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STRATEGIC DELIVERABLES PLAN

OVERVIEW

2023 - 2024

BUSINESS IMPROVEMENT ASSOCIATION
MAYFIELD PRECINCT

ABN 55634039506
INC ID 1901583

INTRODUCTION

The Mayfield Business Improvement Association (MBIA) was established as an independent business association in December 2019 to represent the interests of businesses within the Mayfield precinct. It also aimed to provide a pathway for professional communication with the City of Newcastle including key stakeholders and the Business Improvement Associations across the city.

These pathways of communication aim to enable the effective dissemination of 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.

It is the vision of Mayfield BIA to add value to the precinct's unique qualities as a business hub by working as part of a larger network of stakeholders that can advance its competitiveness and position. The Mayfield BIA Board is represented as below:

Chair and Public Officer: *Tony Sansom* of the Community.

Vice Chair and Secretary: *Brett Hyham* of Mayfield MEX.

Treasurer: *Chris Russell* of CIMS Cafe.

Ordinary Member: *Kath Teagle* of Mayfield Medical Connection.

Ordinary Member: *Phil Boyd* of UBOX Training.

Ordinary Member: *George Mavridis* of Woolworths.

Ordinary Member: *Em Warren* of Love Mayfield.

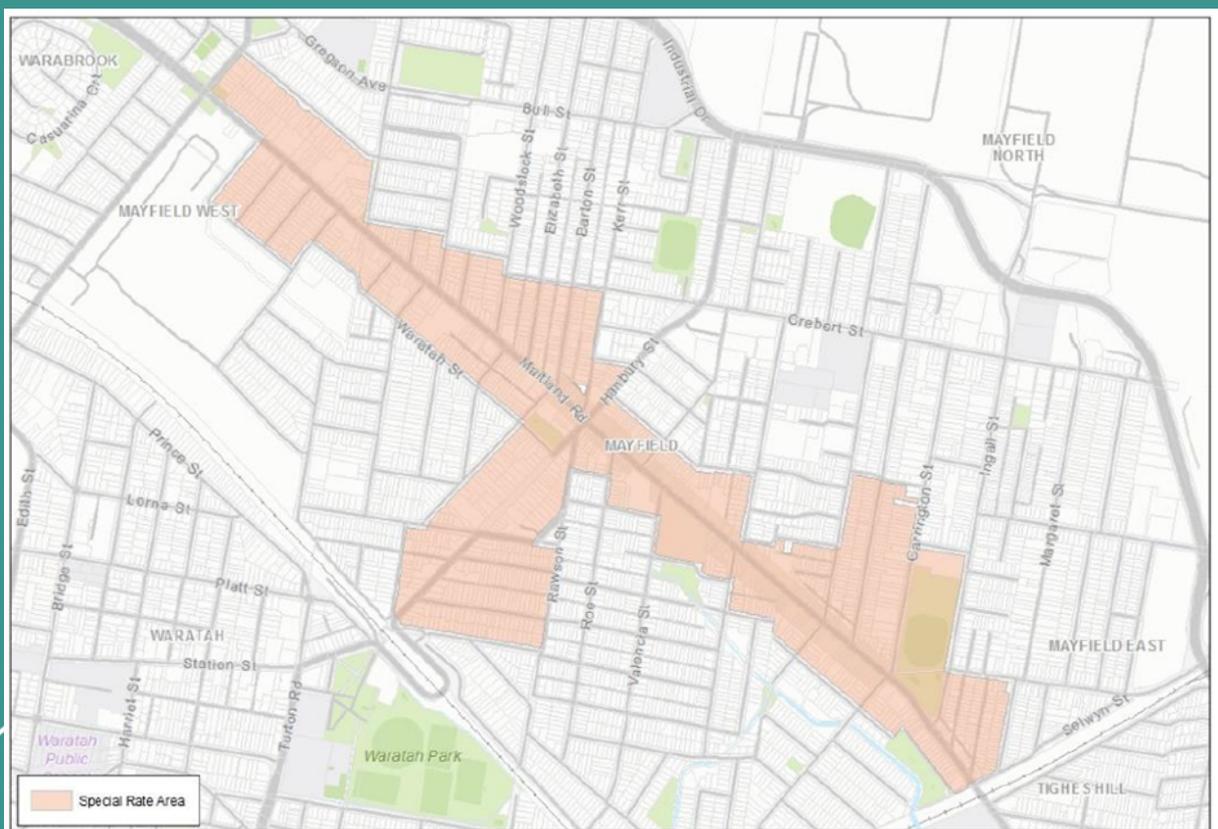
Ordinary Member: *Aaron Buman* of Newcastle Affordable Housing.

ABOUT THE SBR IN THE MAYFIELD PRECINCT

Special Business Rates (SBR) are collected from businesses in Mayfield and are reserved exclusively for the promotion, beautification and economic development of these business precincts.

According to City of Newcastle data there is 168 commercial premises that pay a Special Business Rate levy as part of their annual rates. The BIA understands that in Mayfield, premises are owned by large retailers such as Woolworths, Coles and Aldi through to micro and small business operators. It is a key objective of the BIA to comprehensively engage with all businesses within the precinct to best understand their needs and provide opportunity for informed discussion moving forward.

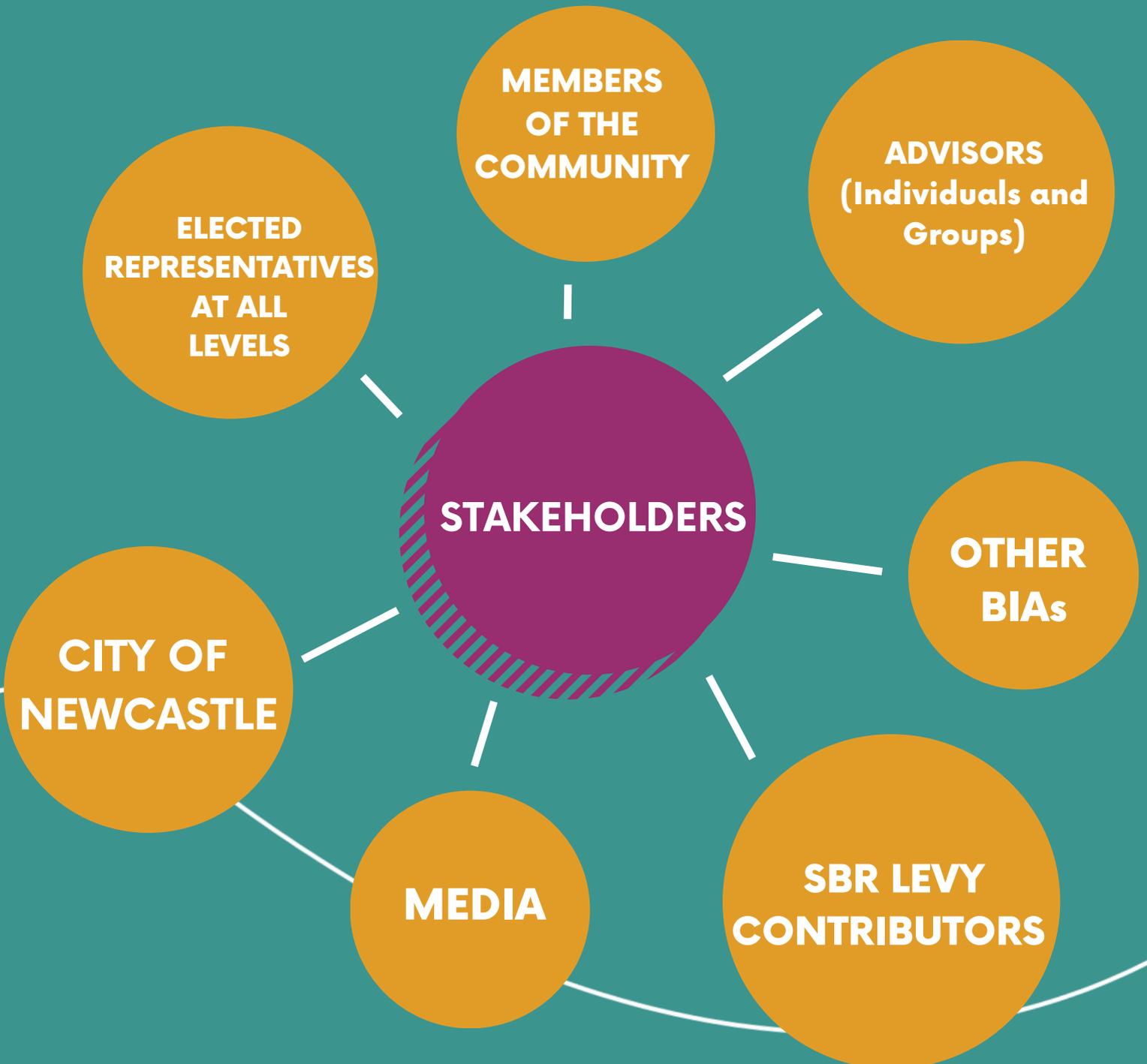
The Mayfield BIA precinct covers the area highlighted in the map below and includes 'members' who are classified as the people who pay the City of Newcastle SBR levy as part of the rates attracted by commercial property owners of those people/organisations that either directly or inclusively pay the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



STAKEHOLDERS

The Mayfield BIA considers itself an integral part of a diverse community and acknowledges the following key and general groups as audiences that will inform, engage and/or communicate with, to deliver activities, initiatives and plans in its objectives to support business in the Mayfield precinct.

The following is an overview and analysis of stakeholders but highlights the key audience segments that it sees most important in the next 12 months.



VISION MISSION GOALS

VISION

It is the vision of Mayfield BIA to add value to the precinct's unique qualities as a business hub by working as part of a larger network of stakeholders that can advance its competitiveness and position.

MISSION

In accordance 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 will do 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; and
- 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.

GOALS

- 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; and
- Be discerning with its budget and use it in a way that provides the best possible results over the full funding period.

KEY STRATEGIC DELIVERABLES

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

Budget overview has been recorded in three key areas of BIA expenditure; Governance, Promotion and Economic Development.

The Mayfield BIA understands it will be provided \$100,000 for the 12-month period.

Strategic Deliverables Budget 2023 – 2024

\$100,000

Promotion - \$45,000

- Social Media - \$18,000
- Live Spots - \$17,000
- Print & Media Publications - \$10,000

Economic Development - \$50,000

- Mayfield Arts Trail - \$30,000
- Mayfield Day - \$20,000

Governance - \$5,000

- Voluntary Workers Insurance
- Association Liability
- Public Liability
- Association Fees
- Professional Accounting Fees

KEY STRATEGIC DELIVERABLES

GOVERNANCE AND COMPLIANCE

INSURANCES

Timing: Annually

Budget: \$3 000

Details:

- Public Liability.
- Association Liability.
- Voluntary Workers Liability.

KPIs

- All of the above are a requirement of Service Agreement with CN.

ASSOCIATION FEES

Timing: Annually

Budget: \$100

Details:

- Submission of A12-T2 Form.

KPIs

- Governance for Associations required by Department of Fair Trading.

PROFESSIONAL FEES

Timing: Annually

Budget: \$1 900

Details:

- Quarterly BAS; and
- EOFY Summary prepared for AGM.

KPIs

- Governance for Association's AGM and compliance with all aspects of ATO requirements.

TOTAL = \$5 000

KEY STRATEGIC DELIVERABLES

ECONOMIC DEVELOPMENT

MAYFIELD DAY

Timing: Annually in May

Budget: \$20 000

Details:

- Family friendly event held in Webb Park with market stalls and entertainment.
- Mayfield businesses/community groups given first preference for all stalls.
- Family friendly entertainment.
- Live Spots music performances.

KPIs

- Promotes visitation to the precinct by locals and visitors from outside the precinct.
- Highlights local awareness of businesses and community groups who participate as stall holders.
- Marketing for events promotes the precinct improving visitation.

MAYFIELD ARTS TRAIL

Timing: Annually in January

Budget: \$30 000 (includes \$10 000 for Little Festival)

Details:

- The Mayfield Arts Trail will be held during January school holidays and is a walking trail with map and information about the twenty six murals and street art in Mayfield.
- Encompasses a broad area across the precinct from Mayfield West to Mayfield East allowing businesses maximum foot traffic during the event.
- Roving family friendly entertainment along the footpath on Maitland Road including Live Spots music activating at Cafes.
- "Little Festival" will form part of the Arts Trail in 2024.
- Live murals are produced on the day.

KPIs

- Promotes visitation to the precinct by locals and visitors from outside the precinct.
- Creates permanent murals for beautification and anti-graffiti purposes.

TOTAL = \$50 000

KEY STRATEGIC DELIVERABLES

PROMOTION

LIVE SPOTS

Timing: Monthly

Budget: \$17 000

Details:

- Supporting local musicians and small businesses with live music performances.
- Bringing live music to Mayfield on Saturday mornings.
- Rotating performances between several business locations from Mayfield West to Mayfield East.
- Promoting the business in social media and posters to improve visitation to the area on Saturdays.
- Dedicated Talent Manager and Live Spots Instagram page.

KPIs

- Engage with local businesses to host performances.
- Improve business activity and visitation to the area on Saturdays.
- Highlight business offering to the greater community via socials.
- Social media posts boosted to raise awareness of precinct and business offering.

SOCIAL MEDIA MANAGEMENT

Timing: Weekly

Budget: \$18 000

Details:

- Management of established Facebook and Instagram pages This is Mayfield.
- Used to communicate with the local community and businesses.
- Used to promote local businesses to local and wider community to increase visitation.
- Use of paid promotional advertising for events.
- Facebook currently has a reach of 4300 followers and Instagram following is 578.

KPIs

- Achieve min 10% increase in followers.
- Minimum goal of two hundred posts per year to promote local businesses and the precinct.

PRINT AND MEDIA PUBLICATIONS

Timing: Quarterly

Budget: \$10 000

Details:

- Utilise funds to promote the Mayfield business precinct in print & digital media publications.
- Used to promote local businesses to the wider community to increase visitation.
- Promote Mayfield as a desirable place to work, live and shop.

KPIs

- Surveys attached to media advertising with promotional vouchers given away to gauge readership and encourage feedback about precinct.

TOTAL = \$45 000.00

MAYFIELD BUSINESS IMPROVEMENT ASSOCIATION INC PRESENTS

MAYfield DAY





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