



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:

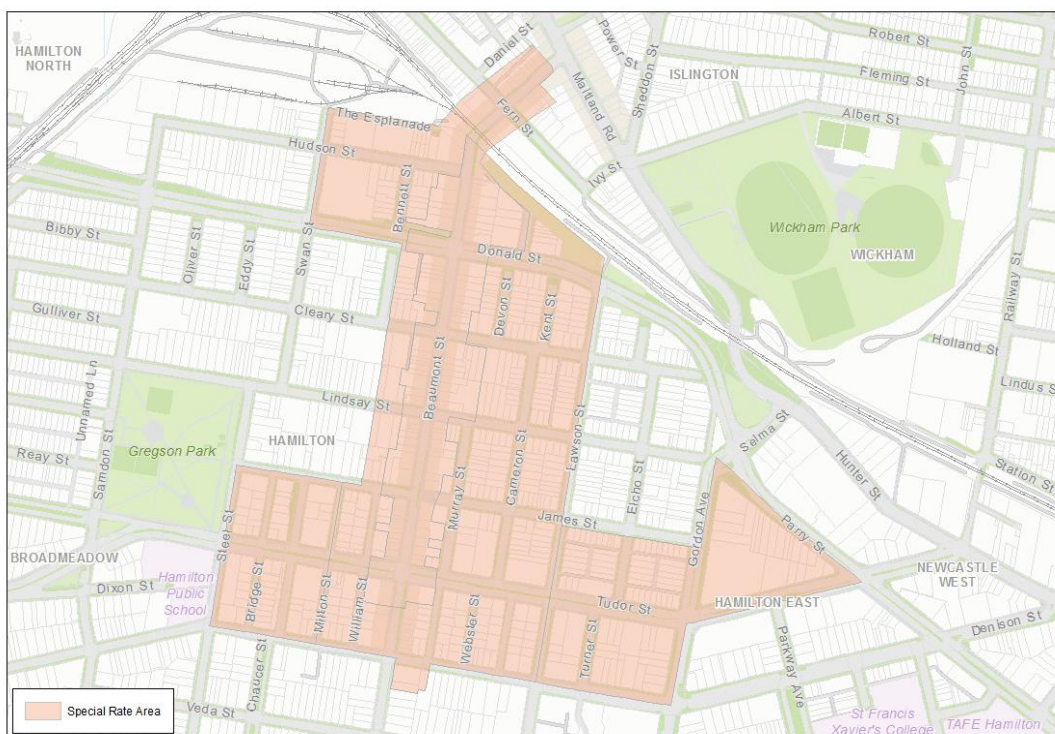
- Opened a bank account with the Commonwealth Bank: 062-808 | 10340233
- Successfully obtained
  - Inc ID Number: 1901585
  - ABN: 43 576 863 540
  - TFN: 634 588 575
- Secured insurances that are inline with the proposed Service Agreement with the City of Newcastle (current cover notes have been provided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

<b>Name</b>	<b>Position on board</b>	<b>Business represented</b>
<b>Janice Musumeci</b>	Chair & Public Officer	July Jones Studio
<b>Kellie Mann</b>	Deputy Chair	Lotus Fashion
<b>Sandra Maloy</b>	Secretary	QS Books
<b>Evan Reid</b>	Treasurer	Commonwealth Bank
<b>Rob Burton</b>	Ordinary member	Beaumont Street Newsagency
<b>Kate Ellis</b>	Ordinary member	SportsPower
<b>Amanda Hinds</b>	Ordinary member	Community Representative
<b>William Haywood</b>	Ordinary member	The Kent Hotel
<b>Reece Hignell</b>	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
<b>Members</b>	Tired of the old model Keen for stuff to happen	Know the landscape	Busy and under resourced	Ideas
<b>CN</b>	Funding and collaboration for positive outcomes	Skills, programs and new team that can facilitate outcomes Dollars Resources	Limited funds Bureaucracy	Realistic outcomes
<b>Elected representatives (all levels)</b>	Political outcome driven Supportive Engaged	Passionate advocates for suburb	Politics	Collaboration for outcomes that benefit business
<b>BIAs (Citywide)</b>	New networks	City wide approach Ability to collaborate	Experience	Greenfield City wide projects Enhanced communication
<b>The Business Centre</b>	Nil	Experience and resources	Not known	Collaboration for recovery programs
<b>Hamilton Happenings</b>	Existing digital platform	Readymade audience	Limited resources	
<b>Hamilton Chamber of Commerce</b>	Network	Existing communication and marketing tools	Funding History	Unknown
<b>Hunter Business Chamber</b>	Leadership group	Experience and members	Not known	Collaboration and information sharing
<b>NTIG</b>	Nil	Tourism and visitor strategy and data	Unknown at this point	Collaboration on projects
<b>Advisers (Individuals and groups) This also includes Police</b>	Specialist experience and knowledge	Perspective and engagement	History	Create nee Improved safety Improve cleanliness
<b>Community</b>	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
<b>Media</b>	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
<b>Beautification</b> <ol style="list-style-type: none"><li>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).</li><li>2. Public Art/Spaces: Engage an Indigenous artist to complete a mural within the Hamilton precinct to acknowledge the traditional landowners.</li><li>3. Green Spaces: Create green spaces along shop fronts with plants and hanging planters to beautify the precinct with a village and shop facades.</li></ol>
<b>Promotion</b> <ol style="list-style-type: none"><li>1. Major events: Collaborate with others who bring major events that can promote the precinct and its local offerings as a business precinct.</li><li>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 engage</li><li>3. Precinct events: The Association will fund or collaborate with others to promote a series of events showcases local expertise or offerings.</li><li>4. Live Spots: Work across BIAs and with CN to continue 'live spots' where local quality performance can exist.</li><li>5. Promotion – develop user friendly ways for people to connect with business through traditional and digital platforms.</li></ol>
<b>Economic Development</b> <ol style="list-style-type: none"><li>1. Collaborate – work with other precinct to develop initiatives that add value to business across the precinct and wider city.</li><li>2. Sustainability – work across the city and BIAs to develop meaningful and achievable ways to improve small business connectivity to sustainability</li><li>3. Visitor experience (tourism) – be a destination for local, national and international visitors<ul style="list-style-type: none"><li>• Work with existing businesses to create experience – e.g. walking food and cultural tours, fashion style sessions, etc.</li><li>• Work with others who are accessing CN grants or private funding sources to develop integrated and collaborative projects.</li><li>• Work with CN to get existing and emerging visitor experience into CN Apps or other regional infrastructure and promotion.</li></ul></li></ol>
<b>Governance</b> <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"><li>1. Act inclusively, respectfully, and consult in a comprehensive manner.</li><li>2. Actively seek people that can inform the board and its decision-making processes that have specialist skills/experience.</li><li>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.</li></ol>

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

Association Fees	Annually	\$100	<ul style="list-style-type: none"> <li>A12 Tier 2: Small association financial summary annual lodgement fee</li> </ul>	<ul style="list-style-type: none"> <li>Comply with all aspects of ACT</li> <li>Comply with all ATO requirements</li> <li>Maintain insurances.</li> </ul>
<b>TOTAL: \$4,100</b>				
<b>Projects</b>				
Business Beat	Twice a year	nil	<ul style="list-style-type: none"> <li>Regular meet and greet with Local Area Command and walk through precinct</li> <li>Launched in Wallsend 1 October 2020 with support of MP Sonia Hornery.</li> <li>HBA then launched their Business Beat on 1 December 2020, attracting favourable media coverage from local media outlets.</li> <li>The association has continued to work with officers from the Newcastle City Police District to improve communication with local law enforcement and business owners.</li> </ul>	<ul style="list-style-type: none"> <li>Nominated board member to meet with Rep from Newcastle City Police District Quarterly</li> <li>Conduct two 'Business Beat' meets a year.</li> </ul>
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"> <li>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</li> </ul>	<ul style="list-style-type: none"> <li>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</li> </ul>

			<p>engagement, promotion, activation and placemaking</p> <ul style="list-style-type: none"> <li>▪ Provide spaces for local musical artists by working with the music industry, to perform (and therefore providing exposure and income generation opportunities)</li> <li>▪ 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.</li> <li>▪ 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.</li> </ul>	<ul style="list-style-type: none"> <li>• Editorial and social media content x 20 plus per year.</li> </ul>
				<b>TOTAL: \$5,000</b>

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"> <li>• Run competition each week (52)</li> <li>• Engage with local businesses to conduct competitions</li> <li>• Gauge feedback from participating businesses</li> </ul>
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"> <li>• Help to facilitate</li> <li>• Connect organisers with key stakeholders</li> <li>• Promote across HBA's social media.</li> <li>• Paid promotion in local media outlets every quarter.</li> </ul>
				<b>TOTAL: \$5,000</b>
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"> <li>• Monthly (12) newsletters to be handed out to business owners</li> </ul>

			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"> <li>• Create a digital version to send out to email database</li> <li>• Share on social media</li> </ul>
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"> <li>• <a href="#">Spend the day in Hamilton</a></li> <li>• <a href="#">Hamilton's Best Brunches</a></li> <li>• <a href="#">Shop the Hamilton Strip</a></li> <li>• <a href="#">Is Hamilton Newcastle's hair, beauty &amp; fitness centre?</a></li> <li>• <a href="#">Explore the flavours of Hamilton</a></li> </ul>	<ul style="list-style-type: none"> <li>• Run three different campaigns over the 2021/2022 financial year to continue to promote business within the Hamilton precinct</li> <li>• Gauge impact of campaigns from businesses</li> </ul>
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"> <li>• Continue growth of HBA's Facebook and Instagram to 2500 followers on each account</li> <li>• Report growth of pages at each Board meeting</li> </ul>

			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"> <li>• Valentine's Day</li> <li>• Mother's Day</li> <li>• Book Week</li> <li>• Community Day – Launch of James Street Plaza Renovations</li> <li>• Father's Day</li> <li>• Spring Fashion (Fashion on the Footpath)</li> <li>• 12 Days of Christmas</li> </ul> <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"> <li>• Three Expressions of Interest have been received as of 28 June.</li> <li>• It is expected that a formal strategy will be finalised by 30 July 2021 – respectful of changing public space rules.</li> <li>• Improve turnover and engagement of precinct businesses</li> <li>• Improve visitation across the entire year</li> <li>• Be a significant part of NC calendar of activities.</li> </ul>
				<b>TOTAL: \$48,650</b>

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"> <li>• Create an inviting space to increase visitor experience</li> <li>• Progress posts on social media</li> <li>• Engage with businesses in precinct to help</li> </ul>
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"> <li>• Progress posts on social media</li> <li>• Engagement with key stakeholders (local business) to inform project</li> </ul>
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"> <li>• Paul Maher: Mosaic tiles</li> <li>• Ali Sobel: Mural (Cleary Street)</li> </ul>	<ul style="list-style-type: none"> <li>• Support those who received funding from the 2021 SBR Contestable Funding to help facilitate projects</li> <li>• Engage with local businesses to collect community feedback</li> </ul>

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



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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](mailto: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**

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