for the aforementioned reasons above. Amy from DropIn Espresso noted that the services on the street are unable to cater for the sheer number of visitors and require assistance in tendering to the large audience; hence, a balance between local businesses and (local) external providers is required to ensure the Fair is a success. Other suggestions included removing the levy that existing businesses have been required to pay in the past to trade on the day of the Fair, and also develop the

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B. Media Releases



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Mosaic Pavement Ar



WOW UpnUp
Mural Media Release



Media Release -
Once Upon a Time i



WOW Wallsend -
Progressive Dinner |



Santa in the City -
Media Release.pdf



WOW FOTF Media
Release Nov 2021 (1)

Appendix C

City of Newcastle Special Business Rates Income and Expenditure 2020-21 and 2021-22

Special Business Rate (SBR) Precincts Income and Expenditure (2020-2021)					
Component	Income	BIA Admin	Payment to BIAs	Contestable SBR Funding	Balance
City Centre / Darby Street	875,177	30,060	100,000	1,039,495	- 294,378
Hamilton	138,802	11,280	-	26,662	100,860
Mayfield	79,095	13,785	92,753	-	27,443
New Lambton	15,245	-	-	-	15,245
Wallsend	150,343	14,050	100,000	-	36,293
TOTAL	1,258,662	69,175	292,753	1,066,157	- 169,423

Special Business Rate (SBR) Precincts Income and Expenditure (2021-2022)					
Component	Income	BIA Admin	Payment to BIAs	Contestable SBR Funding	Balance
City Centre / Darby Street	891,998	37,740	-	831,770	22,487
Hamilton	141,759	18,870	200,000	24,000	- 101,110
Mayfield	80,244	18,870	11,384	-	49,990
New Lambton	15,376	-	-	-	15,376
Wallsend	151,963	18,870	85,242	23,000	24,851
TOTAL	1,281,341	94,350	296,626	878,770	- 11,594