

2022-
2023

Wallsend – Acquittal Report



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JM Consultancy Services
2022-2023



ABN 87421 344 002 INC ID 9895536

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 endeavours 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

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

Our thanks to Pauline Sellers (Samaritans) who was on the Board until resigning in May 2023.



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Projects & 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 board members and is now managed externally. The FB 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.

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.

Database

WTBA has grown its database from 97 to 140 this 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 <https://www.wallsendtown.com.au/> in 2022.

Events

Business Banter – Networking Event

The Event Organisers created this quirky name for a business networking event. The WTBA held 4 over 2022/2023. Small dinners with groups of 20 by invitation from the database supporting 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.

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.

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.



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The school holiday event in September 2022 was titled Friday Family Fun Days – 28,30 September and 5,7 October from 11am to 2pm. Little Scallywags and Hunter Heroes entertained and freebies, gifts provided to all children attending on all days. Each day attracted up to 100 guests.

The school holiday event in April 2023 was titled Kids Party at the Rotunda on the 12, 15, 19, 22 April from 11am to 1pm. Little Scallywags appeared in their new show and Pretty Amazing Jono. Freebies, gifts were once again provided to all children attending all days including drink cups, toys, and books. The activation was a great success with approximately 10 attending each event.

Christmas Activation – 12 Days of Xmas & 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 st and Wallsend Village asking its membership if they felt the Wallsend Winter Fair should continue in the future. The WTBA have since 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.

Mother’s Day

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



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Projects

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 repair and upkeep the mosaic planters to ensure that they are in good condition and add value to the street. This project is ongoing to assist with the beautification of the area.

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.

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 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 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.

Monthly Board Meetings

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

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.



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Wallsend Town Business Association

Financial Report as of 30/06/2023

SBR Funds received
 \$51,128.72 11/08/22
 \$58,871.28 23/02/23
 \$110,000.00 (incl.GST)

Expenditure Summary 2022/2023

Category	Deliverables Plan Budget	Actual
Beautification	\$11,000.00	\$21,184.00
Promotion	\$31,000.00	\$50,477.20
Economic Development	\$53,000.00	\$81,806.75
Live Spots		\$200.00
Governance	\$5,000.00	\$6,885.73
ATO BAS PAID	\$4,105.00	\$4,105.00
TOTAL	100,000.00	\$164,658.68

Opening Balance as of 01/07/2022 \$53,938.09
 Credits \$110,000.00 SBR + \$999.65 Refunds = \$110,999.65
 Subtotal \$164,937.74

Less Expenses \$164,658.68
 At bank as of 30 June 2023 \$779.06

Expenditure Breakdown 2022 / 2023

Beautification \$21,184.00	Flags Manufacture, installation & maintenance \$12,167.57 Planters \$1,896.00 Signage \$7,120.43
Promotion \$50,477.20	Database EDM Curation \$5,950.00 Social Media Management \$18,614.50 Print Media \$16,956.50 Website \$1,564.00 Signage for Events \$1,142.20 Promotional Vouchers \$2,750.00 Mother's Day Event \$3,500.00
Economic Development \$81,806.75	Options Study \$2,631.75 Business Networking Events \$10,900.00 Business Videos \$1,980.00 Father's Day \$3,400.00 Op Shop Trail \$10,670.00 Christmas \$29,500.00 School Holiday Events \$19,550.00 EOFY Event \$3,175.00
Live Spots \$200.00	Artist Fee \$200.00
Governance \$6,885.73	Accountant \$1,926.00 Association Fees \$220.90 Room Hire \$270.00 Printing \$66.33 Bank Fees \$7.50 Insurances \$4,395.00
BAS PAID TO ATO	\$4,105.00

Authorised Signature Chair Wayne Rogers

Prepared by JM Consultancy Services