

Love Local.  
Love Hamilton...



# STRATEGIC DELIVERABLES PLAN OVERVIEW

2022 - 2023

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BUSINESS IMPROVEMENT ASSOCIATION  
HAMILTON PRECINCT

ABN 43 576 863 540  
INC ID 1901585

# INTRODUCTION

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Hamilton is known for being one of Newcastle's best 'eat streets', but its cultural heritage, choice of services and geographic location and access to major transport infrastructure. This ensures that the precinct is an attractive destination for visitors and a desirable location for those who live and work here.

Hamilton has experienced great change over that past four years and while the Association is committed to recognising and honouring its heritage and culture, it is equally as determined to forge a new identity that truly reflects the diversification of the retail and cultural precincts. This view is particularly reflected in the Associations view that has been informed heavily by the 'members' of the precinct to create a new and fresh festival series that seeks to attract sustainable visitation while adding to the City's event calendar. The Hamilton BIA Board is represented as below:

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**Chair:** *Reece Hignell* of Cake Boi.

**Vice-Chair:** *Kellie Mann* of Lotus Fashion.

**Treasurer:** *Kate Ellis* of Sportspower.

**Secretary:** *Sandra Malloy* of Q's Books.

**Public Officer:** *Rob Burton* of 132 Newsagency.

**Ordinary Member:** *Brendan Jones* of Sanderson Meats.

**Ordinary Member:** *Chelsea Willis* of The Young People's Theatre.

**Ordinary Member:** *Amanda Hinds* of Origin - Architecture & Heritage Hamilton.

**Community Member:** *Vicki Coughlan*.

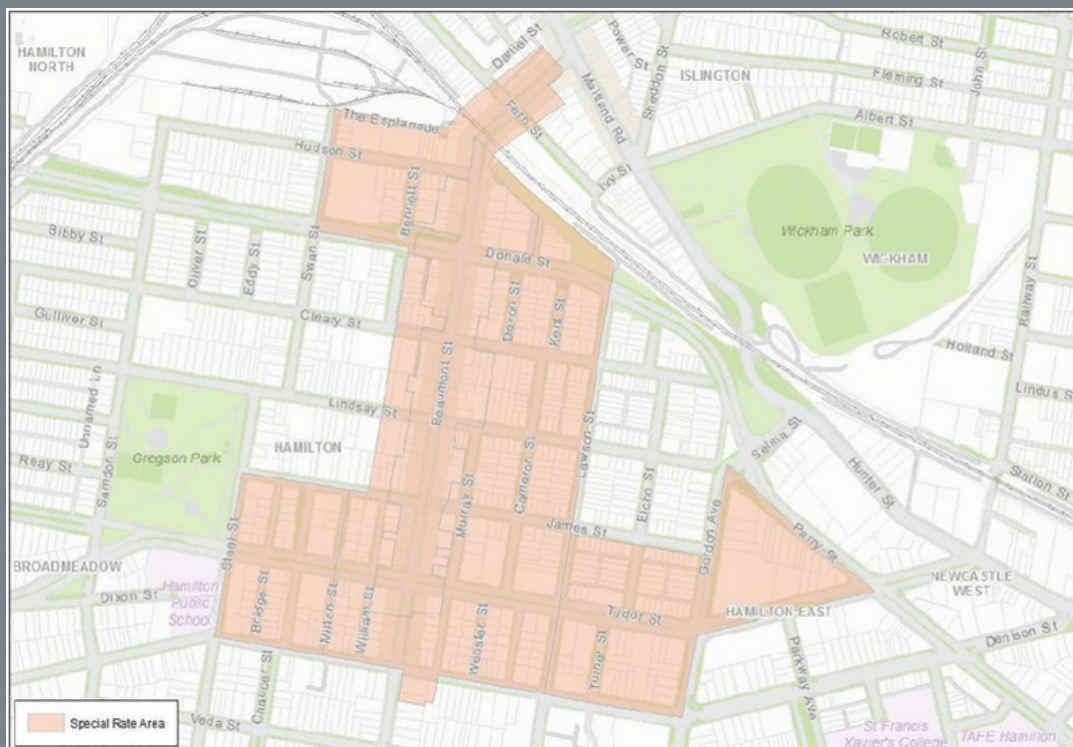
# ABOUT THE SBR IN THE HAMILTON PRECINCT



Special Business Rates (SBR) are collected from businesses in Hamilton, and are reserved exclusively for the promotion, beautification and development of these business precincts. Annual funding for the most creative and innovative project proposals is distributed through a competitive application process.

In April 2021, expressions of interest were sought for projects aimed at the promotion, beautification and development of the Hamilton business precinct. In May the City of Newcastle's SBR Assessment Panel (consisting of elected Councillors and a representative from the Hamilton Business Association) assessed 10 project applications. After much deliberation, the Panel approved funding for 4 projects totalling \$50,662. All the successful applications were selected for their targeted focus on developing and promoting local businesses and activating Beaumont Street and the neighbouring businesses.

The Hamilton BIA precinct covers the area highlighted in the map below and includes 'members' who are classified as the people who pay the City of Newcastle SBR levy as part of the rates attracted by commercial property owners of those people/organisations that either directly or inclusively pay the levy through rental or outgoings.

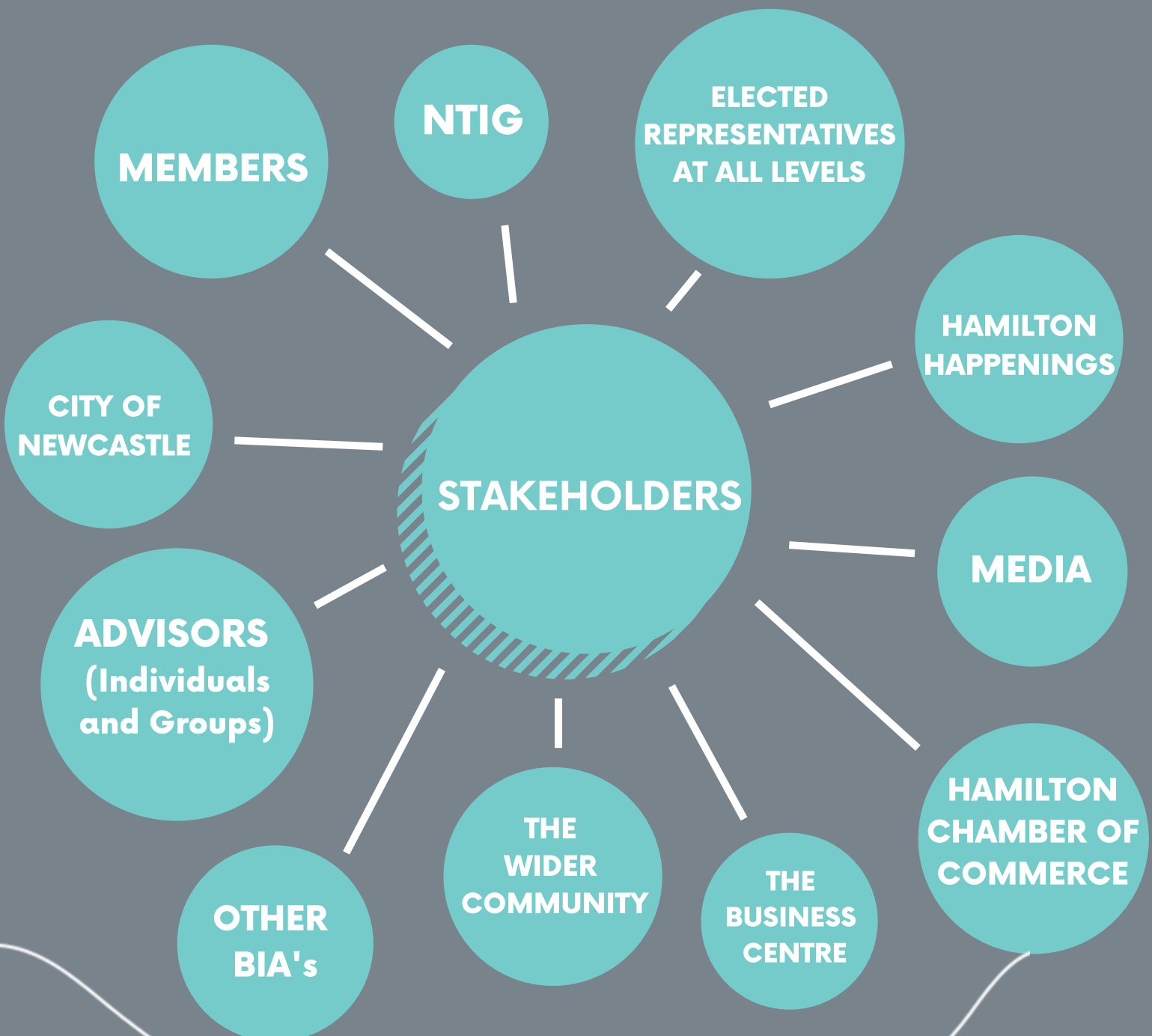




## STAKEHOLDERS

The Hamilton BIA understands sees itself as an integral part of a rich and diverse community and considers the following key and general groups (in no particular order) as audiences that will inform, engage and/or communicate with, to deliver activities, initiatives and plans in its objectives to support business in the Hamilton precinct.

The following is an overview and analysis of stakeholders – it is not a complete stakeholder map and serves only to understand the wider stakeholder landscape.



# VISION MISSION GOALS



## Vision

The Hamilton Business Association is a progressive collaborative that promotes a place that is a welcoming and enjoyable for everyone.

## Mission

The Hamilton Business Association is motivated to create, maintain and promote:

- Clean and beautiful streets
- A precinct that is friendly, collaborative and increases health, wellbeing, safety and accessibility
- Full buildings: Employment through business establishment leading to full real estate occupancy, attract local visitors and tourism, support history education and culture.

## Goals

Hamilton Business Association understands that its unique position is informed by its rich history and its convenient place within the community. It is this ethos that drives its current business objectives to:

- Work closely with City of Newcastle to identify opportunity and challenges and to develop solutions for these.
- Engage businesses within the precinct to help inform planning and activation
- Be advised and informed by people and organisations that can add value to solutions and opportunities
- Be discerning with its budget and use it in a way that provides the best possible results over the full funding period

# KEY STRATEGIC DELIVERABLES



The following table outlines key operational actions designed to achieve the BIA's objectives.

Each project must have a detailed business plan that will include information about how the project will deliver against the precincts' target audiences, its overarching goals, the Service Agreement it has with CN and a budget that will include all aspects to costs and income such as projects costs, additional grants, sponsorships or partnerships.

## Strategic Deliverables Budget 2022 – 2023 \$100,000.00

### Beautification - \$10, 000

- Maintenance by the Hamilton Men's Shed- \$10, 000

### Promotion - \$38, 000

- Social Media Management - \$22, 000
- Video Production - \$10, 000
- Local Media Advertising - \$5, 000
- Website - \$1, 000

### Economic Development - \$47, 000

- Live Spots / Hello Hamilton Markets - \$30, 000
- Business Connection Breakfast - \$2, 000
- Events - \$15, 000

### Governance - \$5, 000

- Insurances - \$4,000
- Association fees - \$100
- Website Domain Hosting Fees - \$300
- Professional Fees - \$600

# KEY DELIVERABLES



## GOVERNANCE AND COMPLIANCE

### INSURANCES

**Timing:** Annually

**Budget:** \$4 000.00

**Details:**

- Public and Products Liability
- Association Liability
- Voluntary Workers Liability

**KPI's**

- Hold no less than 10 meetings annually.
- Invite Council representatives to meetings where appropriate.
- Engage with elected local Councillors.
- Maintain insurances.

### ASSOCIATION FEES

**Timing:** Annually

**Budget:** \$100.00

**Details:**

- Submission of A12-T2 Form

**KPI's**

- Governance required by Department of Fair Trading.

### WEBSITE DOMAIN HOSTING

**Timing:** Annually

**Budget:** \$300.00

**Details:**

- Hosting of basic website for information about BIA and member contact point.

**KPI's**

- Required to have a website as an information page for public reference.

### PROFESSIONAL FEES

**Timing:** Quarterly

**Budget:** \$600.00

**Details:**

- Quarterly BAS and EOFY Summary as required by Dept of Fair Trading after AGM.

**KPI's**

- Governance required by ATO & Dept of Fair Trading.
- Comply with all aspects of ATO requirements.

**TOTAL = \$5 000.00**

# KEY DELIVERABLES



## ECONOMIC DEVELOPMENT

### LIVE SPOTS / HELLO HAMILTON MARKETS

**Timing:** Weekly

**Budget:** \$30 000.00

**Details:**

- 20+ Markets per year, with Live Spots performances at each event.
- Promoting Hamilton as a tourist destination by providing unique reasons to visit.

**KPI's**

- Improve Saturday trade / business activity in the precinct and improve visitation.

### BUSINESS CONNECTION BREAKFAST

**Timing:** Monthly

**Budget:** \$2 000.00

**Details:**

- Aim to connect business owners together to establish a support network.
- Partner with The Business Centre for volunteer speaker / mentors for each event.

**KPI's**

- Improve engagement with local small businesses and encourage new Board members.
- Collection of feedback from small businesses attending the event to help improve decision making on projects for precinct.

### EVENTS

**Timing:** Annually

**Budget:** \$15 000.00

**Details:**

- Fashion on the Footpath.
- Christmas Activation in December.

**KPI's**

- Measure success of activation by increase in foot traffic / sales to the precinct.
- Increase following for precinct on social media with giveaways.
- Financially supporting small local businesses by purchasing prizes for giveaways and promoting their business on social media.

**TOTAL = \$47 000.00**



# KEY DELIVERABLES



## PROMOTION

### SOCIAL MEDIA MANAGEMENT

**Timing:** Annually

**Budget:** \$22 000.00

**Details:**

- New social media management commenced Wednesday 4 May 2022.
- Hello Hamilton now has over 2000 followers across Instagram and Facebook.
- Effectively engaging with the local community and businesses.
- Building rapport between BIA and businesses via social media promotion of businesses and precinct.

**KPI's**

- 100% growth in engagement.
- Monitor increasing engagement via insights metrics, re-shares, tags.
- Raise awareness of the BIA Profile.
- Education about happenings in Hamilton Precinct.
- Business owners feedback.

### LOCAL MEDIA ADVERTISING

**Timing:** Ongoing

**Budget:** \$5 000.00

**Details:**

- Monthly advertorial to promote the Hello Hamilton Market alongside other local Hamilton happenings.
- Replacing monthly EDM.
- Trial period to be reviewed at 3 months.

**KPI's**

- Showcase existing local businesses via paid editorials.
- Collect feedback from businesses to gauge success of the campaign.
- Improved visitation of promotion of the James St Plaza Markets.

### WEBSITE

**Timing:** Annually

**Budget:** \$1 000.00

**Details:**

- Maintain 'Hello Hamilton' domain name.
- Establish landing page.
- Provide education about Hamilton and the BIA to the wider community in a blog style landing page.
- Provide another point of contact as the Hello Hamilton BIA brand grows.

### VIDEO PRODUCTION

**Timing:** Annually

**Budget:** \$10 000.00

**Details:**

- Continuation of video production promoting local businesses and their connection to the Hamilton community at large.
- Costing includes 20 video creations promoting the business owners and their offering.
- Connecting business people with the community.
- Partner with The Business Centre for a series of videos to promote new small business referrals / collaboration with BIA and Business Centre.
- Educate the community on how to solve issues e.g; reporting graffiti, street cleanliness.
- Cover promotion of events and markets.

**KPI's**

- Business owners feedback.
- Increase in following and engagement on social media.
- Decrease in correspondence from community to BIA about issues in the street around cleanliness.
- Improved street cleanliness and visitation.

**TOTAL = \$38 000.00**

# KEY DELIVERABLES

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## BEAUTIFICATION

### MAINTENANCE

**Timing:** Ongoing

**Budget:** \$10 000.00

**Details:**

- Hamilton Men's Shed engaged to maintain existing greenery installed along Beaumont Street by the BIA.
- Maintenance of street art by artists e.g. removing graffiti and stickers as required.

**KPI's**

- Upkeep of local area as required.

**TOTAL = \$10 000.00**



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