



**City of
Newcastle**



Business Improvement Associations

2020 – 2021 Annual Report

Prepared by Purser Corporate Communication

Executive Summary

It is with pleasure and some pride that Purser Corporate Communication submits its report on our role as Service Provider to the arrangements between City of Newcastle Council and its appointed Business Improvement Associations in Hamilton, Newcastle, Wallsend and Mayfield.

We would suggest that successes of the four Associations over the past 18 months have reflected the ambitions of the system adopted by Council and indeed, mostly exceeded those expectations. There is little doubt that the BIA system has added considerable value to the commercial business interests of the city where individual businesses have experienced the value of cooperative effort and have adopted this approach as an on-going strategy.

We think it worth noting that establishment of BIAs by Council has attracted board membership from a wide variety of business interests that include representatives from sectors including fashion, banking, shopping centres, books, florists, software, publishing, motor vehicle sales, medical practices, real estate, newsagency, hotel, legal, advertising and marketing, men's shed and cafes.

There were more than 25 media releases issued and used by the media through the period as well as more than 100 social media posts across all four BIAs platforms. That represents more than one media presence every two weeks helping to ensure the four areas were frequently in the news and attracting community attention. While such media attention is welcomed and useful in itself, it also demonstrates how PCC used its media work and experience to demonstrate to BIA members how the cooperative structure system can benefit individual members.

The report identifies a number of relatively minor issues that can easily be addressed to ensure even greater success of the program, but we believe it's important to highlight to Council that there are differences between the ways in which individual business owners and Council operate. The majority of business owners who make up the BIAs are small operators used to having the independence and flexibility to quickly adjust strategies when considered necessary.

For some, understanding that Council has different obligations and responsibilities to its ratepayers and constituents, is difficult to always grasp. This can be particularly the case when dealing with the proposed expenditure of specific levies/rates.

To further enhance the BIA program the report recommends a number of minor but important adjustments to internal systems (CN- Service Provider- BIAs), particularly the exchange of information. It is also considered valuable that, now the fundamental processes are well established, that BIA Boards be encouraged to further inform their members of plans and processes.

Purser Corporate Communication believes that media, social media, and other communication techniques were essential in the initial program to demonstrate the value of the program to both the wider community and to the BIA members. Because of our specialised skills and resources this was achieved for all four BIAs with much success, but we recognise that improved guidance for these cooperative groups in their administration and membership functions now needs additional attention. Our recommendation is that Council might seek to engage future service providers whose skills bases are more focussed on the cooperative group approach but with sufficient communication skills to ensure on-going media attention.

Council will be aware that throughout the program Meg Purser provided the leadership required of the Service Provider with support from several members of the team, particularly Clare Wilkinson and later Senior Consultant Gracyn Endacott and Consultant Georgia Hughes. The death of Meg Purser in January caused considerable interruption to the business, but we believe the team was able to maintain the high level of service she had established for the BIA contract. We wish to thank City of Newcastle for this rare opportunity and express our appreciation for the opportunity to contribute to what we believe has been a rare success story for business in what has been a most difficult year.

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BIA support services audit 2020/21

Establishment	Section detail	How did we meet this requirement	Comments	Recommendations
<p>Establishment: Review funding agreement and other material as necessary to help inform the design and development of the following key documents, procedures, and protocols:</p>	<p>Close liaison with the City of Newcastle to ensure that all desired outcomes and protocols have been included into the governance model. This will include regular communication and meetings to ensure that all material meets the required outcomes of all stakeholders.</p>	<p>CN representative invited to every BIA meeting held. Consistent email and calls weekly.</p>	<p>A clear division of roles of CN and the Service Provider with BIAs needs to be outlined. It is vital to the success of the program that BIA Boards and members have clear understanding of each party's responsibility.</p>	<p>It may prove more beneficial for CN to engage a service provider who is trained in and has experience in running cooperative associations or similar. While the combined skill base within PCC was able to manage the process, it is considered that a perfect candidate would be a business experienced in running incorporated associations which ALSO has a background in communications and marketing.</p>
	<p>Business Plan template: that will in-turn inform operational documents including:</p> <ul style="list-style-type: none"> • Marketing plan template • Engagement plan templates and protocols • Financial management 	<ul style="list-style-type: none"> • Deliverables plan for each BIA • Accounts managed by PCC supervised by account manager Sharon Mannweiler from Hamilton Taggart • All money in and out in line with 		<p>Include marketing as part of the BIA coordinator roles and have clear guidelines about interacting in the digital space. As part of this ensure only one or two people are in control of social media with the Service Provider overlooking the content.</p>

	<p>templates and guidelines in line with funding agreement details</p>	<p>deliverables plans.</p>		<p>Social media has been crucial for BIA success. The desired Service Provider will have an extensive knowledge of contacts in local media.</p>
	<p>Key reporting templates:</p> <ul style="list-style-type: none"> • Agenda for monthly and annual BIA meetings • Minutes for monthly and annual BIA meetings • Annual report and acquittal templates for annual submission • Financial reporting and budgeting requirement protocols • Projects and events 	<p>Consistent throughout period of contract.</p> <p>Above and beyond expectations for projects and events.</p>	<p>Meg Purser identified that media attention was crucial to BIA success. Therefore, PCC conducted and edited videos, assisted in the running of events, managed social media platforms, distributed and liaised with media whilst the BIAs were getting started.</p> <p>This foundation assisted with the overall success and mitigation of risk for the BIA's.</p>	<p>Ensuring PR/communications/marketing background are a requirement for the next Service Provider will help maintain BIA success.</p>
	<p>BIA Committee member handbook which will include:</p> <ul style="list-style-type: none"> • Codes of Conduct guidelines • Key Performance Indicators - as per funding agreement with specific reference to key deadlines and activities 	<p>Created, but not distributed.</p>	<p>This was and is a worthy project within the broader system but in the first year physical 'meet and greets' at CN surpassed this.</p> <p>The guidelines should be produced as early as possible each year to</p>	<p>Quarterly catch up at CN with the Service Provider to discuss each BIAs progress, connect with CN representatives, talk to the Lord Mayor, network amongst other BIAs to be able to share ideas, and revise economics would be beneficial.</p>

	<ul style="list-style-type: none"> • Templates for reporting 		enable CN to distribute during early meetings.	
	<p>Develop process of communication for BIA committees and BIA Support Service Manager to ensure effective communication. This will include:</p> <ul style="list-style-type: none"> • Stakeholder matrix systems for each BIA <p>Reputational Risk Register</p>	<p>Emails, SLACK app/website, phone calls, monthly meetings, media managed by coordinator.</p>	<p>Reputational risk register can now be created as risks are better known however none are currently in existence. This reinforced the importance of local knowledge.</p> <p>Understanding the history of BIAs within Newcastle was crucial to their success and knowing who is who within the Newcastle Business world has helped direct BIA boards and members to supportive business colleagues.</p>	<p>Ensure next service provider has local knowledge and an understanding of not only the history but how the BIAs fit within the local landscape.</p>
	<p>Development of process for BIA Support Service Manager to ensure effective communication with City of Newcastle.</p>	<p>CN cc'd in on emails, invited to all meetings, weekly contact with CN representative as a minimum.</p>	<p>CN added to SLACK app and PCC upload documents monthly to Slack and SharePoint as well as send directly to CN Rep.</p> <p>New upload system is still quite even though its CN's preferred system of choice for minutes.</p>	<p>CN representative to advise Service provider of best way to contact without doubling up.</p>

Management	Section Detail	How did we meet this requirement	Comments	Recommendations
This work will include supporting the ongoing work of BIA Committee meetings at Wallsend, Hamilton, Mayfield and Newcastle by	Maintain effective communication with City of Newcastle to ensure that all expectations are being managed and met.	Emails, phone calls, monthly meetings, CN filing system.	<p>CN-BIA's: Clear & easy communication. CN representatives (designated BIA representative and others who can add value to BIA conversations) at BIA meetings makes this possible. Continue this practice.</p> <p>PCC - CN: Preferred method of contact for CN representative to be made clear to new Service Provider to ensure smooth communication.</p> <p>Majority of expectations were met well. Grey area between roles impacted communication.</p>	Define roles of Service Provider and CN representative clearly and in the early stages of the Service Provider starting their role (This may have just been teething issues but will still help future Service Provider articulate their role from the establishment stage to BIAs).
	Attending monthly committee meetings to address key work against the BIA funding agreement and to ensure that plans are being adhered to, while also	Attended monthly meetings, agendas written pre meeting monthly, website information sent to TM @ CN regularly (minutes,	CN & PCC attended monthly meetings and kept BIAs on track against deliverables plans for BIAs that	Service provider to continually remind BIAs of deliverables plans and how to adhere to them. This sometimes gets lost as BIAs become excited about projects and ideas that

	<p>troubleshooting any questions or issues as they arise. This will also include ensuring:</p> <ul style="list-style-type: none"> • All agendas and minutes are in keeping with funding agreement and are submitted to deadline. • Review information provided and uploaded to the public website page for the BIA as part of the City of Newcastle website. • Assist BIA committees to direct their energies to activities that support the business plan. This might include overseeing data bases, public relations activities, partnerships and event management protocols and the reporting mechanisms for each. 	<p>deliverables plans, constitutions), coordinate media for BIAs, event coordinators engaged.</p>	<p>engaged project coordinators.</p>	<p>do not align with their deliverables plan.</p> <p>Perhaps a solution to this would be at deliverables planning days' time is taken to plan out where all money for the next 12 months will be going and to heavily consider that as part of their planning.</p> <p>Recommendation: whilst certain members may have particular service providers, they like to outsource work to, BIAs need to ensure that other suppliers have the same opportunity to pitch ideas to benefit the BIAs overall success.</p>
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	<p>Assess BIA model and systems as they are practically applied, measure and provide ongoing recommendations for change if required.</p>	<p>Changed filing system to SLACK online system to manage documents for BIAs, Minute's upload system changed to adhere to CN requests (SharePoint).</p>	<p>Division of roles between CN and PCC could have been clearer thus avoiding any confusion for BIAs.</p> <p>BIAs also need more confidence in understanding they can action certain things by themselves and not rely on the Service Provider for all admin/personal assistant type tasks e.g. gathering quotes for banners, business cards etc.</p>	<p>Define roles of Service provider and CN representative clearly and at the start of the Service Provider coming on board (again this may have just been teething issues but will still help future Service Provider articulate their role from the establishment stage to BIAs).</p> <p>Deliverables planning days to be very simple and clear.</p> <p>Define deliverables plan and how it works and that board members can still do things solo if they fit into deliverables plan and are agreed on by the entire board.</p>
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Annual Reporting	Section Detail	How did we meet this requirement	Comments	Recommendations
<p>This phase is designed to report on good governance reporting and prepare the BIA for the next year. Much of this work would be informed by monthly activities but would also include:</p>	<p>Attend AGMs for each BIA.</p>	<p>Arranged in completion: dates, locations, times, letters to public, social media distribution, emails to members, nomination forms, running of meeting, follow up paperwork to DOFT.</p>	<p>Newcastle City, Hamilton and Mayfield all had less than 5 members of the public attend their AGM's.</p> <p>AGM's could be used to inform the public on what BIAs do and gather any potential ideas from businesses within their precinct for the BIAs.</p>	<p>BIA board members to raise more community awareness about the AGM to increase public attendance. Board members should be encouraged to accept and convey to others the message that an AGM is not solely about election of Boards but, importantly, helps to set direction for the next year.</p>
	<p>Overseeing the completion of annual report which will include:</p> <ul style="list-style-type: none"> • Acquittal and report • Financial statements • Preparation of funding application. 	<p>Financial statement prepared, annual report generated, funding application to be completed for 2021-2022 financial year period.</p>	<p>Currently being completed.</p>	<p>-</p>
	<p>Oversee the preparation or update of operational documents for year ahead.</p>	<p>Deliverables plans created and adhered to.</p>	<p>New Service provider to assist.</p>	<p>Overlap between current Service Provider and new Service Provider to make this seamless consulting with each BIA and CN representatives.</p>

Division of Duties

City of Newcastle Duties	Service Provider Duties
Connect BIA members with CN representatives no matter what the purpose.	Connect all BIAs and help them collaborate within their business community and beyond.
Always include Service Provider on correspondence with BIA personnel.	Keep BIAs on track against deliverables.
Understand each BIA deliverables plan, constitution and service agreement and aid in enforcement.	Ensure ethical practices from BIAs.
Encourage BIAs to decide on their own choices within their precinct as long as it fits within their deliverables plan.	Enforce governance documents: constitution, service agreement.
Maintain Objectivity.	Ensure BIAs decide on their own choices within their precinct as long as it fits within their deliverables plan.
	Coordinate meetings, minutes and agendas for BIAs.



Background

The Business Improvement Associations (BIAs) of Hamilton, Newcastle Wallsend and Mayfield aim to promote, beautify and economically develop each precinct using Special Business Rate funding through the City of Newcastle (CN).

Throughout the last 18 to 24 months, Purser Corporate Communication (PCC) has been coordinating each BIA to establish and maintain the beautification, economic development and promotion of local businesses, communities and individuals within each precinct.

In previous years BIAs have run without a coordinator however, in 2019 after tender process CN appointed PCC as coordinator to ensure collaboration and community were kept as key focus points across all BIAs.

In 2020, the COVID-19 pandemic proved challenging for each BIA. However, through unprecedented times came opportunities for the BIAs to deliver collaborative events which have never been seen before across the BIA landscape previously.

Although each BIA has established and implemented their own deliverables plan to beautify, economically develop and promote their own precinct, events such as Live Spots, Business Support and Business Beat have helped intertwine the BIAs at a functioning level which was integral to their success in the last two years.

City Wide Initiatives

Live Spots:



Soft Launch of Live Spots in August 2020

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 cobranded 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.

Live Spots is now a project that is part of the 2020 to 2021 Deliverables Plans of the Hamilton BIA, Newcastle City BIA, Wallsend Town Business Association and Mayfield BIA and is undertaken in partnership with the City of Newcastle.

The project also engaged with local artists to create the 'Live Spots'. The spots might be painted or designed to showcase visual interpretations of each place, the history, culture or

community. The Live Spots website (<https://livespots.com.au/>) was also developed to act as a hub for artists, the local business and community to access information about the initiative.

The BIAs launched Live Spots in August 2020 by holding a COVID safe event at James Street Plaza. The launch included live acts from the New Black Shades and Frochlich Brothers as well as a formal introduction from the Lord Mayor, Nuatali Nemes and was widely received by the community and attracted great media coverage including NBN News, Newcastle Herald and Newcastle Weekly (See Appendix 2.3, 2.4, 2.5, 2.6)

PCC also coordinated a video from the launch of Live Spots:
<https://www.youtube.com/watch?v=bbi-pq-dAQM>

Live Spots is currently in Stage One which will focus upon creating an initial four spots and showcasing local and emerging artists who will perform during sessions. The BIAs will work with local artists to create visual art instalments that are expected to be circles or spots that will be about two to the three metres in diameter. Each spot will be curated by the local BIA precinct and an artist to reflect the culture and history of the place as well as a link to music and business.

Four initial Live Spots are planned to be established in partnership with the City of Newcastle in:

- Hamilton: James Street Plaza
- Newcastle: Darby Street Cooks Hill
- Wallsend: Rotunda Park
- Mayfield: Victoria Street

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.

The BIAs are inviting community and industry feedback and input in designed future stages if the project. The BIAs have engaged ATWEA College to provide emerging artists with support in the form of a rehearsal space, music instrument exchange and mentoring for outdoor performance. These services will be provided from ATWEA's Creative Art Space in Beaumont Street Hamilton.

Small Business Support Centre:



Soft Launch of the Small Business Support Centre in September 2020

The Business Improvement Associations (BIAs) of Hamilton, Newcastle Wallsend and Mayfield represent more than 1,373 commercial properties and tenants within who pay a Special Business Rate levy as part of City of Newcastle rates.

At the beginning of the COVID-19 pandemic the Associations reported adverse impacts of members from each precinct that have ranged from medium to severe. For many owners the financial impact, let alone the business and social impacts have been dire.

The Associations reported that all members were in need of support system that will enable them to recover and look to the BIAs for support and guidance. This led to the BIAs partnering with The Business Centre to help fund the Small Business Support Centre located in King St Newcastle.

The Small Business Support Centre is an initiative designed to support businesses struggling with the effects of the pandemic and the ever-changing landscape this brings businesses.

Since its inception in September 2020 the Small Business Support Centre has been boosted by additional resources provided by the Business Improvement Associations (BIAs) of Newcastle, The Business Centre, City of Newcastle and The Business Improvement Associations. Local businesses Enigma and The Garis Group are also major contributors also offering practical business support services pro bono.

The Small Business Support initiative includes accounting, legal, branding, insolvency, HR, mental health, commercial leasing support as well as providing heavily subsidised business accommodation and access to a range of free programs available through the Business Centre.

The official soft launch of the Small Business Support Centre was held in September in collaboration with The Business Centre. The event received great media coverage. (see Appendix 2.8)

PCC also coordinated a video from the launch of the initiative:
<https://www.youtube.com/watch?v=MOuEgtO3oIA>

This collaboration was originally developed to connect established business owners with business experts and low-cost temporary office space, with the goal to protect and stabilise their business during the COVID-19 pandemic.

The BIAs believed that not only would their members use the centre but recognise a number of draft BIA initiatives and projects that would potentially dovetail into the concept of a Recovery Centre, providing infrastructure and additional support services that would add great value to the outcomes of small to medium local business.

All business advice and support were delivered by qualified and experienced individuals from over 20 local organisations. From August 2020 to December 2020 45 businesses have accessed support and resources from the Small Business Support Centre. Businesses continue to access this service in 2021, with an average of two businesses receiving support or resources from the centre a week.

Business Beat



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

PCC also coordinated a video for each Business Beat:

- Wallsend Town Business Association:
<https://www.youtube.com/watch?v=6eTXzUokoJw>
- Mayfield BIA: https://www.youtube.com/watch?v=6qkqv2X_Qpw
- Hamilton BIA: <https://www.youtube.com/watch?v=BHSEUOEJeH0>
- Newcastle City BIA: <https://www.youtube.com/watch?v=VQ2yzQlf-Kw>

New Usual

In May of 2020, the BIAs of the City of Newcastle launched a 'New Usual' approach in local business. Under the banner of New Usual, the four BIAs have launched a campaign that highlights the resilience and work of locally owned businesses. The campaign saw 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.

These campaigns are supported by a new approach by the BIAs to work collaboratively with Council, the organisations like the Hunter Business Chamber, Hunter Transition Business Network and the Business Centre to have practical conversations about initiatives that would provide support to business.

Hamilton

Hamilton Business Association (HBA) is a not-for-profit independent Business Improvement Association (BIA) that represents people who own or occupy commercial spaces in the Hamilton precinct. Along with its counterparts in Newcastle, Wallsend and Mayfield the association has a service agreement with the City of Newcastle which provides up to \$100,000 annually for projects that promote, beautify and drive economic development for the Hamilton precinct.

Since the establishment of HBA in December of 2019, the association has worked alongside City of Newcastle and Purser Corporate Communication to ensure that the Hamilton community reaches its fullest potential. HBA has worked to improve the atmosphere and general business community in Hamilton.

It has been the objective of Hamilton Business Association to promote the Hamilton Precinct as clean, full and friendly, HBA has done this through a range of different project and events over the last 18 months.

HBA aims to promote the development, beautification and advancement of the commercial interests of businesses within the association's precinct through a coordinated and structured promotion, advocacy and planning program. Leading to an increase in businesses and employment in the Hamilton precinct with the aim to have full real estate occupancy, attraction of local visitors and tourism, and the support of education around history and culture.

HBA has ensured that any other income, funding or grants received by the Association, deliver services, programs and outcomes that add value to the precinct.

More specifically, the key business deliverables of Hamilton Business Association for the 12-month period 2020 to 2021 utilised the allocated funds and partnerships to deliver visitor experiences, business activations, support employment, beautify our precinct, encourage artistic performance and display and support the precinct to think about sustainability through the following.

Community Group of The Year



Hamilton BIA with Lord Mayor, Nuatali Nelmes at the Community Awards

Hamilton Business Association was awarded the City of Newcastle's, Community Group of the Year Award, which recognises a local group who have made significant contributions towards enhancing their community.

The award recognises significant contributions that community groups and other non-profit organisations make to the welfare of people, the quality of life, the arts, science, engineering, the environment or other fields of endeavour in our community. Awarded

The selection was made by the City of Newcastle Award Panel who recognised Hamilton Business Association's commitment to the betterment of the Hamilton community, and the association's renewed sense of purpose to attract people to Beaumont Street and surrounding area.

The award panel also noted Hamilton BIA's efforts to work closely with the City of Newcastle during the COVID-19 pandemic to ensure local businesses protected the community, as well as the association's involvement in securing a new home for Newcastle Men's Shed after four years without a dedicated space.

Social Media

Over the course of the Association's lifespan, HBA has grown a significant and valuable social media presence. Accumulating a total of 650+ likes and 750+ followers on their Facebook page plus and an additional 600+ followers on their Instagram page. Both accounts are managed and run by board members with support from Purser Corporate Communication.

Their Facebook page has shown a consistent and steady growth over the last 12 months (refer to Appendix 3.1 and 3.2) which presumes that the page will continue to grow and remain a valuable tool for the association to use to communicate and engage with their community.

Traditional Media

In the last 18 months HBA has attracted significant and favourable new coverage across and number of their projects and events. This has included print and digital articles and stories, radio interviews and television coverage.

This media coverage was coordinated and developed by Purser Corporate Communication.

Annual General Meeting

Hamilton Business Association Annual General Meeting (AGM) was held on 2 March 2021, at the Salvation Army in Hamilton. The AGM was coordinated by Purser Corporate Communication and all board members were present. Four members of the public also attended the AGM as well as Thomas Michel who representative City of Newcastle.

All previous board members were re-elected to the board at the AGM.

Members and Their Roles

Role	Name	Business
Chair	Janice Musumeci	July Jones Studio
Vice Chair	Kellie Mann	Lotus Fashion
Treasurer	Evan Reid	Commonwealth Bank Australia
Public Officer	Janice Musumeci	July Jones Studio
Secretary	Sandra Maloy	QS Books
Board member	Rob Burton	Beaumont Street Newsagency
Board member	William Haywood	The Kent

The board has held a consistent number of members in its operational time with only two people leaving the board due to personal reasons.

Projects And Events

The Hamilton Business Association appointed Double Digits Marketing in 2020, under the guidance of Purser Corporate Communication, as the event coordinator for the association. Double Digits and HBA have coordinated a number of different activations over the last 12 months to help promote, beautify and provide economic development for the Hamilton precincts, its members and the wider community.

These events have attracted favourable media coverage with media relations support from Purser Corporate Communication.

Fashion On The Footpath Event



Fashion on the Footpath launch in October 2020

Prior to COVID 19 the Association had planned to host a larger Spring Fashion event but due to government restrictions and the health and safety of the community HBA had to scale the event back. From these restrictions the idea for 'Fashion on the Footpath' was created.

In October of 2020 the Hamilton Business Association held 'Fashion on the Footpath', which was coordinated by Double Digits Marketing. The event showcased 12 Hamilton fashion retailers who each held their own short pop-up fashion shows supported by in-shop sales and an opportunity to win an image consultant package worth \$1,000. This event showcased the best of local food, fashion, culture and lifestyle to help promote and increase economic development in Hamilton.

Participating fashion retailers were: Calendar Girl, Circle of Friends, Cossies Swimwear, I Am Billie Boots, July Jones Style Studio, Just Because by Heather, Lollipop Kids, Lotus Fashion, Retro Wardrobe, Spots Power, Sussans, and Yum Mum Tum.

Purser Corporate Communication provided media relations for the event which gained favourable media coverage from a number of local media outlets including NBN News and Newcastle Weekly (See Appendix 2.11, 2.12). PCC also produced a video that was distributed on HBA's social media platforms. That video can be viewed here:

https://www.youtube.com/watch?v=0QCB9iO_RN0

12 Days Of Christmas



12 Days of Christmas launch in December 2020

In the lead up to Christmas, the Hamilton Business Association, with the assistance of Double Digits Marketing launched '12 Days of Christmas' in December 2020 to help local businesses promote the diverse retail, hospitality and business options available in and around the precinct.

The activation was held over 12 Days and was in collaboration with a number of businesses in the precinct. The Christmas activation drew an increase of foot traffic to the Hamilton precinct as well a significant amount of promotion of the area and the Hamilton Business Association.

The activation hosted a range of different events and activities over the 12 days including;

- Santa's Cave – located within the Clock Tower Building Santa's Cave was open to the public and allowed them to take photos with Santa as well as allow kids to write a letter to Santa.
- Gift Wrapping Station – for a gold coin donation, members of the public could get their gifts wrapped. The gold coin donation went to support the work of the Newcastle Men's Shed, located in Hamilton.
- HBA also ran a number of competitions during the activation including the opportunity to win a SANTA FAMILY PACK valued at \$1,500.
- Meet a Superhero - Each day superheroes and princesses including Batman and his bike, Captain America and Buzz Lightyear were in Santa's Cave to say 'hello' to all visitors.
- Grand parade with Santa, Elves, The Rockin Elfy's, and Superheroes, walked along Beaumont (and side streets) spreading Christmas cheer.

This activation was supported by favourable media coverage and media relation support from Purser Corporate Communications. PCC also produced a video for the Christmas activation which can be viewed here: <https://www.youtube.com/watch?v=zTcUrUaudV0>

Valentine's Day



Hamilton Business Association with the assistance of Double Digits Marketing held their Valentine's Day event in February 2021 on Beaumont Street, to promote the area and increase visitor experience. Red Roses were handed out to passers-by and violinist serenaded the streets.

The Valentine's Day activation drew a significant crowd to the precinct over the day supporting HBA's strategic goal of increasing economic development for the area.

This event was supported by news coverage from NBN News and Newcastle Live. (See Appendix 2.13) Which was coordinated by Purser Corporate Communication alongside a video that was distributed on social media which can be viewed here:

<https://www.youtube.com/watch?v=Nj518KMGc-E>

Seniors Week



The Gala Luncheon to celebrate Seniors Week in Hamilton

To honour all the amazing Seniors Hamilton has in their precinct The Hamilton Business Association held a range of different activities and events for local seniors to join in on. These events included bingo, stretching classes, trivia and a gala lunch and show to finish the week.

Not only did this activation support local seniors it also included some of the local businesses within in the precinct.

This activation was supported by favourable media coverage and media relation support from Purser Corporate Communications. See Appendix 2.15.

Mother's Day

The Hamilton Business Association are currently in the planning stages of their Mother's Day celebration for May 2021. Their Mother's Day activation will be a social media campaign run on their Facebook page. The social media campaign will include a competition to win tickets to various local Mother's Day events run by businesses in the precinct. A number of local businesses will be participating in this activation.

Newcastle Men's Shed



HBA board members handing over the keys to the Newcastle Men's Shed in September 2020

For more than four years the Newcastle Men's Shed had been looking for a new building. With the support of Hamilton's business community and the team at the local branch at Westpac, the Newcastle Men's Shed were able to find a permanent home in Beaumont Street.

The HBA board worked for a number of months to secure an unused and separate 300 square metre space that is currently leased by the Westpac Bank in Beaumont Street.

In September 2020, Westpac handed over the keys to 99 Beaumont Street to the Newcastle Men's Shed for a peppercorn rent of \$1 annually. Since their move, the Men's Shed have had more than 50 new members join.

Due to their growth in Hamilton, The Men's Shed has had to acquire a second space in New Lambton in order to keep up with demand.

This project attracted favourable media coverage that was coordinated by Purser Corporate Communication (See Appendix 2.7). PCC also produced a video that was distributed on social media which can be viewed here:

<https://www.youtube.com/watch?v=QgIcyogFK8I>

Public Art



Local artist, Rebecca Murray painting in the streets of Hamilton

The public art project was a project that included a series of art installations depicting the Hamilton community and its business precinct. The Hamilton Business Association project repaired existing art as well as created new art installations on telecommunications and electricity pillars.

HBA engaged local artist Rebecca Murray to undertake this project, to integrate history and culture within Hamilton.

The initial project was started by the Hamilton Chamber and at the time, Rebecca Murray created a number of art installations. Some of these original art pieces were repaired whilst a further 10 installations were added.

This project was also widely supported by the Hamilton community, majority of locals wanted to see projects that would help beautify and attract people the precinct.

The project also received positive feedback via traditional and social media, Purser Corporate Communication produced a video on the project that was distributed on social media which can be viewed here: <https://www.youtube.com/watch?v=QglcyogFK8I>

This project also received favourable media coverage coordinated by PCC (See Appendix 2.2).

SBR Funding Info Session

In April 2021 Hamilton Business Association (HBA) alongside The City of Newcastle held a public information session about the upcoming SBR Contestable Funding in the precinct. The information session provided potential applicants with all the information they needed for the application process as well as a networking opportunity with other potential applicants.

Applicants were able to brainstorm and collaborate with each other during the information session and HBA were also able to speak with applicants about potential to collaborate on upcoming projects and provide letters of support for the applicants.

Financial Report

As of 13 April 2021, The Hamilton Business Association have spent a total of: **\$51,957.68**

Deliverables Plan 2021/22

The Hamilton Business Association have organised to meet on 29 May 2021 to workshop ideas for their upcoming deliverables plan. Alongside Purser Corporate Communication the board will aim to have their deliverables plan finalised with the City of Newcastle by the end of the 2020/21 financial year.

Newcastle City

Newcastle is the economic hub of the Hunter Region and accounts for approximately 30% of the Hunter's developed industrial space and 80% of the office space.

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. The Port of Newcastle is Australia's largest coal export.

The BIA also believes that while the precinct includes a large number of larger businesses employing many people, it also recognises that as a liveable city it also includes many home-based businesses and sole traders who collectively contribute enormously to the economy.

Newcastle City BIA is a facilitator of conversations, projects and initiatives that best serve the changing and diverse needs of an evolving business community that seeks increased participation, promotion and growth.

The Association is guided by a common purpose to:

- Work with its members (precinct businesses) and other key players to identify and understand current and emerging project opportunities.
- Collaborate and effectively communicate with City of Newcastle and other stakeholders for the benefit of promotional, beautification and economic outcomes for the precinct.
- Effectively utilise available funding to enhance business outcomes.
- Enable growth amidst change and uncertainty.
- Best represent the needs of those who make-up the Newcastle City precinct business community – that is, recognising the value and contribution of all staff, volunteers, business owners and the community.
- Operate in a professional and respectful manner and in accordance with all governance and compliance guidelines.

Social Media

Newcastle City BIA has recently established a Facebook page that is run by board members with support from Purser Corporate Communication. The page currently has 125+ likes and 150+ followers. The board plans to increase this through consistent and frequent posting and engaging with local businesses. By doing this they hope to increase their following on their Facebook page to ensure that it is an effective tool to communicate with their key stakeholders.

Traditional Media

In the last 18 months Newcastle City BIA has attracted significant and favourable new coverage across and number of their projects and events, specifically Live Spots and Business Beat. This has included print and digital articles and stories, radio interviews and television coverage.

This media coverage was coordinated and developed by Purser Corporate Communication.

Annual General Meeting

Newcastle City Annual General Meeting (AGM) was held on 3 March 2021, at O'Brien Winter Partners, Newcastle. The AGM was coordinated by Purser Corporate Communication and six out of eight of the previous board members were present as well as Thomas Michel who representative City of Newcastle.

Five of the previous board members were re-elected to the board at the AGM.

Members And Their Roles

Role	Name	Business
Chair	Marty Adnum	Out of the Square Media
Vice Chair	Mike Chapman	Colliers International
Treasurer	Connie Schulze	Hunter & Costal Magazine
Public Officer	Damien O'Brien	O'Brien Winter Partners
Secretary	Connie Schulze	Hunter & Costal Magazine
Board member	Karl Mallon	Climate Risk

Projects And Events

Newcastle Tourism Industry Group Collaboration

The Newcastle Tourism Industry Group (NTIG) has reached out to the Newcastle City BIA regarding potential collaboration on an upcoming campaign. The Newcastle City BIA endeavours to assist in implementing this project to help promote and increase economic development in their precinct.

Newy Business

In partnership with the Business Centre, Newcastle City BIA endeavour to provide business support and resources for business in the East End of the precinct during upcoming construction. Newcastle City BIA and The Business Centre will reach out to local businesses and offer support based on the learnings from the Light Rail project and Supercars. Additionally, they will organise three breakfast sessions with industry experts.

1. Setting up three breakfast events that businesses can attend to get some initial questions answered and to introduce them to first support available.
 - o Lessons learned from business disruption from the Light Rail and/Supercars experience
 - o Real estate and commercial leases
 - o Business cashflow, debt and turnaround
 - o Business legal rights and responsibilities
2. One day a week outreach service to BIAs for an agreed number of weeks to provide connection to business support sessions and advice.
3. Ongoing provision of subsidised meeting/ event and office spaces at 265 King St to help all BIA members and other small businesses survive and adapt through low-level

short-term rent spaces (at approximately \$10 per square metre and access to meeting rooms)

4. Ongoing access to up to 60 hours per small business fully subsidised support till June 30, 2021

Financial Report

As of 13 April 2021, Newcastle City BIA have spent a total of: **\$8,006.65**.

Deliverables Plan 2021/22

Newcastle City BIA are currently workshopping ideas for their 2021/2022 deliverables plan. With the assistance of Purser Corporate Communication, the board will aim to have their deliverables plan finalised with the City of Newcastle by the end of the 2020/21 financial year.

Mayfield

Mayfield BIA was established as an independent business association on 6 December 2019 to represent the interests of businesses within the Mayfield precinct.

The new association was established to provide the precinct with an association that could work with City of Newcastle and key stakeholders including other similar organisations and Business Improvement Associations with the wider city to effectively disseminate funds that are collected by the Council through a Special Business Rate Levy, for the purpose of promotion, beautification and economic development of the precinct.

It is the vision of Mayfield BIA 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.

In accordance with the Association's constitution and its service agreements with the City of Newcastle, Mayfield BIA 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 has done this by:

- Acting responsibly and compliantly and with the best interests of its members and stakeholders as key priorities.
- Using funds to progress the economic development, promotion and beautification of the Mayfield precinct.
- Working in unity with like-minded organisations including the BIAs of the City of Newcastle to progress city wide initiatives that add value to local business and particularly businesses in the Mayfield precinct.
- Working collaboratively with City of Newcastle and other key facilities and infrastructure providers to progress projects that enhance Mayfield's position as a business hub.

Social Media

Mayfield BIA is currently in the stages of engaging a service provider to run their social media accounts. Once they have contracted a service provider, they will use existing and new social media platforms to engage with, educate and promote Mayfield businesses, projects and initiatives.

Traditional Media

In the last 18 months Mayfield BIA has attracted significant and favourable new coverage across the Live Spots project and Business Beat initiative. This has included print and digital articles and stories, radio interviews and television coverage.

This media coverage was coordinated and developed by Purser Corporate Communication.

Annual General Meeting

The Mayfield Business Improvement Association's General Meeting (AGM) was held on 15 March 2021, at the Stage and Hunter Hotel in Mayfield. The AGM was coordinated by Purser Corporate Communication and all previous board members were present. Three members of the public also attended the AGM as well as Thomas Michel who representative City of Newcastle. Four of the previous board members were elected plus a new board member.

Members And Their Roles

Role	Name	Business
Chair	Warren Pullbrook	Brook Motors
Vice Chair	Chris Arnold	Arnold Property
Treasurer	Ashlea Dowden	Mayfield Florist
Public Officer	Mark Dowling	MDRE Real Estate
Secretary	Ashlea Dowden	Mayfield Florist
Board member	Kath Teagle	Mayfield Medical Connection

Projects and Events

Happiness project

Collaboration effort with Hapzly to engage local community spaces and focus on wellness for the business people of Mayfield.

This project is still in the implementation stage but aims to improve businesses and how they interact with four key stakeholders: employees, environment, community, customers and connect businesses with more customers and more job candidates, and Mayfield with more visitors by using happiness to boost brand trust and value.

Within this project various events will be coordinated that will be focused around connected, holistic, health. Helping build greater community engagement, trust, and connection between business owners, BIA, and residents. Opportunity to kickstart 'connecting happiness' and creating a community of care and support by introducing the initiative and giving businesses the chance to ask for help.

The second event will be '**Happy Mayfield Series: HAPPY PEOPLE**' which will bring local business owners together and boost connection; Introduce the happy business initiative (early education about the *what* and *why* is paramount) with short talk on happiness and associated practice(s); Live music with a local musician; healthy food supplied by a local business; Guided Meditation and/or Yoga Class; Open Discussion and informal chat. A smaller event to educate and engage business (+ more time to launch the initiative) will help make the larger weekend event more effective.

Lighting 2021

Mayfield BIA is currently engaging a service provider to coordinate and run this project. Once they have been contracted this initiative builds upon a project that was initiated by the former BIA called Illuminate Mayfield and would work with other BIAs and council to find partnership to fund lights for precinct.

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. This project is listed as a key element of the collaboration created by the BIAs of CN called New Usual.

The BIA would also reinstate and remodel its Illuminate Mayfield project as part of a safety and beautification project.

Pot Plants

The Mayfield BIA is currently working alongside City of Newcastle to remove the pot plants along Maitland Road. Council has been working with previous BIA to coordinate a removalist.

A representative from Mayfield BIA has conducted a report on the pot plants and has spoken with local businesses and the general public about the issue.

The general consensus of the business owners and staff that the BIA representative spoke to was that they were happy for the trees and their pots to be removed. They did express a liking of the plants when they were well cared for, but in their current condition they viewed them as an "eyesore". They felt like potted plants were a nice idea and added pleasant

scenery, however, a few carefully positioned and easier maintenance plants was seen as a better alternative.

Many reported that the current potted plants posed a danger to pedestrians (particularly to the elderly) as they obstructed drivers view of the footpath. They are a hazard when parking in some locations as they are positioned right on the edge of the gutter.

Once they have been removed the Mayfield BIA will look at working with the business community to put something else in their place. The consensus was they would like to see their street represent more culture and activity like these locations.

Some of the suggestions made to achieve this:

- Metal sculpture, Australian animals, Aboriginal art.
- Mural or metal sculpture on Coles wall: Shops in the closest vicinity to Coles have a very dull and overbearing view of a grey wall.
- Install small concrete pavement to create a space for a 'Speaker's Corner' in Dangar Park: A weekly event held by a (yet to be made) organisation for people to come together to listen to a guest speaker and discuss the topics presented.
- Live art event held annually or biannually. For example, invite a chalk artist that can come and work in the area over several days and in addition invite other street artists that can perform at peak pedestrian hours.
- Local Mayfield LED sign maker for sign at the live spot to do lights display during performance and advertise date for future performances.

Financial Report

As of 13 April 2021, Mayfield BIA have spent a total of: **\$13,700**

Deliverables Plan 2021/22

The Mayfield Business Improvement Association board are currently workshopping ideas for their 2021/2022 deliverables plan. With the assistance of Purser Corporate Communication, the board will aim to have their deliverables plan finalised with the City of Newcastle by the end of the 2020/21 financial year.

Wallsend

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.

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 COVID-19 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.

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 Wallsend 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.

Social Media

The Wallsend Town Business Association currently has a Facebook page which is used as their main tool of communication. The page currently has 2000+ likes and 2180+ followers. The account is run and managed by board members alongside Purser Corporate Communication and is useful tool engage with, educate and promote Wallsend business, projects and initiatives.

Traditional Media

In the last 18 months Wallsend Town Business Association has attracted significant and favourable new coverage across the Live Spots project and Business Beat initiative. This has included print and digital articles and stories, radio interviews and television coverage.

This media coverage was coordinated and developed by Purser Corporate Communication.

Annual General Meeting

The Wallsend Town Business Association's Annual General Meeting (AGM) was held on 2 December 2020, at Baptist Care in Wallsend. The AGM was coordinated by Purser Corporate Communication and previous board members were present to ensure quorum. Previous board member and members of the public the public attended the AGM as well as Thomas Michel who representative City of Newcastle. Five board members were elected at the AGM.

Members And Their Roles

Role	Name	Business
Chair	Wayne Rogers	Iona on Robert
Vice Chair	James Hingston	Iona on Robert
Treasurer	Linda Pinkerton	Mrs Bouquets
Public Officer	Phillip Murnain	Blue Gum Hills Men's Shed
Secretary	Linda Pinkerton	Mrs Bouquets
Board member	Rhonda Drivas	Wallsend Village
Board Member	Lisa Maroulis	Divalinas
Board Member	Lena Maroulis	Divalinas

Projects And Events

Wallsend Towns Business Association complication with opening a Commonwealth Bank Account has decelerated their ability to begin with projects and events. The association plans to hold a variety of different project and events now that they have opened a Commonwealth Bank Account and received their fund from City of Newcastle.

Christmas Activation



Christmas Activation under Rotunda December 2020

WTBA contracted a local business to put up Christmas decorations in the Wallsend Rotunda for the 2020 Christmas season.

Repair and Maintenance of Planters

WTBA has begun the process of getting quotes for the repair and maintenance of the planter along the main street of Wallsend. WTBA plans to contract someone to repair and upkeep the mosaic planter to ensure that they are in good condition and add value to the street. This project will be ongoing.

Wallsend Winter Fair

WTBA is planning on contracting a service provider to coordinate a Winter Festival to be hosted in Wallsend in August or September 2021. The fair plans to showcase all that Wallsend has to offer and encourage not only Wallsend locals but the wider community to come and enjoy what Wallsend has to offer.

The fair will also help to showcase local businesses in the precinct and assist WTBA establish themselves within the community and give board members the opportunity to talk about who they are and their plans.

Lighting Project

WTBA will be working with council to find a partnership for lights for the precinct. This project is about working with a third-party provider that can also access additional funding (NSW/Fed) to create culturally rich lighting installations. 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.

SBR Funding Info Session

In April 2021 Wallsend Town Business Association (WTBA) alongside The City of Newcastle held a public information session about the upcoming SBR Contestable Funding in the precinct. The information session provided potential applicants with all the information they need for the application process as well as a networking opportunity. Applicants were able to brainstorm and collaborate with each other during the information session. WTBA were also able to speak with applicants about potential to collaborate on upcoming projects and provide letters of support for the applicants.

Financial Report

As of 13 April 2021, The Wallsend Town Business Association have spent a total of: **\$5,958.70**

Deliverables Plan 2021/22

The Wallsend Town Business Association are currently workshopping ideas for their 2021/2022 deliverables plan. With the assistance of Purser Corporate Communication, the board will aim to have their deliverables plan finalised with the City of Newcastle by the end of the 2020/21 financial year.

Appendix

Media Statements - Appendix 1

Appendix 1.1

|18 November 2019

MEDIA STATEMENT

HELLO CHRISTMAS IN HAMILTON

Hello-ho-ho Christmas in Hamilton! The most wonderful time of the year.

Hamilton Businesses have joined forces to promote the area as the best place to shop, eat and enjoy the festive season. They are holding a special pre-Christmas celebration.

Hello Christmas in Hamilton will be an afternoon celebration with a special visit from Santa and some friends along the famous 'eat and shop' street that evening.

Time: All day with select stores offering Christmas savings opportunities
Special visit by Santa and friends from 4pm onwards

Date: Thursday 5 December 2019

Where: Beaumont Street, Hamilton

Participating stores will offer one-day only savings and specials with many open late until 7pm.

Santa will make a special appearance and will wander along Beaumont Street from 4 pm to 6.30 pm visiting shop and café owners and their guests for photos.

Other highlights include clock tower markets, a gift-wrapping station, family sticker books and the joyous sounds of Christmas carollers from local school choirs.

Local boutique owner Janice Musumeci said that "Hamilton offers a unique shopping experience that is friendly and entertaining with easy access and loads of places to shop and grab a bite to eat,"

"We love when our Hamilton community can come together and take advantage of our city and the festivities on the day," she said.

Media information: Janice Musumeci, 0412 026 668

Photograph: Santa and his friends will make a special visit to Beaumont Street on Thursday 5 December.

Business associations outline plans for united approach

The business improvement associations of Mayfield, Newcastle, Hamilton and Wallsend have outlined key priorities for the precincts that will also see collaboration across the city on a number of initiatives.

Today, representatives of the four associations undertook governance training organised by the City of Newcastle with Australian Institute of Company Directors as part of the final stages in establishing a new business improvement association framework.

Each of the four associations are responsible for the disbursement of up to \$100,000 annually which is collected through a special business rate levy applied to commercial properties in the precincts.

While each association is developing a draft priority list of projects to enhance promotional and economic opportunities for local businesses, the four associations have also united to work on initiatives that will have a city-wide focus.

Discussions have begun across the precincts to find ways for local business to work collaboratively around sustainability and environment by sharing knowledge and using collective buying power for things that might include energy resources and reducing waste.

Additionally, the precincts are collaborating on a city-wide approach to live music and busking. By working within some of the existing live music forums, the associations hope to develop a pool of quality live performers that would be able to access 'live spots' in precincts for performance while building a resource for local businesses to tap into for events and entertainment options.

Other key priorities across the city include access and parking, supporting and adding value to major precinct development and infrastructure projects and creating major community events that showcase local business.

Association members acknowledge the work undertaken in the past and hope to leverage this, while bringing in new networks and stakeholders to ensure that the investment into the precincts is appropriate and in line with the expectations of business while adding value to the City of Newcastle and its place as part of the Hunter region. This is already seeing the associations work closely with City of Newcastle and other key stakeholders to ensure that projects are planned and scoped to add value to existing programs, reduce duplication and minimise the development of similar or competing projects.

People who have volunteered their time to be part of the business associations represent a diverse range of businesses across the City and are:

Hamilton	Mayfield	Newcastle	Wallsend
Janice Musumeci Kellie Mann Sherynne Smith Margaret Glenn Sandra Maloy	Chris Fowler Warren Pullbrook Mark Dowling Ivor Davies Samantha Glover Kath Teagle Tanille Elley Kristy Elley Ruth Jacobs Ralph Ryder	Marty Adnum Damien O'Brien Comelia Schulze Joe Relic Dr Karl Mallon Anthony Strachan Mike Chapman	Tiffanie Campbell Jesse Mulligan Frances Beckwith Chris Dixon-Hughes Doug Beckwith Craig Budden Amy Bromhead Simon Wait

more...

...2/

Photo caption: Representatives of the business associations Anthony Strohman, Craig Budden, Sandra ~~McLay~~, Kath Teagle, Chris Fowler, Damien O'Brien, Camelia Schulte, Marty Adnum, Michael Chapman, Sherynne Smith and Joe Relio.

Background:

Work began in August this year when business people were invited through an expression of interest process to develop new precinct associations for Hamilton, Newcastle and Mayfield to join the existing Walsend Town Business Association.

All individuals donate their time and skills.

Each association will be an independent not-for-profit incorporated organisation funded under a services agreement with City of Newcastle and will be responsible for the disbursement of up to \$100,000 per annum for the purpose of promotion, beautification and development in the precinct.

Association applications for Newcastle, Mayfield and Hamilton have been submitted to NSW Government for approval.

The associations are supported under a contractual arrangement with Purser Corporate Communication. The contract is for a two-year period at a total cost of \$164,600 plus GST. The costs of this contract are paid from the funds collected as part of the special business rate levy and represent a maximum of 1.5% of funds collected in 2019/20 compared to an average of about 50% spent by previous associations on administration and support. The remainder of funds collected as a special business rate levy by City of Newcastle are provided through a contestable funding model.

For media information: Meg Purser 0412 229 439

BIA's work with Council on Covid19 Resilience Package

The newly established Business Improvement Association (BIA) framework has added its network to the City of Newcastle's Resilience Package.

Representatives of BIA boards [recently joined](#), members of each of the precincts as well as businesses from the Hunter Business Chamber and Business Centre networks via webcast to hear more about the \$5.5 million Community and Economic Resilience package that was announced by Council last month.

As is now a normal in the Covid19 landscape, City of Newcastle utilised [YouTube](#) webcast technology to link up more than 450 viewers. Hosted by Simon Massey, Economic Development Facilitator, and Dr Nathaniel Bavinton, Smart City Programme Coordinator, the pair provided a [45 minute](#) webcast that focussed on business related details of the package. Viewers also had the opportunity to provide real time comments and questions.

According to the City of Newcastle, [the package](#) hopes to stimulate the local economy which is a key focus area for all four Business Improvement Association's for their endeavours in the next 12 months.

The BIA's welcomed the work of council and have begun to encourage local businesses to connect with some of the programs within the package during the Covid19 crisis.

Hamilton Business Association Chair, Janice Musumeci thanked Council for providing the program and access to information that would help business. "So many [business](#) are struggling to hang on. Across the city, retailers, [hospitality](#) and professional service businesses are looking for ways to build their own resilience and get through to recovery. This information and support [is](#) welcomed and we look forward to having input into the next phase".

Kath Teagle from the Mayfield BIA said that "access to online resources and training programs would be beneficial to local business looking for ways to prepare for the future".

Damien O'Brien from Newcastle City BIA said that "it was important for business to work together and help each other either find the right kind of information and support. This package was a welcomed local addition".

The BIA's will continue to work with Council and its elected representatives to provide ongoing feedback.

Image: Representatives of the BIA's in Newcastle Anthony Strachan, Craig Budden, Sandra ~~Malloy~~, Kath Teagle, Chris Fowler, Damien O'Brien, Cornelia Shultz, Marty Adnum, Michael Chapman, Sherynne Smith and Joe Relic.

Links:

- [Webcast](#) click [YouTube](#).
- For more information about the Community and Economic Resilience Package, click [here](#).
- The City of Newcastle's media statement regarding this package is available [here](#).

About:

The Business Improvement Associations are independent not-for-profit incorporated organisations that are predominately funded under a services agreement with City of Newcastle. They are responsible for the disbursement of up to \$100,000 per annum for the purpose of promotion, [beautification](#) and development in the precincts of Mayfield, Newcastle City, Hamilton and Wallsend. All individuals who sit on boards of the associations donate their time and [skills](#).



MEDIA STATEMENT | 23 June 2020

Hamilton street art project to be completed

A project that includes a series of art installations depicting the Hamilton community and its business precinct will be restarted this week. The Hamilton Business Association project will repair existing art as well as creating new art installations on telecommunications and electricity pillars and boxes and will be undertaken by local artist Rebecca Murray.

Hamilton Business Association Chair, Janice Musumeci said that the project was the first of a number of projects that would be rolled-out out in coming weeks.

"As part of Hamilton Business Association establishing late last year, we asked local business people to provide feedback about how they wanted the Association to spend funds. Lots of people wanted to see projects that would help beautify and attract people the precinct. Our plans for 2020 were all but finalised when Covid19 struck and like many, we used the months of isolation to realign our plans to ensure that we could also help drive economic recovery. The completion of the art project however remained a priority," she said.

The initial project was started by the Hamilton Chamber and at the time, Rebecca Murray created a number of art installations. Some of these original art pieces now need repair while she will paint a further 10. Rebecca Murray is the owner of Flying Spanner Gallery and is well known as the artist who created similar art installations across the Newcastle CBD. She is currently researching the position of the 17 locations to develop visual narratives relevant to the local community. The project is an investment of \$10,000 into the precinct and is expected to take a number of months to complete.

"The Association is keen to extend the footprint and scope of the project. Hamilton has a heritage walk developed by well-known local historian Ruth Cotton and we hope to also now integrate this with cultural walks that might include these art pieces into city-wide Apps and tourism promotions. We are also working with other BIAs to consider rolling the projects into other business precincts in Newcastle," Janice said.

In the next few weeks, Hamilton Business Association will announce details about other projects that will support people to establish businesses in the precinct, create a citywide live performance initiative, integrate lighting for safety and beautification amongst others. Throughout the pandemic shutdowns, the volunteer board has worked closely with their colleagues in the BIAs of Mayfield, Newcastle City and Wallsend to help inform Covid19 recovery processes with the City of Newcastle and provide feedback on masterplans for James Street Plaza and Gregson Park.

About: Hamilton Business Association is a not for profit independent business improvement association (BIA) that represents people who own or occupy commercial spaces in the Hamilton precinct. Along with its counterparts in Newcastle, Wallsend and Mayfield the association has a service agreement with the City of Newcastle which provides up to \$100,000 annually for projects that promote, beautify and drive economic development for the Hamilton precinct.

Links:

<https://www.facebook.com/Hamilton-Business-Association-104760671128142/>

Media information: Janice Musumeci, 0412 026 668



MEDIA STATEMENT | 27 July 2020

Live Spots bring music to the streets of Newcastle

The Business Improvement Associations of the City of Newcastle have launched a project that will establish live music spots across the city to provide ambiance for business precincts as well as income and promotional opportunity for local musicians.

Newcastle City BIA Deputy Chair and Live Spots Deputy Project Lead, Joe Relic said that planning begun late last year, but the Covid19 pandemic had provided new impetus for the BIA Live Spots project.

"Live Spots is a city wide collaboration of the BIAs of Hamilton, Newcastle City, Wallsend and Mayfield to create live performance spaces in the four precincts as a tool of community engagement, promotion, activation and placemaking. We are working closely with the City of Newcastle to provide spaces for local musical artists to perform and therefore providing exposure and income generation opportunities for them," Joe said.

Importantly, the Live Spots initiative is not about creating performance spaces. It is about facilitating ambient music in locations and at times where passing foot traffic can enjoy.

The project also seeks to engage local artists to create the 'Live Spots'. The spots might be painted or designed to showcase visual interpretations of each place, the history, culture or community.

The BIAs have launched Live Spots Stage One which will focus upon creating an initial four spots and showcasing local and emerging artists who will perform during sessions. The BIAs will work with local artists to create visual art instalments that are expected to be circles or spots that will be about two to the three metres in diameter. Each spot will be curated by the local BIA and an artist to reflect the culture and history of the place as well as a link to music and business.

Four initial Live Spots are planned to be established in partnership with the City of Newcastle in:

- Hamilton: James Street Plaza
- Newcastle: Darby Street Cooks Hill
- Wallsend: Rotunda Park
- Mayfield: Victoria Street or near the new Coles development

"This is very much about developing a platform for collaboration now and for the future. The BIAs are inviting community and industry feedback and input in designed future stages of the project. We have begun working with a number of stakeholders in the music industry including local talent agents to provide support services for the project," Joe said.

"The BIAs are also thrilled to be working with Atwea College that was the recipient of additional Special Business Rate funding to provide emerging artists with support in the form of a rehearsal space, music instrument exchange and mentoring for outdoor performance. These services will be provided from Atwea's Creative Art Space in Beaumont Street Hamilton," he said.

more...

www.livespots.com.au

"Our ultimate objective is to have dozens of spots across the city that are coordinated to feature a wide range of musicians, genres and styles and work within larger city-wide tourism, events and cultural landscape," Joe said.

At the launch, Mr Relic thanked Deputy Chair of Hamilton Business Association and Live Spots Project Lead, Kellie Mann for her insight in designing the Live Spots scope and acknowledged her commitment and hard work to get the project to a city-wide initiative. Kellie was not able to attend the launch.

Interested individuals and organisations can express an interest in being involved by visiting www.livespots.com.au

The Live Spots project is a collaborative initiative of the BIAs of Newcastle and undertaken in partnership and agreement with the City of Newcastle.

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

Photo: Tim Crakanthorp, Janice Musumeci, Rowan Cox, Warren Pulbrook, Cr Nuatali Nelmes, Joe Relic, Cr Carol Duncan.

Links: <https://www.facebook.com/HamiltonBusinessAssociation.au> | <https://www.facebook.com/NewcastleCityBIA.au> | <https://www.facebook.com/Mayfield2304> | <https://www.facebook.com/wallsendtown>

Media information: Meg Purser 0412 229 439



MEDIA ALERT

Live Spots to bring music to the streets

The Business Improvement Associations (BIAs) of the City of Newcastle will announce details of a project that will provide ambience for business precincts and income and promotional opportunity for local musicians and artists.

The Live Spots project is a city wide collaboration of the BIAs of Hamilton, Newcastle City, Wallsend and Mayfield to create live performance spaces in the four precincts as a tool of community engagement, promotion, activation and placemaking.

Details will be announced:

Time: 10.30 am

Date: Thursday 27 August 2020

Place: James Street Plaza, Beaumont Street Hamilton

Lord Mayor of Newcastle Cr Nuatali Nelmes will help launch the project. The announcement will also feature short performances from a handful of local musicians.

The Live Spots project is a collaborative initiative of the BIAs of Newcastle and undertaken in partnership and agreement with the City of Newcastle.

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

Media information: Meg Purser 0412 229 439



MEDIA STATEMENT | 17 September 2020

Men's Shed finds home in Hamilton

For more than four years the Newcastle Men's Shed has been looking for a place to call home.

With the support of Hamilton's business community and the team at the local branch at Westpac, the shedders have a new home in Beaumont Street.

Hamilton Business Association Chair, Janice Musumeci and fellow board member and previous branch manager of the bank heard about the Men's Shed plight and began on [a solution](#).

The pair worked for [a number of](#) months to secure an unused and separate 300 square metre space currently leased by the bank.

This week, Westpac handed over the keys to 99 Beaumont Street to the Newcastle Men's Shed for a peppercorn rent of about \$1 annually.

Janice Musumeci said that one of the Association's key drivers was to fill shops.

"The Men's Shed will bring a great sense of community to Hamilton. We have had a long association with the Shed and so pleased to welcome them into the Hamilton business precinct," she said.

Evan Reid said that it was "important for Westpac Banking Corporation to achieve their vision of making sure that we can do everything we can to help people, businesses and local communities in any way we can."

President of the Newcastle Men's Shed, Neville Pollock said that in the last five years the Men's Shed has moved five times so to finally find a space that is more permanent and central is a blessing.

"We are really excited to have a shop front where we can sell and display a lot of our work as well as the work of other Men's Shed in the Hunter region. We also plan to set up [a](#) internet workshop for the elders in the community to help them out with things like internet banking," Neville said.

The Newcastle Men's Shed new workshop is located at 99 Beaumont Street, Hamilton and will be open to the public in the following weeks.

About: Hamilton Business Association is a not for profit independent business improvement association (BIA) that represents people who own or occupy commercial spaces in the Hamilton precinct. Along with its counterparts in Newcastle, Wallsend and Mayfield the association has a service agreement with the City of Newcastle which provides up to \$100,000 annually for projects that promote, beautify and drive economic development for the Hamilton precinct.

Pic: Wayne Grant receiving the keys to 99 Beaumont Street from Evan Reid

Links:

<https://www.facebook.com/watch/?v=318770066049185&extid=ukxDimuJV2w8Wh2L>

Media information: Janice Musumeci, 0412 026 668

MEDIA ALERT | 29 September 2020

Business and Police collaborate on new 'beat'

The business precincts within the City of Newcastle will welcome a new kind of police beat this week.

The Business Improvement Associations (BIAs) of Hamilton, Newcastle City, [Wallsend](#) and Mayfield will work in collaboration with Police Local Area Command to roll out a series of 'Business Beat' visits.

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 Covid19 provided an opportunity for BIAs to develop a new approach.

Business Beat will see District Area Commander Wayne Humphrey and Police Officers visit the [precincts](#) and meet one-on-one with business operators.

The first 'Business Beat' will be held:

Time: 10.30 am to 11.30 am

Date: Thursday 1 October 2020

Place: Wallsend business precinct – Nelson and Cowper Streets

Business Beat' Project Lead for the BIAs and Director of Hamilton Business Association Kate Ellis, said that the city-wide project is an important engagement initiative that hoped to provide an easy and convenient way for businesses to connect with Police around local issues.

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

Media information: Meg Purser 0412 229 439

MEDIA STATEMENT | 2 October 2020

Business and Police collaborate on new 'beat'

The business precincts within the City of Newcastle have welcomed a new kind of police beat this week.

The Business Improvement Associations (BIAs) of Hamilton, Newcastle City, Wallsend and Mayfield launched a collaborative initiative with Police Local Area Command that will deliver a series of 'Business Beat' visits.

The first 'Business Beat' was held on Thursday 1 October 2020 in the Wallsend business precinct and saw District Area Commander Wayne Humphrey and a number of Police Officers visited businesses to meet one-on-one.

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 Covid19 provided an opportunity for BIAs to develop a new approach.

The BIAs hope that 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.

District Area Commander, Wayne Humphrey said the initiative is essential as it will ensure that police and businesses work together to help the wider community.

"We all service the same people one way or another and this initiative is really about understanding what the community needs and expects from both businesses and the police," said Mr Humphrey.

NSW Member for Wallsend, Sonia Hornery MP said that Business Beat will also aim to encourage businesses to report crimes.

"I think it's a great initiative of the BIAs and the police to work together with our local businesses to show some visibility and to encourage businesses not to be fearful and that we will support them if they are having any difficulties," said MP Sonia Hornery.

Business Beat' Project Lead for the BIAs and Director of Hamilton Business Association Kate Ellis, said that the city-wide project is an important engagement initiative that hopes to provide an easy and convenient way for businesses to connect with Police around local issues.

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

Pic 1: Police Officers with Tiffanie Tyson (President Wallsend Town BIA)

Pic 2: Sonia Hornery MP, Superintendent Wayne Humphrey, Kate Orange, Local Police Officers

Media information: Meg Purser 0412 229 439



Fashion hits the Footpath

The Hamilton Business Association is taking its diverse fashion offering to the street.

The business precinct is well known for large community events that have showcased the best of food, retail, coffee, culture, lifestyle and more in Hamilton for many years. However, the pandemic gave the new association an opportunity to work closely with its members to come up with innovative ways to promote the best of Hamilton.

This week, Hamilton Business Association will kick-off a series of showcases with 'Fashion on the Footpath' which will include 12 Hamilton fashion retailers holding their own short pop-up fashion shows supported by in-shop sales and an opportunity to win an image consultant package worth \$1,000.

Time: 11 am to 2pm
Date: Thursday 15 October 2020
Place: Beaumont Street Hamilton

Hamilton Business Association Chair, Janice Musumeci said that while the precinct would kick off with a Spring Fashion on the Footpath event, plans were afoot for showcases around the precincts iconic eat street offerings, books, coffee, culture, history and much more.

"There is no doubt about the ingenuity of local business and while Covid presented obvious road-blocks for larger scale events, our precinct got creative and talked about ways to give our customers something tailor made for them and the current landscape," she said.

Participating fashion retailers are: Calendar Girl, Circle of Friends, Cossies Swimwear, I Am Billie Boots, July Jones Style Studio, Just Because by Heather, Lollipop Kids, Lotus Fashion, Retro Wardrobe, Spots Power, Sussans, and Yum Mum Tum.

For the Association, this project follows the ongoing completion of the street art installations by Rebecca Murray, the Live Spots project of creating ambient music for the city, the Business Beat partnership with Newcastle Police Command and the collaborative Business Support Hub to help business people who have an idea or a challenge access free services.

About: Hamilton Business Association is a not for profit independent business improvement association (BIA) that represents people who own or occupy commercial spaces in the Hamilton precinct. Along with its counterparts in Newcastle, Wallsend and Mayfield the association has a service agreement with the City of Newcastle which provides up to \$100,000 annually for projects that promote, beautify and drive economic development for the Hamilton precinct.

Media information: Janice Musumeci, 0412 026 668

MEDIA ALERT

Mayfield to welcome 'Business Beat'

Mayfield business precinct will host the next Business Beat event this week.

The Business Improvement Associations (BIAs) of Hamilton, Newcastle City, Wallsend and Mayfield launched a collaborative initiative with Police Local Area Command last month that is now deliver a series of 'Business Beat' visits.

Time: 1pm

Date: Wednesday 11 November 2020

Starting at: Brooks Motors

74-76 Maitland Rd Mayfield then moving to businesses within the precinct

The first 'Business Beat' was held on Thursday 1 October 2020 in the Wallsend business precinct and included District Area Commander Wayne Humphrey and a number of Police Officers visiting businesses to discuss matters of safety, policing and the role of businesses.

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 Covid19 provided an opportunity for BIAs to develop a new approach.

Chair of Mayfield BIA, Warren Pulbrook, thanked Police Local Area Command for their work and support and said that the city-wide project was an important engagement initiative that hoped to provide an easy and convenient way for businesses to connect with Police around local issues.

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

Media information: Meg Purser 0412 229 439

MEDIA STATEMENT | 16 November 2020

Free business support to help pivot or innovate

Additional support by Business Improvement Associations

An initiative designed to support businesses struggling with the effects of the pandemic has been boosted by additional resources provided by the Business Improvement Associations (BIAs) of Newcastle.

The Business Support project was created by the Business Centre with the support of City of Newcastle and provides a range of free services to help businesses navigate through the ever-changing landscape. The BIAs were, at the same time, identifying ways for local business people to easily access advice information and resources.

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.

The Business Support initiative includes accounting, legal, branding, insolvency, HR, mental health, commercial leasing support as well as providing heavily subsidised business accommodation and access to a range of free programs available through the Business Centre.

Business Centre CEO Steve Wait said that there were anecdotal stories about people who were opening or changing their business due to the pandemic.

"We are now working directly with the BIAs to identify these people and offer them access to free services. The Business Centre has appointed BIA support project officer Kristin Hughes to work directly with the BIAs and their members," he said.

For more than 34 years, The Business Centre has been providing advice and guidance to business owners with the intention of creating sustainability in jobs and businesses in both rural and urban communities.

Newcastle City BIA Director and BIA Business Support Project Lead Cornelia Schulze, said that each of the four BIAs would contribute to the project.

"This pandemic has been a struggle for so many and while we were trying to identify ways to help people on the ground, we became aware of the Business Centre project and saw it as a logical way to access the best business support programs while building stronger and more collaborative partnerships for the benefit of our business community," Cornelia said.

The BIA support of up to \$40,000 will enable the project to extend well beyond the Business Centre initial project and will identify additional ways to support local business.

Media information: Meg Purser 0412 229 439.

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

MEDIA ALERT | 1 December 2020

Hamilton to welcome 'Business Beat'

Hamilton business precinct will host the third 'Business Beat' event this week.

The Business Improvement Associations (BIAs) of Hamilton, Newcastle City, Wallsend and Mayfield launched a collaborative initiative with Police Local Area Command in September that delivers a series of 'Business Beat' visits.

The third 'Business Beat' will be held:

Time: 10.30am

Date: Tuesday 1 December 2020

Starting at: Clock tower at James street plaza

James street, Hamilton then moving to businesses within the precinct

'Business Beat' Project Lead for the BIAs and member of Hamilton Business Association, Kate Ellis, said that the city-wide project is an important engagement initiative that she hoped would provide an easy and convenient way for businesses to connect with Police around local issues.

Chair of Hamilton BIA, Janice Musumeci, thanked the Police Local Area Command for their work and support and said that the city-wide project was an important engagement initiative that hoped to provide an easy and convenient way for businesses to connect with Police around local issues.

"The festive season can be really busy so it's great to stop and take the time to engage with our local law enforcement and see how we can all work together to make this festive season safe and fun for all businesses within the precinct" Ms Musumeci said.

Business Beat will see all levels of local Police Officers visit the precincts and meet one-on-one with business operators.

The first 'Business Beat' was held on Thursday 1 October 2020 in the Wallsend business precinct and included District Area Commander Wayne Humphrey and a number of Police Officers visiting businesses to discuss matters of safety, policing and the role of businesses.

The second 'Business Beat' was held on Wednesday 11 November in the Mayfield business precinct and included District Inspector Gerard Lawson and the largest team of Police Officers. 'Business Beat' has seen so far.

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.

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

Media information: Meg Purser 0412 229 439

Media Alert | 7 December 2020

Christmas comes to Hamilton

Thinking and supporting local is the theme behind Hamilton's 2020 Christmas celebrations.

The Hamilton Business Association will launch '12 Days of Christmas' to help local businesses promote the diverse retail, hospitality and business options available in and around the precinct:

Time: 10am
Date: Wednesday 9 December 2020
Location: Santa's Cave (111 Beaumont street)
Ground Floor of Clock Tower Building (near James Street Plaza)

Hamilton Business Association Chair, Janice Musumeci, said that the BIA was working with members to hold a series of events and activities to run in the lead up to the festive season. Key highlights include:

Santa's Cave – Located within the Clock Tower Building (next to CommBank) with thanks to the City of Newcastle. Open Monday to Saturday from 10am – 2pm. Take your own photo with Santa (with social distancing). Kids can also write a letter to Santa and deposit it in The Greater Bank post office. Colour in and will receive bags of lollies compliments of The Greater Bank.

Win – Fill in an entry form in the Santa cave and pop it into the barrel to be in the running to win a SANTA FAMILY PACK valued at \$1,500 to be drawn on Tuesday, 22 December.

Meet a Superhero - Each day superheroes and princesses including Batman and his bike, Captain America and Buzz Lightyear will be in Santa's Cave to say 'hello' to all visitors.

12 Days of Christmas Social Campaign (Facebook and Instagram) - 9 to 22 December. Every day a winner will be chosen and will receive prizes from a pool worth more than \$2,000.

Sale Day – Take advantage of great specials in Hamilton on Thursday 10 December from 9am to 5pm. Many businesses are also holding special events such as book reading sessions and promotions. Julie Logan Music Carolers will delight you with their voices at James St Plaza from 5pm.

Family Day – From 4pm Thursday, 17 December, the The Rockin Elfy's Show will be in James Street Plaza. At 5pm a grand parade with Santa, Elves, The Rockin Elfy's, and Super Heroes, will walk along Beaumont (and side streets) spreading Christmas cheer.

Gift Wrapping Station - Located next door to Santa's Cave and open from 10am to 2pm, two special elves will wrap gifts for a gold coin donation to support the work of The Men's Shed located in Hamilton.

MEDIA ALERT 01 February 2021

Newcastle to welcome 'Business Beat'

Newcastle City business precinct will host the last Business Beat event this week.

The Business Improvement Associations (BIAs) of Hamilton, Newcastle City, Wallsend and Mayfield launched a collaborative initiative with Police Local Area Command in October 2020 which deliver a series of 'Business Beat' visits.

Time: 11.30am

Date: Wednesday 03 February 2021

Starting at: Civic Park

Commencing on the Darby street side then moving to businesses within the precinct

The first 'Business Beat' was held on Thursday 1 October 2020 in the Wallsend business precinct and included District Area Commander Wayne Humphrey and a number of Police Officers visiting businesses to discuss matters of safety, policing and the role of businesses.

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.

Chair of Newcastle City BIA, Anthony Strachan, thanked Police Local Area Command for their work and support and said that the city-wide project was an important engagement initiative that hoped to provide an easy and convenient way for businesses to connect with Police around local issues.

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

Media information: Clare Wilkinson 0413 289 582



MEDIA ALERT | 10 February 2021

♥ *Love Local*
Love Hamilton ♥

Hamilton shares the love!

Hamilton Business Association will be sharing the love this Friday, 12 February on Beaumont Street. From 10am to 2pm the dedicated team of top hatted rose givers, baskets of red roses in arm, will be handing out individually wrapped red roses to the locals and shoppers along Beaumont Street.

But that is not all... in true Valentine's Day style, our rose recipients will be serenaded by Anthea and Rodney, our romantic violinists. With Valentine's Day fast approaching, the retailers and restaurants of Hamilton can provide you with all your Valentine's Day needs.

Date: Friday, 12 February 2021
Time: 10am to 2pm
Location: Beaumont Street, Hamilton

Hamilton Business Association Inc Chair, Janice Musumeci said that this initiative was just another way that the Hamilton Business Association wanted to show support for the local businesses and community.

"Hamilton has such a vibrant village feel, our locals love Hamilton. The Business Association has really promoted 'shop local' and we wanted to do something cute and fun for them. Fridays are always a busy day here and it's a great opportunity to push our mantra 'love local love Hamilton'," Janice said.

About: Hamilton Business Association is a not for profit independent business improvement association (BIA) that represents people who own or occupy commercial spaces in the Hamilton precinct. Along with its counterparts in Newcastle, Wallsend and Mayfield the association has a service agreement with the City of Newcastle which provides up to \$100,000 annually for projects that promote, beautify and drive economic development for the Hamilton precinct.

Media information: Janice Musumeci, 0412 026 668



Hamilton celebrate Seniors Week

Hamilton Business Improvement Association celebrated all the wonderful senior citizens they have within their precinct through Seniors Week.

Since Monday, Hamilton BIA has hosted small activations across the precinct including bingo, exercise classes and today wrapped up the week with Gala Luncheon at the Northern Star Hotel.

The sold out luncheon was a great way to finish Seniors Week as attendees were able to enjoy a 2 course meal and entertainment from an Elton John tribute member.

Hamilton Business Association Inc Chair, Janice Musumeci said that Seniors Week was extremely important for the community to celebrate as it was a way to bring seniors within the precinct together.

"Hamilton has such a vibrant village feel, our locals love Hamilton. We really wanted to ensure we are supporting everyone within our community and that is why we wanted to celebrate Seniors Week," Janice said.

Seniors Week is a statewide event that encourages senior citizens within different communities to get out of the house, get active and socialise.

"Our senior community play an integral role in shaping Hamilton, so ensuring we as a Business Association are looking after their health and wellbeing is extremely important to us," Janice said.

The Business Association said they received a great response from people who attended the events during Seniors Week.

"Not only was great to see so many people participating in the range of activities we hosted this week but to see the local community connecting with our seniors in the Hamilton precinct," Janice said.

Photo: Hamilton Business Association Inc Chair, Janice Musumeci and Deb Austin

About: Hamilton Business Association is a not for profit independent business improvement association (BIA) that represents people who own or occupy commercial spaces in the Hamilton precinct. Along with its counterparts in Newcastle, Wallsend and Mayfield the association has a service agreement with the City of Newcastle which provides up to \$100,000 annually for projects that promote, beautify and drive economic development for the Hamilton precinct.

Media information: Janice Musumeci, 0412 026 668

Media Coverage – Appendix 2

Appendix 2.1 – Hunter Headline 13.04.2020

Business Improvement Association's work with Newcastle Council on COVID-19 Resilience Package



13 APRIL 2020



The newly established Business Improvement Association (BIA) framework has added its network to the City of Newcastle's Resilience Package.

Representatives of BIA boards joined members from each of the precincts, as well as businesses from the Hunter Business Chamber and Business Centre networks via webcast to hear more about the \$5.5 million Community and Economic Resilience package that was announced by Council last month.

The City of Newcastle utilised YouTube webcast technology to link up more than 450 viewers to talk about the package.

Hamilton street art project to be completed



30 JUNE 2020



A project that includes a series of art installations depicting the Hamilton community and its business precinct has resumed, as of 23 June.

The Hamilton Business Association project will repair existing art as well as creating new art installations on telecommunications and electricity pillars and boxes, which will be undertaken by local artist Rebecca Murray.

Hamilton Business Association Chair, Janice Musumeci, said that the project was the first of a number of projects that would be rolled-out out in coming weeks.

NEWS

Traders drum up business

Rates levy funds street music venues

BY MICHAEL PARRIS

MUSICIANS will soon have a new avenue to practise and promote their work in the form of four street performance spots in Newcastle.

The city's four business improvement associations (BIAs), at Hamilton, Mayfield, Wallsend and in the CBD, launched the \$40,000 Live Spots program on Wednesday.

Inexperienced and established artists will be encouraged to sign up online to participate in the program.

Experienced musicians will be booked into one of the four performances spaces, and developing talents will be directed to Hamilton's Atwea College for free instruction on playing live.

Organisers said on Wednesday that the program would likely start off with monthly performance sessions at each venue, Hamilton's James Street Plaza, Darby Street, Wallsend's Rotunda Park and either Victoria Street, Mayfield, or near the suburb's new Coles development.

The BIAs will engage visual artists to create murals at the spots. Bands or solo performers will receive \$50 per gig and have access to free use of a public address system to amplify their sound.

Some of the traditional opportunities for musicians, including performing at markets and in pubs, have been lost this year to the COVID-19 pandemic.

Talent agent Belle Taylor, from Fuzion Management, said Live Spots would give performers an opportunity to "get a foot in the door".

"They can't at some [established] venues, because there is so much talent, and it's hard," she said.

"Even venues in Newcastle at the moment they can only take so many each week, even before COVID, so this is a way of getting them known."

"I want Newcastle to be known for emerging music," Newcastle City BIA deputy chair and Live Spots deputy project lead Joe Relic said the performances would be scheduled to coincide with times of high foot traffic in each area.

"Our ultimate objective is to have dozens of spots across the city that are contemporary and styles and work within the larger city-wide tourism, events and cultural landscape," he said.

BIA receives from the pool of special rate levies paid by businesses in each precinct. It is one of the first initiatives of the council's new funding model for the levy last year and froze Newcastle Now and Hamilton Chamber of Commerce \$900,000 a year. The council now allocates money to the BIAs and any other group with a project to promote



SPOT ON: Newcastle band New Black Shades performing at the Live Spots launch on Wednesday in Hamilton.

Appendix 2.4 – ABC Radio 27.08.2020



Live Spots ABC
27.08.20.m4a

Appendix 2.5 – ABC Radio 18.09.2020



ABC Men's Shed -
18.09.20 8•35am.m4



Newcastle MP Tim Crakanthorp, Janice Musumeci, Rowan Cox, Warren Pulbrook, Lord Mayor Nuatali Nemes, Joe Relic and Councillor Carol Duncan during the launch of the project.

Sounding out a need for live music spots

Elizabeth Symington ♦ September 3, 2020



A new project is set to promote Newcastle-based musicians through four live music spots.

The Live Spots initiative, spearheaded by the Business Improvement Associations (BIAs) of the City of Newcastle, will provide opportunities for local musicians to get their face out into the community.

Newcastle City BIA Deputy Chair and project lead, Joe Relic, says Live Spots will be used as a tool of “community engagement, promotion, activation and placemaking”.

"Our ultimate objective is to have dozens of spots across the city that are coordinated to feature a wide range of musicians, genres and styles, and work within a larger city-wide tourism, events and cultural landscape," he says.

Mr Relic adds the project is not about creating performance spaces but instead aims to create ambience for the passing foot traffic to enjoy.

It's a city-wide collaboration of the BIAs of Hamilton, Newcastle City, Wallsend and Mayfield, which will see these four locations welcome an ambient music spot.

Stage one will focus on creating the initial four spots and showcasing local and emerging artists, who will perform during sessions.

The organisations will also work with local artists to create visual art instalments that are expected to be circles or spots, which will be about two-to-three metres in diameter.

The four locations set for a transformation are James Street Plaza in Hamilton, Darby Street in Cooks Hill, Rotunda Park at Wallsend, and Victoria Street in Mayfield.

"This is very much about developing a platform for collaboration now and for the future," Mr Relic says.

"The BIAs are inviting community and industry feedback and input in designed future stages of the project.

"We have begun working with a number of stakeholders in the music industry, including local talent agents, to provide support services for the project."

Interested individuals and organisations can visit the Live Spots [website](#).

Friday, 18 September 2020

Newcastle Men's Shed Finds New Home in Hamilton

BY DAKOTA TAIT

The Newcastle Men's Shed has found a brand new home in Hamilton after four years of searching for a permanent space.

The formerly unused, 300 square metre space at 99 Beaumont Street is being leased to the Men's Shed by the Hamilton Westpac branch for a peppercorn rent of just one dollar a year.

Hamilton Business Association Chair Janice Musumeci said the negotiations had been "a few months in the making".

"It started with a conversation with Evan, the Westpac branch manager here in Hamilton," Ms Musumeci said. "We asked him what's happening with 99 Beaumont Street - what can we do to make it vibrant again?"

"We found that the Men's Shed were looking for a new space, so we introduced the two."

Newcastle Men's Shed President Neville Pollock said it was a blessing to finally find a home for the shed.

"We are really excited to have a shop front where we can sell and display a lot of our work as well as the work of other Men's Shed in the Hunter region," Mr Pollock said. "We also plan to set up a internet workshop for the elders in the community to help them out with things like internet banking."

Mr Pollock said it was important for the organisation to give back to the community which had helped them over the past few years.

"Just generally helping the community out," Mr Pollock said. "Getting men who are in the later years, getting from sitting around watching TV, to come and join the Men's Shed, get active, get involved with the community, and give a bit of spark back to their life."

The Newcastle Men's Shed is expected to open to the public in coming weeks.



Men's Shed Secretary Wayne Grant receiving the keys from Hamilton Westpac Branch Manager Evan Reid.

Small Business Support Centre launches in Newcastle



19 SEPTEMBER 2020



The Business Centre will be able to help even more businesses struggling under COVID-19, via the Small Business Recovery Centre, which was launched earlier this month.

Thanks to the support of the City of Newcastle, The Small Business Support Centre for six months will offer much needed support to businesses wishing to bounce back.

CEO of the Business Centre, Steve Wait, is passionate about the project and the opportunity to be able to offer a huge range of help to businesses who have been blindsided by the pandemic.

"As businesses started to feel the full force of COVID we immediately saw an opportunity to use our experience in disruption to step in fast and help," he said.

"We applied for and won an Industry Response Grant from the City of Newcastle and are thrilled to have been able to move quickly to get the Small Business Support Centre up and running and have formed a great project team led by our Project Coordinator, Kristin Hughes.

"We are already moving tenants into our heavily subsidised office space and are setting them appointments with our Business Advisors, Experts In Residence, and linking them with all our support partners who have come on board offering their professional services pro bono."

The Small Business Support Centre will bring together government and non-government agencies, banks and financial service providers, mental health, and well-being providers, all with capability and capacity and good will to lean in and help with economic recovery.

"Providers will give support, information and services, that lead to sustainability and job creation, to small businesses during COVID-19," he said.

"Essentially we are expanding our own capacity to deliver even more tailored services to this cohort that need it most."

Steve said the Small Business Support Centre is a collaboration between The Business Centre, the City of Newcastle and the city's Business Improvement Associations. Local businesses including, Enigma Communication and The Garis Group, are major contributors also offering practical business support services pro bono.

"This collaboration is about connecting established business owners with business experts and low-cost temporary office space, with the goal to protect and stabilise their business during the COVID-19 pandemic."

"All business advice and support will be delivered by qualified and experienced individuals from over 20 local organisations."

BIA Project Lead, Cornelia Schulze, and board member of Newcastle City Business Improvement Associations said the BIAs have reported adverse impacts of members from the COVID-19 pandemic that have ranged from medium to severe.

"The Business Improvement Associations believe that a collaboration with the Business Centre and the City of Newcastle will benefit business with logical and practical support services.

"Our hope is that it will create new ways for our region to help build a framework designed to create easy ways for our members and the wider business community to connect," she said.

"Ultimately it is about making sure that people who are looking to create business have access to the right support to help them build a resilient and sustainable business."

IMAGE | Peter Chapman of Enigma Communication, CEO of The Business Centre – Steve Wait, Jim Garis of The Garis Group, Brendan Swansborough of Enigma Communication and John Garis of The Garis Group, all of whom are supporters of and contributors to the Small Business Support Centre.

POLICE ON NEW 'BUSINESS BEAT' AROUND NEWCASTLE

By **Lydia Bilton** - October 1, 2020

Like 41



Over the coming weeks, there'll be a heavier police presence along business strips in Hamilton, Newcastle, Wallsend and Mayfield.

It's part of a new initiative to help support shop owners, as they adapt to the new normal.



Businesses, police join forces on new beat

Gemma Ferguson • October 2, 2020



Business Improvement Associations (BIAs) across Newcastle will work with police to address the community's needs under a project known as 'Business Beat'.

The first 'Business Beat' of the series took place on Thursday in Wallsend. District Area Commander Wayne Humphrey, along with a number of other local officers, visited a number of establishments to meet with business owners one-on-one.

Mr Humphrey believes the initiative is essential for continued community growth, as it builds upon the existing relationships between business and law enforcement.

The 'Business Beat' series brings together two major pillars of the Hunter.

"We all service the same people one way or another and this initiative is really about understanding what the community needs and expects from both businesses and the police," Mr Humphrey said.

Officers had the opportunity to connect with Wallsend workers, giving everyone involved the chance to discuss a range of policing issues.

The BIAs hope this will enable police to ensure business owners are well-informed, while workers have the chance to meet local law enforcement and discuss their own insights.

Wallsend State MP Sonia Horner pointed out that this will create mutual trust, which has the potential to encourage businesses to report more crimes.

"I think it's a great initiative of the BIAs and the police to work together with our local businesses to show some visibility and to encourage businesses not to be fearful and that we will support them if they are having any difficulties," Ms Horner said.

While local police have met business associations and chambers in larger groups in the past, COVID-19 has provided the BIAs with an opportunity to reimagine this approach.

The 'Business Beat' will continue to allow business owners and operators to seek new information and share their thoughts on policing.

FASHION SHOW HELPS HAMILTON BUSINESSES BOUNCE BACK

By **Lydia Bilton** · October 15, 2020

Like 58



Move over Elle or Miranda – the Hunter’s very own supermodels strutted their stuff along Beaumont Street today.

Organised by the Hamilton Business Association, the “Fashions on the Footpath” event gave local retailers an opportunity to showcase their goods, in a covid-safe manner.



Appendix 2.12 – InTouch Magazine 20.10.2020

Link: https://www.intouchmagazine.com.au/single-post/2020/10/20/Fashion-hits-the-Footpath?rid=0d12747c-0423-450b-8b7a-1c74cf177c85&utm_campaign=d0f29182-3ca6-4e5b-baef-6d9089056aa9&utm_medium=email&utm_source=sp

Fashion Hits the Footpath

Fashion hits the Footpath

October 20, 2020
Hamilton Business Association



The Hamilton Business Association took its diverse fashion offerings to the street. The business precinct is well known for large community events that have showcased the best of food, retail, coffee, culture, lifestyle and more in Hamilton for many years.

However, the pandemic gave the new association an opportunity to work closely with its members to come up with innovative ways to promote the best of Hamilton.

Yesterday, Hamilton Business Association kicked-off a series of showcases with 'Fashion on the Footpath' which included 12 Hamilton fashion retailers holding their own short pop-up fashion shows supported by in-shop sales and an opportunity to win an image consultant package worth \$1,000.

Hamilton Business Association Chair, Janice Musumeci said that while the precinct would kick off with a Spring Fashion on the Footpath event, plans were afoot for showcases around the precincts iconic east street offerings, books, coffee, culture, history and much more.

"There is no doubt about the ingenuity of local business and while Covid presented obvious road-blocks for larger scale events, our precinct got creative and talked about ways to give our customers something tailor made for them and the current landscape," she said.

Bec from The Retro Wardrobe said that Fashion's on the Footpath was not only a way to showcase the fashion on offer but connect local retail businesses along Beaumont street.

Appendix 2.13 – NBN News 16.02.2020

2/16/2021

NBN News | NEWCASTLE CELEBRATES VALENTINE'S DAY EARLY

NEWCASTLE CELEBRATES VALENTINE'S DAY EARLY

By **Sam Burbury** - February 12, 2021



Valentine's Day may be Sunday, but cupid was clearly at work early in Newcastle today.

A diamond ring was on offer to loved-up Novocastrians, while a retail strip showed its appreciation as it continues its coronavirus recovery.



▶ 01:35

01:33 🔊 🔍

Sam Burbury

<http://www.nbnnews.com.au>

Sam completed his Bachelor of Journalism at Bond University on the Gold Coast, before joining NBN Lismore as a news & sport reporter in November 2015. He moved south to NBN Newcastle, where he now works as a news reporter & producer, in July 2018.



<https://www.nbnnews.com.au/2021/02/12/newcastle-celebrates-valentines-day-early/>

1/2

Appendix 2.14 – Newcastle Live 02.02.2020



NEWCASTLE LIVE
RADIO - NCLE BIA 02

Appendix 2.15 – Newcastle Weekly 26.04.2021



Hamilton Business Association Inc chair Janice Musumeci and Deb Austin.

Hamilton celebrates Seniors Week

Rod Thompson • April 26, 2021



They are one of our most precious resources.

And, last week, the Hamilton Business Improvement Association (BIA) celebrated all the wonderful senior citizens within its precinct.

Since Monday, 19 April, the organisation hosted small activations across the area, including bingo and exercise classes, and wrapped it up with a gala luncheon at the Northern Star Hotel on Friday.

The sold-out function was a great way to finish Seniors Week as attendees were able to enjoy a two-course meal and entertainment from an Elton John tribute member.

Hamilton Business Association is a not-for-profit independent BIA, which represents people who own or occupy commercial spaces in the suburb's precinct.

Along with its counterparts in Newcastle, Wallsend and Mayfield, the group boasts a service agreement with City of Newcastle that provides up to \$100,000 annually for projects that promote, beautify and drive economic development for the Hamilton sector.

Hamilton Business Association Inc chair Janice Musumeci said the occasion was extremely important for the community to acknowledge as it was a way to bring seniors within the precinct together.

"Hamilton has such a vibrant village feel, our locals love Hamilton," she explained.

"We really wanted to ensure we are supporting everyone within our community and that is why we wanted to celebrate Seniors Week."

Tables – Appendix 3

Appendix 3.1: Hamilton Business Association Facebook Followers Graph



Appendix 3.2: Hamilton Business Association Facebook Likes Graph



Appendix 4

City of Newcastle Special Business Rates Income and Expenditure 2020-21

Special Business Rate (SBR) Precincts Income and Expenditure (2020-2021)					
Component	Income	BIA Admin	Payment to BIAs	Contestable SBR Funding	Balance
City Centre / Darby Street	875,177	30,060	100,000	1,039,495	- 294,378
Hamilton	138,802	11,280	-	26,662	100,860
Mayfield	79,095	13,785	92,753	-	- 27,443
New Lambton	15,245	-	-	-	15,245
Wallsend	150,343	14,050	100,000	-	36,293
TOTAL	1,258,662	69,175	292,753	1,066,157	- 169,423