



© Wallsend Town Business Association 2022

STRATEGIC DELIVERABLES PLAN OVERVIEW

2022 - 2023

BUSINESS IMPROVEMENT ASSOCIATION
WALLSEND PRECINCT

ABN 87421344002
INC ID 9895536

INTRODUCTION



The Wallsend Town Business Association is an independent association that was created to add value to the business community by advocating and supporting initiatives that enhance the role of business in Wallsend.

Wallsend Town Business Association (WTBA) is actively engaged in advocating for business and works closely with the City of Newcastle, political members of the electoral area of Newcastle and any number of stakeholders.

This is part of the Association's commitment to being a proactive and independent organisation that can promote business, actively encouraging greater investment in the area, while also contributing to the ambience and audience appreciation of the precinct. The Wallsend BIA Board is represented as below:

Chair: *Wayne Roberts* of Iona on Robert.

Vice Chair: *Rhonda Drivas* of Wallsend Village.

Treasurer: *Linda Pinkerton* of Spellbound Botanics.

Secretary: *Linda Pinkerton* of Spellbound Botanics.

Public Officer: *Phil Murnain* of Bluegum Road Men's Shed.

Ordinary Member: *Pauline Sellars* of the Samaritans.

ABOUT THE SBR IN THE WALLSEND PRECINCT



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

The Wallsend BIA precinct includes Wallsend Village shopping centre, Wallsend District Library, CBD with op shops, real estate, gyms, lifestyle stores, and varied service industries. Wallsend hosts five local schools including two private schools and three public schools encompassing kindergarten to year 12. Wallsend comprises both new residential estates and more established communities, rural areas in the west, and some commercial and industrial areas.

The Wallsend BIA precinct covers the area highlighted in the map below and includes 'members' who are classified as the people who pay the City of Newcastle SBR levy as part of the rates attracted by commercial property owners of those people/organisations that either directly or inclusively pay the levy through rental or outgoings.

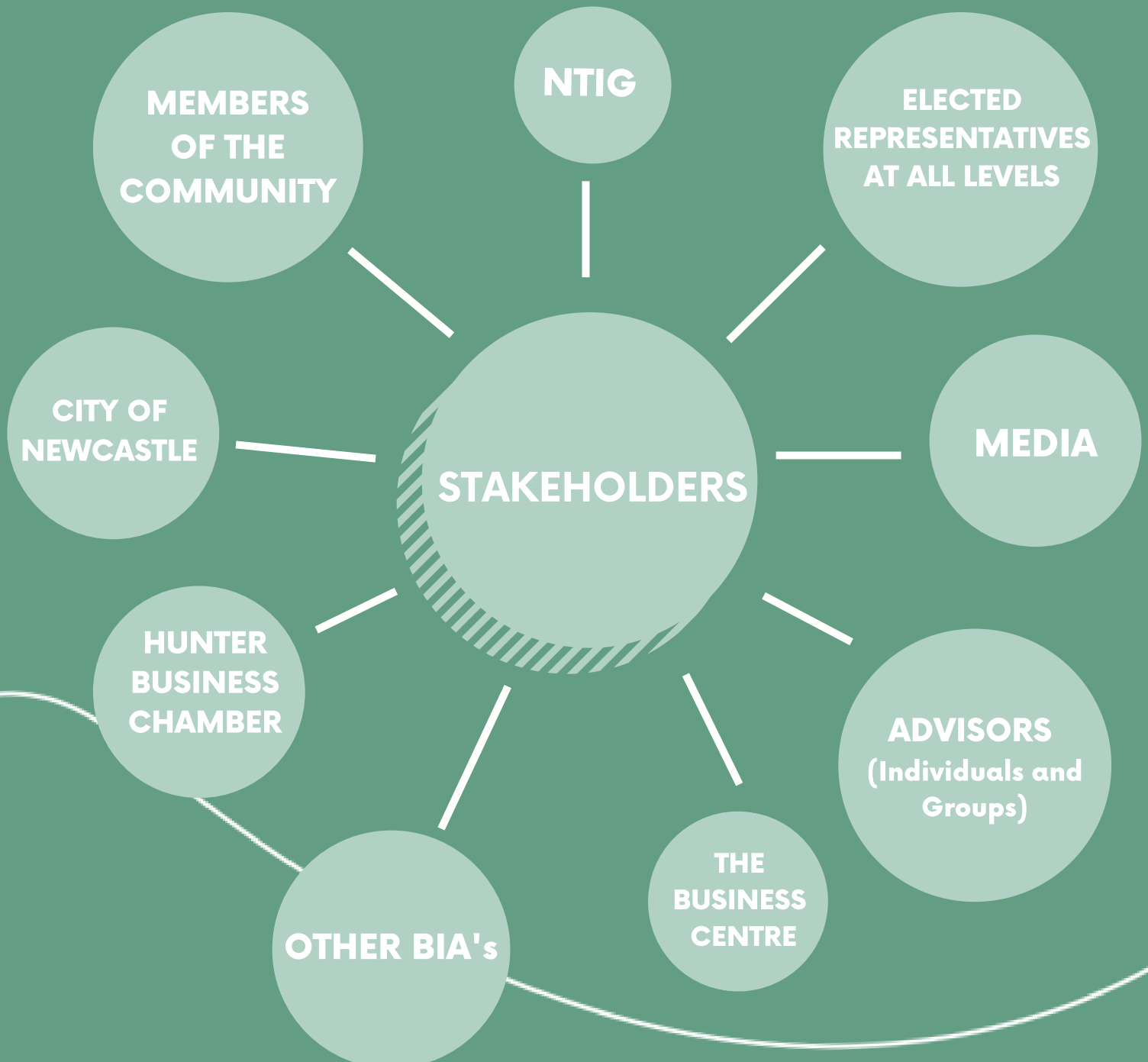


STAKEHOLDERS

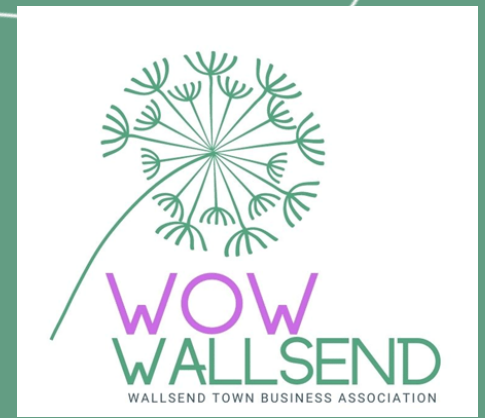


The Wallsend BIA understands that it is part of a diverse community and considers the following key and general groups (in no particular order) as audiences that will inform, engage and/or communicate with, to deliver activities, initiatives and plans in its objectives to support business in the Wallsend precinct.

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



VISION MISSION GOALS



VISION

The Wallsend Town Business Association's vision is to work in collaboration for the benefit of the Wallsend precinct to:

- Enable economic diversity and growth.
- Support business endeavours locally and across the wider City of Newcastle.
- Promote the precinct and its place within the City of Newcastle.
- Create a beautiful and welcoming place for people to work, visit and live.

MISSION

The Wallsend Town Business Association is currently guided by a common purpose or a mission to:

- Operate in a professional and respectful manner and in accordance with all governance and compliance guidelines.
- Effectively communicate with all members, stakeholders, the City of Newcastle and other stakeholders for the benefit of promotional, beautification and economic outcomes for the precinct.

GOALS

The Wallsend Town Business Association will work as a cohesive and progressive group of professional people who will collaborate, inform and progress the best interests of business in the Wallsend precinct.

It is the objective of WTBA to promote the Wallsend Precinct and will do this in the following way:

- To promote the development, beautification and advancement of the commercial interests of businesses within the WTBA precinct through a coordinated and structured promotion, advocacy and planning program.
- To administer funds provided to WTBA by the City of Newcastle for the purposes for which the Special Rate is levied and from time to time, ensure that any other income, funding or grants received by WTBA, deliver services, programs and outcomes that add value to the precinct
- To act responsibly and compliantly and with the best interests of its members and stakeholders as key priorities.
- To do all things as are, or may be incidental to, or conducive to, the attainment of these objects.

KEY STRATEGIC DELIVERABLES



The following table outlines key operational actions designed to achieve the BIA's objectives.

The key business deliverables of Wallsend Town Business Association for the 12-month period 2022 to 2023 will utilise the allocated funds and partnerships to deliver visitor experiences, business activations, collaboration, capacity building, promotion and advocacy of our precinct, support employment and beautify Wallsend. In addition to the following, it is important to note the WTBA have committed to engaging an external independent provider to conduct a feasibility study for a Winter event in Wallsend to attract visitors and support businesses in 2023. This study is to be paid for with funds from the WTBA 2021/2022 allocation and the report presented to CN no later than December 2022.

Strategic Deliverables Budget 2022 – 2023

\$100,000.00

Beautification - \$11,000

- Green Street Program – Maintenance Budget \$8,000.00
- Flag installation - \$3,000.00

Promotion - \$31,000

- Local Media Advertising – In Touch Magazine editorials \$10,000
- Newcastle Weekly - Promote events \$3,000
- Social Media Management - \$18,000

Economic Development - \$53,000

- Christmas Festival - \$25,000
- Mother's Day High Tea - \$6,000
- Father's Day - \$4,000
- Op Shop Trail - \$10,000
- Business Banter x 4 \$8,000

Governance - \$5,000

- Voluntary Workers Insurance
- Association Liability
- Public Liability
- Association Fees
- Professional Fees Accounting
- Website Domain Hosting

KEY STRATEGIC DELIVERABLES



GOVERNANCE AND COMPLIANCE

INSURANCES

Timing: Annually

Budget: \$4 000.00

Details:

- Public and Products Liability
- Association Liability
- Voluntary Workers Liability

KPI's

- Hold no less than 10 meetings annually.
- Invite Council representatives to meetings where appropriate.
- Engage with elected local Councillors.
- Maintain insurances

ASSOCIATION FEES

Timing: Annually

Budget: \$100.00

Details:

- Submission of A12-T2 Form

KPI's

- Governance required by Department of Fair Trading

WEBSITE DOMAIN HOSTING

Timing: Annually

Budget: \$300.00

Details:

- Hosting of basic website for information about BIA and member contact point

KPI's

- Required to have a website as an information page for public reference.

PROFESSIONAL FEES

Timing: Annually

Budget: \$600.00

Details:

- Quarterly BAS and EOFY Summary as required by Dept of Fair Trading after AGM

KPI's

- Governance required by ATO & Dept of Fair Trading.
- Comply with all aspects of ATO requirements.

TOTAL = \$5 000.00

KEY STRATEGIC DELIVERABLES



ECONOMIC DEVELOPMENT

CHRISTMAS FESTIVAL

Timing: December

Budget: \$25 000.00

Details:

- EOI out March 2022 for Event Organiser.
- Xmas Festival in Wallsend to commencing Dec 1 – 24.
- Santa, xmas lighting display at rotunda and along Nelson St, Xmas market stalls, street performers, social media competition with giveaways for 12 days of Xmas.

KPI's

- Visual enhancement of precinct.
- Increase visitation to businesses in precinct and improve visitor experience.
- Measure success of activation by increase in foot traffic / sales to the precinct.
- Collect feedback from businesses after the activation.

MOTHERS DAY HIGH TEA

Timing: May 2023

Budget: \$6 000.00

Details:

- High Tea at a local venue for 50 people.
- Advertised in media to promote Wallsend as a destination for Mother's Day.
- Utilising local providers for all aspects of this event to support and promote local businesses and community.

KPI's

- Increase following for precinct on social media with giveaways.
- Financially supporting small local businesses by purchasing prizes for giveaways and promoting their business on social media to 5k plus followers.
- Measure success of activation by increase in foot traffic / sales to the precinct.

FATHERS DAY BIG BBQ

Timing: September 2022

Budget: \$4 000.00

Details:

- BBQ at the iconic Rotunda to celebrate Dads with all supplies by local providers.
- Entertainment by local providers and giveaways purchased from local small businesses.
- Advertised in local media to promote Wallsend as a destination for Father's Day.

KPI's

- Increase following on social media with giveaways.
- Financially supporting small local businesses by purchasing prizes for giveaways and promoting their business on social media to 5k plus followers.
- Measure success of activation by increase in foot traffic / sales to the precinct.

KEY STRATEGIC DELIVERABLES



ECONOMIC DEVELOPMENT

OP SHOP TRAIL

Timing: September / October 2022

Budget: \$10 000.00

Details:

- This project is designed to highlight Wallsend strength of numbers in retail op shops.
- Promote Wallsend as a destination for recycled goods and driving education around a circular economy.
- BIA to work in conjunction with local retailers.
- Educate community about volunteering to support local charity organisations. Currently charity organisations are closed Saturdays and losing thousands of dollars post covid due to lack of volunteers.
- Paid promotion about the OP SHOP TRAIL and the offering in Wallsend to attract visitation.

KPI's

- Improve Saturday sales trading in the precinct.
- Increased number of volunteers for local charity organisations.
- Create a niche circular economy market for Wallsend to improve visitation to the precinct.
- Seek feedback from local organisations on the success of the project by June 2023.

BUSINESS BANTER

Timing: Quarterly

Budget: \$8 000.00

Details:

- Build awareness and engagement with the BIA by hosting small business owners to dinner with a guest speaker on a quarterly basis.
- Guest speaker to be another local business owner to highlight their services and/or educate attendees.
- The Business Centre involved with educational guest speakers as required.

KPI's

- Host 4 small business dinners over the 22/23 financial year.
- Improve engagement with local small businesses and encourage new Board members. Goal of 9 Board members in 2023.
- Collect feedback from small businesses attending the event to help improve decision making on projects for precinct

TOTAL = \$53 000.00

KEY STRATEGIC DELIVERABLES



PROMOTION

LOCAL MEDIA ADVERTISING

Timing: Monthly

Budget: \$13 000.00

Details:

- Utilising local media outlets to showcase businesses in the Wallsend precinct with paid editorials monthly.
- Utilising local media outlets to promote significant events organised by the BIA.

KPI's

- Run a 12-month campaign in a local media outlet.
- Showcase existing local businesses via paid editorials.
- Collect feedback from businesses to gauge success of the campaign.

SOCIAL MEDIA MANAGEMENT

Timing: Monthly

Budget: \$18 000.00

Details:

- Established a Facebook page with 5600 followers alongside an Instagram Page with 550 followers and continually growing.
- Used to communicate with the community and businesses.
- Used to promote local businesses to the local and wider community to increase visitation to Wallsend precinct.
- Use paid promotional advertising to promote the precinct on social media.
- EOI going out again to compare services in October 2022.

KPI's

- Facebook increased followers from 2212 to 5600 since June 2021.
- Consistent increased engagement and followers
- A goal of 200 posts per year to promote local businesses and the precinct highlighting business, history, people, and culture of the area.
- Promote local events to community.

TOTAL = \$31 000.00

KEY STRATEGIC DELIVERABLES



BEAUTIFICATION

GREEN STREET PROGRAM

Timing: Monthly (as required)

Budget: \$8 000.00

Details:

- Maintain existing mosaic planters along Nelson St with regular watering, pruning, weeding replacement of plants as required.
- Regular maintenance of street nibs along Nelson St with weeding and replacement of plants as required.

KPI's

- Create inviting green spaces along the main street to improve visitor experience.
- Regular audit of plants and mosaic planters.

ROOFTOP FLAGS

Timing: Ongoing

Budget: \$3 000.00

Details:

- Currently 40 flagpoles in the precinct.
- Installation of 40 rooftop flags; with a changeover occurring bi-annually.

KPI's

- Visual enhancement of precinct.
- Align with various activations, events, holidays, seasonal.

TOTAL = \$11 000.00





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