

2020-  
2021

# Wallsend – Acquittal Report



janice musumeci  
JM Consultancy Services  
2020-2021



## Introduction

The Wallsend Town Business Association is an independent association that was created to add value to the business community by advocating and supporting initiatives that enhance the role of business in Wallsend. 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 was formerly run and managed by board members alongside Purser Corporate Communication and is useful tool engage with, educate and promote Wallsend business, projects and initiatives. The Board have recently engaged a small business to manage their socials.

## Traditional Media

In the last 18 months Wallsend Town Business Association has attracted significant and favourable news coverage across the Live Spots project and Business Beat initiative. This has included print and digital articles and stories, radio interviews and television coverage. The WTBA also organised a paid print advertising package for the precinct with In Touch Magazine.



## 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 members and members of 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
Ordinary Board Member	Rhonda Drivas	Wallsend Village

## 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 projects and events now that they have opened a Commonwealth Bank Account and received their funds from City of Newcastle. **Funds received July 9, 2021.** In the meantime, the Association used money received into their separate 'Membership Fund Account' to initiate the following activities. This money will be reimbursed from the SBR funding.

### Christmas Activation

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

### Planters

WTBA has engaged a small business for the repair and maintenance of the mosaic planters along the main street of Wallsend. WTBA plans to repair and upkeep the mosaic planters to ensure that they are in good condition and add value to the street. This project will be ongoing.

### Wallsend Winter Fair

WTBA has engaged an Event Coordinator to coordinate a Winter Festival to be hosted in Wallsend in 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.

## Flags & Banners

WTBA has engaged a graphics company to create a new logo and design banners for the precinct. The banner design is still to be finalised and installation organised.

## 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.

## Business Beat – City Wide Initiative

A citywide initiative for BIAs. Hamilton Board Member Kate Ellis (formerly a Police Officer) assists with coordinating this project. Hamilton has hosted 2 events as forecast in their Deliverables Plan in 2020 /2021. The 'Business Beat' initiative aims to show support of local police by local businesses and gives Police the opportunity to talk about local policing issues (inform, educate, connect, visibility).

## LIVE SPOTS – City Wide Initiative

This project was 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.

The project provides spaces for local musical artists by working with the music industry, to perform (and therefore providing exposure and income generation opportunities). Also, 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.

## Small Business Support Centre – City Wide Initiative

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 needed 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.



## Conclusion

Financial Report As of 03/09/21, The Wallsend Town Business Association have spent a total of: \$21,176.50. **SBR Funds received July 9, 2021.** In the meantime, the Association used money received into their separate 'Membership Fund Account' to initiate proposed activities from their Deliverables Plan.

## Financial Overview 2020/2021

Category	Deliverables Plan Budget	Actual
Beautification	\$32,500.00	\$3,000.00
Economic Development	\$18,000.00	0
Promotion	\$45,200.00	\$17,100.00
Governance	\$4,300.00	\$1076.50
GST on funding	\$10,000.00	
<b>TOTAL</b>	<b>\$110,000.00*</b>	<b>\$21,176.50</b>

\* Funding received 09/07/2021

## Expenditure Summary 2020/2021

<b>Beautification</b>	Planters \$3,000.00
<b>Promotion</b>	Live Spots - \$1,899.00 Christmas - \$2518.00 Mother's Day - \$456.00 Print Advertising - \$7887.00 Logo & Website - \$1840.00 Book Week Event - \$2500.00
<b>Governance</b>	Legal Liability - \$855.00 Fair Trading - \$84.00 SBR Contestable Funding Room Hire - \$137.50
<b>TOTAL</b>	<b>\$21,176.50*</b>

\* As at time of submission this amount to be reimbursed to Members Fund Account

Prepared by Janice Musumeci      Signature *Janice Musumeci*

Approved by Wayne Rogers      Signature **see page 5**

Date 08/09/2021