

**Between**

## **Parties**

Name	<b>Newcastle City Council</b>
ABN	25 242 068 129
Address	12 Stewart Avenue, Newcastle NSW 2300
Short form name	<b>CN</b>
Nominated representative	Ashlee Abbott

and

Name	<b>Wallsend Town Business Association</b>
ABN/ACN	87 421 344 002
Address	c/o 5 Marina Avenue, New Lambton NSW 2305
Short form name	<b>Service Provider</b>
Nominated Representative	Wayne Rogers

## **BACKGROUND**

- A. City of Newcastle (CN) levies special rates pursuant to section 495 of the Act.
- B. CN must spend special rates for the purpose of beautifying, promoting and developing the area in which those funds were raised.
- C. The Service Provider is a not for profit organisation registered under the Associations Incorporation Act 2009 (NSW) to represent the interests of the businesses in the Special Rate (SR) Area.
- D. CN wishes to engage the Service Provider to provide the Service on behalf of CN.
- E. It is acknowledged that the Service Provider is a registered incorporated association and must comply with all legislative requirements separate to this agreement.

## OPERATIVE PROVISIONS

### 1 DEFINITIONS AND INTERPRETATION

**Acquittal Report** means the annual report submitted to CN by the Service Provider.

**Act** means the Local Government Act 1993 (NSW).

**Agreed Personnel** means the Service Provider and its authorised representatives.

**Agreement** means this written agreement between CN and the Service Provider, together with any documents referred to herein.

**Deliverables Plan Template (DPT)** means the template provided at Appendix 1 that is to be used by the Service Provider when proposing a Deliverables Plan in accordance with this Agreement.

**Deliverables Plan** means the plan approved by CN's nominated representative in writing containing the details of what the Service Provider intends to do to deliver the Service, including how and when the Service Fee will be spent, an operational plan and a marketing and communication plan for delivering the Service. The Deliverables Plan derived from sections 3, 4 and 5 of the DPT once approved in accordance with this Agreement.

**Ideas Exchange** is an event hosted by CN that provides an opportunity for cross collaboration, networking and for other Service Providers to learn from each other about ways Service Providers can best benefit the SR Area.

**Intellectual Property** includes all proprietary rights in relation to information including copyright and neighbouring rights, and all proprietary rights in relation to inventions (including patents) registered and unregistered trademarks (including service marks), registered designs, confidential information (including trade secrets and know-how), circuit layouts, and all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields as defined in *Article 2 of the Convention Establishing the World Intellectual Property Organisation of July 1967*.

**Laws** means any laws, statutes, rules, regulations, proclamations, ordinances, standards or local laws of any authority, present or future, and whether State, Federal or otherwise.

**Service Fee** means the total amount approved by CN's nominated representative under section 4 (Financial Plan) of the DPT for delivery of the operational plan approved through the DPT pursuant to the Agreement.

**Service** means the approved operational plan (section 3 DPT), communications strategy (section 5 DPT) and any other obligations of the Service Provider under the Agreement and the approved DPT.

**SR Area** means the area represented by the Service Provider from which CN levies a special rate pursuant to section 495 of the Act. The area is defined in item 2 of Schedule 1.

**SR Funds** means the funds raised by CN through levying a special rate on businesses in the relevant area as defined in item 2 of Schedule 1.

**Start Date** means the date set out in item 1 of Schedule 1.

**Support Officer** means the person or company provided by CN in accordance with clause 5.1 (e) to assist the Service Provider in meeting its obligations under this agreement.

Unless the contrary intention appears, a reference in this Agreement to:

- (a) headings are for convenience only and do not affect the interpretation of this Agreement;
- (b) the singular includes the plural and vice versa;
- (c) the word "person" includes an individual, a firm, a body corporate, a sponsorship, joint venture, an unincorporated body or association, any governmental, semi-governmental, administrative, fiscal, judicial or quasi-judicial body, department, commission, authority, tribunal, agency or entity;
- (d) a particular person includes a reference to the person's executors, administrators, successors, successors in title, substitutes (including persons taking by novation) and assigns.

## 2 PROVISION OF AND LOCATION OF SERVICE

- 2.1 The Service Provider agrees to provide the Service in the Deliverables Plan to the benefit of the businesses within the area set out in item 2 of Schedule 1. The area may be changed from time to time as is necessary to reflect changes in rating or zoning with 28 days written notice from CN.

## 3 SERVICE PROVIDER'S OBLIGATIONS

### 3.1 General obligations

The Service Provider agrees to:

- (a) Operate under a constitution that complies with the Associations Incorporation Act 2009 (NSW);
- (b) Provide the Service subject to the provisions of this agreement and consistent with requirements of the Act;
- (c) Submit a proposed draft Deliverables Plan using the Deliverables Plan Template to CN within one month of the Start Date of this Agreement;
- (d) Only use the Service Fee for the purpose of beautifying, promoting and developing the area as specifically agreed to in the Deliverables Plan approved by CN. For clarity, SR Funds must not be used for administration costs, employee costs or used for any other costs related to the operation of the Service Provider unless approved in writing by CN;
- (e) Secure and maintain any consent, authority, permit, licence or certificate required to meet its obligations under this Agreement. For clarity, approval of a Deliverables Plan does not imply that CN has given any other consent. The Service Provider should note that many activities require approvals and consents from CN, and other government agencies and that they are wholly responsible for obtaining such approvals. Failure to obtain approvals will void the Agreement and may result in funding being revoked even when works have been completed;
- (f) Provide CN with a copy of the agenda of all committee meetings not less than 14 days prior to that committee meeting;
- (g) Provide CN with a copy of the minutes of all committee meetings within 14 days of the minutes being adopted;
- (h) Provide the Support Officer with, for publication on CN's website, the minutes of all meetings, agenda items and reports relating to the expenditure of the Service Fee within 14 days;

- (i) Provide a standing invitation to CN's nominated representative to be present at all committee meetings for agenda items involving discussion of the expenditure of the Service Fee;
- (j) Provide a standing invitation to all CN councillors representing the ward relevant to the Newcastle City / Darby Street special rate area to be present at all Committee meetings for agenda items involving discussion of the expenditure of the Service Fee;
- (k) Provide CN with any records or files (financial or otherwise) relating to the performance of its obligations under this agreement within 7 days of the request. Inspection of records or files may be sufficient to satisfy this obligation at the discretion of CN;
- (l) In the instance of a Performance Review under clause 4.1, to fully co-operate with CN or CN's contractors conducting the review. This includes, providing without limitation, access to the Service Provider's premises, employees, records, documents and papers that relate directly or indirectly to the performance of the Service Provider's obligations under this agreement;
- (m) Fully co-operate with CN's auditors nominated under clause 4.2;
- (n) Ensure that where any of its obligations under this Agreement are performed under a subcontract, any subcontract contains equivalent clauses permitting CN and CN's nominated auditors to have access to the employees, premises and accounts, records, documents and papers of the subcontractor to the extent provided for in clauses 3 and 4 in relation to the expenditure of SR Funds;
- (o) Publicly acknowledge CN's support including, for example, the inclusion of CN's restricted logo on advertising and collateral and through invitations to events and functions for CN representative/s;
- (p) Use CN's restricted logo in accordance with Schedule 2 and must:
  - (i) Not modify the restricted logo in any way without the consent of CN;
  - (ii) Obtain approval from CN prior to publishing, producing, printing or distributing any material containing the restricted logo;
  - (iii) Use the Restricted Logo in accordance with CN's Logo Usage Guidelines at Schedule;
- (q) Attend, at least once per year, an Ideas Exchange hosted by CN. The Service Provider must present to the Ideas Exchange, with the presentation to include:
  - (i) Project outcomes as provided in its Deliverables Plan;

- (ii) An outline of the highlights and challenges of its project experiences.

## 3.2 Financial Obligations

The Service Provider agrees:

- (a) To open an account with the Commonwealth Bank of Australia for the Service Fee paid under this agreement. The account must have the following criteria:
  - (i) The account name must be in the format of “Newcastle City BIA” on behalf of Newcastle City Council;
  - (ii) A CN officer as a signatory to the account;
  - (iii) CN be provided internet banking access to view and transact within the account;
- (b) To submit an Acquittal Report to CN’s nominated representative by 31 July each year with tax invoices that directly align to the approved Deliverables Plan expenditure for the previous financial year;
- (c) To return any portion of the Service Fee not spent in accordance with the Deliverables Plan to CN by 31 July following the financial year in which it was allocated to be spent, unless:
  - (i) The Service Provider applies to, and is authorised in writing by CN’s nominated representative, to carry over unspent Service Fee from one financial year to the next where the Service Fee is approved to be used for the same purpose as that specified in the Deliverables Plan; or
  - (ii) CN’s nominated representative informs the Service Provider in writing that it will adjust a future payment of Service Fee to take account of the unspent Service Fee from the previous year.
- (d) To abide by CN’s Statement of Business Ethics (Appendix 2) when expending the Service Fee, including that all committee members declare any conflict of interest at committee meetings;
- (e) To either:
  - (i) Develop procurement guidelines that comply with the Statement of Business Ethics and will be submitted for approval by CN as part of the Deliverables Plan Template; or
  - (ii) Comply with the following procurement requirements when expending the Service Fee:

## Procurement Thresholds (excluding consultants)

For all goods, works and services the following requirements apply:

- <\$1,000 no quote or tender is required
- between \$1,000 and \$10,000 two (2) informal quotes are required
- between \$10,000 and \$50,000 three (3) informal quotes are required
- between \$50,000 and \$125,000 three (3) formal quotes are required

## Procurement of Consultants

For the engagement of any consultant, the following applies:

- <\$10,000 one formal quote is required
- between \$10,000 and \$125,000 three formal quotes are required
- over \$125,000 an open tender process is required.

## **4 PERFORMANCE REVIEW**

### 4.1 Performance Review

To ensure the Service Provider is meeting its obligations under this Agreement CN may conduct a Performance Review of any aspect of the performance of the Service Provider's obligations under this Agreement and where appropriate will seek to involve the Service Provider in that review.

### 4.2 Nomination of auditors

CN may nominate auditors to conduct, at CN's cost, financial and compliance audits of the Service Provider in respect of the obligations under this Agreement.

### 4.3 Prior notice

In carrying out CN's powers under this clause 4, CN will give the Service Provider at least 14 days notice.

## **5 CN'S OBLIGATIONS**

### 5.1 General obligations

CN agrees:

- (a) That CN's nominated representative will provide written approval/rejection of the Service Provider's proposed Deliverable Plan and Acquittal Report in accordance with section 6;
- (b) To co-operate with the Service Provider as the Service Provider reasonably requires;
- (c) Provide the information and documentation that the Service Provider reasonably requires to fulfil its obligations under this Agreement;

- (d) To provide, free of charge (if requested by the Service Provider), an appropriate CN space during business hours for the Service Provider to hold meetings each month or as required by the Deliverables Plan and the Service Provider's constitution;
- (e) Provide access to a Support Officer to assist the Service Provider with meeting their obligations under the Deliverables Plan;
- (f) Use reasonable endeavours to keep the Service Provider informed of decisions of CN which are relevant to the Service Provider's obligations under this agreement;
- (g) To grant the Service Provider a non-exclusive, royalty free, non-transferable license to use CN's restricted logo in its advertising materials solely for the purpose of promoting CN's association with the Service Provider and initiatives of the Deliverables Plan.

## **6 PROCESS FOR APPROVAL/REJECTION OF DELIVERABLES PLAN AND PAYMENT OF SERVICE FEE**

### 6.1 Process for payment of service fee

- (a) The Service Provider submits a proposed Deliverables Plan using the DPT within 30 days of the Start Date.
- (b) CN's nominated representative provides written approval/rejection within 30 days of submission of the proposed Deliverables Plan.
- (c) If the proposed Deliverables Plan is approved by CN it becomes the Deliverables Plan for the upcoming 12 months and the Service Provider submits an invoice for the Service Fee agreed in the approved Deliverables Plan.
- (d) CN pays the Service Fee within 21 days of the invoice to the account opened in accordance with clause 3.2(a).
- (e) If the proposed Deliverables Plan is rejected by CN, the reasons why will be provided to the Service Provider who will amend the plan within 14 days and re-submit to CN for approval. CN's nominated representative must provide written approval/rejection within 14 days of submission of the revised Deliverables Plan.
- (f) The Service Provider provides CN with a financial Acquittal Report by 31 July each year in accordance with Acquittal Report requirements of the Agreement.
- (g) CN's nominated representative must approve/reject the Acquittal Report within 30 days of it being submitted. If the Service Fee has not been expended in accordance with this Agreement and the Deliverables Plan



to the satisfaction of CN, CN's nominated representative will advise the Service Provider in writing and CN may terminate this Agreement and the Service Provider must repay the unspent portion of the Service Fee within 30 days.

- (h) The Deliverables Plan may be amended at any time by written agreement between CN's nominated representative and the Service Provider. The written agreement containing amendments becomes an appendix to the Deliverables Plan, replacing the relevant sections.

6.2 Nothing in this agreement stops or restricts the Service Provider from applying for additional special rates as part of any competitive process undertaken by CN.

## 7 INTELLECTUAL PROPERTY

7.1 The ownership of the Intellectual Property in anything created under this Agreement as part of the Service will vest with CN. The Service Provider must assign ownership of all Intellectual Property rights to CN and will ensure that its employees, subcontractors and agents execute all documents necessary to assign such rights to CN.

## 8 INDEMNITY

8.1 The Service Provider indemnifies CN, its servants and agents from and against all actions, claims, losses, damages, penalties, demands or costs whatsoever which may be brought or made against it or them by any person in respect of or by reason of or arising out of the performance by the Service Provider of the Agreement including:

- (a) any negligence, wrongful act or omission of the Service Provider or of any other persons for whose acts or omissions the Service Provider is liable; and/or
- (b) death or injury to any person or loss of or damage to any property; and/or
- (c) any breach of a third party's Intellectual Property Rights; and/or
- (d) any breach of the Agreement by the Service Provider; and/or
- (e) any action, claim or demand from liability brought against CN in connection with a breach by the Service Provider of the WH&S Act and associated legislation (so far as it is permissible at law).

8.2 The Service Provider's liability to indemnify CN is reduced proportionally to the extent that an action or omission of CN or employees or agents (other than the Service Provider) of CN may have contributed to the injury, damage or loss.

## **9 INSURANCE**

9.1 For every year other than the first year after the Agreement commences, the Service Provider must, as part of its Deliverables Plan, affect and maintain the following insurances:

- (a) Workers Compensation insurance (if required) in accordance with the NSW Workers Compensation Act 1987);
- (b) Public Liability insurance (of no less than \$20,000,000 coverage for any claim);
- (c) Professional Indemnity insurance (of at least \$10,000,000 coverage).

9.2 The Service Provider must provide Certificates of Currency for the required insurance policies to the CN at least one week prior to the Start Date.

9.3 The Certificates of Currency must not be cancelled or amended without written notice being given to CN, and must be made available for inspection at any time during the term of the Agreement.

## **10 ALTERATIONS AND MUTUAL TERMINATION**

10.1 This Agreement may be altered or terminated by agreement only in writing signed by CN's nominated representative and the Service Provider.

## **11 SURVIVAL**

11.1 Any indemnity or any obligation of confidence under this Agreement is independent and survives termination of this Agreement. Any other term by its nature intended to survive termination of this Agreement survives termination of this Agreement.

## **12 SEVERABILITY**

12.1 A term or part of a term of this Agreement that is illegal or unenforceable may be severed from this Agreement and the remaining terms or parts of the terms of this Agreement continue in force.

## **13 RELATIONSHIP**

13.1 This Agreement does not create a relationship of employment, trust, agency or partnership between the parties. As such, the Service Provider is not entitled to the benefits of an employee.

13.2 The Service Provider must not act outside the scope of authority conferred on them by this Agreement.

13.3 The Service Provider must take upon themselves the whole risk of performing their obligations under this Agreement and must also comply with every, and all, reasonable and lawful direction of the CN's nominated representative.

## **14 GOVERNING LAW AND JURISDICTION**

14.1 The Agreement is subject to and construed in accordance with the Laws, Acts and other prescribed rules applying in the State of New South Wales.

## **15 FORCE MAJEURE**

15.1 Neither Party will have any liability under or be deemed to be in breach of this agreement for any delays or failures in performance of this Agreement which result from circumstances beyond the reasonable control of that Party. The Party affected by such circumstances must promptly notify the other Party in writing when such circumstances cause a delay or failure in performance and when they cease to do so. If such circumstances continue for a continuous period of more than 6 months, either Party may terminate this Agreement by written notice to the other Party.

## **16 PRIVACY AND GIPA**

16.1 The Service Provider agrees to comply with the provisions of the Privacy & Personal Information Protection Act 1998, as if it were included in the definition of 'public sector agency' under that Act, the Privacy Code of Practice for Local Government and CN's Privacy Management Plan.

16.2 The Service Provider acknowledges CN is a 'public sector agency' for the purposes of the Government Information (Public Access) Act 2009 (GIPA Act) and any documents related to the spending of the Service Fee, including Deliverables Plans and Acquittal Reports, will be considered CN's for the purposes of the GIPA Act.

## **17 CODE OF CONDUCT**

17.1 The Service Provider must act in a manner consistent with the requirements of CN's Code of Conduct (available on CN's website or by request) for the term of this Agreement.

## 18 PAYMENT

18.1 Payment is to be made within 21 days of the receipt of an approved invoice consistent with the approved Deliverables Plan in the form of a valid tax invoice under GST law in respect of the Service delivered and accepted. The Service Provider must quote the purchase order number supplied by CN (to be supplied after the execution of this agreement) on any tax invoice or claim for payment.

## 19 TERMS AND CONDITIONS

19.1 This Agreement is subject to the Hunter Councils' Terms of Engagement (current edition) as at appendix 3.

19.2 In the event of any conflict or inconsistency, the order of precedence shall be in the order of the documents as listed below.

- (a) This Agreement including approved Deliverables Plan, Acquittal Reports and amending correspondence
- (b) Amending correspondence
- (c) Hunter Council's Terms of Engagement

The documents listed above form part of the Agreement.

## 20 TERMINATION

20.1 Without prejudice to any other right CN may have, CN may terminate this Agreement without notice if the Service Provider:

- (a) fails to perform its obligations under the Agreement at all, or within any time period specified by CN;
- (b) fails to carry out a reasonable direction of CN in respect to its obligations under the Agreement;
- (c) fails to submit a Deliverables Plan or Acquittal Report by the required date; or
- (d) fails to fulfil any of the Service Provider's obligations under section 4.

20.2 CN may terminate this Agreement by giving 14 days written notice to the Service Provider if:

- (a) if it ceases to levy the Special Rate;

- (b) if the Service Provider makes any arrangement(s) with its creditors or is wound up under the Associations Incorporation Act 2009.
- (c) at any time for any reason. If termination occurs under this sub-clause, the Service Provider is entitled to retain the Service Fee if it intends to spend it in accordance with the Deliverables Plan.

20.3 The Service Provider may terminate this agreement by giving 14 days written notice to CN if:

- (a) CN fails to meet its obligations under this Agreement, and:
  - (i) the failure is unable to be corrected, and
  - (ii) that failure means the Service Provider cannot meet its obligations under the Agreement.
- (b) The Service Provider believes it can no longer meet its obligations under the Agreement.

If this occurs, any of the Service Fee not spent in accordance with the Deliverables Plan is to be returned to CN.

## 21 DISPUTE RESOLUTION

- 21.1 In the event of any dispute arising between CN and the Service Provider that cannot be resolved by negotiation, CN shall nominate a formal dispute resolution process to be followed by the parties.
- 21.2 The Service Provider must continue to perform its obligations under the Agreement notwithstanding the existence of a dispute.

## Agreement

---

**Signed** on behalf of the **NEWCASTLE CITY COUNCIL** ABN: **25 242 068 129** by its Authorised officer:



Ashlee Abbott (Sep 28, 2021 19:50 GMT+10)

Authorised officer

Ashlee Abbott

Name of Authorised officer

28-Sep-2021

Date

**Signed** on behalf of the **WALLSEND TOWN BUSINESS ASSOCIATION** ABN: 87 421 344 002 by its Authorised officer:



Wayne Rogers (Oct 5, 2021 17:22 GMT+11)

Authorised officer

**Wayne Rogers**

Name of Authorised officer

05-Oct-2021

Date

## Schedule 1 – Details

---

1. Start date: 4 October 2021
2. SBR Area: Wallsend



## **Schedule 2 – CN’s Logo Use Guidelines**

---

The horizontal logo and the stacked logo are equally strong and can be used interchangeably depending on the space available, and at the discretion of the designer.

The two versions must not appear together in any single piece of collateral, where one logo is selected, it must be used consistently throughout.

The preferred background options are navy and white, though a black background is permissible for existing applications.

The logo should only be placed in the top or bottom right corners when it appears as a standalone logo.

The logo has a clear space rule to ensure it always appears uncluttered, clear and open. The clear space is the height of the CN of the logo type at the logo’s four widest points as shown. No item, text, image or other logo should interfere on this space. The minimum size the logo can be is 35 mm

### **22 Correct Use**



City of  
Newcastle



City of  
Newcastle



## 23 Incorrect Use



Do not distort the logo



Do not delete any part of the logo



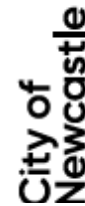
Do not change the typeface. Please use the official supplied logo files



Do not use the colour logo on a photo or colour other than specified



Do not recolour any part of the logo



Do not



... of the logo

**Appendix 1 – Deliverables Plan**

**Appendix 2 – CN Statement of Business Ethics**

**Appendix 3 – Terms of Engagement Consultants**



Inc ID Number: 9895536 | ABN: 87 421 344 002

# STRATEGIC DELIVERABLES 2021 TO 2022

## OVERVIEW



## 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.

Under the new BIA landscape, the association also found the opportunity for greater collaboration - particularly in terms of projects that could be applied across the city as part of eventual pandemic recovery.

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.

This plan is submitted as a 12-month plan only – given that the economy is in an ever-changing state.

As this plan is presented to City of Newcastle for consideration, the Association has:

- Opened a bank account with the Commonwealth Bank: 062836 | 10339151
- Successfully obtained
  - Inc ID Number: 9895536
  - ABN: 87 421 344 002
  - TFN: 634 588 575
- Secured insurances that are in line with the proposed Service Agreement with the City of Newcastle (current cover notes have been provided to CN).
- Appointed directors and executive committee:

<b>Name</b>	<b>Position on board</b>	<b>Business represented</b>
<b>Wayne Rogers</b>	Chair	Iona on Robert
<b>James Hingston</b>	Deputy Chair	Iona on Robert
<b>Phillip Murnain</b>	Public Officer	Blue Gum Hills Men's Shed
<b>Linda Pinkerton</b>	Treasurer & Secretary	Spell Bound Botanicas
<b>Rhonda Davis</b>	Ordinary member	Wallsend Village

## EXECUTIVE SUMMARY

Newcastle is the economic hub of the Hunter Region located about 160 kilometres north of Sydney. The city accounts for approximately 30% of the Hunter's developed industrial space and 80% of the office space. The Port of Newcastle is Australia's largest coal export port by volume and a growing multi-purpose cargo hub. While Newcastle's industrial sector continues to play an important role, Newcastle is no longer a 'steel city'. A substantial and growing portion of Newcastle's economy is now based around the service sectors. Within the Newcastle LGA is the economic and lifestyle hub of Wallsend. Wallsend is one of Newcastle's western suburbs, approximately 13km from the CBD and just to the east of the Sydney-Newcastle Freeway.

Wallsend Precinct Map:



(WTBA) includes Wallsend Village shopping centre, Wallsend district Library, CBD with op shops, real estate, gyms, lifestyle stores, and varied medical practices. 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 median price for houses is \$580,000 and the median price for units is \$497,500\*. The largest industry sector for economic output in the WTBA precinct is Construction with \$371.1 M accounting for 55.46% of total output. According to [idcommunity](#), Wallsend has:

- Population of approximately 12,888.
- Land area of 1,435 hectares
- Population density of 8.98 persons per hectare
- Financial output of approximately \$670 million\*\*
- 1715 people employed within the precinct\*\*

\* according to [realestate.com.au](#)

\*\*according to Remplan economy profile



## STAKEHOLDERS

WTBA understands that it is part of a community.

The following is not an exhaustive list of stakeholders but highlights the audience segments that it sees as most important in 2021/2022:

Stakeholders	Experience	Strengths	Limitations	Opportunities
<b>Members</b> (Property owners and tenants/delegates)	- Keen to see progress - Diverse and recognise previous landscape	Active and eager for change	Busy and under resourced	- Ideas - Collaboration opportunities
<b>City of Newcastle Council (CN)</b>	Funding and collaboration for positive outcomes	- Finance - Resources	- Limited funds	- Realistic outcomes
<b>Other BIA's (city wide)</b>	New networks	- City wide approach - Keen to collaborate	- Experience - Resources	- Collaboration opportunities - Experience in field - Working relationship with CN
<b>Advisors</b> (individuals and groups)	Specialists experience and knowledge	Add value	Knowledge specific to projects	- Collaboration - Promotion - Economic Development
<b>Community</b> (Business community, community groups, schools and sporting groups, visitors)	Has seen BIA work done previously	Semi-greenfield	Now includes more people than last year	New members, ideas and opportunities
<b>Media</b>	Mixed	Receptive to news in precinct	History	Activities that show resilience and progress

## Business Objectives

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

- a. 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
- b. 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.
- c. To do all things as are, or may be incidental to, or conducive to, the attainment of these objects.

## Vision

The 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

WTBA 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

## Business Goals

WTBA will work as a cohesive and progressive group of professional people who will collaborate, inform and progress the best interests of business in the Mayfield 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.

From 2021 to 2022, WTBA has developed a budget that includes a mix of fully funded projects through to funds that can be used to support city-wide or major precinct activities.

## Key Deliverables

More specifically, the key business deliverables of Wallsend Town Business Association for the 12 month period 2021 to 2022 will utilise the allocated funds and partnerships to deliver visitor experiences, business activations, collaboration, capacity building, promotion and advocacy of our precinct, support employment, beautify Wallsend and display and support the precinct to think about sustainability through the following.

### Business objectives

#### Beautification

1. Plants: Coordinate a service provider to maintain planters in Wallsend
2. Work together with business owners, financial institutions and City of Newcastle to improve street cleanliness
3. Public Art/Spaces: Complete 2x mural projects within the Wallsend precinct.

#### Promotion

1. Major events: Collaborate with others who bring major events that can promote the precinct and its local offerings as a business precinct.
2. Social Media: Continue to grow Instagram and Facebook pages promoting highlights of Wallsend, Diversity, Family, Experience, Heritage etc . Work with existing owners of like-mind organisations to share and engage
3. Precinct events: The Association will fund or collaborate with others to promote a series of events that showcase local expertise or offerings.
4. Live Spots: Work across BIAs and with CN to continue 'live spots' where local quality performance can exist.
5. Promotion – develop user-friendly ways for people to connect with businesses through traditional and digital platforms.

#### Economic Development

1. Collaborate – work with other precincts to develop initiatives that add value to business across the precinct and wider city.
2. Sustainability – work across the city and BIAs to develop meaningful and achievable ways to improve small business connectivity to sustainability
3. Visitor experience (tourism) – be a destination for local, national and international visitors
  - Work with existing businesses to create experiences – e.g. fairs & festivals, walking food and cultural tours, fashion style sessions, etc.
  - Work with CN to get existing and emerging visitor experience into CN Apps or other regional infrastructure and promotion.

#### Governance

The Wallsend Town Business Association will be underpinned by a governance structure that requires board members (and members) to:

1. Act inclusively, respectfully, and consult in a comprehensive manner.
2. Actively seek people that can inform the board and its decision-making processes that have specialist skills/experience.
3. Ensure that all activities are compliant and in line with the Constitution, NSW Department of Fair Trading, ATO and the City of Newcastle Funding Agreement.



## Plan overview 2021 to 2022

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

Each project will have a detailed business plan that will work with CN to develop ways to effectively measure each project recognising that some metrics may be available through CN resources.

Budget overview has been recorded in the three key areas of BIA expenditure:

- Promotion
- Beautification
- Economic Development

The following table provides the expected and general overarching KPIs. Total amount issued as SBR funding is \$175,000.00

This includes \$75,000 remaining from the 2020/2021 SBR Funding

PROJECT	TIMING	BUDGET	DETAILS	KPI's
<b>Governance and compliance</b>				
Insurances	Annually	\$4,000	<ul style="list-style-type: none"> <li>• Maintain Appropriate Insurances as per CN requirements</li> <li>• \$20 Million Public Liability</li> <li>• Special event (LiveSpots) insurance</li> <li>• Association Liability Insurance</li> <li>• Voluntary Workers Insurance</li> </ul>	<ul style="list-style-type: none"> <li>• Hold no less than 10 meetings annually</li> <li>• Invite Council representatives to meetings where appropriate</li> <li>• Engage with elected Councillors Report as per CN Service</li> </ul>
Association Fees	Annually	\$100	<ul style="list-style-type: none"> <li>• A12 Tier 2: Small association financial summary annual lodgement fee</li> </ul>	<ul style="list-style-type: none"> <li>• Comply with all aspects of ACT</li> <li>• Comply with all ATO requirements</li> <li>• Maintain insurances.</li> </ul>

Website domain name	Annually	\$400	<ul style="list-style-type: none"> <li>Website hosting and domain name</li> </ul>	
				<b>TOTAL: \$4,500</b>
<b>Projects</b>				
Business Beat	Twice a year	nil	<ul style="list-style-type: none"> <li>Regular meet and greet with Local Area Command and walk through the precinct</li> <li>Launched in Wallsend 1 October 2020 with support of MP Sonia Hornery.</li> </ul>	<ul style="list-style-type: none"> <li>Nominated board member to meet with Rep from Newcastle City Police District Quarterly</li> <li>Conduct two 'Business Beat' meets a year.</li> </ul>
Live spots	2020 onward  Suited to objective: Promotion	\$10,000	<p>This project is developed by the Hamilton Business Association as a city-wide project that seeks to:</p> <ul style="list-style-type: none"> <li>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</li> <li>Provide spaces for local musical artists by working with the music industry, to perform (and therefore providing exposure and income generation opportunities)</li> <li>Establish opportunity to collaborate further with local artists to create at least four 'live spots' in the four precincts in the first 12 months – with a view to creating additional spaces in the future. Ultimately there will be a series of permanent visual places that can be</li> </ul>	<ul style="list-style-type: none"> <li>Create a database of quality performers. This is envisaged to be no less than 40 within 12 months that would circulate across the precinct and city live spots</li> <li>Editorial and social media content x 20 plus per year.</li> </ul>

			<p>cobranding as an initiative of the BIAs of the City of Newcastle.</p> <ul style="list-style-type: none"> <li>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.</li> </ul>	
<p>Special events:</p> <ul style="list-style-type: none"> <li>Winter Fair</li> <li>Summer Festival</li> </ul>	<p>2021-2022</p> <p>Suited to objective: Promotion, Economic Development</p>	\$50,000	<p>WTBA will fund or collaborate with others to promote a series of events that showcase local expertise or offerings.</p> <p>Based upon retailer and member feedback, the Association develops a strategy to a number of major events that are targeted to key target demographics that add value to the precinct businesses, limit the amount of \$ going to vendors who are not local to Wallsend, and attract visitors.</p> <p>The WTBA have reached out to 4 different event coordinators for Expressions of Interest in coordinating these events.</p>	<ul style="list-style-type: none"> <li>EOI of interest for an event coordinator have been sent out</li> <li>Four EOI have been received</li> <li>The board has voted on an event coordinator</li> <li>Hold two large scale events (one in 2021 &amp; one in 2022)</li> <li>Collaborate with business within the precinct for the events</li> <li>Improve turnover and engagement of precinct businesses</li> <li>Increase visitor</li> </ul>
<b>TOTAL: \$60,000</b>				
<b>Economic Development</b>				
<p>Wallsend Workshops for Small Business</p>	<p>2021-2022</p> <p>Suited to objective: Economic</p>	\$10,000	<p>The Wallsend Workshops initiative is designed to support businesses within the precinct to help navigate the ever-evolving business landscape. The association intends to engage a business advisory organisation (eg. Hunter Region Business</p>	<ul style="list-style-type: none"> <li>Host a minimum of 4 workshops over 2021 to 2022</li> <li>Engage businesses within the precinct to see what topics they would like to be covered</li> </ul>

	Development		Hub or The Business Centre) to come to Wallsend to deliver workshops. These workshops will be free for all businesses within the Wallsend SBR Precinct, providing businesses with help to navigate through the ever-changing landscape.	
Wallsend Hub	2021  Suited to objective: Promotion, economic development	\$5,000	Work with members to identify ways to showcase Wallsend businesses and consumer offerings such as: <ul style="list-style-type: none"> <li>• Local market days</li> <li>• Coffee Culture</li> <li>• Top Tips</li> </ul>	<ul style="list-style-type: none"> <li>• Board to engage quarterly with local businesses both in person and through digital platforms to collaborate on ideas to best showcase Wallsend Businesses</li> </ul>
<b>TOTAL: \$15,000</b>				
<b>Promotion</b>				
Update Wallsend Town Website	2021  Suited to objective: Promotion	\$2,000	Update existing Wallsend Town Business Association website to have relevant and informative content. Create an events calendar section on the website that showcases upcoming events in Wallsend. Allow local businesses and organisations to submit their event to be added to the calendar, free of charge.	<ul style="list-style-type: none"> <li>• Appoint a website designer to update the current Wallsend Town Website</li> <li>• Ensure website is easy to navigate and simple</li> <li>• Update website regularly with updates from WTBA Board and general news regarding what's happening in Wallsend</li> </ul>
Advertising in Local Media Outlets	2021-2022  Suited to objective:	\$8,000	Utilising local media outlets to showcase businesses within the Wallsend Town precinct.  A range of local media outlets offer organisations "Advertorial" packages, which are paid editorial articles. WTBA has been in contact	<ul style="list-style-type: none"> <li>• Run a 12-month campaign in a local media outlet</li> <li>• Showcase the range of industries Wallsend has to offer</li> </ul>

	Promotion, economic development		with numerous local outlets to find the best fit for WTBA. WTBA has begun a 12-month "Advertorial" campaign to promote the businesses within the precinct as well as upcoming events hosted by WTBA.	<ul style="list-style-type: none"> <li>Collect feedback from businesses within the precinct on the success of the campaign</li> </ul>
Wallsend Town Social Media Management and Promotion	2021-2022  Suited to objective: Promotion, economic development	\$8,000	<p>Social media and marketing</p> <ul style="list-style-type: none"> <li>WTBA has already established a Facebook page but to further grow this page so it can be utilised not only as a way of communicating with the community but promoting business within the Newcastle precinct, WTBA endeavour to put out EOI for a social media manager.</li> <li>WTBA will further utilise Facebook Advertising to boost certain posts and events.</li> </ul>	<ul style="list-style-type: none"> <li>Increase followers from 2,212 to 3,000 by end of June 2022</li> <li>Consistent increase in engagement and followers</li> <li>Weekly posts</li> </ul>
Community Events	2021-2022  Suited to objective: Promotion, economic development	\$20,000	<p>Host a variety of small activations that will increase visitation in Wallsend. These activations will be centred around certain holidays/celebrations eg:</p> <ul style="list-style-type: none"> <li>Christmas</li> <li>Mother's Day</li> <li>Father's Day</li> <li>NAIDOC Week</li> <li>Book Week</li> </ul>	<ul style="list-style-type: none"> <li>Host a minimum of 3 small activations over the 2021/2022 financial year.</li> <li>Measure success of each activation by the increase in foot traffic/sales for businesses</li> <li>Collect feedback and suggestions from businesses within the precinct.</li> </ul>
<b>TOTAL: \$38,000</b>				
<b>Beautification</b>				

Green Street Program	As required  Suited to objective: Beautification	\$7,000	<ul style="list-style-type: none"> <li>▪ Maintain mosaic planters along the main street with regular watering, pruning, weeding, replacing plants and fertilizing.</li> <li>▪ General maintenance of planters</li> <li>▪ Repair and paint when needed</li> <li>▪ Fertilize planters as required</li> <li>▪ Trim trees in planters as required</li> <li>▪ Remove weeds from planters as required</li> <li>▪ Replace plants when needed</li> <li>▪ Water on regular basis depending on season and weather</li> </ul>	<ul style="list-style-type: none"> <li>▪ Create an inviting space to increase visitor experience</li> <li>▪ Regular audit of plants and mosaic planters</li> </ul>
Street Cleanliness	As required:  Suited to objective: Beautification	\$4,000	<ul style="list-style-type: none"> <li>• Monitor &amp; maintain a clean and hygienic streetscape</li> <li>• Repaint street Nibs with reflective white paint</li> <li>• Weed Street Nib gardens and remove rubbish</li> <li>• Report damage to CN</li> <li>• Use a Contract handyman to assist</li> <li>• Encourage businesses to maintain clean shop fronts and footpaths in front of their own business</li> <li>• Report Graffiti &amp; utilize Wallsend Maryland Rotary Graffiti team when available to assist with removal</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor all work and repairs that have been completed</li> <li>• Invite businesses to suggest other areas that need maintenance or repair</li> <li>• Create an inviting space to increase visitor experience</li> </ul>
Wallsend Murals	Suited to objective: Promotion, beautification, economic development	\$15,000	Engage local artists to create two different murals in Wallsend Town Precinct. It is anticipated that the project will create beautiful spaces that also create visitation interest for other projects such as heritage and cultural walks. The Association also	<ul style="list-style-type: none"> <li>• Add value to the precinct as a place to live, work and play</li> <li>• Visual enhancement of precinct</li> <li>• Visitation and use – increase use by families</li> </ul>

			<p>intends to hold unveilings of each of the murals to promote the Wallsend Precinct.</p> <p>This project is about creating beautiful places that are safe and attract target demographics.</p>	<ul style="list-style-type: none"> <li>• Safety – create spaces that discourage antisocial behaviour</li> </ul>
Flags and Banners	<p>As per projects requiring flags and banners:</p> <p>Suited to objective: Promotion</p>	\$15,500	<ul style="list-style-type: none"> <li>• Christmas, Australia Day, Anzac Day, Winter Fair</li> <li>• 44 flagpoles - Flags purchased and changed on a seasonal and promotional basis</li> <li>• 24 Light poles - Banner program to highlight major events in town.</li> <li>• Maintain Main Street Banners</li> <li>• Project Coordinator to manage</li> </ul>	<ul style="list-style-type: none"> <li>• Visual enhancement of precinct</li> <li>• Align with various activations, events, holidays and celebrations</li> </ul>
Christmas Activation (Decorations)	<p>Suited to objective: Promotion, beautification, economic development</p>	\$7,000	<ul style="list-style-type: none"> <li>• Replace old Wallsend Christmas Decorations</li> <li>• Removal /pack up of Christmas Decorations</li> </ul>	<ul style="list-style-type: none"> <li>• Visual enhancement of precinct</li> <li>• Increase visitor experience</li> </ul>
<b>TOTAL: \$48,500</b>				
<b>TOTAL</b>		<b>\$166,000</b>		





## Project Plans

The following Project Plans are included as background to inform the overarching strategy and key cost allocations as listed in the previous pages

As of 30 June 2021, the following plans are included:

- Live Spots – Business loves live music
- Business Beat – a cross city BIA initiative

# Live Spots - Business loves live music

A city-wide collaboration to enhance live music



Soft Launch of Live Spots in August 2020

## Objective:

Live Spots is the first collaborative initiative of the Business Improvement Associations of the City of Newcastle.

The project is 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.
- Provide spaces for local musical artists by working with the music industry, to perform (and therefore providing exposure and income generation opportunities).
- Establish opportunity to collaborate further with local artists to create at least four 'live spots' in the four precincts in the first 12 months – with a view to creating additional spaces in the future. Ultimately there will be a series of permanent visual places that can be co-branded as an initiative of the BIAs of the City of Newcastle.
- 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.

Importantly, the Live Spots initiative is developed by the BIAs to facilitate collaboration, promotion and economic development of the precincts and the wider city landscape, by bringing talented local musicians to local hotspots to increase artist exposure and increase foot traffic to benefit local businesses. This project is about developing a platform for collaboration now and for the future. Several stakeholders have been engaged to help facilitate this project, including Belle Taylor (founder of Fuzion Management) as the project coordinator.

## Progress:

- The Live Spots project was launched on 27 August 2020 in James Street Plaza, Hamilton. The launch had members from each of the key stakeholders including City of Newcastle, the BIA's, Purser Corporate Communication, Fuzion Management, ATWEA College, Tim Crakanthorp MP - State Member for Newcastle and local media outlets.
- A representative from each BIA has been nominated to be the Live Spots delegate
  - Hamilton: Kellie Mann
  - Mayfield: Ashlea Dowden
  - Newcastle City: Michael Chapman
  - Wallsend: Wayne Rogers
- Belle Taylor from Fuzion Management has been engaged as the talent manager and is currently on a 12-month contract which commenced in
- Regular Live Spots have begun in Hamilton and Wallsend, whilst Newcastle City and Mayfield endeavour to have their Live Spots begin by the end of August.
- A Live Spots website and Facebook page has been set up.
  - [Facebook](#)
  - [Live Spots Website](#)

## The Future

It is envisaged that this project will provide:

- A data base of quality performers that can hire the live spots to perform
- A resource for 'members' of BIAs and other stakeholders to engage
- An opportunity to unearth and showcase local talent
- Collaboration opportunities – business, CN, performers, talent agencies, education and music industry

## KPIs

- Visitation – this will be dependant on social distancing restrictions in 2021 and beyond, but we anticipate:
  - Weekly live spots – up to 200 people in each precinct (passing)
  - Add value to Newcastle visitor economy as scheduled events
  - Add value to overarching City of Newcastle event strategy (Kate Britton)
- Editorial and social media opportunities x 12 per year
  - Monthly sessions
  - Ongoing live spots
- Collaboration and audience growth – cross promotion and social media expansion
  - Educators – UoN, Atwea, TAFE, YPT and others
  - City of Newcastle
  - Members of BIAs
  - NTIG, HBC and others
  - Music Industry
- Promotion – cross promotion and social media engagement
  - Opportunity to benchmark initiative
  - Award submissions for precinct and city
  - Tourism

# Business Beat – An initiative of the BIA's

A city wide collaboration to connect local business and local law enforcement



*The launch of Business Beat in Wallsend in October 2020*

The Business Improvement Associations (BIAs) of Hamilton, Newcastle City, Wallsend and Mayfield launched a collaborative initiative with Police Local Area Command in September 2020 that delivers a series of visits by police officers into business precincts.

For a number of years, Police have met with business associations and chambers in larger groups as a way for business owners and operators to be informed and share information about policing. The challenges of COVID-19 provided an opportunity for BIAs to develop a new approach.

Business Beat will see District Area Commander Wayne Humphrey and Police Officers visit each of the four precincts and meet one-on-one with business operators.

This initiative will give local police officers the opportunity to talk about local policing issues to ensure that local businesses are not only informed but they also have the chance to connect with their local officers.

The 'Business Beat' initiative will aim to show support of local police by local businesses and will give Police the opportunity to talk about local policing issues (inform, educate, connect, visibility). This initiative will also connect local police officers with business owners to develop relationships and make our community safer.

To date all BIAs have held a Business Beat initiative and was widely received by local businesses, community and media. (See Appendix 2.9, 2.10, 2.14)

- Wallsend Town Business Association held their Business Beat on 1 October 2020
- Mayfield BIA held their Business Beat on 11 November 2020
- Hamilton BIA held their Business Beat on 1 December 2020
- Newcastle City BIA held their Business Beat on 3 February 2021

## **The Future:**

WTBA has continued its relationship with the Newcastle City Police district and endeavour to conduct a Business Beat bi-annually.

NCC313; Rev. 2

This Statement is a means of providing guidance for suppliers, service providers, contractors and individuals to adopt standards of ethical behaviour that meet Council's requirements.

Council's business dealings are geared to achieve the best possible outcome in the interests of Council and its ratepayers for the supply of goods and services. In doing this, all business undertakings are conducted with complete fairness and are open to public scrutiny (subject to commercial confidentiality).

Council will ensure that all policies, procedures and practices related to tendering, contracting and the purchase of goods and services are consistent with best practice and the highest standards of ethical conduct. All procurement activities and decisions will be fully and clearly documented to provide an effective audit trail and allow for effective review.

## Business Principles

Council has four key principles which guide its dealings on procurement/business matters.

**Fairness:** Council treats all parties involved in an even-handed manner. Potential suppliers or contractors will be given equal access to information and opportunities to submit bids. Tenders will not be called unless there is the intention to award a contract, subject to a satisfactory offer.

**Prevention of Corruption:** Council is committed to high ethical standards and it is the responsibility of Councillors and staff, as well as Council suppliers and contractors, to not only act honestly but also report any instances of possible corruption, maladministration or illegal activities.

**Value-for-Money:** Council considers all factors which are relevant to a particular procurement of goods or services. These include initial and ongoing costs; quality and reliability; customer service; OH&S; technical expertise; environmental sustainability and other legislative compliance. Value for money does not necessarily mean 'lowest price'. However, the lowest price might represent best value for money if it satisfies the other criteria.

**Objectivity:** Council establishes procurement criteria and objectively assesses all tenders and quotes against these nominated criteria. All procurement decisions are based on merit, and take into account all relevant information and circumstances that apply to a given procurement requirement.

## Doing Business with Council

Suppliers and contractors shall be aware of the following requirements when dealing with Council.

**Conflict of Interest:** Conflicts of interest include both pecuniary and non-pecuniary interests. (A pecuniary interest is an interest that a person has in a matter because of the reasonable likelihood or expectation of appreciable financial gain to the person. A non-pecuniary interest may include family relationships, friendships or other interests that do not involve a direct financial gain.) Council staff are required to disclose any potential conflicts of interest. Suppliers and contractors to Council are asked to do the same.

**Use of Information:** Any confidential Council information should not be revealed to persons other than those with a genuine need and authority. Private, confidential, commercial-in-confidence or proprietary information obtained as result of doing business with Council, should never be given to competing interests or unauthorised persons. Suppliers and contractors handling private and personal information are expected to adhere to Council's Privacy Management Plan.

*Gifts and Benefits:* Council only permits the acceptance of gifts by Councillors or staff if they are a nominal or token value and do not create a sense of obligation. Suppliers that offer gifts or benefits as a reward for, or perceived as influencing, the purchasing decisions of Council staff will not be tolerated. Failure to comply with this requirement will result in Council ceasing to do business with the supplier.

*Use of Council's Resources:* Suppliers and contractors may only use Council resources and equipment if it is in accordance with specific conditions of a formal contract.

*Employment of Council Staff:* All suppliers and contractors who deal with Council are not permitted to offer Council staff outside employment or business proposals of any kind. Council staff have a duty to maintain public trust and confidence, and not use commercially sensitive information to facilitate future employment opportunities in the private sector.

*Public Comments:* Suppliers and contractors must not make any public comments or statements that would lead anyone to believe that are representing Council, or expressing its views or policies.

*Canvassing Support:* During a tender process, any prospective supplier or contractor shall not directly or indirectly discuss their tender bid with a Councillor, or canvass support from an employee of Council, at any time. Any supplier or contractor involved in such activity will result in their tender being rejected.

## **Complying with this Statement**

By complying with the principles and standards of behaviour outlined in this Statement, all parties will be able to advance their objectives and interests in a fair and ethical manner. Failure to comply with this Statement may be deemed as a breach of contract. Council may terminate its contract or take other actions considered appropriate.

## **Reporting**

To report any unethical behaviour in doing business with Council, please lodge a submission in writing to:

General Manager  
City of Newcastle  
PO Box 489  
Newcastle NSW 2300





## Terms of Engagement for Consultants

(Edition 5a; January 2012) ©

### CONTENTS

1.	INTERPRETATIONS	13.	DELAYS & EXTENSIONS OF TIME
2.	GOVERNING LAW	14.	PAYMENT
3.	STATUTORY & OTHER REQUIREMENTS	15.	TERMINATION
4.	PRINCIPAL'S OBLIGATIONS	16.	CONFIDENTIALITY & PRIVACY
5.	RELATIONSHIP WITH THE PRINCIPAL	17.	INTELLECTUAL PROPERTY
6.	DIRECTIONS AND VARIATIONS	18.	INDEMNITY
7.	DISCREPANCIES IN INFORMATION	19.	INSURANCE
8.	SUBCONTRACTING OR ASSIGNMENT	20.	SAFETY MANAGEMENT
9.	CONFLICT OF INTEREST	21.	DISPUTES
10.	STANDARD OF CARE	22.	WAIVER
11.	PERSONNEL	23.	SURVIVING OBLIGATIONS
12.	REPORTS & INFORMATION		

The Contracts Panel of the Hunter Region Organisation of Councils  
in association with Gosford City Council

## HUNTER COUNCILS TERMS OF ENGAGEMENT FOR CONSULTANTS

### 1. INTERPRETATION

1.1 In these Terms of Engagement for Consultants (**Conditions**) unless the context otherwise requires:

**"Agreement"** (or **"Contract"**) means the written agreement between the Principal and the Service Provider, dated, together with the documents referred there to in;

**"Contract Sum"** (or **"Service Fee"**) means the lump sum in Australian Dollars set out or calculated in accordance with service rates or expenses stated in the Contract Schedule - *'Schedule – Tender Price'*;

**"Contract Term"** means the initial term of the Agreement and any period for which the operation of the Agreement is extended;

**"Day"** means business day, that is not Saturday or Sunday or public holiday for the Principal's employees;

**"Information"** means all information, including documents or data however held, stored or recorded, drawings, plans, specifications, calculations, reports, models, concepts, source codes, files, computerised data, or photographic recordings, audio or audio visual recordings;

**"Intellectual Property"** includes all proprietary rights in relation to Information including copyright and neighbouring rights and all proprietary rights in relation to inventions (including patents) registered and unregistered trademarks (including service marks), registered designs, confidential information (including trade secrets and know how) and circuit layouts, and all other rights resulting from intellectual activity in the industrial, scientific, literary or artistic fields as defined in *Article 2* of the *Convention Establishing the World Intellectual Property Organisation of July 1967*.

**"Moral Rights"** means rights of integrity of authorship, rights of attribution of authorship, rights not to have authorship falsely attributed, and rights of a similar nature conferred by statute that exist, or may come to exist, in the Agreement.

**"Principal"** means the Council;

**"Principal's Representative"** means the person appointed by the Principal for the management of the Agreement;

**"Service"** means the obligations to be performed by the Service Provider in accordance with the Agreement and includes, but is not limited to, the provision of professional services, the supply of any materials related to these services and all other things required to be carried out by the Agreement;

**"Service Provider"** (or **"Consultant"**) means the person bound to carry out and complete the Service and includes his executors, administrators, successors and permitted assigns of that party;

1.2 In these Conditions and any Agreement, unless a contrary intention appears, a reference to:

- (a) a person includes an individual, a corporation, partnership, joint venture, governments, local government authorities and agencies;
- (b) a Special Condition of Contract, Schedule or Annexure is a reference to a Special Condition of Contract, Schedule or Annexure to the Contract and each of them forms part of the Agreement;

(c) a party to the Agreement includes the executors, administrators, successors and permitted assigns of that party.

1.3 In these Conditions clause headings are for convenience of reference only and have no effect in limiting or extending the language of the provisions to which they refer.

1.4 If a party to the Agreement consists of more than one person, those persons shall be bound jointly and severally.

1.5 Except as provided at law or elsewhere in the Agreement, none of the terms of the Agreement shall be varied, waived, discharged or released except with the prior written consent of the Principal.

### 2. GOVERNING LAW

The Agreement shall be subject to and construed in accordance with the laws, Acts and other prescribed rules applying in the State of New South Wales.

### 3. STATUTORY & OTHER REQUIREMENTS

The Service Provider must comply with the requirements of all legislation of the Parliament of New South Wales and the Parliament of the Commonwealth of Australia, all relevant Australian Standards and with the lawful requirements of public and other authorities in any way affecting or applicable to the performance of its obligations.

### 4. PRINCIPAL'S OBLIGATIONS

The Principal, through the Principal's Representative must give to the Service Provider timely directions, instructions, decisions and information including any approvals the Principal is required to obtain. These directions, instructions, decision and information must be confirmed in writing.

### 5. RELATIONSHIP WITH PRINCIPAL

The Service Provider must not act outside the scope of the authority conferred on it by this Agreement.

The Service Provider must take upon itself the whole risk of performing its obligations under the Agreement. The Service Provider must also comply with every and all reasonable and lawful direction of the Principal's Representative.

The Service Provider must use all reasonable efforts to inform itself of the requirements of the Principal and must regularly liaise with the Principal's Representative on progress and outcomes during the term of the Agreement.

The Service Provider, shall have the status of an independent contractor and is not an employee of the Principal. The Service Provider shall not be entitled to any benefits that might apply to an employee of the Principal and shall be responsible for any legal entitlements relating to worker's compensation, payroll tax and superannuation.

### 6. DIRECTIONS & VARIATIONS

Unless otherwise provided, any notice to be given may be given by hand, facsimile, e-mail, or by pre-paid post addressed to the Principal or Service Provider at its stated address.

The Principal may, by written notice, direct the Service Provider to vary the Service. Any variation in the fee payable to the Service Provider as a consequence of a direction issued under this Clause shall be agreed between the Principal and the Service Provider.



Unless otherwise agreed, the value of a variation shall be determined using the service rates and expenses which form the basis of the Contract Sum. If the Contract Sum is a lump sum, then reasonable rates and expenses shall apply.

## **7. DISCREPANCIES IN INFORMATION**

The Service Provider must as soon as practicable give written notice to the Principal's Representative if information and particulars made available to it are inadequate or contain errors.

## **8. SUB-CONTRACTING OR ASSIGNMENT**

The Service Provider must not without the prior written approval of the Principal's Representative subcontract or assign any performance of rights or obligations under the Agreement. In giving approval the Principal may impose such terms and conditions as deemed necessary.

## **9. CONFLICT OF INTEREST**

The Service Provider warrants that it does not hold any office or possess any property, is not engaged in any business, trade or calling and does not have any obligations by virtue of any contract or any family relationship whereby, directly or indirectly, duties or interests are or might be created in conflict with or might appear to be created in conflict with its duties and interests under this Agreement.

The Service Provider must inform the Principal of any matter which may give rise to an actual or potential conflict of interest at any time during the term or the duration and any extension beyond the term of the Agreement and the Principal may regard a conflict of interest as a breach of a fundamental term of the Agreement and may elect to terminate the Agreement

## **10. STANDARD OF CARE**

The Service Provider must perform all its obligations required by the Agreement in a diligent manner and to the standard of skill and care expected of a competent Service Provider.

The Principal reserves the right to qualify or not accept any conclusions or recommendations made by the Service Provider under this Agreement.

## **11. PERSONNEL**

The Service Provider warrants that all personnel engaged by it are appropriately qualified, competent and experienced in the provision of the type of activities connected with the Agreement.

The Service Provider shall reasonably ensure that the personnel nominated in '*Schedule – Management & Staff Resources*' are engaged throughout the entire period of the Agreement.

The Principal may direct the Service Provider to immediately and permanently remove from any activity connected with the Agreement any person who in the opinion of the Principal's Representative is incompetent, negligent or otherwise unacceptable.

## **12. REPORTS & INFORMATION**

The Service Provider must provide the Principal's Representative with written reports or information on any aspects of the Agreement when requested.

Any Information that is produced or reproduced in an electronic format, the consultant must deliver it to the Principal in a format approved by the Principal.

## **13. DELAYS & EXTENSION OF TIME**

The Service Provider shall proceed with the work under the Agreement with due expedition and without delay. When it becomes evident to a party that anything, including an act or omission by another party, may delay carrying out the Service, that party shall notify the other party as soon as practical in writing with details of the possible delay and the cause.

If the Service Provider is or will be delayed in carrying out the Service by a cause beyond the reasonable control of the Service Provider, the time for carrying out the Service shall be extended by the extent of the delay.

The Principal may, at any time, by written notice to the Service Provider extend the time for carrying out the Service for any reason.

Nothing in this Clause shall:

- (a) oblige the Principal to pay extra costs for delay or disruption which have already been included in the value of a variation or any other payment under the Agreement; or
- (b) limit the Principal's liability for damages for breach of the Agreement.

## **14. PAYMENT**

### **14.1 Costs, Fees and Expenses**

The Contract Sum (or Service Fee) is inclusive of all expenses of the Service Provider, including fees, disbursements, provisional sums and taxes, all of which shall be paid by the Service Provider. Unless otherwise provided, no payment will be made for travelling in relation to the Service.

Fees and expenses shall not be subject to price variation (rise & fall) unless otherwise provided in the Agreement.

### **14.2 Claims for Payment**

The Service Provider must provide the Principal's Representative with a payment claim in the form of a valid tax invoice or adjustment note, in respect of the Service performed and accepted.

If the Service Provider fails to provide an ABN on any tax invoice or adjustment note, the Principal may be required to withhold from the payment an amount of tax calculated in accordance with the relevant taxation act or regulation.

### **14.3 Time for Payment**

The Principal shall pay to the Service Provider the invoiced amount within 25 Days of the receipt of a payment claim if the claim is certified by the Principal's Representative as being correct.

### **14.4 Disputed Claims**

If the Principal's Representative disputes the payment claim amount, the amount the Principal's Representative believes is due for payment shall be paid by the Principal and the liability for payment of the balance of the amount shall be determined in accordance with the provisions of the Agreement.

### **14.5 Payments on Account**

Any payment is not evidence of any value or an admission of liability or that the Service is satisfactory but is a payment on account only; nor shall it amount to a waiver of any right or action, which the Principal may have at any time against the Service Provider.

## 15. TERMINATION

### 15.1 Termination by the Principal – Default of the Service Provider

Without prejudice to any other rights, the Principal reserves the right to terminate the Agreement

- (a) if the Service Provider commits a substantial breach of the Agreement, including:
  - (i) failure to carry out the Agreement at all, or within the time specified, or at a reasonable quality.
  - (ii) failure to carry out a reasonable direction of the Principal's Representative
- (b) if the Service Provider becomes bankrupt or makes any arrangements with its creditors or being a Company which goes into liquidation or has a receiver or administrator appointed.

The Principal's Representative must in writing specify the breach and ask the Service Provider to give reasons why the Principal should not take further action. The Service Provider must respond within 5 Days of receiving the notice and if it fails to respond, the Principal's Representative may immediately refuse acceptance of the Service, decline to accept any further Service, take over the uncompleted Service, suspend payments due and have the Agreement completed by others; or immediately terminate the Agreement in writing by itself or through the Principal's Representative

Termination by the Principal will not release the Service Provider from liability in respect of any obligation relating to this Agreement. Any shortfall in costs whatsoever shall be a debt due from the Service Provider to the Principal.

### 15.2 Termination – Frustration, Convenience

The Agreement may be terminated at any time by mutual agreement or if, under the law governing the Agreement, the Agreement is frustrated. Furthermore the Principal may, for its convenience and without the need to give reasons, also terminate the Agreement at any time. In which ever case, the Principal must give a written notice to the Service Provider. The Service Provider must, on receipt of such notice, immediately cease all activities under the Agreement and take all appropriate action to mitigate any loss or prevent further costs being incurred. The Principal must pay the reasonable fees and expenses of the Service Provider for the extent of the Service performed based upon agreed service rates to the earlier of:

- (a) the date of cessation; or
- (b) the date that the Service Provider was required to cease work.

In no circumstances must the Contract Sum payable for the terminated Service include any loss of prospective profits or exceed the Contract Sum that would have been paid had the Agreement been completed.

### 15.3 Termination by the Service Provider

If the Principal fails to:

- (a) pay the Service Provider in accordance with this Agreement; or
- (b) issue instructions required.

The Service Provider must in writing specify the breach and ask the Principal to give reasons why the Service Provider should not take further action. The Principal must respond within 5 Days of receiving the notice and if it fails to respond the Service Provider may terminate the Agreement.

## 16. CONFIDENTIALITY & PRIVACY

The Service Provider its employees, agents, directors, partners, shareholders or consultants must not disclose to any third party, any Information including by way of media interviews or releases relating to the Principal or the affairs of others which may have come to its or their knowledge as a result of the Agreement.

The Service Provider shall not issue any Information, publication, document or article for publication concerning any aspect of the Agreement in any media without prior approval of the Principal, which approval shall not be unreasonably withheld. The Service Provider shall refer to the Principal any enquiries concerning any aspect of the Agreement from any media.

The Service Provider agrees to comply with the provisions of the Privacy & Personal Information Protection Act 1998, as if it were included in the definition of 'public sector agency' under that Act, the Privacy Code of Practice for Local Government and the Principal's Privacy Management Plan.

## 17. INTELLECTUAL PROPERTY

The Service Provider warrants that it is entitled to use any Intellectual Property which may be used by it in connection with this Agreement. The Service Provider indemnifies and must at all times keep the Principal indemnified against any action, claim, suit or demand, including a claim, suit or demand for or liability to pay compensation or damages and costs or expenses arising out of or in respect of any breach of any third party's Intellectual Property rights relating to the scope of activities under the Agreement.

The Service Provider grants to the Principal a non-exclusive licence to use the Service Provider's Intellectual Property rights in relation to the Service and must execute an agreement giving effect to this sub-clause if requested by the Principal's Representative.

The ownership of all Intellectual Property in all Information created under this Agreement shall vest with the Principal. The Service Provider must assign ownership of all Intellectual Property rights to the Principal and will ensure that its employees, subcontractors and agents execute all documents necessary to assign such rights to the Principal.

To the extent permitted by law, if the Service Provider is the owner of the Moral Rights in the Intellectual Property referred to in this clause, the Service Provider unconditionally and irrevocably:

- (a) Consents to any act or omission that would otherwise infringe its Moral Rights in that Intellectual Property, including any act or omission that may have taken place before this consent,
- (b) Waives all of its Moral Rights in that Intellectual Property,

for the benefit of the Principal, its licensees, successors in title and anyone authorised by any of them to do acts permitted under the terms of this Agreement.

## 18. INDEMNITY

The Service Provider indemnifies the Principal, its servants and agents from and against all actions, claims, losses, damages, penalties, demands or costs whatsoever which may be brought or made against it or them by any person in respect of or by reason of or arising out of the performance by the Service Provider of the Agreement including:

- (a) any negligence, wrongful act or omission of the Service Provider or of any other persons for whose acts or

omissions the Service Provider is liable; and/or

- (b) death or injury to any person or loss of or damage to any property; and/or
- (c) any breach of a third party's Intellectual Property Rights; and/or
- (d) any breach of the Agreement by the Service Provider; and/or
- (e) any action, claim or demand from liability brought against the Principal in connection with a breach by the Service Provider of the WH&S Act and associated legislation (so far as it is permissible at law).

The Service Provider's liability to indemnify the Principal is reduced proportionally to the extent that an action or omission of the Principal or employees or agents (other than the Service Provider) of the Principal may have contributed to the injury, damage or loss.

## 19. INSURANCE

Before commencing the Agreement, the Service Provider must effect and maintain the insurance policies nominated in the "*Schedule – Insurances*". The Service Provider must ensure that all sub-consultants are similarly insured. The Principal's Representative may at any time require proof that these insurances have been effected and are being maintained.

The Service Provider must keep current during the contract term, policies of insurances stated in the *Schedule – Insurances*.

- (a) public liability - in respect of any one occurrence, \$10,000,000 but unlimited in the aggregate;
- (b) Accident insurance - Complying with the *Workers Compensation Act 1987*. Alternatively, where the Service Provider has no employees, insurance for personal accident and illness providing:
  - (i) Weekly benefits of at least 75% of weekly income;
  - (ii) Death benefits of at least \$250,000;
  - (iii) Minimum benefit period of 24 months.
- (c) professional indemnity insurance - a limit for any one claim of \$10,000,000 unless otherwise stated by the Principal.

## 20. SAFETY MANAGEMENT

The Service Provider must comply with the current WH&S legislation and the Principal's Site safety requirements.

If the Service involves any Site work or the use of major equipment, then the Principal's Safety Management requirements shall apply.

## 21. DISPUTES

In the event of any dispute arising between the Principal and the Service Provider that can not be resolved by negotiation, the Principal shall nominate a formal dispute resolution process to be followed by the parties.

The Service Provider must continue to perform its obligations under the Agreement notwithstanding the existence of a dispute.

## 22. WAIVER

A waiver by either party in respect of any breach of a condition or provision of this Agreement shall not be deemed to be a waiver in respect of any continuing or subsequent breach of that provision, or breach of any other provision. The failure of either party to enforce at any time any of the provisions of this Agreement shall in no way be interpreted as a waiver of such provision.

## 23. SURVIVING OBLIGATIONS

The obligations of the Service Provider under the Clauses on *Confidentiality & Privacy, Intellectual Property, Indemnity and Insurance* shall be of a continuing nature and shall survive the termination or expiration of this Agreement.