



Inc: INC9895536 | ABN: 87 421 344 002

2020 to 2021 DELIVERABLES PLAN

Date: February 2021



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.

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.

It is a registered Australian Business with an ABN of 87421344002 (active as of July 2011).

The association is part of a network of Business Improvement Associations (BIAs) that work under a Service Agreement with the City of Newcastle to disseminate funds collected through a Special Business Rate Levy. The association is provided up to \$100,000 annually for the purpose of promotion, beautification and economic development.

In 2019, the WTBA was the only association to maintain its role as a BIA and while initial plans for the precinct were in process after the AGM in December 2019, the Covid19 pandemic struck in early 2020 and forced the small volunteer board to assess its role, the way it communicated and plans for previously accepted activations and initiatives.

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

The Wallsend Special Business Rate (SBR) precinct is outlined below: *Wallsend SBR precinct map*



Stakeholder area of Wallsend Town Business Association (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 \$492,000 and the median price for units is \$400,000*. 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](https://www.idcommunity.com.au), Wallsend has:

- Population of approximately 12,858.
- Land area of 1,345 hectares
- Population density of 8.96 persons per hectare
- Financial output of approximately \$670 million**
- 1715 people employed within the precinct**

* according to [realestate.com.au](https://www.realestate.com.au)

**according to Remplan economy profile

WALLSEND TOWN BUSINESS ASSOCIATION

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.

WTBA is currently guided by 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

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.

The membership of the association is as follows:

Chairperson:	Wayne Rogers
Vice Chairperson:	James Hingston
Public Officer:	Phil Murnain
Secretary & Treasurer:	Mary Metcalfe
Ordinary Member:	Linda Pinkerton
Ordinary Member:	Rhonda Drivas

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 2020/2021:

Stakeholders	Experience	Strengths	Limitations	Opportunities
Members (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
City of Newcastle Council (CN)	Funding and collaboration for positive outcomes	- Finance - Resources	- Limited funds	- Realistic outcomes
Other BIA's (city wide)	New networks	- City wide approach - Keen to collaborate	- Experience - Resources	- Collaboration opportunities - Experience in field - Working relationship with CN
Advisors (individuals and groups)	Specialists experience and knowledge	Add value	Knowledge specific to projects	- Collaboration - Promotion - Economic Development
Elected representatives (all levels)	Political outcome driven Supportive Engaged	Passionate advocates for suburb	Politics	Collaboration for outcomes that benefit business
Community (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
Media	Mixed	Receptive to news in precinct	History	Activities that show resilience and progress
Hunter Business Chamber	Nil	Business leadership	Unknown	Collaboration
The Business Centre	Nil	Proven track record in delivery of	Need customers	Resources for members

WTBA KEY FOCUS AREAS

Vision

It is the vision of WTBA to add value to the precinct's unique qualities as a business hub by working as part of a larger network of stakeholders that can advance its competitiveness and position by supporting;

- Collaboration
- Economic development
- Capacity Building
- Promotion and advocacy of Wallsend
- Connectivity and engagement
- Compliance

BUSINESS OBJECTIVES

In accordance's with the Association's constitution and its service agreements with the City of Newcastle, 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.

In 2020 to 2021, 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.

OPERATIONAL PLAN

The following outlines proposed operational actions for WTBA for the 2020 to 2021 period.

It is understood that each project will have a detailed business plan that will include information about how the project will deliver against the precincts target audiences, its overarching goals, the Service Agreement it has with CN and a budget that will include all aspects to costs and income such as projects costs, additional grants, sponsorships or partnerships.

Importantly, the Association will work with CN to develop ways to effectively measure each project recognising that some metrics may be available through CN resources. The KPIs listed below, are therefore included as overarching metrics that will need to be addressed as part of project business plans.

WTBA understands it will be provided \$100,000 for the 12-month period.

2020 to 2021 Actions	Actions	KPIs
Governance		
Governance and Compliance	<ul style="list-style-type: none"> ▪ Act inclusively, respectfully, and consult in a comprehensive manner. ▪ Actively seek people that can inform the board and its decision-making processes that have specialist skills/experience. ▪ Ensure that all board activities are compliant and in line with the Constitution, NSW Department of Fair Trading, ATO and the City of Newcastle Funding Agreement. ▪ Actively engage with key stakeholders to inform matters by inviting directors and members to be involved with process that inform matters such as: <ul style="list-style-type: none"> • City of Newcastle planning processes and strategies • Public safety, connectivity and information ▪ Maintain Appropriate Insurances as per CN requirements ▪ \$20 Million Public Liability ▪ Special event (LiveSpots) insurance 	Hold no less than 10 meetings annually Invite Council representatives to meetings where appropriate Engage with elected Councillors Report as per CN Service Agreement requirements Comply with all aspects of ACT Comply with all ATO requirements Maintain relevant insurances Maintain website

	<ul style="list-style-type: none"> ▪ Association Liability Insurance ▪ Voluntary Workers Insurance ▪ Association Fees - A12 Tier 2: Small association financial summary annual lodgement fee ▪ Website hosting and domain name 	
Projects		
Business Beat	<ul style="list-style-type: none"> ▪ Regular meet and greet with Local Area Command and walk through precinct ▪ Launched in Wallsend 1 October 2020 with support of MP Sonia Hornery. ▪ BIA Coordinator (Purser) coordinates admin and PR for initiative. 	Regularly conduct Business Beat events in Wallsend
Live spots	<p>This is project is developed by the Hamilton Business Association as a city-wide project that seeks to:</p> <ul style="list-style-type: none"> ▪ 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 cobranded as an initiative of the BIAs of the City of Newcastle. 	<p>Monthly spots to occur in identified places and pop- ups within Wallsend that might also include Rotunda Park, sites on Nelson Street, etc.</p> <p>Attract talent to www.livespots.com.au</p> <p>Develop monthly schedules that are managed by the Project talent Manager under agreement.</p> <p>See licensing and project plans.</p>

	<ul style="list-style-type: none"> ▪ 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. 	
<p>Special events:</p> <ul style="list-style-type: none"> • Christmas activations • Special event or community • Winter Festival 	<p>WTBA will fund or collaborate with others to promote a series of events showcasing 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. The Association is currently in an Expressions of Interest process with professional event managers to determine a program for 2021 that might include (but is not limited to) festivals in:</p> <ul style="list-style-type: none"> • Food • Entertainment • Retail Fashion/Home/Beauty • Sports events 	<p>Develop business plan/s or projects for one or more special events that aim to spend the full budgeted amount.</p> <p>Number of events held</p> <p>Number of attendees</p> <p>Opportunities for local business involvement</p> <p>Media exposure of Wallsend business area.</p>
Economic Development		
Business Support	The Business Support initiative is designed to support businesses struggling with the effects of the	BIAs to promote and facilitate interest from members.

	<p>pandemic, Created by the Business Centre with the support of City of Newcastle, it provides a range of free services to help businesses navigate through the ever-changing landscape. Under a partnership with Wallsend, Mayfield, Newcastle and Hamilton BIAs, the Business Centre is now working directly with the volunteer BIA boards and their members to promote the suite of services directly to businesses in and around the four precincts.</p>	
Wallsend Hub	<p>Work with members to identify ways to showcase Wallsend businesses and consumer offerings such as:</p> <ul style="list-style-type: none"> • Local market days • Coffee Culture • Top Tips 	<p>Develop business plan/s or projects for promotional campaigns that aim to spend the full budgeted amount.</p> <p>Number of events held</p> <p>Number of attendees</p> <p>Opportunities for local business involvement</p> <p>Media exposure of Wallsend business area.</p>
New Usual	<p>Under the banner of New Usual, the four BIAs will develop a campaign that highlights the resilience and work of locally owned businesses. The campaign will see a three to four month radio and digital campaign that will showcase business in an attempt to help organisations, businesses, charities and government connect, collaborate and support each other as the city begins to pave a way out of the Covid19 crisis.</p>	<p>Organise editorial launch to all local media</p> <p>Produce social media posts about the New Usual launch and then to be followed with:</p> <p>Coordinate production of one podcast per month to be shared across all digital platforms</p>

		<p>Coordinate at least 4 social media posts per month highlighting the businesses in focus each week</p> <p>Promote business usage and facilitate business feedback</p> <p>Promote collaboration and work of BIAs</p>
Beautification		
Green Street Program	<ul style="list-style-type: none"> ▪ Maintain mosaic planters along main street with regular watering, pruning, weeding, replacing plants and fertilizing. ▪ General maintenance of planters ▪ Repair and paint when needed ▪ Fertilize planters as required ▪ Trim trees in planters as required ▪ Remove weeds from planters as required ▪ Replace plants when needed ▪ Water on regular basis depending on season and weather 	<p>Add value to precinct as a place to live, work and play through the visual enhancement of the precinct</p> <p>Create or plan to create spaces that discourage antisocial behaviour and promote safety</p>
Street Cleanliness	<ul style="list-style-type: none"> • Repaint street Nibs with reflective white paint • Weed Street Nib gardens and remove rubbish • Report damage to CN • Use Contract handyman to assist • Encourage businesses to maintain clean shop fronts and footpaths in front of their own business • Report Graffiti & utilise Wallsend Maryland Rotary Graffiti team when available to assist with removal 	<p>Monitor & maintain a clean and hygienic streetscape</p>

Lighting	<p>Work with council and find partnership to fund lights for precinct.</p> <p>This project is about working with a third-party provider that can also access additional funding (NSW/Fed) to create culturally rich lighting installations similar to the sample below. This project is about creating beautiful places that are safe and attract target demographics. The Association considers this to be a project that can be integrated into existing CN plans and those within other BIA precincts.</p>	<p>Create one space or lighting installation within the precinct</p> <p>Coordinate Social media content on project as appropriate</p>
Flags and Banners	<ul style="list-style-type: none"> • Christmas, Australia Day, Anzac Day, Winter Fair • 44 flag poles - Flags purchased and changed on a seasonal and promotional basis • 24 Light poles - Banner program to highlight major events in town. • Maintain Main Street Banners • Project Coordinator to manage 	Remove and / or replace all deteriorated flags and banners within the precinct
TOTAL		