

Love Local,  
Love Hamilton...



© Ali Sobel-Reid 2023

# STRATEGIC DELIVERABLES PLAN OVERVIEW

2023 - 2024

BUSINESS ASSOCIATION  
HAMILTON PRECINCT

ABN 43 576 863 540  
INC ID 1901585

# INTRODUCTION

---



Hamilton is known for being one of Newcastle's best 'eat streets', but it also possesses rich cultural heritage, an extensive choice of services and access to major transport infrastructure. This ensures that the precinct is an attractive destination for visitors and a desirable location for those who live and work here.

Hamilton has experienced great change over that past 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 that truly reflects the diversification of the retail, service and cultural precincts.

The Hamilton Business Association Board is represented as below:

**Chair:** *Reece Hignell* of CakeBoi.

**Vice-Chair:** *Amanda Hinds* of Origin - Architecture & Heritage Hamilton.

**Treasurer:** *Kate Ellis* of Sportspower.

**Secretary:** *Sandra Malloy* of Q's Books.

**Public Officer:** *Rob Burton* of 132 Newsagency.

**Ordinary Member:** *Chelsea Willis* of The Young People's Theatre.

**Ordinary Member:** *Amy Cook* of The Neighbourhood Salon.

**Ordinary Member:** *Mara Draper Lang* of Son of a Gun.

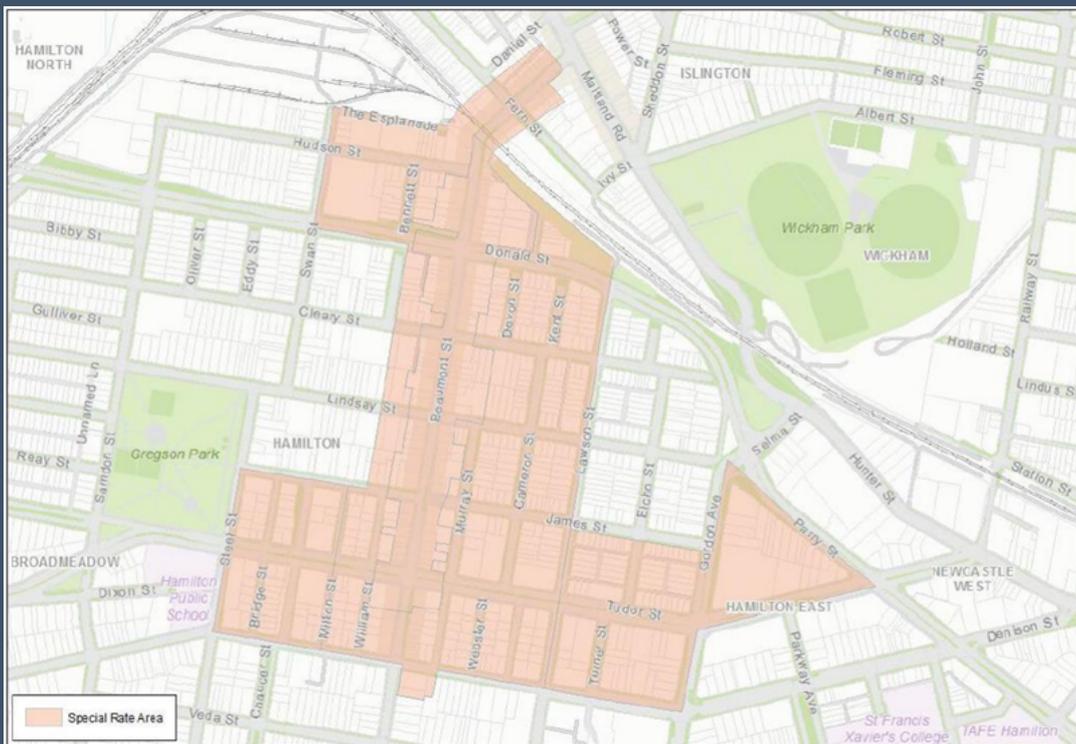
**Ordinary Member:** *Nick Van Baal* of Greater Bank.

# ABOUT THE SBR IN THE HAMILTON PRECINCT



Special Business Rates (SBR) are collected from businesses in Hamilton, and are reserved for the promotion, beautification and development of these business precincts. Annual funding for the most creative and innovative project proposals is distributed through a competitive application process.

The Hamilton Business Association precinct covers the area highlighted in the map below and includes members who pay the City of Newcastle SBR levy. This forms part of the rates attracted by commercial property owners that either directly or inclusively pay the levy through rental or outgoings.

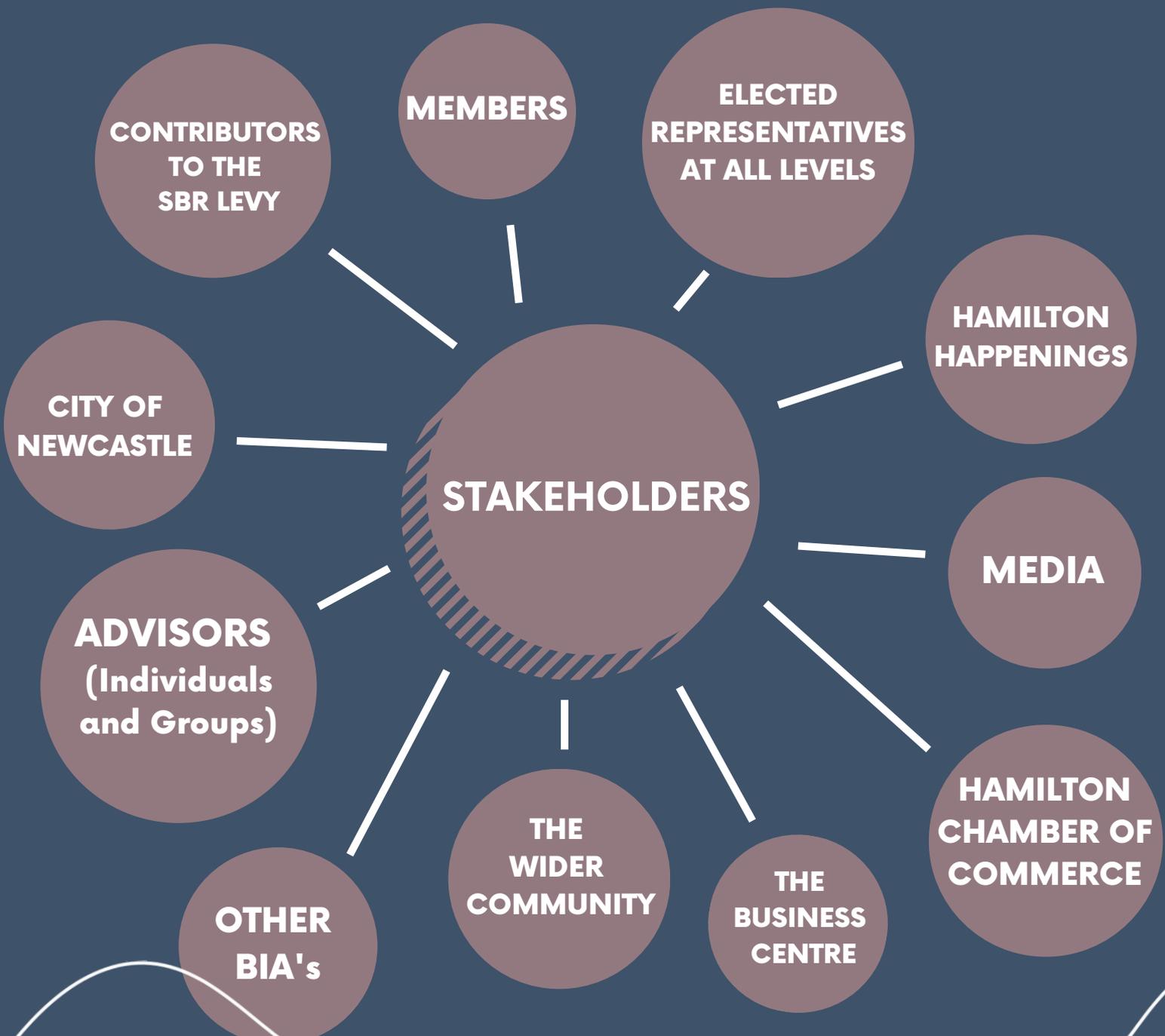




## STAKEHOLDERS

The Hamilton Business Association sees itself as an integral part of a rich and diverse community. It considers the following key groups (in no particular order) as audiences that will inform, engage and/or communicate with, to deliver activities, initiatives and plans in its objectives to support businesses in the Hamilton precinct.

The following is an overview and analysis of stakeholders – it is not a complete stakeholder map and serves only to understand the wider stakeholder landscape.



# VISION MISSION GOALS



## Vision

The 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.

## Goals

Hamilton Business Association understands that its unique position is informed by rich history and 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 STRATEGIC DELIVERABLES



The following table outlines key operational actions designed to achieve the Hamilton Business Association's objectives.

## Strategic Deliverables Budget 2023 – 2024

**\$100,000.00**

### Beautification - \$25 000

- Maintenance - \$12 000
- Graffiti Removal - \$5 000
- Small Walls Project Continuation - \$8 000

### Promotion - \$32 000

- Social Media Management - \$18 000
- Digital Business Promotion / Digital Campaign Generation - \$5 000
- Business Beat Event - \$2 000
- 'The Local' Advertisement - \$7 000

### Economic Development - \$38 000

- Large Community Event - \$25 000 (plus sponsorship)
- Small Community Events - \$5 000 (plus sponsorship)
- Feature Cultural Event - \$8 000

### Governance - \$5 000

- Insurances - \$3 000
- Association fees - \$100
- Professional Fees - \$1 900

# KEY DELIVERABLES



## GOVERNANCE AND COMPLIANCE

### INSURANCES

**Timing:** Annually

**Budget:** \$3 000

**Details:**

- Public Liability;
- Association Liability; and
- Voluntary Workers Liability.

**KPI's**

- Governance according to Service Agreement with CN & best practice for Associations.

### ASSOCIATION FEES

**Timing:** Annually

**Budget:** \$100

**Details:**

- Submission of A12-T2 Form

**KPI's**

- Governance required by Department of Fair Trading.

### PROFESSIONAL FEES

**Timing:** Annually

**Budget:** \$1 900

**Details:**

- Quarterly BAS and EOFY Summary prepared by external third party as required by Department of Fair Trading after AGM.

**KPI's**

- Governance required by ATO & Department of Fair Trading.
- Compliance with all aspects of ATO requirements.

**TOTAL = \$5 000**

# KEY DELIVERABLES



## ECONOMIC DEVELOPMENT

### LARGE COMMUNITY EVENT

**Timing:** Annually

**Budget:** \$25 000 (plus sponsorship)

**Details:**

- Carols in Gregson Park – early December.
- Full day event from morning until evening.
- Pet friendly event attracting up to 2000 people.
- Staged production of Carols utilising Hamilton based talent e.g. YPT, Julie Logan Music, Hamilton Public School, Reynolds & Co.
- Food vendors and/or local food businesses to partner offering an exclusive dining experience for visitors into Beaumont St.
- Possible partnerships with local businesses e.g.; local catering businesses to provide picnic hampers.
- Orchestrate a grand arrival of Santa along Beaumont St and into Gregson Park.
- Organise Santa photos for the community in the Park.
- Areas to be activated include but not limited to: James St Plaza, Gregson Park and Beaumont St.

**KPI's**

- Promote trade and business activity in the precinct and maximum increase in foot traffic.
- Creation of a tourist destination by providing a unique reason to visit the precinct.
- Be a major part of City of Newcastle event schedule.
- Collaboration with SBR levy paying members.
- Collaborate with Digital Asset Partner for social media postings and report on interaction and engagement.

# KEY DELIVERABLES



## ECONOMIC DEVELOPMENT

### SMALL COMMUNITY EVENTS

**Timing:** Annually

**Budget:** \$5 000 (plus possible sponsorship)

**Details:**

- Smaller community events such as Valentines Day, Mothers Day & Christmas activations in Hamilton precinct.
- Roving entertainment to cover high foot traffic areas precinct eg: strolling carollers pre Christmas.
- Areas to be activated include but not limited to: James St Plaza and Beaumont St.

**KPI's**

- Measure success of activation by increase in foot traffic / sales to the precinct. Increase following for precinct on social media with giveaways.
- Financially supporting small local businesses by purchasing product/vouchers for giveaways and promoting their business on social media.
- Collaborate with Digital Asset Partner for social media postings and report on interaction and engagement.

### FEATURE CULTURAL EVENT

**Timing:** Annually

**Budget:** \$8 000

**Details:**

- Day of the Dead Feature Cultural Event to be held in James Street Plaza in November 2023, highlighting Latin culture.

**KPI's**

- Promote trade and business activity in the precinct and encourage an increase in foot traffic.
- Creation of a tourist destination by providing unique reasons to visit.
- Collaborate with Digital Asset Partner for social media postings and report on interaction and engagement.

**TOTAL = \$38 000**

# KEY DELIVERABLES



## PROMOTION

### 'THE LOCAL' ADVERTISEMENT

**Timing:** Annually

**Budget:** \$7 000

**Details:**

- The Local is delivered to 11k homes in the Lambton, New Lambton, North Lambton, Hamilton North, Broadmeadow, Jesmond & Kotara area. 380 copies are also placed into business in this area, in addition to 480 copies placed in businesses in the Hamilton, New Lambton, Lambton and Adamstown region. Each monthly issue is shared with all 400+ advertisers (present, potential and past) via MailChimp. The Local Facebook page has a reach of more than 4,100 followers; since July 2018 The Local publications have been read more than 12,200 times.
- Showcase existing local businesses via paid monthly editorials to bring people from other areas, into the Hamilton Precinct.

**KPI's:**

- 12 editorials promoting Hamilton precinct to drive visitation from outer suburbs.

### SOCIAL MEDIA MANAGEMENT

**Timing:** Annually

**Budget:** \$18 000

**Details:**

- 'Hello Hamilton' social media management
- Raise awareness and creation of a tourist destination by providing information about businesses and activations in the precinct giving unique reasons to visit

**KPI's:**

- Monitor increasing engagement via monthly reporting with insights metrics, reshares, tags.
- Improve following by 40% by June 2024 (Currently 1800 FB followers & 2481 Instagram followers)

### BUSINESS BEAT EVENT

**Timing:** Annually

**Budget:** \$2 000

**Details:**

- Host two after hours networking events at a local venue in collaboration with the Local Area Police Command to enable business owners to speak directly with Police about crime prevention and action/s taken.

**KPI's:**

- Two events to be held annually
- Improve business owners understanding of crime reporting to see a decrease in anti-social behaviour.

### DIGITAL BUSINESS PROMOTION / DIGITAL CAMPAIGN GENERATION

**Timing:** Annually

**Budget:** \$5 000

**Details:**

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

**KPI's:**

- Provider to give report on engagement after each promotion.
- Calls to action to be monitored and reported to Board

**TOTAL = \$32 000**



## KEY DELIVERABLES

### BEAUTIFICATION

#### GRAFFITI REMOVAL

**Timing:** Annually

**Budget:** \$5 000

**Details:**

- Consult with local Charity groups eg: Mens Shed and Newcastle Rotary to obtain expressions of interest to remove graffiti from private business shop fronts in the precinct as the need arises.
- Upkeep of local area as required.
- Promote a welcoming and clean environment for locals, visitors and various business stakeholder groups.
- 

**KPI's:**

- Quarterly report to Board by provider with images and number of jobs completed.

#### SMALL WALLS PROJECT CONTINUATION

**Timing:** Annually

**Budget:** \$8 000

**Details:**

- Support the continuation of the Small Walls Project in collaboration with The Wall Station.
- Designed to assist with graffiti close to shop fronts at street level.
- Promote a welcoming and clean environment for locals, visitors and various business stakeholder groups.
- Creation of a tourist destination by providing unique reasons to visit.

**KPI's:**

- Create 6-10 small art murals.
- Assist with graffiti prevention close to shop fronts.
- Community event on install date and map produced of art locations.
- Collaborate with Digital Asset Partner for social media postings includes credit to artists and report on interaction and engagement.

#### MAINTENANCE

**Timing:** Annually

**Budget:** \$12 000

**Details:**

- Maintenance of current greenery in Hamilton precinct including 2 new green beam installations.
- Promote a welcoming environment for locals, visitors and various business stakeholder groups.

**KPI's**

- 2 new green beams in precinct by June 2024.
- Upkeep of existing greenery in area as required.

**TOTAL = \$25 000**

*Love Local. Love Hamilton...*



**BUSINESS ASSOCIATION  
HAMILTON PRECINCT**

**ABN 43 576 863 540  
INC ID 1901585**

**2023 - 2024 STRATEGIC DELIVERABLES PLAN OVERVIEW**

# Hello Hamilton

04/09/2023

To: City of Newcastle

Re: Change to Deliverables Plan 23 24 FY

Hamilton Business Association have voted to change the structure of funding in their 23 24 FY Deliverables Plan. The vote took place at Board meeting conducted on July 28.2023.

This will affect the category Economic Development as follows.

The Board wish to allocate the Economic Development budget in its entirety to the value of \$38,000.00 to deliver four Night Markets in James St Plaza during 2023 and 2024.

## Details:

- 3 x Night Markets with specialty food theme
- Food vendors and/or local food businesses to partner offering an exclusive dining experience for visitors into Beaumont St
- Family friendly activation with market stalls, food vendors and entertainment
- Areas to be activated include but are not exclusive to James St Plaza and Beaumont St

## KPIs:

- Promote trade and business activity in the precinct and maximum increase in foot traffic.
- Creation of a tourist destination by providing a unique reason to visit the precinct.
- Be a major part of City of Newcastle event schedule. Collaboration with SBR levy paying members.
- Collaborate with Digital Asset Partner for social media postings and report on interaction and engagement