



Inc ID Number: 1901585 | ABN: 43 576 863 540

# STRATEGIC DELIVERABLES 2020 TO 2021

## OVERVIEW

### Vision

Hamilton Business Association is a progressive collaborative that promotes a place that is a welcoming and enjoyable for everyone.

### Mission

The Hamilton Business Association is motivated to create, maintain and promote:

- Clean and beautiful streets
- A precinct that is friendly, collaborative and increases health, wellbeing, safety and accessibility
- Full buildings: Employment through business establishment leading to full real estate occupancy, attract local visitors and tourism, support history education and culture.

### Business Goals

Hamilton Business Association understands that its unique position is informed by its rich history and its convenient place within the community. It is this ethos that drives its current business objectives to:

- Work closely with City of Newcastle to identify opportunity and challenges and to develop solutions for these.
- Engage businesses within the precinct to help inform planning and activation
- Be advised and informed by people and organisations that can add value to solutions and opportunities
- Be discerning with its budget and use it in a way that provides the best possible results over the full funding period

## Our community

Appointed directors and executive committee:

Name	Position on board	Business represented
Janice Musumeci	Chair	July Jones Studio
Sandra Maloy	Secretary	QS Books
Kellie Mann	Deputy Chair	Lotus Fashion
Christine Martin	Ordinary member	Salvation Army Hamilton
Rob Burton	Ordinary member	Commercial property owner
Evan Reid	Treasurer	Commonwealth Bank
Rob Greer	Ordinary member	Jack's Hideout
Kate Ellis	Ordinary member	SportsPower



## Plan overview 2020 to 2021

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

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

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

- Promotion (Promo)
- Beautification (Beaut)
- Economic Development (ED)

2020 to 2021 actions	Budget \$			Actions
	Promo	Beaut	ED	
	Promo	Beaut	ED	
Promotion/Economic development  New Usual – Covid19	\$4,000		\$6,000	<p>New Usual - <b>Under the newly created</b> collaboration of New Usual. Hamilton Business Association will work with the other CN BIAs to promote the businesses and economic opportunities during and as we recover from the Covid19 crisis. This may include projects such as:</p> <p><b>Project Renewal</b> – an initiative by Newcastle City BIA. This includes a four month radio campaign in partnership with community radio station 2NURFM (University) to highlight the resilience, innovation and ingenuity of business. Please see New Usual business plan - as submitted to CN in April 2020.</p>
Public Art/Spaces:		\$10,000		<p>Complete the painting of Telstra pods and exchange boxes. This project was started by the Hamilton Chamber of Commerce. The Association believes that it is important for the project to be completed as it not only provides beautification opportunities but also engages and integrates history and culture of the precinct. The project will be undertaken in consultation with Hamilton historian and author of the Hamilton Heritage Walks Ruth Cotton and local</p>

2020 to 2021 actions	Budget \$			Actions
	Promo	Beaut	ED	
				artist, Rebecca Murray from Flying Spanner Gallery. It is anticipated that the project will create beautiful spaces that also create visitation interest for other projects such as heritage and cultural walks.
Lighting:		\$12,000		Work with council and find partnership to fund lights for 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 similar to the sample below. This project is about creating beautiful places that are safe and attract target demographics. The Association considers this to be a project that can be integrated into existing CN plans and those within other BIA precincts. This project is listed as a key element of the collaboration created by the BIAs of CN called New Usual.
Social Media:	-	-	-	Build <a href="#">Instagram</a> and <a href="#">Facebook</a> pages promoting highlights of Hamilton, Diversity, Family, Experience, Heritage etc .
Community events	\$10,200			Collaborate with others who bring major events that can promote the precinct and its local offerings as a business precinct. These might include such things as: <ul style="list-style-type: none"> <li>• Cultural events</li> <li>• Major sporting events</li> <li>• Music or entertainment</li> </ul>
Precinct events:	\$25,000			The Association will fund or collaborate with others to promote a series of events showcases local expertise or offerings.  Based upon retailer and member feedback, the Association develops a strategy to a number of major events that are targeted to key target demographics that add value to the precinct businesses,

2020 to 2021 actions	Budget \$			Actions
	Promo	Beaut	ED	
				<p>limit the amount of \$ going to 'external carnival' providers and attract visitation. The Association is currently in an Expressions of Interest process with six professional event managers to determine a program for 2021 that might include festivals in:</p> <ul style="list-style-type: none"> <li>• Food</li> <li>• Entertainment</li> <li>• Hamilton Retail Fashion/Home/Beauty</li> <li>• Christmas in Hamilton (collaborate with Carols in Hamilton) – 11 December 2020 Big Xmas tree in the park, Christmas wrapping station, carollers, Santa visit, store specials.</li> </ul>
Live Spots	\$7,000	\$3,000		<p>This is project developed by the Hamilton Business Association. The project has already attracted strong support from other BIAs but also Atwea College – that has been successful in attracting additional funding to help facilitate Work across BIAs and with CN to develop 'live spots' where local quality performance can exist. This city wide project will see all BIAs as part of the New Usual collaboration create a process and mechanism for:</p> <ul style="list-style-type: none"> <li>• Quality performers to be 'accredited' to book a space in any live spot across the city</li> <li>• Create a data base of quality performers for local business (members) to access</li> <li>• Provide a mechanism for local performers to get exposure and create income.</li> <li>• Create a series of permanent visual places that can be cobranded as an initiative of the</li> </ul>

2020 to 2021 actions	Budget \$			Actions
	Promo	Beaut	ED	
				<p>BIAs of the City of Newcastle.</p> <p>The Association sees this as an opportunity to also integrate other live performance taskforces or initiatives. It also sees this a very important project as part of the City's recovery out of Covid19.</p>
Sustainability	\$3,000			<p>Work in partnership with organisations including City of Newcastle and the Hunter Business Sustainability network to champion projects that provide:</p> <ul style="list-style-type: none"> <li>• Useful ways for businesses to save money</li> <li>• Reduce environmental impacts</li> <li>• Promote meaningful sustainability</li> </ul>
Work for the Dole			\$5,000	<p>In partnership with Salvation Army to identify projects where skills and resources can be integrated into Association or precinct activities. This is again a particularly important project in Covid19 and will seek to connect business into accessing people who are redeployed, unemployed or displaced into roles that can assist business to create recovery, visitor experience etc</p>
Visitor experiences			\$10,000	<p>Work with existing businesses to create visitor experience – e.g. walking food, cultural tours and style. The Association understands that a number of local people are contemplating undertaking walking food or cultural tours and would like to work in partnership with these enterprising people to create options in Hamilton.</p> <p>Work with CN to get existing history tours by Ruth Cotton into CN App and regional visitor offerings.</p>
Vacant commercial property			\$2,000	<p>'A vacant property means business opportunity'. This project aims to create a</p>

2020 to 2021 actions	Budget \$			Actions
	Promo	Beaut	ED	
				<p>partnership between the BIA(s) Council, Real Estate agents and their clients to use vacant shop fronts to display an attractive large sign that:</p> <ul style="list-style-type: none"> <li>o Highlights the business support offered by CN</li> <li>o Work undertaken to support local business by the BIAs</li> <li>o Advocates that a vacant shop front or space is a unique business opportunity</li> </ul> <p>The project also hopes to get agents and land owners to maintain clean and presentable premises.</p>
Precinct connectivity	-	-	-	<p>Work with organisations including Council and Police to provide information sessions or opportunities for business and the wider community to connect with projects such as:</p> <ul style="list-style-type: none"> <li>• Policing and Safety (Coffee with a Cop or similar)</li> <li>• Community consultation around council projects such as the James Street Plaza masterplan process</li> </ul>
Governance Compliance reporting	-	-	\$2,800  -	<p>Act inclusively, respectfully, and consult in a comprehensive manner.</p> <p>Actively seek people that can inform the board and its decision making processes that have specialist skills/experience.</p> <p>Ensure that all board activities are compliant and in line with the Constitution, NSW Department of Fair Trading, ATO and the City of Newcastle Funding Agreement.</p> <p>Forecast: Compliance costs for next 12 months must include:</p> <ul style="list-style-type: none"> <li>• Cost of insurance for Association</li> <li>• Additional accounting or legal costs</li> </ul> <p>Note: All insurance costs from April 2020 to March 2021 are covered from BIA</p>

2020 to 2021 actions	Budget \$			Actions
	Promo	Beaut	ED	
				funds directly paid by Council.  Note: All administration management is covered by the existing contract between CN and Purser Corporate Communication.
	Promo \$49,200	Beaut \$25,000	ED \$25,800	<b>Total</b> <b>\$100,000</b>



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