




BUSINESS IMPROVEMENT ASSOCIATIONS ANNUAL REPORT 2024 – 2025



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Executive Summary

JM Consultancy Services manages all expenditure associated with the Special Business Rate Levy allocated to the Business Improvement Associations (BIAs), ensuring each Association operates within its deliverables budget and complies with all governance requirements.

We provide strategic support and guidance to the BIA Boards, working closely with service providers and stakeholders connected to each precinct. Our role includes oversight of digital assets, event management, media and communications, and financial reporting. We also engage regularly with local business groups, Special Business Rate Levy contributors, community organisations, City of Newcastle project teams, and elected representatives at all levels—attending relevant meetings on behalf of the Associations.

Over the past financial year, JM Consultancy Services coordinated and attended 25 Board meetings, managed 4 Annual General Meetings, facilitated 4 budget planning workshops, and provided fortnightly reports to a representative of the City of Newcastle. In addition, we prepared all meeting agendas and minutes, four Deliverables Plans, four Acquittals, and one Annual Report.

Collectively, the Associations have delivered a range of initiatives focused on promotion, beautification, and economic development within their precincts—outcomes made possible by the dedication of volunteer Board members committed to enhancing their local areas through the strategic use of Special Business Rate Levy funds. Each BIA continues to prioritise building stronger connections with its broader membership and local networks.

This year also brought several changes to the BIA Boards, with new members joining each Association, and the City and Hamilton farewelling long-serving members who completed their four-year terms. Board members represent a wide cross-section of industries, including hospitality, retail, marketing, events, arts, health, real estate, banking, and construction.

JM Consultancy Services also coordinated a collaborative project with the **Service NSW Business Bureau**, working with key stakeholders to conduct a targeted outreach campaign across the Newcastle region. The aim was to inform the development of potential future programs that support business owners within Special Business Rate-paying precincts.

The insights gathered will help inform the BIAs' decision-making processes, enabling them to better allocate funding and implement initiatives that deliver greater value to their local business communities.

We sincerely thank the City of Newcastle for the opportunity to continue supporting the BIAs and their volunteer Boards in achieving their goals and contributing to the ongoing success of the BIA model.



Janice Musumeci

Principal JM Consultancy Services



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Hamilton Business Association

Introduction

Established in December 2019, Hamilton Business Association (HBA) is a not-for-profit independent Business Improvement Association (BIA) that represents people who own or occupy commercial premises in the Hamilton precinct.

Hamilton is widely recognised as one of Newcastle's premier dining destinations, but its appeal extends beyond its vibrant food scene. The area boasts a broad range of services, boutique shopping, and excellent transport connections, making it an attractive location for visitors and a desirable location for residents and businesses alike.

Over the years Hamilton has undergone significant transformation. While the Association remains committed to preserving and celebrating its rich heritage it is equally focused on shaping a new identity – one that embraces the diversity of its hospitality, services, retail and cultural sectors.

The Hamilton Business Association Board is represented by a group of volunteers from the Special Business Rate paying precinct and one Community member as below:

Board Members as of June 2025

Role	Name	Business
Chair & Public Officer	Alissa McCulloch	Community Member
Vice Chair	Evan Reid	NEO Finance Group
Treasurer	Kasey Pollard	CommBank
Secretary	Kathy Sloss	Macleans Books
Ordinary Board Member	Josh Distefano	Vera Wines
Ordinary Board Member	Ram Khatri	Overtime Cafe
Ordinary Board Member	Lovkesh Asija	Clocktower/Rajs/IGA/Kings IV

Governance

Board Meetings

The HBA Board met a total of seven times in addition to holding one AGM and one Budget Planning Workshop in the 2024/2025 financial year period. All Ward Councillors and the Lord Mayor receive a standing invitation to attend all Association Board meetings as per the Association's Service Agreement with City of Newcastle.

It should be noted that Board members also attended two Community Meetings held by Tim Crakanthorp; one stakeholders meeting held by Tim Crakanthorp and one CCTV Forum meeting held by the Lord Mayor. A Board member also held a position and attended the Special Business Rate Contestable funding decision making panel. Board members along with JM Consultancy Services liaise regularly with the local area Police Command on behalf of the Association.

Annual General Meeting

Hamilton Business Association Annual General Meeting (AGM) was held on 18 November 2024, at Hudson St Hum, Hamilton with fourteen members in attendance, one City of Newcastle staff member and two Ward Councillors.

Projects and Events

Beautification – Greenery & Mosaic Pavement Art

Greenery

The HBA continued to maintain the green beams and mosaic planters on Beaumont Street from July to December 2024 and concluded the project in December. In July 2024, the Board informed the relevant businesses of their options for ongoing care or removal of green beams and are seeking expressions of interest from local community / gardening groups to attend to the iconic mosaic planters on an ongoing basis.

Mosaic Pavement Art

The HBA has once again supported Paul Maher Art in installing four additional mosaic pavement artworks on Beaumont Street. This project was rekindled in 2021/2022 when the Board caught up with Paul, the original artist who created the pavement art in the area in 1990. Paul consulted with nearby businesses to gather input for the new designs. There are currently 24 artworks along the pavement in Beaumont Street that tell the story of Hamilton, along with six on the exterior of Hamilton Library. It is hoped that, in time, the Association via Special Business Rate Contestable funds—together with the City of Newcastle—can curate a walking trail for visitors to explore and enjoy for another thirty years to come.

Promotion – Digital Precinct Marketing

Hello Hamilton

Over the course of the Association's lifespan, HBA has had a significant and valuable social media presence creating the precinct brand Hello Hamilton. Accumulating a total of 2,846 followers on Facebook (9% increase on 23/24 year) whilst and Instagram has seen a total of 3,583 followers (23% increase on 23/24 year). This year saw a change of supplier in April. This supplier also started a TikTok account for Hello Hamilton with 300 followers in under three months. This is a proven way to reach a cross-section of demographics.



Figure 1 - Hello Hamilton Social Media Logo

The platforms have shown consistent growth annually, which presumes that they will continue to grow and remain a valuable tool for the Association to use to communicate and engage with their local community and assist in the promotion of the Hamilton precinct.

Selfies with Santa

The Association arranged for Santa to visit a range of hospitality businesses over two nights in December. The "Selfies with Santa" initiative was a simple and cost-effective activity featured on Hello Hamilton, aimed at promoting local businesses and highlighting Hamilton's vibrant night-time economy during the Christmas season.



Figure 2 - HBA 'Selfies with Santa' Activation

Database

HBA currently has 149 members who have chosen to be on their database. The Board send out updates with details of any events or activations the HBA are involved in throughout the year as well as notification of their AGM.

Economic Development – Hamilton Hawker Markets, Fringe Feast

Hamilton Hawker Market in James Street Plaza

The HBA funded one Hamilton Hawker Market this financial year in September 2024.



Figure 3 - HBA - Hawker Market in James Street Plaza

The Board's vision is to continue investing in this event, endorsing Hamilton's reputation as a vibrant hub of culinary delights and entertainment with an international flavour. Fingers Crossed Creative have been chosen to be the Hamilton Business Association event organiser for these markets in the 2025 / 2026 financial period after a competitive EOI process.

Hamilton Hawker Markets are promoted via Hello Hamilton social media platforms with some paid advertising and usually attracts several free media articles that have helped to attract thousands of locals and visitors to the precinct during the activation.

Fringe Feast

In March, the classic Hamilton street festival returned on a smaller scale with the launch of *Fringe Feast*, marking the beginning of the annual Fringe Festival. Approximately 3,000 people visited the precinct to take part in this family-friendly, four-hour event, which featured Fringe performers and a variety of local food offerings.

Curated by Fingers Crossed Creative, the activation embraced a vibrant sideshow atmosphere.



Figure 4 - HBA Fringe Festival

A key highlight was a long communal dining table, where attendees could enjoy meals from local venues while being seated to watch roving entertainers and stage performances.

This event marked a successful collaboration between the Special Business Rate-funded Fringe Festival and the Hamilton Business Association and was a standout achievement of this reporting period. It is intended to become an annual event, with the potential to expand to a larger footprint.

The Fringe organisers conducted a participant survey with support from the University of Newcastle. The survey results are available upon request. All participating businesses within the Feast location reported an increase in both trade and foot traffic on the night of the event.

Conclusion

Over the past 12 months, the Hamilton Business Association has continued to strengthen its relationships with both the local community and business owners. The Board has seen some new members join and with their commitment, diligently worked to implement the objectives outlined in the Deliverables Plan. This success is a direct result of the Board's collective dedication, active participation, and proactive approach.

This year, two long-serving volunteer Board members, Reece Hignell and Amanda Hinds, concluded their four-year terms in accordance with the Association's Constitution. We extend our heartfelt thanks to both Reece and Amanda for their outstanding service and dedication to the local business community during their tenure with the Hamilton Business Association.

Newcastle City Business Improvement Association

Introduction

The overarching aim of the Newcastle City Business Improvement Association (NCBIA) is to promote development, beautification, and advance the commercial interests of businesses within the Newcastle City Special Business Rate Precinct.

As part of this commitment, the NCBIA considers all aspects of the precincts landscape and values the contributions of all individuals involved in business, regardless of their role or level, formal or informal. It also acknowledges the importance of their relationships with the broader community. The NCBIA believes its goals are best achieved through collaboration with organisations, groups, and individuals who can contribute meaningfully to its mission.

The Newcastle City Business Improvement Association Board is represented by a group of volunteers from the Special Business Rate paying precinct and one Community member as below:

Board Members as of June 2025

Role	Name	Business
Chair / Public Officer	Jacinta Fintan	The Wall Station
ViceChair	Emily O'Brien	Newcastle Banana Blossom
Treasurer	Lucy Glover	Kafey Cafe
Secretary	Kasia Ioczek	Urban Bar
Ordinary Member	Oliver Hughes	The Greater Group
Ordinary Member	Shanelle Lowe	Chandler MacLeod
Ordinary Member	Zackari Watt	Community Member

Governance

Board Meetings

The NCBIA Board met a total of seven times in addition to holding one AGM and one Budget Planning Workshop in the 2024/2025 financial year period. All Ward Councillors and the Lord Mayor receive a standing invitation to attend all Association Board meetings as per the Associations Service Agreement with City of Newcastle.

A Board member also attended the Special Business Rate Contestable funding decision making panel and another participated in the Special Business Rate Collaborative Forum.

Annual General Meeting

Newcastle City Business Improvement Association Annual General Meeting (AGM) was held on 20 November 2024, at Obrien Winer Law Partners, Newcastle with fifteen members in attendance, one City of Newcastle staff member and one City of Newcastle Director.

Projects and Events

Economic Development - Events

Event Sponsorships

As part of its Deliverables Plan, the NCBIa allocated \$47,500 to sponsor events and activations designed to drive visitation, promote local businesses, and enhance the amenity of the Special Business Rate precinct.

Interested groups were required to complete a BIA-specific sponsorship application and present their proposals to the Board for consideration. Following a formal voting process, sponsorship was awarded to the following initiatives:

Darby Street Eat Street (April 2025)
Façon Conscious Couture (April 2025)
Darby Street Fair (November 2025)
Midtown District CPTED Study (December 2025)

These projects align with the NCBIa's commitment to supporting local business, activating key precincts, and fostering a vibrant inner-city experience.

In addition, the Board also chose to support the Samaritans Christmas lunch in 2024 supporting 1200 guests, Toy Swap for Xmas with hundreds of families participating, and Winter Heat with over 10,000 attendees supporting small inner city business trade outs.

Darby St International Eat Street

The Darby International Eat Street event was developed at the request of Newcastle Food Month organisers to boost engagement in the Darby Street precinct during the festival. Canvas Events was engaged to deliver the pilot concept with funding support.

The event was held on Wednesday nights, featuring international-themed specials from local restaurants, supported by live music at Headphones Plaza, which added to the atmosphere. Marketing assets were produced and managed by Canvas Events, including social media, signage, and paid advertising.

Twelve businesses participated, with varying levels of engagement and success. Restaurants that created clear, cost-effective specials and actively promoted them saw the best results. Some confusion arose around whether the event was "dine in" or "takeaway," and not all staff were briefed early on, though this improved over time. The most successful nights aligned with school and university holidays, appealing to the "cheap eats" market.

The marketing expenditure led to social campaigns through Meta and "Newy with Kids," achieving 15,640 impressions and 2,306 engagements. As well as Newcastle Food Month promoting Darby St



Figure 5 - NCBIa International Eat Street Activation Newcastle Food Month

participating businesses via its channels, Ambassador Jessica Farchione also supported the event via social media, reaching her 21.6k followers.

Feedback was positive with 100% of businesses surveyed indicating they would participate again and experienced an increase in sales. This event showed strong potential for future growth.

Façon Conscious Couture

On Saturday 12 April 2025, the Conscious Couture Festival transformed Crown Street, Newcastle, into a vibrant celebration of sustainable fashion, vintage style, and mindful design. Delivered by Façon Australia with support from the City of Newcastle's Special Business Rate Program and the Newcastle Business Improvement Association, the event had over 1,000 attendees and offered a full day of fashion runways, creative workshops, and live music.



Figure 6 - NCBIA Façon Conscious Couture

The program featured three themed runway shows styled with garments from local second-hand retailers, with a standout Avant-Garde show by TAFE Newcastle students. Live performances from local musicians and interactive workshops further enhanced the event.

The festival activated Newcastle's city centre, increased foot traffic to local businesses, and positioned the city as a leader in creative, eco-conscious events. Retailers rated the event 5 stars, with 100% reporting increased business, economic benefit, and brand awareness. The inaugural festival exceeded expectations, confirming strong community interest in sustainable fashion events.

Toy Swap

On Saturday December 7, NCBIA proudly partnered with Newcastle Hunter Mumma's coordinator and Newcastle Podcast Station founder, Mel Sargeant, to deliver the successful Toy Swap event at The Mall in December.



Figure 7 - NCBIA Toy Swap Activation

The activation received strong media support and attracted hundreds of families who gathered in Lyric Lane Piazza behind QT to participate in the toy swap and enjoy free family photos with Santa. Adding to the festive spirit, local businesses contributed prizes for an online giveaway competition, which generated thousands of entries and significantly promoted both The Mall and participating businesses.

The event met with overwhelmingly positive feedback from the community, highlighting its success in bringing families together and supporting local traders during the busy Christmas period.

WinterHeat! - Business Trade Outs

WinterHeat! is proudly supported by Special Business Rate Contestable funding and has established itself as a standout event for the inner-city precinct during the winter month of July.

In 2024, the Board provided support for nine small hospitality businesses within the Special Business Rate precinct to “trade out” of their premises by funding pop-up stalls at WinterHeat!. This initiative was an overwhelming success, with some businesses completely selling out of their products. Estimated turnover of \$4,500 per vendor.

Participating businesses reported a significant boost in turnover during what is typically a quieter winter trading period. Building on this success, the Board has allocated additional funding this year to enable even more local businesses to participate in the event.



Figure 8 - NCBA Winter Heat Event

Promotion – Digital Precinct Marketing

Social Media

After a competitive quoting process NCBA selected Soqual Creative Agency to manage their social media and monthly EDMs. The brand LOVE NEWY was launched, and Instagram and Facebook pages were created in July 2024. TikTok was recently set up as a trial with impressive results below. This brand has provided a significant and valuable social media presence promoting business in the precinct. The platforms have shown consistent growth, which presumes that they will continue to grow and remain a valuable tool for the association to communicate and engage with their local community and assist in promoting the Newcastle precinct economy.

Instagram statistics:

6,677 followers, 7,963 interactions, 17,005 profile visits, 85,121 reach
Audience: 78% Female, 22% Male with audience located predominately in Newcastle and surrounding areas, 18% Sydney.

Facebook statistics:

683 followers, 2396 interactions, 4,722 profile visits, 46,396 reach
Audience: 88% female, 12% male predominately Newcastle area.

TikTok statistics:

228k post views, 3,906 profile visits, 6,434 likes, 2,920 shares.

EDM

The Association has commenced monthly EDMs to both the community and business databases. This has proven popular with businesses interacting regularly with the NCBA.



Figure 9 - NCBA Love Newy Social Media Logo

Database

NCBIA currently has 310 business members who have chosen to be on their database. They also have a broader community database with 1121 subscribers. The Board uses a third-party provider to send monthly EDMs to their database with useful information for businesses, business highlights and any upcoming events.

Conclusion

The NCBIA Board has worked cohesively under the leadership of the new Chair, Jacinta Fintan. This year, the Board successfully achieved its goal of strengthening collaboration with the City of Newcastle and local business groups to support the shared vision for the precinct. Budgeted funds were effectively utilised in alignment with the Board's Deliverables Plan.

We also acknowledge the departure of Kendall Brooks, who concluded her four-year tenure as Chair in accordance with the Association's Constitution. We extend our heartfelt thanks to Kendall for her vision, leadership, and unwavering dedication to the role. Kendall retired from the Board in February 2025.

Mayfield Business Improvement Association

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 Special Business Rate paying precinct. It also aimed to provide for professional communication with the City of Newcastle, key stakeholders and other Business Improvement Associations (BIAs) across the city.

These communication pathways aim to enable the effective allocation of funds collected by City of Newcastle through the Special Business Rate Levy, which supports the promotion, beautification and economic development of the precinct.

The vision of the MBIA is to enhance the precinct's unique qualities as a business district by collaborating with a broader network of stakeholders to strengthen competitiveness and position.

The Mayfield Business Improvement Association Board is represented by a group of volunteers from the Special Business Rate paying precinct and two Community members as below:

Board Members as of June 2025

Role	Name	Business
Chair/Public Officer	Aaron Buman	Newcastle Affordable Housing
Vice Chair	Tony Sansom OAM	Community Member
Treasurer	Brett Hyham	Community Member
Secretary	Allan Jackson	Beauford Hotel
Ordinary Board Member	Michael Starkey	Stag & Hunter Hotel
Ordinary Board Member	Bradley Page	Dowling Property Group
Ordinary Board Member	Jason Pridmore	JP & KF Group
Ordinary Board Member	Jacques Deloraine	Equium

Governance

Board Meetings

The MBIA Board met a total of five times in addition to holding one AGM and one Budget Planning Workshop in the 2024/2025 financial year period. All Ward Councillors and the Lord Mayor receive a standing invitation to attend all Association Board meetings as per the Association's Service Agreement with City of Newcastle.

A Board member also holds a position on the Board of AHA NSW – Newcastle Sub branch and another Board member is on the Port of Newcastle Community Advisory Panel.

Annual General Meeting

Mayfield Business Improvement Association Annual General Meeting (AGM) was held on 14 November 2024, at MEX Club, Mayfield with five members in attendance and one City of Newcastle staff member.

Projects and Events

Economic Development - Community Events

The MBIA planned two activations in the precinct.

Mayfield Day

Mayfield Day, originally scheduled for May 2024, was postponed due to rain and successfully held in October 2024.

This fiscal year, the event secured sponsorships from the Mex Club as a minor sponsor and Optus as the major sponsor. The event was professionally delivered by Hunter Events Group.

First launched in May 2022, Mayfield Day has grown into a highly successful annual celebration, attracting thousands of visitors to the area.



Figure 10 - MBA Mayfield Day



Figure 11 - MBA Mayfield Day

Historically held in Webb Park, the Board recently voted to move the event permanently to October and relocate it to the larger and more prominent Dangar Park starting in 2025.

The Board informed City of Newcastle that due to the change of month Mayfield Day funds in the 2024/2025 budget will carry over, reflecting the bank balance as of June 30, 2025.

Mayfield Mini Arts Trail

The Mayfield Mini Arts Trail took place on July 5, 2025. The trail showcases murals throughout the precinct, stretching from Hanbury Street to Maitland Road and through to Dangar Park. The Arts Trail map was revised this financial year with the aim of having it hosted on the City of Newcastle's app as a permanent walking trail to encourage year-round visitation to Mayfield.

In previous years, the Mayfield Arts Trail has attracted hundreds of visitors to the area. Maps are distributed through participating cafés to help promote the local economy.

Visitors have been able to enjoy existing artworks and engage with artists creating live, temporary artworks on the day.

This year, the event was named the 'Mini' Arts Trail, to be more cost effective, beginning at Onyx Café and finishing at Sonny & Betty Café.

Twenty local artists were positioned in businesses along the route, with ten local musicians performing unplugged sets to enhance the street atmosphere.



Figure 12 - MBA Mayfield Mini Arts Trail

Promotion – Digital Precinct Promotion and Monthly EDM

Social Media

MBIA have This is Mayfield Facebook and Instagram pages on social media.

Facebook showed an increase in followers of 14% to 5.1k and

Instagram showed an increase in followers of 38% to 1.2k.

The MBIA have used these social media platforms to engage with, educate and promote Mayfield businesses, projects, and initiatives. This has proved a valuable tool alongside the membership database to build MBIA awareness.

This is
Mayfield.

Figure 13 - MBIA This is Mayfield Social Media Logo

Database

MBIA currently has 181 members who have chosen to be on their

database. The Board uses a third-party provider to send monthly EDMs to their database with useful information for businesses, business highlights and any upcoming events.

Beautification - Clean Streets and Mural

Mural – 2 Hanbury Street Mayfield

The Board allocated funding in the budget for the installation of another permanent artwork in Mayfield. In April 2025, a suitable location was confirmed at 2 Hanbury Street, Mayfield. The Board unanimously agreed that this site, serving as an informal gateway to Mayfield from Waratah, would be ideal. Situated in a high-traffic area the site offers strong visibility and community engagement potential. We are now progressing with the design phase and traffic management planning, with implementation scheduled for completion by August 2025. The Artist completing the mural is Daniel van de Weil and his sister Alanya. Both are Novocastrians and Daniel was part of the team who curated the beautiful memorial mural on Mex Club.

Pressure Cleaning and Graffiti Removal

In 2023, Chair Tony Sansom OAM advocated to the City of Newcastle for a comprehensive pressure cleaning of Maitland Road, Mayfield. As a result, the City committed to biannual pressure washing of high foot traffic areas across all Special Business Rate paying precincts. This initiative was put out to tender and successfully completed in Mayfield in June 2025.

The Mayfield Business Improvement Association has continued its partnership with Rotary Newcastle to support ongoing street maintenance. This collaboration includes regular monitoring of street cleanliness, graffiti removal, weeding and grass trimming along footpaths and main roads, as well as tidying up vacant shopfronts when required.



Figure 14 - MBIA Graffiti Removal

Conclusion

The Board has gained good traction with its members via database communication with active communication from members receiving the monthly EDM.

The Association has been successful in gaining sponsorship for Mayfield Day which has assisted with funding this large-scale community event. This is an ongoing vision for the Board to top up funds for projects.

The Mayfield Business Improvement Association Board have worked cohesively under new Chair Aaron Buman. They utilised budgeted funds in their Deliverables Plan effectively. As aforementioned, the balance at bank will be utilised to fund Mayfield Day due to the change of date now to be held in October 2025.

Wallsend Town Business Association

Introduction

The Wallsend Town Business Association (WTBA) is an organisation dedicated to supporting and strengthening the local business community. Its mission is to advocate for initiatives that enhance the role of business in Wallsend and promote sustainable economic growth.

WTBA actively collaborates with the City of Newcastle, and elected representatives at all levels throughout the Newcastle region, also with a wide range of stakeholders to represent and advocate on behalf of local businesses.

As a proactive and independent voice, the Association is committed to fostering investment, improving the overall appeal of the area, and enriching the experience for both visitors and the local community.

The Wallsend Town Business Association Board is represented by a group of volunteers from the Special Business Rate paying precinct and one Community member as below:

Board Members as of June 2025

Role	Name	Business
Chair / Public Officer	Wayne Rogers	Community Member
Vice Chair	Julie Pike	La Petite Hair Salon
Treasurer / Secretary	Linda Pinkerton	Mrs Bouquets
Ordinary Board Member	Luke Whitby	Nourish Health Hub
Ordinary Board Member	Karen Ridd	Wallsend Village
Ordinary Board Member	Micayla Schultz	Drop In Espresso
Ordinary Board Member	Yianni Moratidis	Generate Printing

Governance

Board Meetings

The WTBA Board met a total of seven times in addition to holding one AGM and one Budget Planning Workshop in the 2024/2025 financial year period. All Ward Councillors and the Lord Mayor receive a standing invitation to attend all Association Board meetings as per the Association's Service Agreement with City of Newcastle.

Annual General Meeting

Wallsend Town Business Association Annual General Meeting (AGM) was held on 11 November 2024, at Julies La Petite Salon, Wallsend with four members in attendance and one community member, one City of Newcastle staff member and one Ward Councillor.

Projects and Events

Beautification – Green Street Program, Mural

Green Street Program

Wallsend Town Business Association has engaged a small business for the repair and maintenance of the mosaic planters along the main street of Wallsend. The Association plans to repair and upkeep the mosaic planters and tidy greenery along the main street and surrounds to add value and mainstreet appeal. This project is ongoing to assist with the beautification of the area.



Figure 15 - WTBA Greet Street Program

Mural

The Board had long held the desire to install a mural on the amenities block at Wallsend Rotunda Park to enhance the appearance of this well-used community space. Flying Spanners Gallery was engaged to deliver the project, and following design approval by the Public Art Reference Group, work commenced on a beautiful garden-themed mural. The mural was officially launched as part of the celebrations for Wallsend's 150th anniversary.

It should be noted that the Association submitted a request for a variation to its Deliverables Plan to the City of Newcastle, which was subsequently approved. The variation allowed for the reallocation of funds from the Economic Development budget to increase the Beautification budget for the mural project. This revised budget allocation is reflected in this report.

Promotion – Digital Precinct Marketing, Markets

Social Media

WTBA have WOW Wallsend Facebook and Instagram pages on social media. Accumulating a total of 6,624 followers on Facebook (4% increase on 23/24 FY) and 1,012 followers on Instagram (19% increase on 23/24 FY). The WTBA have used these social media platforms to promote Wallsend businesses, projects, and share initiatives. This has proved a valuable tool alongside the membership database to build WTBA awareness.



Figure 16 - WTBA WOW Wallsend Social Media Logo

Database

WTBA currently has 180 members who have chosen to be on their database. The Board uses a third-party provider to send quarterly EDMs to their database with useful information for businesses, business highlights and any upcoming events.

Wallsend Markets

Over the past 12 months, the Wallsend Town Business Association has successfully hosted the monthly Markets at the Rotunda. These events have been actively promoted through the WOW Wallsend social media channels and are coordinated on a voluntary basis by Board Member Linda Pinkerton. A total of 10 market days were delivered during this financial year. These are at no cost to the Association.

Economic Development - Events

School Holiday Activation – Kids Springaling Party



Figure 17 - WTBA School Holiday Activation
Kids Springaling Party

In October 2024, the Board hosted two school holiday activations at the iconic Wallsend Rotunda. These activations featured games, music, dancing, craft workshops, and crowd favourites, The Little Sellywags.

The events were promoted through WOW Wallsend and the City of Newcastle's What's On page, attracting hundreds of families to the precinct. Both activations were highly engaging and well-received by the community. WTBA engaged event coordinators Double Digits Marketing to manage their events.

Christmas at The Rotunda

WTBA once again installed Christmas decorations on the Wallsend Rotunda for the 2024 festive season. The historic Wallsend landmark came to life in December with over 10,000 fairy lights, a towering Christmas tree, carols, and a special visit from Santa.

The Association also hosted a children's Christmas party, with tickets given away on NEW FM, providing excellent promotion for the precinct. Families enjoyed a picnic, met Santa and his trusty reindeer Rudolph, a free family photo, and each child took home a special gift.

Mother's Day Luncheon

Wallsend Diggers hosted this year's Mother's Day luncheon, with 126 tickets sold at \$25 per person to help offset the costs of the two-course meal, which included a complimentary drink on arrival and live entertainment. This activation is a community favourite and was noticeably missed in 2024. It attracts both residents and visitors from surrounding suburbs, many of whom haven't visited Wallsend in quite some time.



Figure 18 - WTBA Mother's Day Luncheon

The event featured a Bridgerton-inspired theme, styled by Double Digits Marketing. Distinguished guests included the Lord Mayor and Mrs Kerridge, along with Sonia Hornery MP and Councillor Callum Pull.

A fashion parade was presented by a local business, complemented by market stalls offering last-minute Mother's Day gifts. Entertainment was provided by Mary Russ, with special guest Wayne Rogers, who generously donated his time for this event.

Conclusion

The Wallsend Town Business Association has once again worked collaboratively and effectively throughout the year. In 2024, the Board partnered with local community groups to ensure the precinct was appropriately celebrated for its 150th anniversary.

The Association extends its sincere thanks to the City of Newcastle for their valuable support, particularly through the delivery of a large-scale community event held in August 2024 as part of the celebrations.

Annexure 1 - Media Releases

Hamilton

- Bigger, Better Spice Night in Hamilton
- Hamilton Street Festivals Make a Comeback with Fringe Feast

Newcastle City

- Love Newy Launches: Celebrating Newcastle City's Vibrant Business Community!
- Local Business and Community Group collaborate to relieve Xmas budget blues
- Free Live Music Program this Summer in the City

Wallsend

- It's beginning to look a lot like Christmas at Wallsend!
- All things floral and fun... All things Mum!

Mayfield

- Mayfield Mini Arts Trail: A Morning of Live Art, Music and Local Creativity

Hello Hamilton

Bigger, Better Spice Night in Hamilton

Presented by Hamilton Business Association in conjunction with City of Newcastle, **Hamilton**

Hawker Street Food Markets will transform James Street Plaza and Murray Street Hamilton with vibrant Asian street food markets on Saturday the 11th of November, from 4pm to 9pm.

This is a family friendly event with lots of fun things for the kids like the very witty and talented Willy Doodrop the World's Greatest Juggler from 5pm – 7pm. You will be amused by his juggling but to top off his act will be a 6-foot unicycle!

As the sun sets, marvel at Marnie Lane Fire Performer. Marnie is a Guinness World Record holder and an Ambassador for female performers in the fire arts. And there's also a captivating live music performance from Jarrod Grant Soloist, from 6pm – 9pm.

Chair of Hamilton Business Association, Reece Hignell said *"Hamilton Hawker Street Food Markets is going bigger this time. The huge success of Julys night market gave us the confidence to expand from James St Plaza around the corner into Murray St. We love how this event brought so many people to Beaumont St. Visitors spilled out into local pubs and restaurants with some businesses reporting record trade."*

Join us for this vibrant street food marketplace right in the heart of Hamilton. This time presenting you with more food, more entertainment, and a bigger location.

For further information, please follow Hamilton Business Association at HelloHamilton
https://www.instagram.com/hello_hamilton_nsw/

https://www.instagram.com/hello_hamilton_nsw/

or check out City of Newcastle's <https://whatson.newcastle.nsw.gov.au/>

When: November 11, 2023

Time: 4pm to 9pm

Location: James St Plaza, (near ANZ) and Murray St, Hamilton

FOR IMMEDIATE RELEASE:

Contact: Rhonda Campbell

PWP Events / Event Coordinator

About: The Business Improvement Associations are not for profit independent business organisations that represent people who own or occupy commercial spaces in the precincts of Hamilton, Mayfield, Wallsend, and Newcastle. The associations enter a service agreement with the City of Newcastle which provides each precinct with up to \$100,000 annually for projects that promote, beautify, and drive economic development in each area.

ASIAN STREET FOOD

Live Music - Children's Rides - Street Performers - Face Painting James Street Plaza & Murray Street Hamilton



Figure 19 – HBA Hawker Street Food Market Entertainment



Hello Hamilton

MEDIA RELEASE

For Immediate Release

Hamilton Street Festivals Make a Comeback with Fringe Feast

HAMILTON, March 15 — The Fringe Festival is back, and this year, it is kicking off with a delicious twist! An extraordinary open air dining and entertainment experience called *Fringe Feast* will take place on **March 15th** from **5pm to 9pm** on **Beaumont St**, transforming the street into a vibrant hub of food, entertainment, and community spirit.

This is a much anticipated return of the classic street festival in Hamilton for the first time since the pandemic. **Beaumont St** (from *Cleary St* to *Lindsay St*) will be closed to traffic, making way for a festive atmosphere where people of all ages can come together to celebrate local food and culture. The event will feature communal dining tables running the length of the street closure, offering a unique space for families and friends to enjoy delicious meals from local restaurants and pubs.

“We are so excited to bring this event to Hamilton,” said Reece Hignell, Chair of Hamilton Business Association. “Fringe Feast is all about community, great food, and incredible local talent. With performances taking place throughout the street, it is going to be a fun, vibrant night for the whole family.”

Not only will guests enjoy fantastic food but also free performances by Fringe artists. Local businesses have the chance to benefit from the event by being part of this unforgettable evening. Establishments, including restaurants, pubs, and shops located along Beaumont Street, have been invited to participate and provide exclusive offerings for **Fringe Feast**.

Whether you are there for the gourmet bites, comfort food, grab a takeaway and sit at our communal table, enjoy a creative cocktail if that’s more your style, or just enjoy the vibe with a

casual stroll along the street this is the perfect opportunity for Hamilton to showcase its best to a lively crowd.

Rebecca Fitzgibbons added “Fringe Feast is the perfect way to kick off Newcastle Fringe—bringing together our city's vibrant creative community, incredible foodie scene, and a night of fun for all ages. Whether you're a foodie, a fringe fan, or a family looking for a great night out, this event promises to be a delicious and unforgettable start to the festival"

World class performances will take place from Fringe artists: The amazing Jono, The Alchemy of Arts, Samba Frog, Les Divine Follies a Newy, Ruffians and Eliane Morel.

For more information about Fringe Festival go to <https://newcastlefringe.com.au/> and follow https://www.instagram.com/hello_hamilton_nsw/ to learn more about the businesses in Hamilton

Contact:

Reece Hignell Hello Hamilton / Hamilton Business Association Chair Zackari Watt Fingers
Crossed Creative / Event Organiser

Bec Fitzgibbons Fringe Festival Organiser



Figure 20 – HBA Fringe Fest Map



Figure 21 – HBA Fringe Fest Entertainment



Media Release

19 July 2024

Love Newy Launches: Celebrating Newcastle City's Vibrant Business Community!

FOR IMMEDIATE RELEASE

The Newcastle City Business Improvement Association (NCBIA) proudly announces the launch of "Love Newy," an exciting new digital presence aimed at celebrating and promoting the bustling heart of Newcastle's business community. Love Newy includes dedicated social media pages on Facebook and Instagram, along with a monthly EDM Newsletter, designed to strengthen connections with residents, visitors, and local businesses. This initiative showcases the diverse offerings and unique charm of Newcastle's city precinct.

"We are thrilled to introduce Love Newy as a digital platform dedicated to showcasing Newcastle's vibrant business community," said Kendall Brooks, Chair of NCBIA. "Through these channels, we aim to foster deeper engagement, celebrate local initiatives and events, and promote the cultural richness of our city."

Love Newy invites everyone to follow our journey on [Instagram](#) and [Facebook](#), subscribe to our monthly EDM [Newsletter](#), and engage with the latest updates and events in Newcastle's city precinct. Businesses within the area are encouraged to consider joining as board members of the NCBIA to contribute to strategic initiatives and advocate for the interests of Newcastle's business community.

Join us in embracing the spirit of Newcastle. Connect with Love Newy today to stay informed and become a part of our vibrant community.

For more information and inquiries, please contact: Kendall Brooks, 0407 786 458

Instagram: [@love.newy](#)

Facebook: [@lovenewycity](#)

Newsletter: [Subscribe to EDM](#)

About Newcastle City Business Improvement Association (NCBIA): NCBIA is dedicated to enhancing the economic vitality and cultural vibrancy of Newcastle's city precinct. Through strategic initiatives, partnerships, and community engagement, NCBIA supports local businesses, promotes sustainable growth, and celebrates the unique identity of Newcastle City. For more information [visit our page](#) on the City of Newcastle website.

FOR IMMEDIATE RELEASE 14/11/2024

Local Business and Community Group collaborate to relieve Xmas budget blues

Christmas is just around the corner and Santas budget is tight so this year Newcastle Hunter Mummas (NHM) in collaboration with Newcastle City Business Improvement Association (NCBIA) are preparing to create the most special day for all the kids, doing everything they can to ensure it's as magical as it deserves to be.

Melanie Sargeant from Newcastle Hunter Mummas heads a community of over 30 thousand local Mums and there has been a hive of activity on their social pages with discussion of decoration ideas, gift inspiration and catering ideas but Melanie has noticed one distinct difference this year. "I've seen many Mother's at the moment talking about putting off Christmas shopping because of the cost of living, one Mum said her energy bill had jumped to four times the amount of last year another said every time she goes through the checkout at the grocery store she gets anxiety before the bill flashes up on the screen because it's getting harder and harder to make it all work week after week".

At a recent gathering of local businesses in Newcastle, Melanie discussed a Christmas Toy Swap NHM had done a few years ago at The Station in Newcastle. Mothers had come along with their kids and swapped toys their kids no longer played with for toys other kids had brought along. It was a real success with Mel noting "My 6 year old still loves the toys we got from the Toy Swap".

The Newcastle City Business Improvement Association have backed the idea and thought it would be a great event to revive especially considering how tough families are doing it now.

Chair Kendall Brooks said "The Newcastle business community have come together to offer Mums an amazing experience on the day. We have organised for Santa and Mrs Claus to be in the Mall for families to meet and take their own Santa pics, even with their pets! We have a Christmas Choir, face painting and things like free coffee and baby chinos. Plus, the opportunity to win some extraordinary prizes to help promote local businesses and assist families this Xmas."

You can drop off your toys from 9am until 10am behind the QT Hotel in Lyrique Lane. If your little ones are feeling creative, The Full Circle Collective will also be there doing a recycled Christmas craft workshop to keep kids occupied until the Toy Swap kicks off at 11am. Mums can stroll along the Mall and enjoy your free coffee and baby chino finding Santa at the green space at Market St.

Other giveaways on the day for Mum's include a stay at Quest Apartments with Breaky by The Happy Wombat, a Surrender Spa package from Endota, a stay at 291 on King Street, a (now hatted!) Humbug experience, Serum Laboratory transformational skincare, a treatment from

Cryoking a class package from The Yoga Loft Newcastle, a Pilates Space experience, Hunterbelle Diary Co cheese.

and Woolworths voucher and grocery hamper plus an extraordinary wine and bubbles hamper from the Artisanal Cellars just to name a few prizes.

When: Saturday 30th November Time: 9am till midday

Where: Lyrique Lane Forecourt Toy Swap & Craft Workshop (behind the QT) & Market St Hunter Mall Santa & Mrs Claus

Contacts: Mel Sargeant or Kendall Brooks

About Newcastle City Business Improvement Association (NCBIA): NCBIA is dedicated to enhancing the economic vitality and cultural vibrancy of Newcastle's city precinct. Through strategic initiatives, partnerships, and community engagement, NCBIA supports local businesses, promotes sustainable growth, and celebrates the unique identity of Newcastle City. For more information [visit our page](#) on the City of Newcastle website.

About Newcastle Hunter Mummas (NHM): NHM Newcastle Hunter Mummas is Newcastle and the Hunter's largest support network for Mums. They support over around 40 thousand women daily moderating 80 thousand interactions between Mum's every thirty days. NHM has become a part of the furniture in Newcastle. It's a place you can go to discuss any aspect of Motherhood whatsoever and find support, advice and guidance in a nurturing

space. As well as their online community they also have one of Australia's most downloaded Mumcasts NHM I Got it from My Mumma. They run events and giveaways too for Mum's to treat them to incredible experiences they might not have otherwise had the opportunity to participate in, like incredibly recharging weekends away, spa experiences and giveaways to big ticket events like Disney on Ice, The Spiegeltent and more.



Figure 22 – NCBIA Christmas Toy Swap



Free Live Music Program this Summer in the City

Live Spots is a FREE LIVE MUSIC PROGRAM taking to the streets, cafes, museums and art galleries of the CBD commencing October and all through the Summer.

Emerging local musicians are given a chance to gig for 2 hours at a time with performances at local businesses so patrons and customers can enjoy the vibe whilst dining or shopping. This allows artists

to gain more exposure with daytime performances and business to make the most of the opportunity to increase foot traffic.

This project is currently funded by the City of Newcastle's Special Business Rate grant program, but it is not new. It was launched just before the pandemic by Newcastle City Business Improvement

Association (NCBIA) and had to pivot to live recordings on social media to entertain us during lockdown. Live Spots was then relaunched with the support of further funding from NCBIA bringing live music to retail shops, art galleries and cafes during the daylight hours to help support local

businesses and musicians recovering after a really tough period.

The Newcastle Business Improvement Association Chair Kendall Brooks said, "When we emerged from lockdowns this was a good way for performers to slowly get back to playing in a safe environment and now it is back in a big way in the CBD again this Spring/ Summer thanks to City of Newcastle Special Business Rate Contestable Funding".

Kendall continued saying, "The City has so many really unique businesses and café spaces that we wanted to showcase whilst bringing the precinct alive with music. Our Live Spots music program allows us to collaborate with local musicians giving them (often) rare daytime gigs. Business owners have reported customers staying longer to enjoy the talented musicians leading to an increase in trade, and some businesses have now booked the artists on a regular basis."

Talent Manager Gabe Argiris said, "The musos enjoy a daytime gig. This has enabled them to earn additional income not at the opportunity cost of another show. This has been great assistance to emerging local musicians. The business owners love the vibe the music brings and it's free to them! It's a real win win!"

Rotating performances are between several business locations from Newcastle West to Newcastle East You can find the performers and gigs promoted on Love Newy social pages.

<https://www.facebook.com/lovenewcity/>

https://www.instagram.com/love.newy/p/C86iJqwp1Om/?_d=1

Contact: Gabe Argiris (Talent Manager Live Spots)

Contact: Kendall Brooks (Chair Newcastle City Business Improvement Association)

About: The Business Improvement Associations of Newcastle are not for profit independent business organisations that represent people who own or occupy commercial spaces in the precincts of Hamilton, Mayfield, Wallsend, and Newcastle. The associations enter a service agreement with the City of Newcastle which provides each precinct with up to \$100,000 annually for projects that promote, beautify, and drive economic development in each area.

Information about Business Improvement Associations:

<https://newcastle.nsw.gov.au/business/supporting-local-business-people/business-improvement-associations>

Information about Special Business Rates Program

<https://newcastle.nsw.gov.au/business/supporting-local-business-people/business-improvement-associations/special-business-rates-program>



Figure 23 – NCBIA Live Spots Musician Tanisha Palmer



Figure 24 – NCBIA Live Spots Musician Noah Church



Figure 25 – NCBIA Live Spots Musician Abbi Yeo



It's beginning to look a lot like Christmas at Wallsend!

The Wallsend Town Business Association (WOW WALLSEND) is bringing joy to the Wallsend and surrounding community once again at Christmastime.

Each year the Association hosts a range of free family friendly festivities at the Rotunda to celebrate the holiday season and this year is no exception. From Dec 1 to 31 families can enjoy the stunning lights, Xmas trees and beautiful decorations at the Rotunda making the perfect backdrop for a Xmas family selfie or a maybe even a romantic picnic in the park under the fairy lights.

“We invite locals to get involved from now until Dec 31 and take in the fabulous lights. They can take photos and post on socials to help spread the word about Wallsend and the joy and spirit of our community.”

Thirty lucky children were chosen as part of a competition in conjunction with radio station NEW FM and will enjoy the ultimate Santa experience at Wallsend's iconic Rotunda on Dec 1.

Rudolf the Red Nose Reindeer and his happy helper will be on hand to play games. Santa will take all the kids wishes onboard (pending the naughty and nice list of course) and nobody will leave empty handed as he will give a little gift to all.

The Xmas light activation will wrap up what has been a huge year for Wallsend as it has celebrated 150 years of becoming a municipality. Wayne went on to say “This year has been full of wonderful activities celebrating Wallsend's 150th and we have been proud to be involved on so many levels. The collaboration with local community groups and City of Newcastle has really helped make this a very special and memorable year for our suburb.”

Rotunda Lights & Decorations in Wallsend commence Dec 1 to Dec 31.

About: The Business Improvement Associations of Newcastle are not-for-profit independent business organisations representing people who own or occupy commercial spaces in the precincts of Hamilton, Mayfield, Wallsend, and Newcastle. The associations enter service



Figure 26 – WTBA Christmas at the Wallsend Rotunda

agreements with the City of Newcastle which provides each precinct with up to \$100,000 annually for projects that promote, beautify, and drive economic development in each area.

Wallsend Link: <https://www.facebook.com/wallsendtown/>

Contact: Wayne Rogers Chair Wallsend Town Business Association Contact: Janice Musumeci
WOW Wallsend Support Person



Figure 27 – WTBA Mother's Day in Wallsend 2025

MEDIA ALERT | 08 MAY 2025

All things floral and fun... All things Mum!

Mothers and Daughters of Wallsend take note! There is nothing more exhilarating than the premise of a special event. There is something 'abuzz' about the ton of a special celebration. We have it on good authority there is a special event organised... a very special soiree for you! It's Mother's Day in Wallsend.

Janice Musumeci, Wallsend Town Business Association Coordinator, shared, "*The local Mothers and Daughters will truly enjoy what WOW Wallsend has in store. With fantastic entertainment and a delightful two-course lunch at a very reasonable price, it promises to be a wonderful outing whilst also supporting our local businesses.*"

WOW Wallsend Chair, Wayne Rogers, added, "*Not only will we be supporting local, but there will also be plenty of fun for our Mums, featuring a fashion parade, prizes, and giveaways – think all things Bridgerton and feminine. There's something for everyone at this Mother's Day event, and we are working hard to connect with our community for this significant day in Wallsend.*"

The Wallsend Town Business Associations Mother's Day event has become a much loved annual activity on the local social calendar and is funded by the Special Business Rate Program. This year's event is SOLD OUT with over 100 people attending including the Lord Mayor Dr Ross Kerridge and his wife Marion along with Sonia Hornery State MP and Deputy Lord Mayor Callum Pull.

WOW Wallsend's Mother's Day event at Wallsend Diggers on Saturday, May 10, starting at 11:30am

ABOUT: WOW Wallsend Town Business Association is a not for profit independent business improvement association (BIA) that represents people who own or occupy commercial spaces in the Wallsend precinct. 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.

Media information:

Janice Musumeci

Wallsend Town Business Association Co-ordinator



Figure 28 – MBA Mayfield Mini Arts Trail

Mayfield Mini Arts Trail: A Morning of Live Art, Music and Local Creativity

Saturday 5 July 2025 | 9:00 am – 12:00 pm

This winter, the streets of Mayfield will come alive with colour, sound, and creativity as the **Mayfield Mini Arts Trail** invites the community to experience local art and music in action. Taking place on **Saturday 5 July 2025**, from **9:00 am to 12:00 pm**, this **free** event promises a vibrant morning of live art, music performances, and inclusive activities for all ages.

Visitors can enjoy a **self-guided tour** of Mayfield’s popular **Mini Street Art Trail**, featuring striking large-scale murals created by talented artists during previous community projects. Trail maps will be available for download via **The Wall Station** website or can be collected at participating cafés and shops on the day.

More than **20 visual artists** will bring the precinct to life with live sketching and painting at local businesses, while **10 musicians** perform at various locations along the strip—adding atmosphere and supporting local traders during ongoing cost-of-living challenges.

Aaron Buman Chair of Mayfield Business Improvement Association said “This is the third Arts Trail, and we are pleased to bring such an interesting event to the Mayfield precinct. We have 27 pieces of street art in Mayfield. We were surprised at just how much beautiful street art there is in our suburb and that’s how this event came about. The trail encourages visitors to stroll along, pop in and out of businesses along the way. It’s a great free family activity that we are proud to coordinate with Special Business Rate funds. City of Newcastle are loading the Arts Trail onto their APP so it’s an ongoing walking trail for the future community and visitors to Mayfield. ”

Participating venues include:

Onyx | Stak Shack | Farrah & Sons Bakery | Sonny & Betty | Corner Cafe | Delf | Lee’s Kitchen | Ausmex | Coles | Castle

More venues to be announced.

Featured visual artists:

Alanya van de Wiel | Ashleigh Campbell | Ashley Joy Art | Ben Kenning | Natalie Sherring | Charlie Bajorek | Cron | Ekems | Ella Thomas Illustration | Frances Johnston | Ghost Inkorporated | Goofy Art Australia | Goya Torres | Jim Jenkoz | Kate Teal-Spicer | Keob | Melanie Norman | Melody Suranyi | Psilocybonn Art | Uzio Art

Musicians performing on the day:

Abbi Yeo | Amelia + and Jacob | Asha | Britt Reardon | Connor Wink | Eve Stanton | Jay Smith | Mellow Bear | Noah Church | Pat Charles

As part of the event, **Castle** will host a special community activation including:

- An artwork showcase by NDIS participants
- A handmade jewellery stall featuring pieces crafted from repurposed kitchen cutlery
- Lawn games including bean bag toss and hula hoops
- An anime art table where visitors can create and contribute
- A quiet sensory chillout zone for relaxation
- Inspirational rock painting, where attendees can design and take home mindful creations
- Festive decorations with colourful flags and banners both indoors and outdoors to create a fun, lively atmosphere

Proudly supported by the **Mayfield Business Improvement Association**, the **Mayfield Mini Arts Trail** celebrates local creativity, connection, and the vibrant spirit of the Mayfield community.

For more information and to download the trail map, visit **The Wall Station** at <https://www.thewallstation.com/news/mayfield-mini-arts-trail>

Media Contact: Jacinta Fintan The Wall Station

E info@thewallstation.com



Figure 29 – MBA Mayfield Mini Arts Trail Artist Melody Suranyi

Annexure 2 – Financial Summary 2024 – 2025



ABN: 43 576 863 540 | Inc ID Number: INC1901585

Financial Report As of 30/06/2025

SBR Funds received \$110,000.00 (incl. GST) 29/08/2024

Expenditure Summary 2024/ 2025

Category	Budget	Actual Spend
Beautification	\$16,600.00	\$19,930.50
Promotion	\$33,400.00	\$34,880.00
Economic Development	\$40,000.00	\$44,070.61
Governance	\$10,000.00	\$9,502.00
GST		\$8,504.00
TOTAL Income incl. GST	\$110,000.00	\$116,887.11

Opening Balance as of 01/07/2024 \$14.62

Income SBR \$110,000.00 + GST BAS REFUNDS \$7,400.00

Subtotal \$117,414.62

Less Expenses

\$116,887.11 At bank

30/06/2025 \$527.51

Expenditure Breakdown 2024/ 2025

Beautification Actual \$19,930.50	Herb Urban \$6,600.00 Paul Maher Mosaic Pavement Art \$12,940.00 Glass Metal Industries (blue plaque) \$390.50
Promotion Actual \$34,880.00	Digital Precinct Promotion \$30,360.00 Selfies with Santa \$1,700.00 Hawker Markets Promotion \$1,925.00 Fringe Feast Photography \$895.00
Economic Development Actual \$44,070.61	Hawker Market Event 2024 \$7,138.11 (NB: Total cost \$13,738.81 with part prepayment from 23/24 budget) Fringe Feast incl. traffic management \$31,432.50 Hawker Market Event 2025 \$5,500.00 (NB: Part prepayment for Sept 2025 event)
Governance \$9,502.00	Accounting \$3,696.00 Insurances \$ 5,510.00 Room Hire \$242.00 AGM Assoc. Fees \$54.00 Dept. Fair Trade A12 T2
GST PAID ATO \$8,504.00	BAS \$8,504.00

Approved by Alissa McCulloch (Chair)



ABN 93 706 504 679 INC ID 1901584

Financial Report as at 30/06/2025

SBR Funds received \$110,000.00 (incl. GST) 05/09/2024

Expenditure Summary 2024/2025

Category	Budget	Actual
Economic Development	\$47,500.00	\$63,494.90
Promotion	\$44,500.00	\$39,250.42
Governance	\$8,000.00	\$6,935.28
GST		\$9,275.00
Total Income incl. GST	\$110,000.00	\$118,955.60

Opening Balance as of 01/07/24 \$194.47

Credits Received SBR \$110,000.00 + GST BAS REFUNDS \$9,769.00

Sub Total

\$119,963.47

Less Expenses

\$118,955.60

At bank as of 30/06/2025 \$1,007.87

Expenditure Breakdown 2024/2025

Economic Development \$63,494.90	Toy Swap \$6,100.90 Conscious Couture \$11,000.00 Eat St Darby St NFM \$8,800.00 Darby St Fair \$11,000.00 CPTED Midtown District \$11,594.00 Sapwood Projects \$15,000.00
Promotion \$39,250.42	Digital Precinct Marketing \$30,492.00 Samaritans Xmas Lunch \$5,500.00 Toy Swap \$1,567.98 Survey Monkey \$384.00 Conscious Couture \$495.00 Eat St NFM Promo \$363.00 Signage \$448.54
Governance \$6,935.28	Accounting \$1,820.00 Insurances \$4,985.00 Bank Fees \$22.28 Department of Fair Trade A12T2 Fee \$108.00
GST PAID ATO \$9,275.00	BAS \$9,275.00

Approved Lucy Glover (Treasurer)

Financial Report as at 30/06/2025

SBR Funds received \$110,000.00 (incl. GST) 05/09/2024

Expenditure Summary 2024/2025

Category	Budget	Actual
Beautification	\$10,000.00	\$8,775.00
Promotion	\$30,000.00	\$26,765.75
Economic Development	\$50,000.00	\$36,463.34
Governance	\$10,000.00	\$7,248.68
GST		\$9,428.00
TOTAL Income incl. GST	\$110,000.00	\$88,716.77

Opening Balance as of 01/07/24 \$2,719.24*Balance held over on approval for Mayfield Day

Oct 2024 Credits Received SBR \$110,000.00 + GST BAS REFUNDS \$3,186.00

Sub Total

\$115,905.24

Less Expenses

\$88,716.77

At bank as of 30/06/2025 \$ 27,188.47 *Balance at bank is being held over on approval for Mayfield Day Oct 2025

Expenditure Breakdown 2024/2025

Beautification \$8,775.00	Rotary Graffiti Cleaning \$3,000.00 Mural Part Payment \$5,775.00
Promotion \$26,765.75	Digital Precinct Promotion and EDM \$23,760.00 Database Update \$1,980.00 Arts Trail Map and Logo Update \$1,025.75
Economic Development \$36,463.34	Mayfield MINI Arts Trail Wall Station \$11,000.00 G Argiris Live Spots Musicians Arts Trail \$2,750.00 Hunter Events Group Mayfield Day 2025 \$11,684.98 Hunter Events Group Traffic Management Mayfield Day 2024 \$8,554.36 Hunter Events Group Mayfield Day 2024 \$330.00 Rotary Mayfield day 2024 \$300.00 G Argiris Live Spots Musicians Mayfield Day 2024 \$594.00 Spring Bingo Part Prepayment \$1,250.00
Governance \$7,284.68	Accounting \$1,820.00 Insurances \$5,395.00 Association Fees \$54.00 Bank Fees \$15.68
GST PAID ATO \$9,428.00	BAS GST \$9,428.00

Approved Aaron Buman (Chair)



ABN 87421 344 002 INC ID 9895536

Financial Report as at 30/06/2025

SBR Funds received \$110,000.00 (incl. GST) 22/08/2024

Expenditure Summary 2024/2025

Category	Budget	Actual Spend
Beautification	\$15,000.00	\$19,500.00
Promotion	\$35,000.00	\$26,798.55
Economic Development	\$43,000.00	\$44,220.00
Governance	\$7,000.00	\$7,919.61
GST		\$8,884.00
TOTAL INCOME incl. GST	\$110,000.00	\$107,322.16

Opening Balance as of 01/07/2024 \$444.75

Income SBR \$110,000.00 + GST BAS REFUNDS \$2,660.00

Subtotal \$113,104.75

Less Expenses \$107,322.16

At bank 30/06/2024 \$5,782.59

Expenditure Breakdown 2024 / 2025

Beautification \$19,500.00	Planters/Green St Program \$8,000.00 Mural Rotunda Park Amenities \$11,500.00
Promotion \$26,798.55	Digital Precinct Marketing and EDM \$26,400.00 Jezweb Hosting \$121.00 Double Digits Xmas \$200.00 Floral Arrangement \$77.55
Economic Development \$44,220.00	School Holiday Activations \$6,800.00 Xmas at Rotunda \$14,000.00 Mother's Day Event \$19,820.00 Scion Xmas Tree Deposit 2025 \$3,600.00
Governance \$7,919.61	Accounting \$2,328.36 Insurances \$5,335.00 Association Fees \$54.00 City of Newcastle License Fee \$202.25
GST PAID ATO \$8,884.00	GST \$8,884.00

Approved by Wayne Rogers (Chair)

Annexure 3 – Special Business Rate Precinct Income and Expenditure

Special Business Rate (SBR) Precincts Income & Expenditure (2023-2024)					
Component	Income	BIA Admin	Payment to BIAs	Contestable SBR Funding	Total
City Centre /Darby Street	925,805	43,033	100,000	909,727 -	126,955
Hamilton	151,768	21,633	100,000	37,139 -	7,004
Mayfield	85,051	21,633	100,000	20,619 -	57,201
New Lambton	16,343	-	-	50,000 -	33,657
Wallsend	162,237	21,633	100,000	40,927 -	323
	1,341,204	107,932	400,000	1,058,412 -	225,140

Special Business Rate (SBR) Precincts Income & Expenditure (2024-2025)					
Component	Income	BIA Admin	Payment to BIAs	Contestable SBR Funding	Total
City Centre /Darby Street	967,807	42,800	100,000	825,517 -	510
Hamilton	156,354	21,400	100,000	37,242 -	2,288
Mayfield	90,020	21,400	100,000	- -	31,380
New Lambton	17,193	-	-	-	17,193
Wallsend	170,656	21,400	100,000	70,889 -	21,633
TOTAL	1,402,030	107,000	400,000	933,647 -	38,618

