

2020-
2021

Mayfield – Acquittal Report



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ABN 55634 039 506 INC ID 1901583

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. 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.

In accordance with the Association's constitution and its service agreements 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.

Social Media

Mayfield BIA is currently in the stages of engaging a service provider to run their social media accounts. Once they have contracted a service provider, they will use existing and new social media platforms to engage with, educate and promote Mayfield businesses, projects and initiatives.



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Annual General Meeting

The Mayfield Business Improvement Association's General Meeting (AGM) was held on 15 March 2021, at the Stage and Hunter Hotel in Mayfield.

The AGM was coordinated by Purser Corporate Communication and all previous board members were present. Three members of the public also attended the AGM as well as Thomas Michel who representative City of Newcastle.

Four of the previous board members were elected plus a new board member.

Members And Their Roles

Role	Name	Business
Chair	Warren Pullbrook	Brook Motors
Vice Chair	Chris Arnold	Arnold Property
Treasurer	Ashlea Dowden	Mayfield Florist
Public Officer	Warren Pullbrook	Brook Motors
Secretary	Ashlea Dowden	Mayfield Florist
Ordinary Board Member	Kath Teagle	Mayfield Medical Centre

Projects and Events

Happiness project collaboration effort with Hapzly to engage local community spaces and focus on wellness for the business people of Mayfield. The project has been fully paid but is unfortunately currently on hold due to covid lockdown and restrictions.

This project aims to improve businesses and how they interact with four key stakeholders: employees, environment, community, customers and connect businesses with more customers and more job candidates, and Mayfield with more visitors by using happiness to boost brand trust and value.

Within this project various events will be coordinated that will be focused around connected, holistic, health. Helping build greater community engagement, trust, and connection between business owners, BIA, and residents. Opportunity to kickstart 'connecting happiness' and creating a community of care and support by introducing the initiative and giving businesses the chance to ask for help.

The second event will be 'Happy Mayfield Series: HAPPY PEOPLE' which will bring local business owners together and boost connection; Introduce the happy business initiative (early education about what and why is paramount) with short talk on happiness and associated practice(s); Live music with a local musician; healthy food supplied by a local business; Guided Meditation and/or Yoga Class; Open Discussion and informal chat. A smaller event to educate and engage business (+ more time to launch the initiative) will help make the larger weekend event more effective.

Lighting 2021

Mayfield BIA is currently engaging a service provider to coordinate and run this project. Once they have been contracted this initiative builds upon a project that was initiated by the former BIA called Illuminate Mayfield and would work with other BIAs and council to find partnership to fund lights for precinct. This project is about creating beautiful places that are safe and attract target demographics. The Association considers this to be a project that can be integrated into existing CN plans and those within other BIA precincts.

This project is listed as a key element of the collaboration created by the BIAs of CN called New Usual. The BIA would also reinstate and remodel its Illuminate Mayfield project as part of a safety and beautification project.

Quotes are being now being procured for an external party to conduct a Safety Audit of the precinct taking lighting into consideration as part of this audit.

Street Art

As at the time of writing this report, Mayfield BIA have engaged an Artist utilised in Hamilton precinct as part of a strategy to beautify the area with Street Art.

Business Beat – City Wide Initiative

A citywide initiative for BIAs. Hamilton Board Member Kate Ellis (formerly a Police Officer) assists with coordinating this project. Hamilton has hosted 2 events as forecast in their Deliverables Plan in 2020 /2021. The 'Business Beat' initiative 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).

LIVE SPOTS – City Wide Initiative

This project was 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.

The project provides spaces for local musical artists by working with the music industry, to perform (and therefore providing exposure and income generation opportunities). Also, 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.

Small Business Support Centre – City Wide Initiative

The Business Improvement Associations (BIAs) of Hamilton, Newcastle Wallsend and Mayfield represent more than 1,373 commercial properties and tenants within who pay a Special Business Rate levy as part of City of Newcastle rates. At the beginning of the COVID-19 pandemic the Associations reported adverse impacts of members from each precinct that have ranged from medium to severe.