

2021-  
2022

# Wallsend – Acquittal Report



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JM Consultancy Services  
2021-2022



ABN 87421 344 002 INC ID 9895536

## Introduction

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. Since the establishment of WTBA in 2019, the association has worked alongside City of Newcastle, Purser Corporate Communication and now JM Consultancy Services to ensure that the Wallsend precinct reaches its fullest potential.

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.



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## Projects & Events

### Social Media

The Wallsend Town Business Association currently has a Facebook page which is used as their main tool of communication. The page currently has 5685 likes and 5830 followers. Instagram is a newer platform for the WTBA and currently has 554 followers. The account was formerly run and managed by board members and is now managed externally. The FB page was cleverly merged with the former Wallsend Winter Fair page to build the following overnight. It has proven a useful tool to engage with, educate and promote Wallsend business, WTBA projects, and initiatives.

### Traditional Media

In the last 12 months Wallsend Town Business Association has attracted significant and favourable news coverage. This has included print and digital articles and stories, radio interviews and some television coverage. The WTBA also organised a paid print annual advertising package for the precinct with In Touch Magazine.

### Database

WTBA has grown its database to 97. The WTBA have communicated to this database several times throughout the year including a survey that was sent specifically asking questions to gauge business appetite for the continuation of Winter Fair.

## Events

The WTBA appointed Double Digits Marketing in 2021, as the event coordinator for the association. Double Digits and WTBA have coordinated several different activations over the last 12 months to help promote, and provide economic development for the Wallsend precinct, its members, and the wider community.

### Wallsend Winter Fair

**The WTBA had engaged an event coordinator for a Winter Festival to be hosted in Wallsend in 2021.** Obviously covid impaired this effort and the Association decided to offer a range of smaller activations over several months instead. This tactic proved highly successful.

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 agreed to engage an independent person to conduct a feasibility study for a future festival in Winter that will benefit businesses in Wallsend.

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

WTBA put up Christmas decorations in the Wallsend Rotunda for the 2021 Christmas season. The historical Wallsend landmark came to life with bright lights and garlands and Santa flicked the switch on the lights as part of a fun and festive family friendly activation.

Santa and his jolly Elf were then engaged to be in the precinct for the 12 Days of Xmas activation. Offering visitors and businesses the opportunity for free Santa pictures as he paraded in 2 different locations in the precinct. These activations gained print media coverage.



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## Fashion on the Footpath

Participating retailers in Nelson St and the Wallsend Village had their 15 mins of fame with a red-carpet fashion parade in front of their businesses with professional models and fabulous music. Business feedback afterwards told us that most retailers sold the garments modelled after the parade improving their regular weekly takings. This event gained print media coverage.

## Blokes Day

In lieu of a Father's Day activation which had to be postponed due to covid lockdown, the event organiser pulled together Blokes Day. Newcastle Knights veteran Robbie O'Davis strolled around the precinct in his Knights jersey with 2 Knights Cheerleaders giving away 100 Wallsend business gift vouchers purchased by the WTBA. The locals and visitors loved having a photo opportunity with Robbie and this also gained print media coverage.

## Book Week

Fairy tale characters and super heroes walked the precinct over 4 days stopping off at a dedicated colourful book themed backdrop for photos and stories. This brought Wallsend alive with laughter and fun with branded book marks and books given away to the kids. This activation again received favourable print media attention.

## Business Banter

The Event Organisers created this quirky name for a business networking event. The WTBA held 3 over 2021/2022. Small dinners by invitation to 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.

## 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 was run as a competition via social media with 300+ entries 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 will be ongoing to assist with the beautification of the area.

### Flags & Banners

WTBA engaged a graphics company to create a new logo and design banners for the precinct. The old banners and banner system have been removed and an application to CN has been lodged to install a new improved banner system along Nelson St. This new system removes the need for traffic management and cherry pickers to interchange banners in the future allowing the WTBA to easily change promotional messages at least twice per year.

Wallsend also has some 40 traditional flagpoles on the top of buildings and at the entrance to Nelson St. The Board have had a design created for 2 different styles of flag and these have been installed to help beautify the area and as a neat welcome into Nelson St Wallsend.

### Murals

Fee Madigan, founder of Art Mania Studios Wallsend, curated a colourful new mural on the corner of Tyrell & Nelson St. The WTBA supported project was celebrated with a launch that was well received both on social media and traditional media. The mural itself pays homage to environmental loss and cultural representation of connection to nature.

UP&UP Inspirations utilised SBR Contestable funds to curate a largescale mural on the side of the building at 67 Nelson St, Wallsend. The WTBA supported the completion with top up funding. The mural pays homage to the history of Wallsend as the WTBA looks forward to the 150<sup>th</sup> celebrations of Wallsend becoming a municipality in 2024.

### Business Beat – City Wide Initiative

A citywide initiative for BIAs. 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). The WTBA did not have a Business Beat in 2021/2022 period due to covid lockdown timing and police availability. This initiative will resume in 2022 / 2023.

### 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.



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Unfortunately, this project was heavily impacted by the pandemic. Bookings were hampered by weather and artist availability due to covid as well as covid restrictions and of course, lockdown.

The Board managed to book in several consistent weeks of music for the precinct post lockdown October 2021 but have since decided to pause Live Spots for Wallsend and may revisit late 2023 once the program regains momentum in other precincts and the pandemic clears.

### 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 and in fact it was requested that this type of casual exchange happen more often. This is proof of the effectiveness of collaboration between BIAs and the passion of the volunteer Boards.

### SBR Contestable Funding Information Session

In April 2022 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 attended by a record number of 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.

## Annual General Meeting

The Wallsend Town Business Association's Annual General Meeting (AGM) was held on 2 February 2022 at Baptist Care in Wallsend. The AGM was coordinated by JM Consultancy Services and previous board members were present to ensure quorum. Previous board members and members of the public attended the AGM as well as Thomas Michel, Sarah Horan and Beau Brazel who represented City of Newcastle. Local Ward Councillors E Adamczyk, D Richardson and C Pull were also present.

Five boardmembers were elected at the AGM.

### Members And Their Roles

Role	Name	Business
Chair	Wayne Rogers	Iona on Robert
Vice Chair	Rhonda Drivas	Wallsend Village
Treasurer	Linda Pinkerton	Mrs Bouquets
Public Officer	Phillip Murnain	Blue Gum Hills Men's Shed
Secretary	Linda Pinkerton	Mrs Bouquets
Ordinary Board Member	Pauline Sellars	Samaritans

# Wallsend Town Business Association

Financial Report As of 30/06/2022

SBR Funds received \$110,000.00 July 9, 2021, \$93,766.50 April 7, 2022.

## Expenditure Summary 2021/2022

Category	Deliverables Plan Budget	Actual Spend
Beautification	\$48,500.00	\$30,932.42
Promotion / Projects	\$98,000.00	\$70,581.68
Economic Development	\$15,000.00	\$27,566.00
Governance	\$4,500.00	\$5,659.31
BAS	No budget	\$15,688.00
TOTAL	\$166,000.00	\$150,427.41

Opening Balance \$110,005.00 + CN SBR \$93,766.50 + \$594.00 Supplier Refund = \$204,365.50

Less Expenses \$150,427.41

At bank 21/03/2022 \$53,938.09

## Expenditure Breakdown 2021/2022

Beautification \$30,932.42	Green Street \$7,000.00 Murals \$17,209.02 Banner Program \$1,463.40 Flags \$1,960.00 Painting \$3,300.00
Promotion \$70,581.68	Website \$1,964.00 InTouch Mag \$11,167.75 Newcastle Weekly \$2,640.00 Live Spots \$3,814.00 Logo \$1,844.93 Mother's Day \$5,526.00 Book Week \$9,218.00 Movie Night \$6,167.00 Business Banter \$5,400.00 Mural Events \$3,120.00 Social Media Management \$13,720.00
Economic Development \$27,566.00	Xmas \$17,268.00 Fashion on the Footpath \$5,550.00 Blokes Day \$2,880.00 Progressive Dinner \$1,560.00 Winter Fair Survey \$308.00
Governance \$5,659.31	Insurances \$4815.00 Association Fees \$132.21 CN \$322.10 Accountant \$390.00

Approved by Chair Wayne Rogers



*Wayne Rogers*  
Wayne Rogers (Jun 26, 2022 20:43 GMT+10)