



# **BUSINESS IMPROVEMENT ASSOCIATIONS**

**FY23  
ANNUAL REPORT**

---

# Executive Summary

This year has been one of growth for the Associations. Growth in Board numbers, growth in members choosing to be part of the BIA databases and growth in accomplished projects. Boards are feeling more confident and cohesive and have worked well together to see their plans to fruition. Overall, I am proud of their achievements this year.

JM Consultancy Services oversees all social media and event management teams to ensure precinct activations and projects are efficient and publicised. We have seen BIAs sponsor / present around 20 activations in the past financial year and excellent growth in numbers on social media promoting each precinct and therefore awareness of Business Improvement Associations.

Under my management each Association has fully expended their funds in the 2022/2023 Financial Year. The Boards have planned monthly meetings and held four Annual General Meetings. The AGMs have seen several new Board Members join each BIA meaning they have solid numbers now and can move forward each meeting making decisions and organizing projects to completion. Board membership includes representatives from a broad range of sectors including hospitality, law, retail, marketing, architecture, insurance, banking and medical.

The focus of each BIA is to continue to build connections with its' wider network of members in each precinct. I wish to thank City of Newcastle once again for this opportunity to support these volunteer teams achieve their goals and build on the success of the Business Improvement Association model.

Janice Musumeci



JANICE MUSUMECI  
CONSULTANCY SERVICES

P: 0412 026 668

E: JANICEMUSUMECI@BIGPOND.COM

---

# CONTENTS

<b>Executive Summary .....</b>	<b>2</b>
<b>Board Governance Training .....</b>	<b>5</b>
<b>Hamilton .....</b>	<b>6</b>
Introduction.....	6
Board Members as of June 2023 .....	7
Governance.....	7
Projects and Events .....	8
Conclusion.....	12
<b>Newcastle City .....</b>	<b>13</b>
Introduction.....	13
Board as of June 2023 .....	14
Governance.....	14
Projects and Events .....	14
Conclusion.....	16
<b>Mayfield.....</b>	<b>17</b>
Introduction.....	17
Board Members as of June 2023 .....	17
Governance.....	18
Projects and Events .....	18
Conclusion.....	20
<b>Wallsend .....</b>	<b>21</b>

---

Introduction.....	21
Board as of June 2023 .....	21
Governance.....	22
Projects and Events .....	22
Conclusion.....	25
<b>Appendix – Media Releases and Print Media .....</b>	<b>26</b>

---

# Board Governance Training

BIA Chairs and Board Members from each BIA were invited by the City of Newcastle to attend Governance Training in 2023.

Nine Board members, including the four current Chairs attended as they had not been involved in previous years. The training was conducted by Australian Institute of Company Directors noting responsibilities and practice in the Boardroom.

This is a program which provided a deep and shared understanding of Board members roles, their relationship with management, and how they work together to achieve optimal board effectiveness. The program helped participants refresh or improve their knowledge and practice of director responsibilities, good board practices and relationships with board members.

This course explained why good governance fosters accountability and objectivity in assessing company performance, and why this is important. Through examining real-world examples and case studies, participants developed an understanding of how boards should best manage their internal relationships, and how sound governance practices improve both organisational and financial performance.

The 9 Board Members that participated gained valuable knowledge and insights to uphold accountability, transparency, and governance-based efficiencies across their precincts.



---

# Hamilton

## Introduction

Established in December 2019, Hamilton Business Association (HBA) is a not-for-profit independent Business Improvement Association (BIA) that represents people who own or occupy commercial premises in the Hamilton precinct. It is the objective of Hamilton Business Association to promote the Hamilton Precinct as clean and friendly location to visit.

HBA aims to promote the development, beautification and advancement of the commercial interests of businesses within the Association's precinct through structured promotion, advocacy on relevant issues and planned programs. The goal of the HBA is to see an increase in businesses and employment in the Hamilton precinct with the aim to have full real estate occupancy, attraction of local visitors and tourism and the support of education around history and culture.

Along with its counterparts in Newcastle, Wallsend, and Mayfield the Association has a Service Agreement with the City of Newcastle (CN) which provides up to \$100,000 annually for projects that promote, beautify and drive economic development for the Hamilton precinct. These funds are collected by the City of Newcastle via the Special Business Rate Levy. HBA also always ensures that any other income like sponsorships of events or grants received by the Association, deliver services, programs and outcomes that add value to the precinct.

Each year the Association, with the assistance of the Business Improvement Association Support Service presents a strategic 'Deliverables Plan' to the City of Newcastle outlining planned projects and expenditure for the 12-month funding period. At the end of each financial year this 'Acquittal Report' is also prepared by the Business Improvement Associations Support Service and submitted to the CN. Both the Deliverables Plan and Acquittal Report are uploaded on the CN website along with monthly Board meeting minutes for members and general public to view.

All Business Improvement Associations are governed by their Constitution and a Service Agreement with CN. Both documents are published on the CN website.

---

## Board Members as of June 2023

<b>Role</b>	<b>Name</b>	<b>Business</b>
Chair & Public Officer	Reece Hignell	<i>Cakeboi</i>
Vice Chair	Amanda Hinds	<i>Origin Architecture &amp; Heritage</i>
Treasurer	Kate Ellis	<i>Sportspower</i>
Secretary	Sandra Malloy	<i>Qs Books</i>
Ordinary Board Member	Rob Burton	<i>BEA News</i>
Ordinary Board Member	Amy Cook	<i>The Neighbourhood Salon</i>
Ordinary Board Member	Nick Van Baal	<i>Greater Bank</i>
Ordinary Board Member	Chelsea Willis	<i>Young Peoples Theatre</i>
Ordinary Board Member	Mara Draper	<i>Son of a Gun Diner</i>

## Governance

### ***Monthly Board Meetings***

The HBA held 12 monthly Board meetings and 1 AGM in the 2022/2023 financial year period. All Ward Councillors have a standing invitation to attend these meetings.

### ***Annual General Meeting***

The Hamilton Business Association Annual General Meeting (AGM) was held on 17 November 2023 at The Blind Monk, Hamilton. All Board members were present aside from receiving apologies from Robert Burton (BEA News). It should be noted that Kate Ellis (SportsPower) attended online. All Ward Councillors and the Lord Mayor receive a standing invitation to attend all Association meetings as per the HBA Service Agreement with CN. The AGM was coordinated by JM Consultancy Services.

### ***Hello Hamilton Monthly Update to Database***

The Board voted to send a monthly update to their database following each Board meeting. The update would be a summary of the meeting minutes enabling members to contact the HBA directly with any queries. This is at no cost to the HBA is prepared by the Secretary in conjunction with the Chair and BIA Support Service. The HBA currently has 128 members who have chosen to be on their database.



---

### ***Traditional Media***

In the last year, HBA has attracted some favourable news coverage across several of their projects and events. This has included print and digital articles and stories, and radio interviews. This media coverage was coordinated and developed by JM Consultancy Services and assisted by appointed Event Coordinators Hunter Events Group and more recently PWP Events.

### ***The Local Publication***

The Local publication was chosen by the Board for a monthly one-page article promoting news and events of the Hamilton precinct to a nearby broader community. The Local is a monthly publication and assists in drawing foot traffic from outer suburbs into the Hamilton precinct. It is delivered to 11,000 homes in Lambton, New Lambton, North Lambton, Hamilton North, Broadmeadow, Jesmond & Kotara areas. Articles showcase existing local businesses via editorials to bring people from other areas into the Hamilton Precinct. It is also dropped at several Hamilton businesses for locals.

### ***Street Art***

The HBA engaged Flying Spanners Gallery to revisit their artwork in the precinct for maintenance. The HBA also supported another Paul Maher art project with mosaics from a Hamilton Public School project installed on the front of the Hamilton Library. The HBA funded a small amount for part of the installation and this project was well supported in the media.



### ***Markets in Hamilton***

The BIA put out a call for expressions of interest for a ‘Market Stall Coordinator’ to assist with setting up Markets in James St Plaza. This position was filled, and the Markets launched on Saturday May 7 2022 on a 12-week trial basis. New branding for the “James St Providore Markets” was created and launched along with a map to lead people from Gregson Park Markets back to James St Plaza on the monthly dates when the two markets were held simultaneously.

James St Plaza markets were targeted at small makers and traders of food. The desired result of 8 -10 regular Saturday market stalls proved challenging due to the ongoing wet weather and covid, causing stallholders to cancel at short notice. It was also difficult to entice



---

small local produce stallholders to attend, as most already had commitments at established markets such as Farmers Markets. The Board made the decision to cancel the markets and look for an alternative project to activate James St Plaza. It should be noted that the independent Gregson Park Markets also ceased for the same reasons.

### **James St Plaza Projector Art**

As the James St Plaza Markets were not as successful as anticipated, the Board voted to engage the expertise of Art Thinking to better use and manage the projector in the Municipal Building on James St Plaza. The projections commenced in January and added color and attraction to the Plaza at night. The first activity in January was a Curious Legends project called Spirits of Newcastle which ran for approximately 6 weeks. The following projections were the We Are Project by WH!P, and Mario Minichiello exhibitions.



### **12 Days of Christmas**

In the lead up to Christmas, the Hamilton Business Association, with the assistance of Hunter Events Group launched '12 Days of Christmas' in December 2023 to help local businesses promote the diverse retail, hospitality, and business options available in the precinct.



The activation was held over 12 Days and was in collaboration with several businesses in the precinct. The Christmas activation drew a modest increase in foot traffic to the Hamilton precinct as well as a significant amount of promotion of the area and the Hamilton Business Association.

The activation also hosted several Live Spots music acts and offered free or paid professional Santa photos. It was accompanied by an independent Twilight Christmas Market in Gregson Park.

---

### ***Mother's Day***

In celebration of Mother's Day, HBA held a competition via social media platforms along with paid advertorial in Newcastle Live. HBA collaborated with 12 local businesses to provide gift vouchers via a digital competition, overarchingly promoting Hamilton as a destination for beauty, boutique shopping and dining.

### ***Beautification and Greenery***

Hanging planters with live flowers and green walls with living plants have continued to be installed by the HBA on suitable business facades in the precinct. This is an ongoing project to assist with beautifying the street from the road and the pavement. The Newcastle Men's Shed assists with caring for the plants with a watering system that has been purchased by HBA. The HBA also supported the SBR Contestable funded project by Herb Urban via letter of support to plant lemon myrtle trees in the existing mosaic planters along Beaumont St. Some funds were then expended to replace vandalized trees.



### ***Business Beat (Renamed Operation Confidence)***

Hamilton Board Member Kate Ellis (formerly a Police Officer) assists the BIA Support Service with coordinating this project. The 'Business Beat' initiative is at no cost to the BIA and aims to show support of local police by local businesses and gives Police the opportunity to talk about local policing issues (inform, educate, connect, visibility). There have been two walking patrols into businesses that have been coordinated by the HBA since January 2023.

### ***Business Brekky Club***

Created to engage face to face with businesses in the precinct on a regular basis. Three breakfast meetings were held and the Board voted to discontinue due to low attendance and individuals' inability to devote time to grow this project.

### ***SBR Funding Info Session***

In April 2023 Hamilton Business Association (HBA) alongside The City of Newcastle held a public information session about the upcoming SBR Contestable Funding in the precinct. This information session was attended by a solid number of applicants for this precinct proving that the BIA was very successful in communicating to their network about the SBR grant. The session provided potential applicants with all the information they need for the application

---

process as well as a networking opportunity. Applicants were able to brainstorm and collaborate with each other during the information session. HBA were also able to speak with applicants about the potential to collaborate on upcoming projects and provide letters of support for the applicants.

### ***BIA Ideas Exchange***

The HBA Board attended the annual CN BIA Ideas Exchange in March. Each Chair gave a brief overview of projects and plans for the past year and a vision for their future. This was coordinated by JM Consultancy services in conjunction with Thomas Michel and the CN Economic Development team. The night was well attended and proof of the effectiveness of collaboration between BIAs and the passion of the volunteer Boards.

### **Conclusion**

Hamilton Business Association has continued to build strong relationships with the community and business owners in the past 12 months. The Board met monthly, remained stable and committed to their projects, following their set Deliverables Plan with a few changes advised to CN.

The success of this Board is due to everyone's willingness to participate and be proactive. Along with their combined commitment to make informed decisions quickly to keep projects flowing. Whilst some of their goals were revised the Board moved swiftly to pivot some projects and enjoy a successful 2022/2023.

---

# Newcastle City

## Introduction

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

The Newcastle City Business Improvement Association (NCBIA) believes that while the precinct includes a number of larger businesses employing many people, it also recognises that as a livable city it includes many home-based businesses and sole traders who collectively contribute enormously to the economy.

Newcastle City BIA is a facilitator of conversations, projects and initiatives that best serve the changing and diverse needs of an evolving business community that seeks increased participation, promotion, and growth.

The Association is guided by a common purpose to:

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

---

## Board as of June 2023

<b>Role</b>	<b>Name</b>	<b>Business</b>
Chair	Kendall Brooks	<i>Brooks Event Management</i>
Vice Chair	Shanelle Compton	<i>Chandler Macleod</i>
Treasurer & Public Officer	Damien O'Brien	<i>O'Brien Winter Partners</i>
Secretary	Taiyo Namba	<i>Nagisa</i>
Ordinary Board Member	Kristy Coady	<i>Swell Magazine</i>
Ordinary Board Member	Lucy Glover	<i>Kafey Cafe</i>
Ordinary Board Member	Blake Phillips	<i>Pokey Newcastle</i>
Ordinary Board Member	Chris Russell	<i>CIMS Cafes</i>

## Governance

### ***Database***

The Board's activity with their database has been relatively low however the NCBIA set up a subscription to send out a survey to their database for feedback on the precinct and business needs.

### ***Monthly Board Meetings***

The NCBIA Board held 8 Board meetings from July 22 to June 23 plus 1 AGM. All of the local Ward Councillors have a standing invitation to attend.

### ***Annual General Meeting***

Newcastle City Annual General Meeting (AGM) was held on 16 November 2022 at O'Brien Winter Partners, Newcastle. The AGM was coordinated by JM Consultancy Services. All local Ward Councillors were invited with Cr Carol Duncan attending on behalf of the Lord Mayor and Cr Jenny Barrie was also in attendance.

## Projects and Events

### ***Live Spots***

The NCBIA embraced the Live Spots music program in the City as its major project of 2022/2023. The current Talent Manager has produced over 80 two-hour gigs throughout the City precinct within as many cafes, art galleries and retail shops from October 2022 to end June 2023. The BIA also totally expended the final funding amount of \$15,000.00 left of SBR Contestable funding given in 2020. Acquittal presented via Smarty grants portal in April 2023 after several approved extensions.



---

Feedback from businesses and artists has been phenomenal. With artists enjoying daytime gigs and venues loving the artists for attracting more visitation whilst those visiting love the vibe. A Live Spots Instagram account will support this program in the future promoting Mayfield and the City BIA gigs.

### ***Illuminate***

Illuminate was a winter nighttime activation taking place in the Hunter St Mall. It was presented by Curious Legends in July 2022.

It should be noted that Curious Legends undertook many levels of consultation with local Mall traders and businesses and provided the NCBIAs with feedback that the businesses were looking for a way to get families back to the Mall from outer suburbs. The event also hosted several Live Spots performers and attracted hundreds of visitors. The event was a great success.



### ***Beautification Sponsorship***

The Board chose to fund a project proposal that was presented by a collaboration between Small Walls and Herb Urban to install an interactive mural with greenery and lighting onto a wall in the precinct. It is hoped that the location will drive visitation as this interactive artwork will be a visitor attraction for the CBD. To date a wall has been sourced and approval being sought. The Board expects this project to be unveiled in late 2023.

### ***Community Event Sponsorships***

Whilst it was the Boards intention to solely sponsor a visual arts trail, they decided to expend more funding towards the following community events that presented them with proposals throughout the year.

- Big Picture Festival – A modest sum was provided for the Street Party closing the Big Picture Festival with Live Spots artists' performances.

- 
- [WESTWALK](#) – LEDA Gallery, Blackstone Gallery, Wester and Playstate collaborated and proposed sponsorship of the 2022 & 2023 WESTWALK art trails which the Board voted to assist with funding.
  - [We Are – WH!P Collective](#) were supported to assist their WE ARE Project launched at the Lock Up and throughout the east end. This project was also supported with was also a SBR Contestable funds.

### ***Marketing - Social Media***

Whilst there has been a steady but modest increase in followers for both Facebook and Instagram, the Board recently decided to quit these platforms as of end June 2023 and focus on expending their funds in different ways moving forward. The Board recognises that their precinct is different to the other BIA areas in that it is geographically larger and hosts many more diverse businesses. The Board deemed the BIA social media pages unable to compete with more popular pages and engage with the local community and businesses as it had planned.

### ***Member Connect Catch Up***

One Member Connect Catch Up was arranged with only 2 members attending and the Board. The Board deemed this unsuccessful and utilised their funding towards Live Spots.

### ***Website***

The NCBIA had an external party undertake founding development on the Live Spots and NCBIA page, being required to pay hosting fees. The NCBIA website needs to be updated and Board have decided to pause the Live Spots page for now.

### **Conclusion**

NCBIA Board has grown in the past year and become more proactive in seeking feedback from their membership in 2022- 2023. The Board has concluded that their focus will be on providing the precinct with options for sponsorship of activations that will help with wayfinding and placemaking in 2023 – 2024. The Board has made recent connections with important stakeholders such as Makers & Traders, Iris Capital and Business Hunter and intend to collaborate more in the future, specifically with SBR Contestable funding applicants to support larger projects.



---

# Mayfield

## Introduction

Mayfield BIA was established as an independent business association on 6 December 2019 to represent the interests of businesses within the Mayfield precinct. The new Association was established to provide the precinct with an association that could work with City of Newcastle and key stakeholders including other similar organisations and Business Improvement Associations with the wider city to effectively disseminate funds that are collected by the Council through a Special Business Rate Levy, for the purpose of promotion, beautification, and economic development of the precinct.

In accordance's with the Association's Constitution and its service agreement with the City of Newcastle, Mayfield BIA will work as a cohesive and progressive group of professional people who will collaborate, inform, and progress the best interests of business in the Mayfield precinct. It has done this by:

- Acting responsibly and compliantly and with the best interests of its members and stakeholders as key priorities.
- Using funds to progress the economic development, promotion, and beautification of the Mayfield precinct.
- Working in unity with like-minded organisations including the BIAs of the City of Newcastle to progress city wide initiatives that add value to local business and particularly businesses in the Mayfield precinct.
- Working collaboratively with City of Newcastle and other key facilities and infrastructure providers to progress projects that enhance Mayfield's position as a business hub.

## Board Members as of June 2023

<b>Role</b>	<b>Name</b>	<b>Business</b>
Chair & Public Officer	Tony Sansom	<i>Community Member</i>
Vice Chair & Secretary	Brett Hyham	<i>Mex Club</i>
Treasurer	Chris Russell	<i>CIMS Cafes</i>
Ordinary Board Member	Kath Teagle	<i>Mayfield Medical Connection</i>
Ordinary Board Member	Phil Boyd	<i>UBX Training</i>
Ordinary Board Member	Aaron Buman	<i>Newcastle Affordable Housing</i>
Ordinary Board Member	Anthony Ross	<i>Hunter Volunteers Centre</i>
Ordinary Board Member	Emma Warren	<i>I Love Mayf</i>

---

## Governance

### ***Database***

MBIA now has a database of 177 members with regular notices of events, activations and general notifications regarding CN initiatives being circulated.

### ***Monthly Board Meetings***

The MBIA Board held 8 Board meetings from July 22 to June 23 plus 1 AGM. All of the local Ward Councillors have a standing invitation.

### ***Annual General Meeting***

The Mayfield Business Improvement Association's General Meeting (AGM) was held on 15 November 2022 at The Mex Club, 58 Hanbury St, Mayfield. The AGM was coordinated by JM Consultancy Services. An invitation to attend the AGM was circulated via email to the MBIA database which was renewed in 2022 and now consists of 177 members and advertised on social media. All Local Ward Councillors were invited with nil attending.

## Projects and Events

### ***Social Media***

The Board hosts the This is Mayfield Facebook and Instagram pages. Facebook showed an increase in followers of 73% to 4482 and Instagram showed an increase in followers of 67% to 640 with over 600 posts per platform for the year. The MBIA have used these social media platforms to engage with, educate and promote Mayfield businesses, projects, and initiatives. This has proved a valuable tool alongside the new membership database to build MBIA awareness.

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

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

### ***Live Spots***

This project was embraced by the MBIA bringing local musicians to local cafes on a weekly basis. The program was promoted via social media and posters in several businesses in the precinct. The MBIA engaged a local Talent Manager with a database of emerging local musicians to organise the 2-hour gigs and provide regular updates to the Board.

The MBIA has received excellent feedback from local venues appreciating and supporting the Live Spots music program as it enhances the visitor experience to local hospitality venues

and promotes visitation to Mayfield businesses. The project provides safe spaces for emerging local musical artists to perform enabling exposure. The project will be ongoing during September to December 2023. A promotional video was produced for the MBIA to enable future advertising for the Live Spots program.

### **Community Activations – Mayfield Arts Trail & Mayfield Day**

The MBIA hosted two larger scale activations in the precinct in 2023. Mayfield Arts Trail was held in the January school holidays and Mayfield Day was once again hosted by the MBIA with Mex Club as a minor sponsor in May 2023. Both events were coordinated by Hunter Events Group and very well received by the community with over 2000 people attending both days.

The intention of Mayfield Arts Trail was to highlight the street art in the precinct with a printed map given to those attending. This allowed the community to walk the trail and learn about the art and the artists, stopping off at local cafes and shops along the way and enjoying the Live Spots music dotted along the trail. A live art installation was in the center of the Trail with UPNUP Inspirations held live spray art classes engaging with attendees. The MBIA had other local entertainment and stalls at this focal point. It is the intention of the BIA to make this event annual and host again in January 2024.



Mayfield Day was first launched in May 2022 and was deemed a great success. This is now an annual event in Webb Park. This year's activation saw double the attendance of both community and stall holders.

It should be noted that the MBIA announced the activation to its members database giving members first option to have a stall at these events. Promotional videos were organised by the MBIA to enable future advertising for these events.

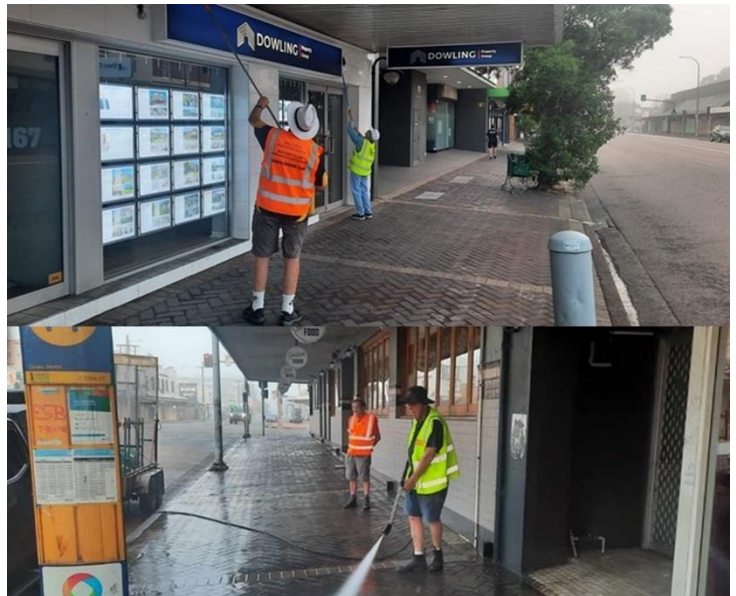
---

### **Street Art & Clean Streets**

Mayfield BIA engaged Alexa Stuart mural artist & UPNUP Inspirations to complete two mural art projects at specific sites in the precinct for beautification. More recently the Board have collaborated with Jordan Lucky of Playstate Pty Ltd and supported a July 2023 school holiday activation around a large mural Jordan is painting on the corner of Roe St and Maitland Road, Mayfield.

This activation is expected to not only beautify this building that has been a target for graffiti but also draw attention from the community over the two-day activation with local business gift voucher giveaways promoted via a hashtag social media competition.

The BIA have also continued to partner with Rotary Newcastle to regularly monitor street cleanliness and pressure clean the street, remove graffiti, and tend to tidy up weeds and grass along the footpath and main roadside as required. Rotary also clean vacant shop fronts removing cobwebs and cleaning graffiti.



### **BIA Ideas Exchange**

The MBIA Board attended the annual CN BIA Ideas Exchange in March. Each Chair gave a brief overview of projects and plans for the past year and a vision for their future. This was coordinated by JM Consultancy services in conjunction with Thomas Michel and the CN Economic Development team. The night was well attended and proof of the effectiveness of collaboration between BIAs and the passion of the volunteer Boards.

### **Conclusion**

The MBIA Board has worked cohesively under Chair Tony Sansom and has successfully organised two major events in the precinct being the Mayfield Day and the new Mayfield Arts Trail to drive economic development whilst also promoting and beautifying the precinct. These activations have proven successful and popular with the local businesses and community, bringing upward of 2000 people to the precinct on both occasions.

---

# Wallsend

## Introduction

Established in 2019, Wallsend Town Business Association (WTBA) is a not-for-profit independent Business Improvement Association (BIA) that represents people who own or occupy commercial spaces in the Wallsend precinct. WTBA is about locals supporting locals in this flourishing, family friendly, western suburb of Newcastle.

Along with its counterparts in Newcastle, Hamilton, and Mayfield the association has a service agreement with the City of Newcastle which provides up to \$100,000 annually for projects that promote, beautify, and drive economic development for the Wallsend precinct.

WTBA is working to improve the atmosphere and general business community in Wallsend. Locals love the unique feel of the suburb and the WTBA wants to work to ensure the areas proud history and heritage is retained and celebrated. Its vision is to work in collaboration with all members, for the benefit of the Wallsend precinct to enable economic diversity and growth and support business endeavors locally and across the wider City of Newcastle.

It has been the objective of Wallsend Town Business Association to promote the precinct and its place within the City of Newcastle, as well as create a beautiful and welcoming place for people to work, visit and live. The WTBA's main goal is to effectively communicate with all members, the City of Newcastle, and other stakeholders for the benefit of promotional, beautification and economic outcomes for the precinct.

## Board as of June 2023

<b>Role</b>	<b>Name</b>	<b>Business</b>
Chair & Public Officer	Wayne Rogers	<i>Iona on Robert</i>
Vice Chair	Julie Pike	<i>La Petite Hair Salon</i>
Treasurer & Secretary	Linda Pinkerton	<i>Mrs Bouquets</i>
Ordinary Board Member	Rhonda Drivas	<i>Wallsend Village</i>
Ordinary Board Member	Nathan King	<i>Divalinas</i>
Community Member	Bianca Bartlett	<i>Purple Card Project</i>



---

## Governance

### ***Database***

WTBA has increased its database from 97 to 140 in the past year. The WTBA now communicate to this database monthly via a professionally written EDM and this is cross promoted on social media and the WTBA website. The WTBA also updated the information on their website in 2022.

### ***Monthly Board Meetings***

The WTBA conducted 10 Board meetings throughout the 22/23 financial year with Ward Councillors having a standing invitation to attend.

### ***Annual General Meeting***

The Wallsend Town Business Association's Annual General Meeting (AGM) was held on 18 January 2023 at Café Tempest in Wallsend. The AGM was coordinated by JM Consultancy Services. This year saw record attendance by members. Local Ward Councillors E Adamczyk, D Richardson and C Pull were present.

## Projects and Events

### ***Social Media***

The Wallsend Town Business Association currently has Facebook and Instagram pages. This is a very useful tool of communication to businesses, members, and community. The page currently has 6082 followers. Instagram is a newer platform for the WTBA and currently has 750 followers (up 26% on last year). The account was formerly run and managed by the Board and is now managed externally. The Facebook page was merged with the former Wallsend Winter Fair page two years ago to build the following overnight. It has proven a useful tool to engage with, educate and promote Wallsend business, WTBA projects, and initiatives. The WTBA also paid for 10 business promotional videos for promotion on social media.

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

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

---

### ***Traditional Media***

In the last 12 months Wallsend Town Business Association has attracted some media coverage and financed monthly full-page advertorials in In Touch magazine. These paid advertorials are written in a way that has information about different businesses in the precinct providing them with free promotion and assisting to bring more awareness of the business offering in the area.

### ***Business Banter – Networking Event***

Business Banter is a business networking event. The WTBA held 4 activations over 2022/2023 by hosting dinners in a local restaurant with guest business owners sharing ideas and advice, and a guest speaker to help educate and inform. These have been well received and proved an excellent way for the WTBA to improve awareness of its purpose and projects. They are now getting frequent requests from local businesses to join this event.

### ***School Holiday Promotions***

WTBA engage event coordinators to manage their events. The school holiday activations are held between Wallsend Village and at the park at the iconic Rotunda. These events bring hundreds of families to the precinct and are promoted via social media and CN What's On page. These have proven highly engaging and successful with the community.



The school holiday event in September 2022 was titled Friday Family Fun Days. Little Scallywags and Hunter Heroes entertained and gifts were provided to all children attending. Each day attracted up to 100 guests. The school holiday event in April 2023 was titled Kids Party at the Rotunda. Little Scallywags appeared in their new show and the event also included the Pretty Amazing Jono. Freebies, gifts were once again provided to all children attending, including drink cups, toys, and books.

### ***Mother's Day***

Mother's Day is a special occasion and the WTBA celebrated with the mothers of Wallsend at an inclusive event held at a local venue with all food, decorations and prizes sourced locally from the precinct. The event this year was ticketed at a cost of \$10pp helping to offset the



---

expense associated to the event. There was a phenomenal response with the maximum number of tickets (100) selling out in the first week. Once again promoting the precinct and highlighting awareness of the WTBA.

### ***Father's Day***

Celebrating all things 'Dad' with the annual WTBA Father's Day BBQ. The Bluegum Road Men's Shed, Farnham's Butchery and NEWFM supported the activation. There was a Chocolate Wheel with prizes and over 100 sausage sandwiches were given out to attendees between 11am – 1pm.

### ***Flags***

Wallsend has some 40 traditional flagpoles on the top of buildings and at the entrance to Nelson St. The Board have had two designs created so the flags can be changed with a generic WOW Wallsend logo and a Xmas Greeting. These have been installed to help beautify the area and as a neat welcome into Nelson St Wallsend.

### ***Christmas Activation – 12 Days of Christmas & Rotunda Lights***

WTBA once again installed Christmas decorations in the Wallsend Rotunda for the 2022 Christmas season. The historical Wallsend landmark came to life on December 1 with a snow making machine, carols, and Santa.

The Rotunda was decorated with bright lights and garlands and Santa flicked the switch on the lights as part of a fun and festive family friendly activation. The WTBA held a series of community activation to entertain the children with the Rockin Elfy's Christmas Shows December 3, 10, 17 from 11am to 12.30pm and Christmas Carols at the Rotunda were on 21, 22 and 23 December from 6pm – 7pm. The Conscious Christmas Markets were also a highlight on December 10 which complimented the above activations.



### ***Wallsend Winter Fair***

In April and again in May 2022, WTBA sent out a survey via email and conducted a survey door to door along Tyrell, Nelson, Council Street and Wallsend Village asking its membership if they felt the Wallsend Winter Fair should continue in the future. The WTBA have since

---

## Projects and Events

### ***Social Media***

Over the course of the Association's lifespan, HBA has grown a significant and valuable social media presence. Accumulating a total of 1600+ likes and 2000+ followers on their Facebook page (increased following of 30% on 21/22 year) plus and an additional 2500+ followers on their Instagram page (increased following of 27% on 21/22 year).

Both accounts were initially run by volunteer Board members and are now professionally managed after a competitive EOI process. The platforms have shown a consistent and large growth annually which presumes that they will continue to grow and remain a valuable tool for the association to use to communicate and engage with their local community and assist in driving the Hamilton precinct economy.

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

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

### ***Advertorials***

The Board continued a partnership with HunterHunter & Newcastle Weekly to showcase the retail and hospitality businesses in the precinct and promote events. The reaction from the HunterHunter platform is always phenomenal enabling the Association to pick up hundreds of new followers on social media thus highlighting the precinct as the 'go to' destination for shopping and dining.

### ***Promotional Videos***

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

[Click here to watch 'Hello Hamilton – Visionary Health'](#)

---

engaged an independent business KisCreative to conduct an options study to review the future of such a festival which will be submitted to the Board and City of Newcastle by August 2023.

### ***Planters***

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

### ***BIA Ideas Exchange***

The WTBA Board attended the CN BIA Ideas Exchange in March. Each Chair gave a brief overview of projects and plans for the past year and a vision for their future. This was coordinated by JM Consultancy services in conjunction with Thomas Michel and the CN Economic Development team. The night was well attended providing proof of the effectiveness of collaboration between BIAs and the passion of the volunteer Boards. SBR Contestable Funding Information Session.

In May 2023 Wallsend Town Business Association (WTBA) alongside The City of Newcastle held a public information session about the upcoming SBR Contestable Funding in the precinct. The information session was well attended by potential applicants proving the WTBA were very successful in communicating about the SBR grant to their network with the assistance of JM Consultancy Services. The session provided potential applicants with all the information they need for the application process as well as a networking opportunity. Applicants were able to brainstorm and collaborate with each other during the information session. WTBA were also able to speak with applicants about the potential to collaborate on upcoming projects and provide letters of support for the applicants. The precinct received some quality applications for this round and the WTBA are looking forward to seeing these new projects come to fruition. Once again this is a positive result of SBR funding being able to bring exciting projects to a precinct for the betterment of the businesses and community.

### **Conclusion**

WTBA are a small but very dedicated Board who are passionate about the local community and enhancing the history and village feel of their unique precinct. The Board has maintained its focus and drive to bring multiple local community activations to the precinct throughout the year. The WTBA Board believes this is what sets them apart from other BIA precincts.

The WTBA have achieved everything they planned for the year 2022 – 2023.

---

# Appendix – Media Releases and Print Media

*Includes media releases and print media articles run through the respective BIA's throughout FY23.*



HBA Media Release - Mosaic Pavement Art Project Hamilton Oct 2022 (1)



HBA Media Release - Noodle Markets Hamilton June 2023 (2)



HBA Media Release - Santa Paws Comes to Hamilton 2022 (1)



HBA Media Release - Spirits Light Up the Plaza in Hamilton (1)



HBA Media Release -Mosaic Media Release (1)



MBA Media Release - Mayfield Arts Trail Jan 2023 (1)



MBA Media Release - Mayfield Day Apr 23 (1)



MBA Print Media - Hunter Coastal and Lifestyle (1)



WTBA Media Release - Wallsend Xmas 22 (1)

# Appendix C

## City of Newcastle Special Business Rates Income and Expenditure 2022-23

Special Business Rate (SBR) Precincts Income & Expenditure (2022-2023)					
Component	Income	BIA Admin	Payment to BIAs	Contestable SBR Funding	Balance
City Centre /Darby Street	905,929	45,568	100,000	513,136	247,225
Hamilton	144,720	23,197	-	46,500	75,023
Mayfield	82,317	23,197	100,000	-	40,880
New Lambton	15,760	-	-	51,050	35,290
Wallsend	155,795	23,197	100,000	54,637	22,039
<b>TOTAL</b>	<b>1,304,522</b>	<b>115,159</b>	<b>300,000</b>	<b>665,323</b>	<b>224,040</b>

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