

Between

Parties

Name	Newcastle City Council
ABN	25 242 068 129
Address	12 Stewart Avenue, Newcastle NSW 2300
Short form name	CN
Nominated representative	Ashlee Abbott

and

Name	Hamilton Business Association Inc
ABN/ACN	43 576 863 540
Address	c/o 5 Marina Avenue, New Lambton NSW 2305
Short form name	Service Provider
Nominated Representative	Evan Reid

BACKGROUND

- A. City of Newcastle (CN) levies special rates pursuant to section 495 of the Act.
- B. CN must spend special rates for the purpose of beautifying, promoting and developing the area in which those funds were raised.
- C. The Service Provider is a not for profit organisation registered under the Associations Incorporation Act 2009 (NSW) to represent the interests of the businesses in the Special Rate (SR) Area.
- D. CN wishes to engage the Service Provider to provide the Service on behalf of CN.
- E. It is acknowledged that the Service Provider is a registered incorporated association and must comply with all legislative requirements separate to this agreement.

OPERATIVE PROVISIONS

1 DEFINITIONS AND INTERPRETATION

Acquittal Report means the annual report submitted to CN by the Service Provider.

Act means the Local Government Act 1993 (NSW).

Agreed Personnel means the Service Provider and its authorised representatives.

Agreement means this written agreement between CN and the Service Provider, together with any documents referred to herein.

Deliverables Plan Template (DPT) means the template provided at Appendix 1 that is to be used by the Service Provider when proposing a Deliverables Plan in accordance with this Agreement.

Deliverables Plan means the plan approved by CN's nominated representative in writing containing the details of what the Service Provider intends to do to deliver the Service, including how and when the Service Fee will be spent, an operational plan and a marketing and communication plan for delivering the Service. The Deliverables Plan derived from sections 3, 4 and 5 of the DPT once approved in accordance with this Agreement.

Ideas Exchange is an event hosted by CN that provides an opportunity for cross collaboration, networking and for other Service Providers to learn from each other about ways Service Providers can best benefit the SR Area.

Intellectual Property includes all proprietary rights in relation to information including copyright and neighbouring rights, and all proprietary rights in relation to inventions (including patents) registered and unregistered trademarks (including service marks), registered designs, confidential information (including trade secrets and know-how), circuit layouts, and all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields as defined in *Article 2 of the Convention Establishing the World Intellectual Property Organisation of July 1967*.

Laws means any laws, statutes, rules, regulations, proclamations, ordinances, standards or local laws of any authority, present or future, and whether State, Federal or otherwise.

Service Fee means the total amount approved by CN's nominated representative under section 4 (Financial Plan) of the DPT for delivery of the operational plan approved through the DPT pursuant to the Agreement.

Service means the approved operational plan (section 3 DPT), communications strategy (section 5 DPT) and any other obligations of the Service Provider under the Agreement and the approved DPT.

SR Area means the area represented by the Service Provider from which CN levies a special rate pursuant to section 495 of the Act. The area is defined in item 2 of Schedule 1.

SR Funds means the funds raised by CN through levying a special rate on businesses in the relevant area as defined in item 2 of Schedule 1.

Start Date means the date set out in item 1 of Schedule 1.

Support Officer means the person or company provided by CN in accordance with clause 5.1 (e) to assist the Service Provider in meeting its obligations under this agreement.

Unless the contrary intention appears, a reference in this Agreement to:

- (a) headings are for convenience only and do not affect the interpretation of this Agreement;
- (b) the singular includes the plural and vice versa;
- (c) the word "person" includes an individual, a firm, a body corporate, a sponsorship, joint venture, an unincorporated body or association, any governmental, semi-governmental, administrative, fiscal, judicial or quasi-judicial body, department, commission, authority, tribunal, agency or entity;
- (d) a particular person includes a reference to the person's executors, administrators, successors, successors in title, substitutes (including persons taking by novation) and assigns.

2 PROVISION OF AND LOCATION OF SERVICE

- 2.1 The Service Provider agrees to provide the Service in the Deliverables Plan to the benefit of the businesses within the area set out in item 2 of Schedule 1. The area may be changed from time to time as is necessary to reflect changes in rating or zoning with 28 days written notice from CN.

3 SERVICE PROVIDER'S OBLIGATIONS

3.1 General obligations

The Service Provider agrees to:

- (a) Operate under a constitution that complies with the Associations Incorporation Act 2009 (NSW);
- (b) Provide the Service subject to the provisions of this agreement and consistent with requirements of the Act;
- (c) Submit a proposed draft Deliverables Plan using the Deliverables Plan Template to CN within one month of the Start Date of this Agreement;
- (d) Only use the Service Fee for the purpose of beautifying, promoting and developing the area as specifically agreed to in the Deliverables Plan approved by CN. For clarity, SR Funds must not be used for administration costs, employee costs or used for any other costs related to the operation of the Service Provider unless approved in writing by CN;
- (e) Secure and maintain any consent, authority, permit, licence or certificate required to meet its obligations under this Agreement. For clarity, approval of a Deliverables Plan does not imply that CN has given any other consent. The Service Provider should note that many activities require approvals and consents from CN, and other government agencies and that they are wholly responsible for obtaining such approvals. Failure to obtain approvals will void the Agreement and may result in funding being revoked even when works have been completed;
- (f) Provide CN with a copy of the agenda of all committee meetings not less than 14 days prior to that committee meeting;
- (g) Provide CN with a copy of the minutes of all committee meetings within 14 days of the minutes being adopted;
- (h) Provide the Support Officer with, for publication on CN's website, the minutes of all meetings, agenda items and reports relating to the expenditure of the Service Fee within 14 days;

- (i) Provide a standing invitation to CN's nominated representative to be present at all committee meetings for agenda items involving discussion of the expenditure of the Service Fee;
- (j) Provide a standing invitation to all CN councillors representing the ward relevant to the Newcastle City / Darby Street special rate area to be present at all Committee meetings for agenda items involving discussion of the expenditure of the Service Fee;
- (k) Provide CN with any records or files (financial or otherwise) relating to the performance of its obligations under this agreement within 7 days of the request. Inspection of records or files may be sufficient to satisfy this obligation at the discretion of CN;
- (l) In the instance of a Performance Review under clause 4.1, to fully co-operate with CN or CN's contractors conducting the review. This includes, providing without limitation, access to the Service Provider's premises, employees, records, documents and papers that relate directly or indirectly to the performance of the Service Provider's obligations under this agreement;
- (m) Fully co-operate with CN's auditors nominated under clause 4.2;
- (n) Ensure that where any of its obligations under this Agreement are performed under a subcontract, any subcontract contains equivalent clauses permitting CN and CN's nominated auditors to have access to the employees, premises and accounts, records, documents and papers of the subcontractor to the extent provided for in clauses 3 and 4 in relation to the expenditure of SR Funds;
- (o) Publicly acknowledge CN's support including, for example, the inclusion of CN's restricted logo on advertising and collateral and through invitations to events and functions for CN representative/s;
- (p) Use CN's restricted logo in accordance with Schedule 2 and must:
 - (i) Not modify the restricted logo in any way without the consent of CN;
 - (ii) Obtain approval from CN prior to publishing, producing, printing or distributing any material containing the restricted logo;
 - (iii) Use the Restricted Logo in accordance with CN's Logo Usage Guidelines at Schedule;
- (q) Attend, at least once per year, an Ideas Exchange hosted by CN. The Service Provider must present to the Ideas Exchange, with the presentation to include:
 - (i) Project outcomes as provided in its Deliverables Plan;

- (ii) An outline of the highlights and challenges of its project experiences.

3.2 Financial Obligations

The Service Provider agrees:

- (a) To open an account with the Commonwealth Bank of Australia for the Service Fee paid under this agreement. The account must have the following criteria:
 - (i) The account name must be in the format of “Newcastle City BIA” on behalf of Newcastle City Council;
 - (ii) A CN officer as a signatory to the account;
 - (iii) CN be provided internet banking access to view and transact within the account;
- (b) To submit an Acquittal Report to CN’s nominated representative by 31 July each year with tax invoices that directly align to the approved Deliverables Plan expenditure for the previous financial year;
- (c) To return any portion of the Service Fee not spent in accordance with the Deliverables Plan to CN by 31 July following the financial year in which it was allocated to be spent, unless:
 - (i) The Service Provider applies to, and is authorised in writing by CN’s nominated representative, to carry over unspent Service Fee from one financial year to the next where the Service Fee is approved to be used for the same purpose as that specified in the Deliverables Plan; or
 - (ii) CN’s nominated representative informs the Service Provider in writing that it will adjust a future payment of Service Fee to take account of the unspent Service Fee from the previous year.
- (d) To abide by CN’s Statement of Business Ethics (Appendix 2) when expending the Service Fee, including that all committee members declare any conflict of interest at committee meetings;
- (e) To either:
 - (i) Develop procurement guidelines that comply with the Statement of Business Ethics and will be submitted for approval by CN as part of the Deliverables Plan Template; or
 - (ii) Comply with the following procurement requirements when expending the Service Fee:

Procurement Thresholds (excluding consultants)

For all goods, works and services the following requirements apply:

- <\$1,000 no quote or tender is required
- between \$1,000 and \$10,000 two (2) informal quotes are required
- between \$10,000 and \$50,000 three (3) informal quotes are required
- between \$50,000 and \$125,000 three (3) formal quotes are required

Procurement of Consultants

For the engagement of any consultant, the following applies:

- <\$10,000 one formal quote is required
- between \$10,000 and \$125,000 three formal quotes are required
- over \$125,000 an open tender process is required.

4 PERFORMANCE REVIEW

4.1 Performance Review

To ensure the Service Provider is meeting its obligations under this Agreement CN may conduct a Performance Review of any aspect of the performance of the Service Provider's obligations under this Agreement and where appropriate will seek to involve the Service Provider in that review.

4.2 Nomination of auditors

CN may nominate auditors to conduct, at CN's cost, financial and compliance audits of the Service Provider in respect of the obligations under this Agreement.

4.3 Prior notice

In carrying out CN's powers under this clause 4, CN will give the Service Provider at least 14 days notice.

5 CN'S OBLIGATIONS

5.1 General obligations

CN agrees:

- (a) That CN's nominated representative will provide written approval/rejection of the Service Provider's proposed Deliverable Plan and Acquittal Report in accordance with section 6;
- (b) To co-operate with the Service Provider as the Service Provider reasonably requires;
- (c) Provide the information and documentation that the Service Provider reasonably requires to fulfil its obligations under this Agreement;

- (d) To provide, free of charge (if requested by the Service Provider), an appropriate CN space during business hours for the Service Provider to hold meetings each month or as required by the Deliverables Plan and the Service Provider's constitution;
- (e) Provide access to a Support Officer to assist the Service Provider with meeting their obligations under the Deliverables Plan;
- (f) Use reasonable endeavours to keep the Service Provider informed of decisions of CN which are relevant to the Service Provider's obligations under this agreement;
- (g) To grant the Service Provider a non-exclusive, royalty free, non-transferable license to use CN's restricted logo in its advertising materials solely for the purpose of promoting CN's association with the Service Provider and initiatives of the Deliverables Plan.

6 PROCESS FOR APPROVAL/REJECTION OF DELIVERABLES PLAN AND PAYMENT OF SERVICE FEE

6.1 Process for payment of service fee

- (a) The Service Provider submits a proposed Deliverables Plan using the DPT within 30 days of the Start Date.
- (b) CN's nominated representative provides written approval/rejection within 30 days of submission of the proposed Deliverables Plan.
- (c) If the proposed Deliverables Plan is approved by CN it becomes the Deliverables Plan for the upcoming 12 months and the Service Provider submits an invoice for the Service Fee agreed in the approved Deliverables Plan.
- (d) CN pays the Service Fee within 21 days of the invoice to the account opened in accordance with clause 3.2(a).
- (e) If the proposed Deliverables Plan is rejected by CN, the reasons why will be provided to the Service Provider who will amend the plan within 14 days and re-submit to CN for approval. CN's nominated representative must provide written approval/rejection within 14 days of submission of the revised Deliverables Plan.
- (f) The Service Provider provides CN with a financial Acquittal Report by 31 July each year in accordance with Acquittal Report requirements of the Agreement.
- (g) CN's nominated representative must approve/reject the Acquittal Report within 30 days of it being submitted. If the Service Fee has not been expended in accordance with this Agreement and the Deliverables Plan

to the satisfaction of CN, CN's nominated representative will advise the Service Provider in writing and CN may terminate this Agreement and the Service Provider must repay the unspent portion of the Service Fee within 30 days.

- (h) The Deliverables Plan may be amended at any time by written agreement between CN's nominated representative and the Service Provider. The written agreement containing amendments becomes an appendix to the Deliverables Plan, replacing the relevant sections.

6.2 Nothing in this agreement stops or restricts the Service Provider from applying for additional special rates as part of any competitive process undertaken by CN.

7 INTELLECTUAL PROPERTY

7.1 The ownership of the Intellectual Property in anything created under this Agreement as part of the Service will vest with CN. The Service Provider must assign ownership of all Intellectual Property rights to CN and will ensure that its employees, subcontractors and agents execute all documents necessary to assign such rights to CN.

8 INDEMNITY

8.1 The Service Provider indemnifies CN, its servants and agents from and against all actions, claims, losses, damages, penalties, demands or costs whatsoever which may be brought or made against it or them by any person in respect of or by reason of or arising out of the performance by the Service Provider of the Agreement including:

- (a) any negligence, wrongful act or omission of the Service Provider or of any other persons for whose acts or omissions the Service Provider is liable; and/or
- (b) death or injury to any person or loss of or damage to any property; and/or
- (c) any breach of a third party's Intellectual Property Rights; and/or
- (d) any breach of the Agreement by the Service Provider; and/or
- (e) any action, claim or demand from liability brought against CN in connection with a breach by the Service Provider of the WH&S Act and associated legislation (so far as it is permissible at law).

8.2 The Service Provider's liability to indemnify CN is reduced proportionally to the extent that an action or omission of CN or employees or agents (other than the Service Provider) of CN may have contributed to the injury, damage or loss.

9 INSURANCE

9.1 For every year other than the first year after the Agreement commences, the Service Provider must, as part of its Deliverables Plan, affect and maintain the following insurances:

- (a) Workers Compensation insurance (if required) in accordance with the NSW Workers Compensation Act 1987);
- (b) Public Liability insurance (of no less than \$20,000,000 coverage for any claim);
- (c) Professional Indemnity insurance (of at least \$10,000,000 coverage).

9.2 The Service Provider must provide Certificates of Currency for the required insurance policies to the CN at least one week prior to the Start Date.

9.3 The Certificates of Currency must not be cancelled or amended without written notice being given to CN, and must be made available for inspection at any time during the term of the Agreement.

10 ALTERATIONS AND MUTUAL TERMINATION

10.1 This Agreement may be altered or terminated by agreement only in writing signed by CN's nominated representative and the Service Provider.

11 SURVIVAL

11.1 Any indemnity or any obligation of confidence under this Agreement is independent and survives termination of this Agreement. Any other term by its nature intended to survive termination of this Agreement survives termination of this Agreement.

12 SEVERABILITY

12.1 A term or part of a term of this Agreement that is illegal or unenforceable may be severed from this Agreement and the remaining terms or parts of the terms of this Agreement continue in force.

13 RELATIONSHIP

13.1 This Agreement does not create a relationship of employment, trust, agency or partnership between the parties. As such, the Service Provider is not entitled to the benefits of an employee.

13.2 The Service Provider must not act outside the scope of authority conferred on them by this Agreement.

13.3 The Service Provider must take upon themselves the whole risk of performing their obligations under this Agreement and must also comply with every, and all, reasonable and lawful direction of the CN's nominated representative.

14 GOVERNING LAW AND JURISDICTION

14.1 The Agreement is subject to and construed in accordance with the Laws, Acts and other prescribed rules applying in the State of New South Wales.

15 FORCE MAJEURE

15.1 Neither Party will have any liability under or be deemed to be in breach of this agreement for any delays or failures in performance of this Agreement which result from circumstances beyond the reasonable control of that Party. The Party affected by such circumstances must promptly notify the other Party in writing when such circumstances cause a delay or failure in performance and when they cease to do so. If such circumstances continue for a continuous period of more than 6 months, either Party may terminate this Agreement by written notice to the other Party.

16 PRIVACY AND GIPA

16.1 The Service Provider agrees to comply with the provisions of the Privacy & Personal Information Protection Act 1998, as if it were included in the definition of 'public sector agency' under that Act, the Privacy Code of Practice for Local Government and CN's Privacy Management Plan.

16.2 The Service Provider acknowledges CN is a 'public sector agency' for the purposes of the Government Information (Public Access) Act 2009 (GIPA Act) and any documents related to the spending of the Service Fee, including Deliverables Plans and Acquittal Reports, will be considered CN's for the purposes of the GIPA Act.

17 CODE OF CONDUCT

17.1 The Service Provider must act in a manner consistent with the requirements of CN's Code of Conduct (available on CN's website or by request) for the term of this Agreement.

18 PAYMENT

18.1 Payment is to be made within 21 days of the receipt of an approved invoice consistent with the approved Deliverables Plan in the form of a valid tax invoice under GST law in respect of the Service delivered and accepted. The Service Provider must quote the purchase order number supplied by CN (to be supplied after the execution of this agreement) on any tax invoice or claim for payment.

19 TERMS AND CONDITIONS

19.1 This Agreement is subject to the Hunter Councils' Terms of Engagement (current edition) as at appendix 3.

19.2 In the event of any conflict or inconsistency, the order of precedence shall be in the order of the documents as listed below.

- (a) This Agreement including approved Deliverables Plan, Acquittal Reports and amending correspondence
- (b) Amending correspondence
- (c) Hunter Council's Terms of Engagement

The documents listed above form part of the Agreement.

20 TERMINATION

20.1 Without prejudice to any other right CN may have, CN may terminate this Agreement without notice if the Service Provider:

- (a) fails to perform its obligations under the Agreement at all, or within any time period specified by CN;
- (b) fails to carry out a reasonable direction of CN in respect to its obligations under the Agreement;
- (c) fails to submit a Deliverables Plan or Acquittal Report by the required date; or
- (d) fails to fulfil any of the Service Provider's obligations under section 4.

20.2 CN may terminate this Agreement by giving 14 days written notice to the Service Provider if:

- (a) if it ceases to levy the Special Rate;

- (b) if the Service Provider makes any arrangement(s) with its creditors or is wound up under the Associations Incorporation Act 2009.
- (c) at any time for any reason. If termination occurs under this sub-clause, the Service Provider is entitled to retain the Service Fee if it intends to spend it in accordance with the Deliverables Plan.

20.3 The Service Provider may terminate this agreement by giving 14 days written notice to CN if:

- (a) CN fails to meet its obligations under this Agreement, and:
 - (i) the failure is unable to be corrected, and
 - (ii) that failure means the Service Provider cannot meet its obligations under the Agreement.
- (b) The Service Provider believes it can no longer meet its obligations under the Agreement.

If this occurs, any of the Service Fee not spent in accordance with the Deliverables Plan is to be returned to CN.

21 DISPUTE RESOLUTION

- 21.1 In the event of any dispute arising between CN and the Service Provider that cannot be resolved by negotiation, CN shall nominate a formal dispute resolution process to be followed by the parties.
- 21.2 The Service Provider must continue to perform its obligations under the Agreement notwithstanding the existence of a dispute.

Agreement

Signed on behalf of the **NEWCASTLE CITY COUNCIL** ABN: **25 242 068 129** by its Authorised officer:



Ashlee Abbott (Sep 8, 2021 11:12 GMT+10)

Authorised officer

Ashlee Abbott

Name of Authorised officer (print)

08-Sep-2021

Date

Signed on behalf of the **HAMILTON BUSINESS ASSOCIATION INC** ABN: 43 576 863 540 by its Authorised officer:



Evan Reid (Sep 8, 2021 11:46 GMT+10)

Authorised officer

Evan Reid

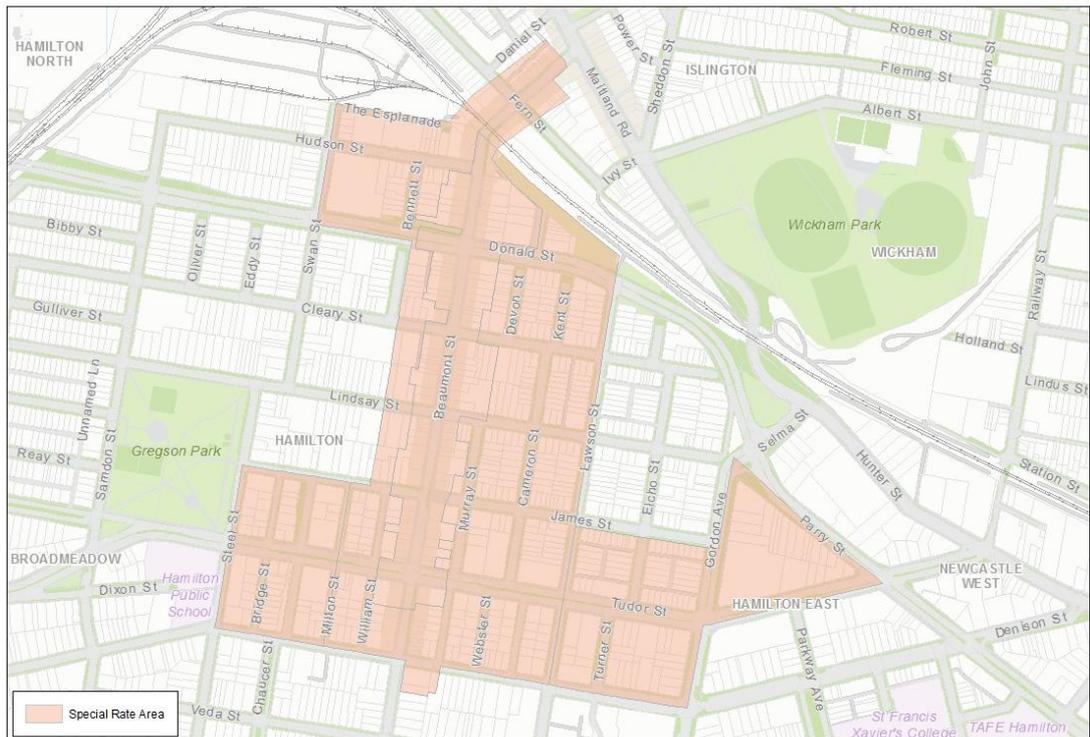
Name of Authorised officer

08-Sep-2021

Date

Schedule 1 – Details

1. Start date: 13 September 2021
2. SR Area: Hamilton



3.

Schedule 2 – CN’s Logo Use Guidelines

The horizontal logo and the stacked logo are equally strong and can be used interchangeably depending on the space available, and at the discretion of the designer.

The two versions must not appear together in any single piece of collateral, where one logo is selected, it must be used consistently throughout.

The preferred background options are navy and white, though a black background is permissible for existing applications.

The logo should only be placed in the top or bottom right corners when it appears as a standalone logo.

The logo has a clear space rule to ensure it always appears uncluttered, clear and open. The clear space is the height of the CN of the logo type at the logo’s four widest points as shown. No item, text, image or other logo should interfere on this space. The minimum size the logo can be is 35 mm

22 Correct Use



City of
Newcastle



City of
Newcastle

23 Incorrect Use



Do not distort the logo



Do not delete any part of the logo



Do not change the typeface. Please use the official supplied logo files



Do not use the colour logo on a photo or colour other than specified



Do not recolour any part of the logo



Do not



... of the logo

Appendix 1 – Deliverables Plan

Appendix 2 – CN Statement of Business Ethics

Appendix 3 – Terms of Engagement Consultants



Inc ID Number: 1901585 | ABN: 43 576 863 540

STRATEGIC DELIVERABLES 2021 TO 2022

OVERVIEW



Introduction

Due to the uncertain climate that the Covid19 Crisis has created, the Hamilton Business Association therefore present this plan with the view that deliverables such as public events and activations remain a key element of the plan. These elements may be subject to change based upon Government advice. The Association views these events as key assets to the precinct as part of the precinct's economic and social recovery.

The Association has called for expressions of interest for a strategic event coordinator to work with the Association to develop a series of key activations and events with a view that based upon Government advice that these events will have to be altered or scaled back.

This plan is submitted as a 12-month plan only – given that the economy is in an ever changing state.

As this plan is presented to City of Newcastle for consideration, the Association has:

- Opened a bank account with the Commonwealth Bank: 062-808 | 10340233
- Successfully obtained
 - Inc ID Number: 1901585
 - ABN: 43 576 863 540
 - TFN: 634 588 575
- Secured insurances that are inline with the proposed Service Agreement with the City of Newcastle (current cover notes have been provided to CN).
- Appointed directors and executive committee:

Name	Position on board	Business represented
Janice Musumeci	Chair & Public Officer	July Jones Studio
Kellie Mann	Deputy Chair	Lotus Fashion
Sandra Maloy	Secretary	QS Books
Evan Reid	Treasurer	Commonwealth Bank
Rob Burton	Ordinary member	Beaumont Street Newsagency
Kate Ellis	Ordinary member	SportsPower
Amanda Hinds	Ordinary member	Community Representative
William Haywood	Ordinary member	The Kent Hotel
Reece Hignell	Ordinary member	Cake Boi

Executive Summary

Newcastle is the economic hub of the Hunter Region located about 160 kilometres north of Sydney. The city accounts for approximately 30% of the Hunter's developed industrial space and 80% of the office space. The Port of Newcastle is Australia's largest coal export port by volume and a growing multi-purpose cargo hub. 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. Within the Newcastle LGA is the economic and lifestyle hub of Hamilton. Hamilton is located about 1.5 kilometres west of the City of Newcastle's civic headquarters and burgeoning commercial west end precinct.

Hamilton Precinct Map:



According to idcommunity - <https://profile.id.com.au/newcastle/about?WebID=210>, Hamilton has:

- Population 4,394
- Land area 147 ha
- *29.89 person per hectare
- *Output of \$1.6 billion
- *5,131 people employed within precinct (4.99% of Newcastle LGA)

The largest industry sector for economic output in the selected areas is financial and Insurance Services with \$588 million accounting for 36.17% of total output. This industry sector is also the largest employer with 793 jobs which represents 15.46% of total jobs in the selected areas. *source - Remplan economy profile

Hamilton is known for being one of the area's 'eat streets', but its cultural heritage, choice of services and geographic location and access to major transport infrastructure, the CBD of

Newcastle and the residential suburbs around make it a convenient and logical choice for those who live and work here and those who visit.

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 for the precinct 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.

Our community

The Association sees itself as part of a community. The following is not an exhaustive list of stakeholders but highlights the key audience segments that it sees most important in the next 12 months.

Stakeholders	Experience	Strengths	Their limitations	Opportunities
Members	Tired of the old model Keen for stuff to happen	Know the landscape	Busy and under resourced	Ideas
CN	Funding and collaboration for positive outcomes	Skills, programs and new team that can facilitate outcomes Dollars Resources	Limited funds Bureaucracy	Realistic outcomes
Elected representatives (all levels)	Political outcome driven Supportive Engaged	Passionate advocates for suburb	Politics	Collaboration for outcomes that benefit business
BIAs (Citywide)	New networks	City wide approach Ability to collaborate	Experience	Greenfield City wide projects Enhanced communication
The Business Centre	Nil	Experience and resources	Not known	Collaboration for recovery programs
Hamilton Happenings	Existing digital platform	Readymade audience	Limited resources	
Hamilton Chamber of Commerce	Network	Existing communication and marketing tools	Funding History	Unknown
Hunter Business Chamber	Leadership group	Experience and members	Not known	Collaboration and information sharing
NTIG	Nil	Tourism and visitor strategy and data	Unknown at this point	Collaboration on projects
Advisers (Individuals and groups) This also includes Police	Specialist experience and knowledge	Perspective and engagement	History	Create nee Improved safety Improve cleanliness
Community	Convenience Experience	Recognised as a place for eating and entertainment	Perception about ageing precinct and unsavoury night-time issues	Enhance offerings to a broader audience as a clean and safe place to live, work and play
Media	Mixed	Receptive to news in precinct	History	Activities that show resilience and progress

Business Objectives

It is the objective of Hamilton Business Association to promote the Hamilton Precinct as clean, full and friendly.

It will do this under the following goals (as per Constitution):

- a. To promote the development, beautification and advancement of the commercial interests of businesses within the Hamilton Business Association Inc. precinct through a coordinated and structured promotion, advocacy and planning program
- b. For the purposes and objects stated in this constitution, to administer funds provided to the Association by the City of Newcastle for the purposes for which the Special Rate is levied and from time to time, ensure that any other income, funding or grants received by the Association, deliver services, programs and outcomes that add value to the precinct
- c. To do all things as are, or may be incidental to, or conducive to, the attainment of these objects.

In 2021 to 2022 the Association has developed a budget that includes a mix of fully funded projects through to funds that can be used to support city-wide or major precinct activities.

Vision

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.

Business 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 Deliverables

More specifically, the key business deliverables of Hamilton Business Association for the 12 month period 2021 to 2022 will utilise the allocated funds and partnerships to deliver visitor experiences, business activations, support employment, beautify our precinct, encourage artistic performance and display and support the precinct to think about sustainability through the following.

Business objectives
Beautification <ol style="list-style-type: none">1. Work together with business owners, financial institutions and City of Newcastle to improve street cleanliness (James at Plaza being a major contribution by NCC).2. Public Art/Spaces: Engage an Indigenous artist to complete a mural within the Hamilton precinct to acknowledge the traditional landowners.3. Green Spaces: Create green spaces along shop fronts with plants and hanging planters to beautify the precinct with a village and shop facades.
Promotion <ol style="list-style-type: none">1. Major events: Collaborate with others who bring major events that can promote the precinct and its local offerings as a business precinct.2. Social Media: Continue to grow Instagram and Facebook pages promoting highlights of Hamilton, Diversity, Family, Experience, Heritage etc . Work with existing owners of like-mind organisations to share and engage3. Precinct events: The Association will fund or collaborate with others to promote a series of events showcases local expertise or offerings.4. Live Spots: Work across BIAs and with CN to continue 'live spots' where local quality performance can exist.5. Promotion – develop user friendly ways for people to connect with business through traditional and digital platforms.
Economic Development <ol style="list-style-type: none">1. Collaborate – work with other precinct to develop initiatives that add value to business across the precinct and wider city.2. Sustainability – work across the city and BIAs to develop meaningful and achievable ways to improve small business connectivity to sustainability3. Visitor experience (tourism) – be a destination for local, national and international visitors<ul style="list-style-type: none">• Work with existing businesses to create experience – e.g. walking food and cultural tours, fashion style sessions, etc.• Work with others who are accessing CN grants or private funding sources to develop integrated and collaborative projects.• Work with CN to get existing and emerging visitor experience into CN Apps or other regional infrastructure and promotion.
Governance <p>The Hamilton Business Association will be underpinned by a governance structure that requires board members (and members) to:</p> <ol style="list-style-type: none">1. Act inclusively, respectfully, and consult in a comprehensive manner.2. Actively seek people that can inform the board and its decision-making processes that have specialist skills/experience.3. Ensure that all activities are compliant and in line with the Constitution, NSW Department of Fair Trading, ATO and the City of Newcastle Funding Agreement.

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Plan overview 2021 to 2022

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

Each project will have a detailed business plan that will work with CN to develop ways to effectively measure each project recognising that some metrics may be available through CN resources.

Budget overview has been recorded in the three key areas of BIA expenditure:

- Promotion
- Beautification
- Economic Development

The following table provides the expected and general overarching KPIs. Total amount issued as SBR funding is \$120,000.00

This includes \$20,000 remaining from the 2020/2021 SBR Funding

PROJECT	TIMING	BUDGET	DETAILS	KPI's
Governance and compliance				
Insurances	Annually	\$4,000	<ul style="list-style-type: none"> ▪ Maintain Appropriate Insurances as per CN requirements ▪ \$20 Million Public Liability ▪ Association Liability Insurance ▪ Voluntary Workers Insurance 	<ul style="list-style-type: none"> • Hold no less than 10 meetings annually • Invite Council representatives to meetings where appropriate • Engage with elected Councillors Report as per CN Service Agreement Requirements

Association Fees	Annually	\$100	<ul style="list-style-type: none"> A12 Tier 2: Small association financial summary annual lodgement fee 	<ul style="list-style-type: none"> Comply with all aspects of ACT Comply with all ATO requirements Maintain insurances.
TOTAL: \$4,100				
Projects				
Business Beat	Twice a year	nil	<ul style="list-style-type: none"> Regular meet and greet with Local Area Command and walk through precinct Launched in Wallsend 1 October 2020 with support of MP Sonia Hornery. HBA then launched their Business Beat on 1 December 2020, attracting favourable media coverage from local media outlets. The association has continued to work with officers from the Newcastle City Police District to improve communication with local law enforcement and business owners. 	<ul style="list-style-type: none"> Nominated board member to meet with Rep from Newcastle City Police District Quarterly Conduct two 'Business Beat' meets a year.
Live spots	2020 onward Suited to objective: Promotion	\$5,000	<p>This project is developed by the Hamilton Business Association as a city-wide project that seeks to:</p> <ul style="list-style-type: none"> Work in collaboration with the BIAs of Newcastle City, Wallsend and Mayfield to create live performance spaces in the four precincts as a tool of community 	<ul style="list-style-type: none"> Create a database of quality performers. This is envisaged to be no less than 40 within 12 months that would circulate across the precinct and city live spots

			<p>engagement, promotion, activation and placemaking</p> <ul style="list-style-type: none"> ▪ Provide spaces for local musical artists by working with the music industry, to perform (and therefore providing exposure and income generation opportunities) ▪ Establish opportunity to collaborate further with local artists to create at least four 'live spots in the four precincts in the first 12 months – with a view to creating additional spaces in the future. Ultimately there will be a series of permanent visual places that can be cobranded as an initiative of the BIAs of the City of Newcastle. ▪ Build a database of quality performers who will be 'accredited' to book a space in any 'live spot' across the city – that can also be utilised by local business (members) to access and book for events and venue appearance. 	<ul style="list-style-type: none"> • Editorial and social media content x 20 plus per year.
				TOTAL: \$5,000

Economic Development				
Friday Frenzy	2021-2022 Suited to objective: Economic Development	\$3,000	Every Friday, HBA will be running their "Friday Frenzy" promotion across their social media accounts to promote the businesses within the Hamilton precinct. The campaign will encourage people to shop at a different Hamilton business each week. This campaign will be supported by Facebook advertising.	<ul style="list-style-type: none"> Run competition each week (52) Engage with local businesses to conduct competitions Gauge feedback from participating businesses
Hamilton Fresh Food Markets	2021-2022 Suited to objective: Economic development, promotion	\$2,000	HBA have been in contact with the organisers of Homegrown Markets to help facilitate a Fresh Food Market to run on Saturdays in James Street Plaza. The Markets will only sell fresh produce as to not compete with any of the surrounding businesses. HBA expects that the markets will bring a new crowd into Hamilton on Saturday and encourage them to shop at other businesses within the precinct.	<ul style="list-style-type: none"> Help to facilitate Connect organisers with key stakeholders Promote across HBA's social media. Paid promotion in local media outlets every quarter.
				TOTAL: \$5,000
Promotion				
Hello Hamilton Newsletter	2021 - 2022 Suited to objective: Promotion	\$4,000	The Hello Hamilton Newsletter will be a monthly newsletter that will be delivered to the businesses within the Hamilton SBR precinct. The newsletter will include updates from the Hamilton Business Association board about their upcoming plans	<ul style="list-style-type: none"> Monthly (12) newsletters to be handed out to business owners

			and projects, any new businesses in the area, any news from City of Newcastle as well as community news (eg. James Street Plaza construction updates.)	<ul style="list-style-type: none"> • Create a digital version to send out to email database • Share on social media
Advertising in local media outlets	2021-2022 Suited to objective: Promotion, economic development	\$9,000	<p>A range of local media outlets offer organisations “Advertorial” packages, which are paid editorial articles. HBA have contacted a number of these media outlets to begin a 12 month “Advertorial” campaign to promote the businesses within Hamilton as well as the community.</p> <p>In 2021 HBA ran a 3 Month Campaign with online media outlet HUNTERhunter. HUNTERhunter published a series of articles that promoted a range of different industries operation with the Hamilton SBR precinct.</p> <ul style="list-style-type: none"> • Spend the day in Hamilton • Hamilton's Best Brunches • Shop the Hamilton Strip • Is Hamilton Newcastle's hair, beauty & fitness centre? • Explore the flavours of Hamilton 	<ul style="list-style-type: none"> • Run three different campaigns over the 2021/2022 financial year to continue to promote business within the Hamilton precinct • Gauge impact of campaigns from businesses
Social Media Promotion	2021-2022 Suited to objective: Promotion, economic development	\$650	<p>To continue the growth of The Hamilton Business Association Facebook and Instagram page, the association endeavours to strategically boost certain posts (e.g. Upcoming events) to increase their audience.</p> <p>This will this provide HBA with a larger online audience and it will also provide local business</p>	<ul style="list-style-type: none"> • Continue growth of HBA's Facebook and Instagram to 2500 followers on each account • Report growth of pages at each Board meeting

			and the wider community with a hub for all things happening in Hamilton.	
Community Events	2021-2022 Suited to objective: Promotion, economic development, beautification	\$35,000	<p>Based upon retailer and member feedback, the Association develops a strategy to a number of major events that are targeted to key target demographics that add value to the precinct businesses, limit the amount of \$ going to 'external carnival' providers and attract visitation.</p> <p>The association will engage an Event coordinator to coordinate a series of small activation in Hamilton to promote the precinct as well as increase foot traffic and business with the precinct.</p> <p>The activations include events for but not limited to:</p> <ul style="list-style-type: none"> • Valentine's Day • Mother's Day • Book Week • Community Day – Launch of James Street Plaza Renovations • Father's Day • Spring Fashion (Fashion on the Footpath) • 12 Days of Christmas <p>Note: a copy of the Eol document is held by CN and included into the Project Plan section of this document.</p>	<ul style="list-style-type: none"> • Three Expressions of Interest have been received as of 28 June. • It is expected that a formal strategy will be finalised by 30 July 2021 – respectful of changing public space rules. • Improve turnover and engagement of precinct businesses • Improve visitation across the entire year • Be a significant part of NC calendar of activities.
				TOTAL: \$48,650

Beautification				
Hamilton Green Walls	2021- Onwards Suited to objective: Beautification	\$20,000	HBA have engaged local Gardening business Herb Urban to begin a 5-year project in Hamilton. The project will see green walls to be installed into a variety of different business along Beaumont Street to help beautify the area. Due to the cost of the project, it will be undertaken in phases over 5 years.	<ul style="list-style-type: none"> • Create an inviting space to increase visitor experience • Progress posts on social media • Engage with businesses in precinct to help
Indigenous Art	2021-2022 Suited to objective: Beautification	\$5,000	<p>The Association have begun seeking expression of interest for a local Indigenous artist to paint a mural in Hamilton to acknowledge the original custodians of the land the association operates within.</p> <p>It is anticipated that the project will create beautiful spaces that also create visitation interest for other projects such as heritage and cultural walks.</p>	<ul style="list-style-type: none"> • Progress posts on social media • Engagement with key stakeholders (local business) to inform project
SBR Project Top Ups	2021 -2022 Suited to objective: Beautification, economic development, Promotion	\$12,250	<p>Work with Paul Maher and Ali Sobel to both financially support their projects but also help to facilitate projects.</p> <ul style="list-style-type: none"> • Paul Maher: Mosaic tiles • Ali Sobel: Mural (Cleary Street) 	<ul style="list-style-type: none"> • Support those who received funding from the 2021 SBR Contestable Funding to help facilitate projects • Engage with local businesses to collect community feedback

				<ul style="list-style-type: none"> Repair 10 of the mosaic tiles in Hamilton by the end of 2022
				TOTAL: \$37,250
TOTAL		\$100,000		

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Project Plans

The following Project Plans are included as DRAFT and background to inform the overarching strategy and key cost allocations as listed in the previous pages

As of 28 June 2021, the following plans are included:

- Live Spots – Business loves live music
- Business Beat – a cross city BIA initiative
- Major event strategy – EOI

Live Spots - Business loves live music

A city wide collaboration to enhance live music



Soft Launch of Live Spots in August 2020

Objective:

Live Spots is the first collaborative initiative of the Business Improvement Associations of the City of Newcastle.

The project is developed by the Hamilton Business Association as a city-wide initiative that seeks to:

- Work in collaboration with the BIAs of Newcastle City, Wallsend and Mayfield to create live performance spaces in the four precincts as a tool of community engagement, promotion, activation and placemaking.
- Provide spaces for local musical artists by working with the music industry, to perform (and therefore providing exposure and income generation opportunities).
- Establish opportunity to collaborate further with local artists to create at least four 'live spots' in the four precincts in the first 12 months – with a view to creating additional spaces in the future. Ultimately there will be a series of permanent visual places that can be co-branded as an initiative of the BIAs of the City of Newcastle.
- Build a database of quality performers who will be 'accredited' to book a space in any 'live spot' across the city – that can also be utilised by local business (members) to access and book for events and venue appearance.

Importantly, the Live Spots initiative is developed by the BIAs to facilitate collaboration, promotion and economic development of the precincts and the wider city landscape, by bringing talented local musicians to local hotspots to increase artist exposure and increase foot traffic to benefit local businesses. This project is about developing a platform for collaboration now and for the future. Several stakeholders have been engaged to help facilitate this project, including Belle Taylor (founder of Fuzion Management) as the project coordinator.

Progress:

- The Live Spots project was launched on 27 August 2020 in James Street Plaza, Hamilton. The launch had members from each of the key stakeholders including; City of Newcastle, the BIA's, Purser Corporate Communication, Fuzion Management, ATWEA College, Tim Crakanthorp MP - State Member for Newcastle and local media outlets.
- A representative from each BIA has been nominated to be the Live Spots delegate
 - Hamilton: Kellie Mann
 - Mayfield: Ashlea Dowden
 - Newcastle City: Michael Chapman
 - Wallsend: Wayne Rogers
- Belle Taylor from Fuzion Management has been engaged as the talent manager and is currently on a 12 month contract which commenced in
- Regular Live Spots have begun in Hamilton and Wallsend, whilst Newcastle City and Mayfield endeavour to have their Live Spots begin by the end of August.
-
- A Live Spots website and Facebook page has been set up.
 - [Facebook](#)
 - [Live Spots Website](#)

The Future

It is envisaged that this project will provide:

- A data base of quality performers that can hire the live spots to perform
- A resource for 'members' of BIAs and other stakeholders to engage
- An opportunity to unearth and showcase local talent
- Collaboration opportunities – business, CN, performers, talent agencies, education and music industry

KPIs

- Visitation – this will be dependant on social distancing restrictions in 2021 and beyond, but we anticipate:
 - Weekly live spots – up to 200 people in each precinct (passing)
 - Add value to Newcastle visitor economy as scheduled events
 - Add value to overarching City of Newcastle event strategy (Kate Britton)
- Editorial and social media opportunities x 12 per year
 - Monthly sessions
 - Ongoing live spots
- Collaboration and audience growth – cross promotion and social media expansion
 - Educators – UoN, Atwea, TAFE, YPT and others
 - City of Newcastle
 - Members of BIAs
 - NTIG, HBC and others
 - Music Industry
- Promotion – cross promotion and social media engagement
 - Opportunity to benchmark initiative
 - Award submissions for precinct and city
 - Tourism

Business Beat – An initiative of the BIA's

A city wide collaboration to connect local business and local law enforcement



The launch of Business Beat in Wallsend in October 2020



Hamilton's launch of Business Beat in December 2020

The Business Improvement Associations (BIAs) of Hamilton, Newcastle City, Wallsend and Mayfield launched a collaborative initiative with Police Local Area Command in September 2020 that delivers a series of visits by police officers into business precincts.

For a number of years, Police have met with business associations and chambers in larger groups as a way for business owners and operators to be informed and share information about policing. The challenges of COVID-19 provided an opportunity for BIAs to develop a new approach.

Business Beat will see District Area Commander Wayne Humphrey and Police Officers visit each of the four precincts and meet one-on-one with business operators.

This initiative will give local police officers the opportunity to talk about local policing issues to ensure that local businesses are not only informed but they also have the chance to connect with their local officers.

The 'Business Beat' initiative will aim to show support of local police by local businesses and will give Police the opportunity to talk about local policing issues (inform, educate, connect, visibility). This initiative will also connect local police officers with business owners to develop relationships and make our community safer.

To date all BIAs have held a Business Beat initiative and was widely received by local businesses, community and media. (See Appendix 2.9, 2.10, 2.14)

- Wallsend Town Business Association held their Business Beat on 1 October 2020
- Mayfield BIA held their Business Beat on 11 November 2020
- Hamilton BIA held their Business Beat on 1 December 2020
- Newcastle City BIA held their Business Beat on 3 February 2021

The Future:

The Hamilton Business Association has continued its relationship with the Newcastle City Polic district and endeavour to conduct a Business Beat bi-annually.

- The next Business Beat in Hamilton will be held on 7 July 2021.



Hamilton Business Association Inc. 1901585

Call for Expressions of Interest Strategic Event Partner

Background

Hamilton Business Association was created in December 2019 as an independent incorporated association that is managed by a volunteer board. It operates in partnership with the City of Newcastle by disseminating funds that are collected through a special rate levy for the purpose of promotion, beautification and development of the business precinct.

Vision: 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 safety, health, wellbeing and accessibility
- Full buildings: Employment through business establishment leading to full real estate occupancy, attract local visitors and tourism, support history education and culture.

It's 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 the 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

More specifically, the Association recognises that the precinct has previously been the location of large and successful community events and activations.

Noting that the world changed significantly when the Covid19 virus became a pandemic, the Association is keen to use the current landscape to plan an innovative program of robust community events.

It is the strategic objective of the Association to engage and work with strategic partners, funding providers and its members to develop a collaborative approach to events for the precinct that:

- Builds upon and adds value to the business landscape of the precinct (now and emerging)

- Attracts visitation (significant and targeted audience) to the precinct
- Adds value to the City of Newcastle's calendar of events
- Generates positive economic opportunities for Hamilton.

It is the view of the Association that at least one major event, that would attract upwards of 20,000 to 30,000 people, would underpin a series of smaller events that could showcase that things as:

- Food and hospitality
- Coffee
- Fashion
- Health and wellbeing
- Multicultural
- Heritage
- Community events such as Christmas, Easter, etc

Expression of Interest

The purpose of this paper is to call for expressions of interest from a professional event manager to develop and manage major community event/s that will showcase the suburb that includes 100+ retail shops and more than 20 cafes, restaurants and hotels.

While it is expected that smaller more targeted events as listed above might be proposed to be managed directly by the Association, interested partners might also see opportunity in a coordinated approach. Proposals for integration would be considered.

Objectives

Hamilton Business Association wishes to work with a professional and strategic event partner that can:

- Identify and create partnerships with likeminded organisations to hold the event/s. It is the objective of the Hamilton Business Association to work closely with organisations that might represent the hospitality, hotel, tourism, education, multicultural, artistic and cultural to develop successful events for the precinct.
- Create a major event that promotes Hamilton and its unique place within the City of Newcastle
- Attract appropriate levels of grants, sponsorship and corporate support to cover costs of the event
- Work with, and promote the members (businesses, retailers, cafes, hotels, banks, service providers and other local organisations) to provide an engaging, colourful and creative event that might include:
 - Work in partnership with likeminded representative organisations
 - Encourage maximum participation by Hamilton precinct businesses
 - Attracting quality street markets that add value to (and do not compete with) the precinct
 - Highlight performance, entertainment and music that adds value to the precinct
 - Work with potential partners to add quality community, cultural and historical activities
- Promote the event to a broad market to attract significant numbers of people (20,000 to 30,000).
- Create a strategic event plan of management that complements and adds value to the wider city landscape
- Measure the result of the event/s – survey and collect data that can be used to assess viability or design of future events.

Target audiences

- Hamilton Business Association
 - Board
 - Members – commercial property owners and businesses that occupy those properties
 - The wider business community
 - Sponsors, partners and suppliers
 - Previous event supporters
- City of Newcastle – compliance stakeholder
- BIA support services consultant
- Newcastle LGA Police
- Transport for NSW
- Participants
 - Hamilton precinct
 - Businesses outside
 - Market holders
 - Entertainers
 - Performers
 - Musicians
 - Ethnic and multicultural groups
 - Activity and event providers
 - Other stakeholder groups
- Media – promotional
- Community
 - Local residents
 - Further afield – regional community
 - Visitors

Proposed delivery elements

Hamilton Business Association is seeking the professional services of an event coordinator that can deliver a successful event/s.

Hamilton Business Association will go to market to appoint a suitable event coordinator. Interested organisations must demonstrate:

- Creative and strategic approaches to community events
- Ability to identify and negotiate suitable partnership arrangements to deliver a robust community event/s
- Capacity and capability (proven track record) in delivering similar events in accordance with key objectives and budget
- Outstanding organisational capability and ability to provide reports and updates regularly to the Association
- Its ability to use its own connections, and those of the client, to deliver grants, cash and in-kind sponsorship that is aligned to the professional ethics and outcomes of the Hamilton Business Association
- Ability to write for media, to attract favourable media coverage for specific events
- Collaborative and respectful approaches to all communication and management – that is supported by a robust marketing and promotion plan
- Ability to use its own resources and skills to attract quality inclusions that enhance the objectives of Hamilton Business Association and the event. This will include establishing and

implementing a commercial model to attract income for such things as hireable spaces within the event precinct.

- Obtain genuine feedback through survey or other metrics about the effectiveness of the 2021 - 2022 event from the precinct business community, and key stakeholders of the event and the precinct.

No formal date has been planned but given the current landscape, the Association suggests that an event plan would focus on a major event in Hamilton in March 2021.

Once an event coordinator has been appointed, planning may commence and will be in accordance with the Association's and Hunter Councils 'Terms of Engagement for Consultants'.

Anticipated budget and key performance metrics

The budgeted fee to provide event management services is \$35,000. This does not include any funds that will be generated from tickets sales or partnerships/sponsorships.

Key performance metrics will be determined in collaboration with the successful tenderer and will focus upon:

- Creative and strategic approach
- Effective client and stakeholder management
- Effective business processes and ability to work to common goals and outcomes
- Delivery of strategic event plan that includes partnership, funding and engagement implementation plans
- Meeting deadlines
- Attracting required levels of sponsorship and grants
- Delivering an effective commercial plan to manage market stalls, performance spaces etc
- Adding value to the event through its ability to use professional networks and IP to deliver a quality event
- An effective post event assessment tool.

Next steps

The Association does not expect that in-depth levels of strategy or details for the Hamilton precinct would be included in Expression of Interests. However, submission of no more than five pages should address:

- Overview or relevant experience that highlights your creative and innovative approach to event management
- Understanding of the Hamilton precinct and its future
- Your response to key delivery elements

Written Expressions of Interest should be emailed to hamiltonbusinessassociation@gmail.com by COB Tuesday 29 June 2021.

All submissions will be reviewed by the Hamilton Business Association with an event partner expected to be engaged by end of July 2021.

Further information

Janice Musumeci

Chair, Hamilton Business Association

P: 0412 026 668

E: info@julyjones.com.au

NCC313; Rev. 2

This Statement is a means of providing guidance for suppliers, service providers, contractors and individuals to adopt standards of ethical behaviour that meet Council's requirements.

Council's business dealings are geared to achieve the best possible outcome in the interests of Council and its ratepayers for the supply of goods and services. In doing this, all business undertakings are conducted with complete fairness and are open to public scrutiny (subject to commercial confidentiality).

Council will ensure that all policies, procedures and practices related to tendering, contracting and the purchase of goods and services are consistent with best practice and the highest standards of ethical conduct. All procurement activities and decisions will be fully and clearly documented to provide an effective audit trail and allow for effective review.

Business Principles

Council has four key principles which guide its dealings on procurement/business matters.

Fairness: Council treats all parties involved in an even-handed manner. Potential suppliers or contractors will be given equal access to information and opportunities to submit bids. Tenders will not be called unless there is the intention to award a contract, subject to a satisfactory offer.

Prevention of Corruption: Council is committed to high ethical standards and it is the responsibility of Councillors and staff, as well as Council suppliers and contractors, to not only act honestly but also report any instances of possible corruption, maladministration or illegal activities.

Value-for-Money: Council considers all factors which are relevant to a particular procurement of goods or services. These include initial and ongoing costs; quality and reliability; customer service; OH&S; technical expertise; environmental sustainability and other legislative compliance. Value for money does not necessarily mean 'lowest price'. However, the lowest price might represent best value for money if it satisfies the other criteria.

Objectivity: Council establishes procurement criteria and objectively assesses all tenders and quotes against these nominated criteria. All procurement decisions are based on merit, and take into account all relevant information and circumstances that apply to a given procurement requirement.

Doing Business with Council

Suppliers and contractors shall be aware of the following requirements when dealing with Council.

Conflict of Interest: Conflicts of interest include both pecuniary and non-pecuniary interests. (A pecuniary interest is an interest that a person has in a matter because of the reasonable likelihood or expectation of appreciable financial gain to the person. A non-pecuniary interest may include family relationships, friendships or other interests that do not involve a direct financial gain.) Council staff are required to disclose any potential conflicts of interest. Suppliers and contractors to Council are asked to do the same.

Use of Information: Any confidential Council information should not be revealed to persons other than those with a genuine need and authority. Private, confidential, commercial-in-confidence or proprietary information obtained as result of doing business with Council, should never be given to competing interests or unauthorised persons. Suppliers and contractors handling private and personal information are expected to adhere to Council's Privacy Management Plan.

Gifts and Benefits: Council only permits the acceptance of gifts by Councillors or staff if they are a nominal or token value and do not create a sense of obligation. Suppliers that offer gifts or benefits as a reward for, or perceived as influencing, the purchasing decisions of Council staff will not be tolerated. Failure to comply with this requirement will result in Council ceasing to do business with the supplier.

Use of Council's Resources: Suppliers and contractors may only use Council resources and equipment if it is in accordance with specific conditions of a formal contract.

Employment of Council Staff: All suppliers and contractors who deal with Council are not permitted to offer Council staff outside employment or business proposals of any kind. Council staff have a duty to maintain public trust and confidence, and not use commercially sensitive information to facilitate future employment opportunities in the private sector.

Public Comments: Suppliers and contractors must not make any public comments or statements that would lead anyone to believe that are representing Council, or expressing its views or policies.

Canvassing Support: During a tender process, any prospective supplier or contractor shall not directly or indirectly discuss their tender bid with a Councillor, or canvass support from an employee of Council, at any time. Any supplier or contractor involved in such activity will result in their tender being rejected.

Complying with this Statement

By complying with the principles and standards of behaviour outlined in this Statement, all parties will be able to advance their objectives and interests in a fair and ethical manner. Failure to comply with this Statement may be deemed as a breach of contract. Council may terminate its contract or take other actions considered appropriate.

Reporting

To report any unethical behaviour in doing business with Council, please lodge a submission in writing to:

General Manager
City of Newcastle
PO Box 489
Newcastle NSW 2300



Terms of Engagement for Consultants

(Edition 5a; January 2012) ©

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The Contracts Panel of the Hunter Region Organisation of Councils
in association with Gosford City Council

HUNTER COUNCILS TERMS OF ENGAGEMENT FOR CONSULTANTS

1. INTERPRETATION

1.1 In these Terms of Engagement for Consultants (**Conditions**) unless the context otherwise requires:

"Agreement" (or **"Contract"**) means the written agreement between the Principal and the Service Provider, dated, together with the documents referred there to in;

"Contract Sum" (or **"Service Fee"**) means the lump sum in Australian Dollars set out or calculated in accordance with service rates or expenses stated in the Contract Schedule - *'Schedule – Tender Price'*;

"Contract Term" means the initial term of the Agreement and any period for which the operation of the Agreement is extended;

"Day" means business day, that is not Saturday or Sunday or public holiday for the Principal's employees;

"Information" means all information, including documents or data however held, stored or recorded, drawings, plans, specifications, calculations, reports, models, concepts, source codes, files, computerised data, or photographic recordings, audio or audio visual recordings;

"Intellectual Property" includes all proprietary rights in relation to Information including copyright and neighbouring rights and all proprietary rights in relation to inventions (including patents) registered and unregistered trademarks (including service marks), registered designs, confidential information (including trade secrets and know how) and circuit layouts, and all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields as defined in *Article 2* of the *Convention Establishing the World Intellectual Property Organisation of July 1967*.

"Moral Rights" means rights of integrity of authorship, rights of attribution of authorship, rights not to have authorship falsely attributed, and rights of a similar nature conferred by statute that exist, or may come to exist, in the Agreement.

"Principal" means the Council;

"Principal's Representative" means the person appointed by the Principal for the management of the Agreement;

"Service" means the obligations to be performed by the Service Provider in accordance with the Agreement and includes, but is not limited to, the provision of professional services, the supply of any materials related to these services and all other things required to be carried out by the Agreement;

"Service Provider" (or **"Consultant"**) means the person bound to carry out and complete the Service and includes his executors, administrators, successors and permitted assigns of that party;

1.2 In these Conditions and any Agreement, unless a contrary intention appears, a reference to:

- (a) a person includes an individual, a corporation, partnership, joint venture, governments, local government authorities and agencies;
- (b) a Special Condition of Contract, Schedule or Annexure is a reference to a Special Condition of Contract, Schedule or Annexure to the Contract and each of them forms part of the Agreement;

(c) a party to the Agreement includes the executors, administrators, successors and permitted assigns of that party.

1.3 In these Conditions clause headings are for convenience of reference only and have no effect in limiting or extending the language of the provisions to which they refer.

1.4 If a party to the Agreement consists of more than one person, those persons shall be bound jointly and severally.

1.5 Except as provided at law or elsewhere in the Agreement, none of the terms of the Agreement shall be varied, waived, discharged or released except with the prior written consent of the Principal.

2. GOVERNING LAW

The Agreement shall be subject to and construed in accordance with the laws, Acts and other prescribed rules applying in the State of New South Wales.

3. STATUTORY & OTHER REQUIREMENTS

The Service Provider must comply with the requirements of all legislation of the Parliament of New South Wales and the Parliament of the Commonwealth of Australia, all relevant Australian Standards and with the lawful requirements of public and other authorities in any way affecting or applicable to the performance of its obligations.

4. PRINCIPAL'S OBLIGATIONS

The Principal, through the Principal's Representative must give to the Service Provider timely directions, instructions, decisions and information including any approvals the Principal is required to obtain. These directions, instructions, decision and information must be confirmed in writing.

5. RELATIONSHIP WITH PRINCIPAL

The Service Provider must not act outside the scope of the authority conferred on it by this Agreement.

The Service Provider must take upon itself the whole risk of performing its obligations under the Agreement. The Service Provider must also comply with every and all reasonable and lawful direction of the Principal's Representative.

The Service Provider must use all reasonable efforts to inform itself of the requirements of the Principal and must regularly liaise with the Principal's Representative on progress and outcomes during the term of the Agreement.

The Service Provider, shall have the status of an independent contractor and is not an employee of the Principal. The Service Provider shall not be entitled to any benefits that might apply to an employee of the Principal and shall be responsible for any legal entitlements relating to worker's compensation, payroll tax and superannuation.

6. DIRECTIONS & VARIATIONS

Unless otherwise provided, any notice to be given may be given by hand, facsimile, e-mail, or by pre-paid post addressed to the Principal or Service Provider at its stated address.

The Principal may, by written notice, direct the Service Provider to vary the Service. Any variation in the fee payable to the Service Provider as a consequence of a direction issued under this Clause shall be agreed between the Principal and the Service Provider.

Unless otherwise agreed, the value of a variation shall be determined using the service rates and expenses which form the basis of the Contract Sum. If the Contract Sum is a lump sum, then reasonable rates and expenses shall apply.

7. DISCREPANCIES IN INFORMATION

The Service Provider must as soon as practicable give written notice to the Principal's Representative if information and particulars made available to it are inadequate or contain errors.

8. SUB-CONTRACTING OR ASSIGNMENT

The Service Provider must not without the prior written approval of the Principal's Representative subcontract or assign any performance of rights or obligations under the Agreement. In giving approval the Principal may impose such terms and conditions as deemed necessary.

9. CONFLICT OF INTEREST

The Service Provider warrants that it does not hold any office or possess any property, is not engaged in any business, trade or calling and does not have any obligations by virtue of any contract or any family relationship whereby, directly or indirectly, duties or interests are or might be created in conflict with or might appear to be created in conflict with its duties and interests under this Agreement.

The Service Provider must inform the Principal of any matter which may give rise to an actual or potential conflict of interest at any time during the term or the duration and any extension beyond the term of the Agreement and the Principal may regard a conflict of interest as a breach of a fundamental term of the Agreement and may elect to terminate the Agreement

10. STANDARD OF CARE

The Service Provider must perform all its obligations required by the Agreement in a diligent manner and to the standard of skill and care expected of a competent Service Provider.

The Principal reserves the right to qualify or not accept any conclusions or recommendations made by the Service Provider under this Agreement.

11. PERSONNEL

The Service Provider warrants that all personnel engaged by it are appropriately qualified, competent and experienced in the provision of the type of activities connected with the Agreement.

The Service Provider shall reasonably ensure that the personnel nominated in '*Schedule – Management & Staff Resources*' are engaged throughout the entire period of the Agreement.

The Principal may direct the Service Provider to immediately and permanently remove from any activity connected with the Agreement any person who in the opinion of the Principal's Representative is incompetent, negligent or otherwise unacceptable.

12. REPORTS & INFORMATION

The Service Provider must provide the Principal's Representative with written reports or information on any aspects of the Agreement when requested.

Any Information that is produced or reproduced in an electronic format, the consultant must deliver it to the Principal in a format approved by the Principal.

13. DELAYS & EXTENSION OF TIME

The Service Provider shall proceed with the work under the Agreement with due expedition and without delay. When it becomes evident to a party that anything, including an act or omission by another party, may delay carrying out the Service, that party shall notify the other party as soon as practical in writing with details of the possible delay and the cause.

If the Service Provider is or will be delayed in carrying out the Service by a cause beyond the reasonable control of the Service Provider, the time for carrying out the Service shall be extended by the extent of the delay.

The Principal may, at any time, by written notice to the Service Provider extend the time for carrying out the Service for any reason.

Nothing in this Clause shall:

- (a) oblige the Principal to pay extra costs for delay or disruption which have already been included in the value of a variation or any other payment under the Agreement; or
- (b) limit the Principal's liability for damages for breach of the Agreement.

14. PAYMENT

14.1 Costs, Fees and Expenses

The Contract Sum (or Service Fee) is inclusive of all expenses of the Service Provider, including fees, disbursements, provisional sums and taxes, all of which shall be paid by the Service Provider. Unless otherwise provided, no payment will be made for travelling in relation to the Service.

Fees and expenses shall not be subject to price variation (rise & fall) unless otherwise provided in the Agreement.

14.2 Claims for Payment

The Service Provider must provide the Principal's Representative with a payment claim in the form of a valid tax invoice or adjustment note, in respect of the Service performed and accepted.

If the Service Provider fails to provide an ABN on any tax invoice or adjustment note, the Principal may be required to withhold from the payment an amount of tax calculated in accordance with the relevant taxation act or regulation.

14.3 Time for Payment

The Principal shall pay to the Service Provider the invoiced amount within 25 Days of the receipt of a payment claim if the claim is certified by the Principal's Representative as being correct.

14.4 Disputed Claims

If the Principal's Representative disputes the payment claim amount, the amount the Principal's Representative believes is due for payment shall be paid by the Principal and the liability for payment of the balance of the amount shall be determined in accordance with the provisions of the Agreement.

14.5 Payments on Account

Any payment is not evidence of any value or an admission of liability or that the Service is satisfactory but is a payment on account only; nor shall it amount to a waiver of any right or action, which the Principal may have at any time against the Service Provider.

15. TERMINATION

15.1 Termination by the Principal – Default of the Service Provider

Without prejudice to any other rights, the Principal reserves the right to terminate the Agreement

- (a) if the Service Provider commits a substantial breach of the Agreement, including:
 - (i) failure to carry out the Agreement at all, or within the time specified, or at a reasonable quality.
 - (ii) failure to carry out a reasonable direction of the Principal's Representative
- (b) if the Service Provider becomes bankrupt or makes any arrangements with its creditors or being a Company which goes into liquidation or has a receiver or administrator appointed.

The Principal's Representative must in writing specify the breach and ask the Service Provider to give reasons why the Principal should not take further action. The Service Provider must respond within 5 Days of receiving the notice and if it fails to respond, the Principal's Representative may immediately refuse acceptance of the Service, decline to accept any further Service, take over the uncompleted Service, suspend payments due and have the Agreement completed by others; or immediately terminate the Agreement in writing by itself or through the Principal's Representative

Termination by the Principal will not release the Service Provider from liability in respect of any obligation relating to this Agreement. Any shortfall in costs whatsoever shall be a debt due from the Service Provider to the Principal.

15.2 Termination – Frustration, Convenience

The Agreement may be terminated at any time by mutual agreement or if, under the law governing the Agreement, the Agreement is frustrated. Furthermore the Principal may, for its convenience and without the need to give reasons, also terminate the Agreement at any time. In which ever case, the Principal must give a written notice to the Service Provider. The Service Provider must, on receipt of such notice, immediately cease all activities under the Agreement and take all appropriate action to mitigate any loss or prevent further costs being incurred. The Principal must pay the reasonable fees and expenses of the Service Provider for the extent of the Service performed based upon agreed service rates to the earlier of:

- (a) the date of cessation; or
- (b) the date that the Service Provider was required to cease work.

In no circumstances must the Contract Sum payable for the terminated Service include any loss of prospective profits or exceed the Contract Sum that would have been paid had the Agreement been completed.

15.3 Termination by the Service Provider

If the Principal fails to:

- (a) pay the Service Provider in accordance with this Agreement; or
- (b) issue instructions required.

The Service Provider must in writing specify the breach and ask the Principal to give reasons why the Service Provider should not take further action. The Principal must respond within 5 Days of receiving the notice and if it fails to respond the Service Provider may terminate the Agreement.

16. CONFIDENTIALITY & PRIVACY

The Service Provider its employees, agents, directors, partners, shareholders or consultants must not disclose to any third party, any Information including by way of media interviews or releases relating to the Principal or the affairs of others which may have come to its or their knowledge as a result of the Agreement.

The Service Provider shall not issue any Information, publication, document or article for publication concerning any aspect of the Agreement in any media without prior approval of the Principal, which approval shall not be unreasonably withheld. The Service Provider shall refer to the Principal any enquiries concerning any aspect of the Agreement from any media.

The Service Provider agrees to comply with the provisions of the Privacy & Personal Information Protection Act 1998, as if it were included in the definition of 'public sector agency' under that Act, the Privacy Code of Practice for Local Government and the Principal's Privacy Management Plan.

17. INTELLECTUAL PROPERTY

The Service Provider warrants that it is entitled to use any Intellectual Property which may be used by it in connection with this Agreement. The Service Provider indemnifies and must at all times keep the Principal indemnified against any action, claim, suit or demand, including a claim, suit or demand for or liability to pay compensation or damages and costs or expenses arising out of or in respect of any breach of any third party's Intellectual Property rights relating to the scope of activities under the Agreement.

The Service Provider grants to the Principal a non-exclusive licence to use the Service Provider's Intellectual Property rights in relation to the Service and must execute an agreement giving effect to this sub-clause if requested by the Principal's Representative.

The ownership of all Intellectual Property in all Information created under this Agreement shall vest with the Principal. The Service Provider must assign ownership of all Intellectual Property rights to the Principal and will ensure that its employees, subcontractors and agents execute all documents necessary to assign such rights to the Principal.

To the extent permitted by law, if the Service Provider is the owner of the Moral Rights in the Intellectual Property referred to in this clause, the Service Provider unconditionally and irrevocably:

- (a) Consents to any act or omission that would otherwise infringe its Moral Rights in that Intellectual Property, including any act or omission that may have taken place before this consent,
- (b) Waives all of its Moral Rights in that Intellectual Property,

for the benefit of the Principal, its licensees, successors in title and anyone authorised by any of them to do acts permitted under the terms of this Agreement.

18. INDEMNITY

The Service Provider indemnifies the Principal, its servants and agents from and against all actions, claims, losses, damages, penalties, demands or costs whatsoever which may be brought or made against it or them by any person in respect of or by reason of or arising out of the performance by the Service Provider of the Agreement including:

- (a) any negligence, wrongful act or omission of the Service Provider or of any other persons for whose acts or

omissions the Service Provider is liable; and/or

- (b) death or injury to any person or loss of or damage to any property; and/or
- (c) any breach of a third party's Intellectual Property Rights; and/or
- (d) any breach of the Agreement by the Service Provider; and/or
- (e) any action, claim or demand from liability brought against the Principal in connection with a breach by the Service Provider of the WH&S Act and associated legislation (so far as it is permissible at law).

The Service Provider's liability to indemnify the Principal is reduced proportionally to the extent that an action or omission of the Principal or employees or agents (other than the Service Provider) of the Principal may have contributed to the injury, damage or loss.

19. INSURANCE

Before commencing the Agreement, the Service Provider must effect and maintain the insurance policies nominated in the "*Schedule – Insurances*". The Service Provider must ensure that all sub-consultants are similarly insured. The Principal's Representative may at any time require proof that these insurances have been effected and are being maintained.

The Service Provider must keep current during the contract term, policies of insurances stated in the *Schedule – Insurances*.

- (a) public liability - in respect of any one occurrence, \$10,000,000 but unlimited in the aggregate;
- (b) Accident insurance - Complying with the *Workers Compensation Act 1987*. Alternatively, where the Service Provider has no employees, insurance for personal accident and illness providing:
 - (i) Weekly benefits of at least 75% of weekly income;
 - (ii) Death benefits of at least \$250,000;
 - (iii) Minimum benefit period of 24 months.
- (c) professional indemnity insurance - a limit for any one claim of \$10,000,000 unless otherwise stated by the Principal.

20. SAFETY MANAGEMENT

The Service Provider must comply with the current WH&S legislation and the Principal's Site safety requirements.

If the Service involves any Site work or the use of major equipment, then the Principal's Safety Management requirements shall apply.

21. DISPUTES

In the event of any dispute arising between the Principal and the Service Provider that can not be resolved by negotiation, the Principal shall nominate a formal dispute resolution process to be followed by the parties.

The Service Provider must continue to perform its obligations under the Agreement notwithstanding the existence of a dispute.

22. WAIVER

A waiver by either party in respect of any breach of a condition or provision of this Agreement shall not be deemed to be a waiver in respect of any continuing or subsequent breach of that provision, or breach of any other provision. The failure of either party to enforce at any time any of the provisions of this Agreement shall in no way be interpreted as a waiver of such provision.

23. SURVIVING OBLIGATIONS

The obligations of the Service Provider under the Clauses on *Confidentiality & Privacy, Intellectual Property, Indemnity and Insurance* shall be of a continuing nature and shall survive the termination or expiration of this Agreement.