

Inc ID Number: 1901584 | ABN: 93 706 504 579

## STRATEGIC DELIVERABLES 2021 TO 2022 OVERVIEW



## Introduction

In its initial discussions, Newcastle City BIA identified as one of its priorities a need to access, or commission research to understand the number of, and diverse business landscape that sits into the Newcastle CBD precinct. Another was about improving access within the city. The plan will outline steps in which the board will undertake to begin these projects. The board recognises its role is also about facilitating and participating in conversations, initiatives and collaborations aimed at business recovery, promotion and eventual growth.

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

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

- Opened a bank account with the Commonwealth Bank: 062-808 | 10340233
- Successfully obtained
  - Inc ID Number: 1901584
  - ABN: 93 706 504 579
  - TFN: 634 880 691
- Secured insurances that are in line with the proposed Service Agreement with the City of Newcastle (current cover notes have been provided to CN).
- Appointed directors and executive committee:

<b>Name</b>	<b>Position on board</b>	<b>Business represented</b>
<b>Marty Adnum</b>	Chair	Out of the Square Media
<b>Michael Chapman</b>	Deputy Chair	Colliers International
<b>Cornelia Schulze</b>	Secretary & Treasurer	Hunter & Costal Lifestyle Magazine
<b>Damien O'Brien</b>	Public Officer	Obrien Winter Partners Law
<b>Karl Mallon</b>	Ordinary member	Climate Risk

## Executive Summary

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 port by volume and a growing multi-purpose cargo hub.

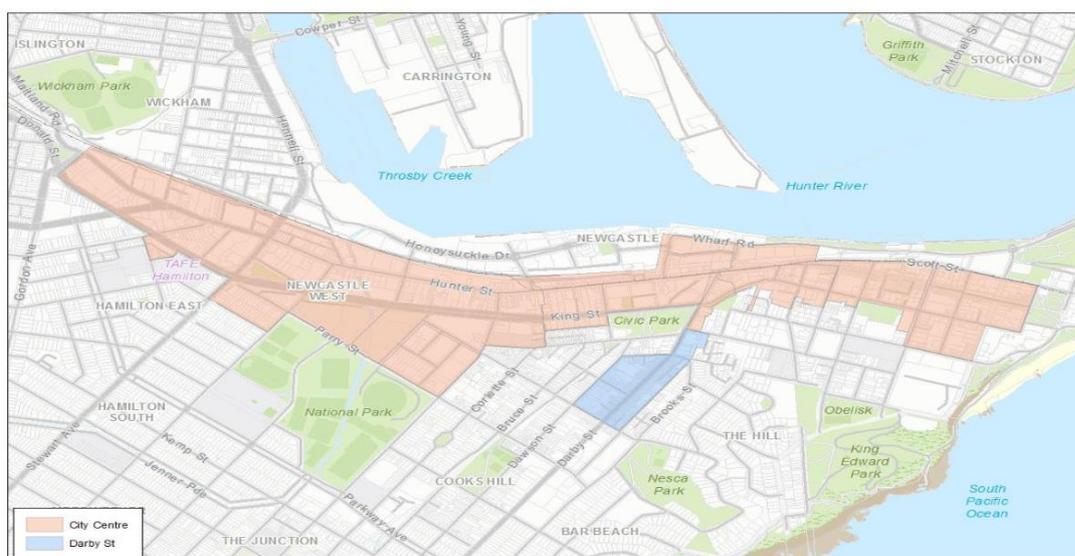
According to Remplan economy profile, the Newcastle business precinct has an output of about \$6.8 billion and includes 17,921 people who are employed within the precinct which equates to about 17.43% of Newcastle LGA. The largest industry sector for economic output in the selected areas is Financial & Insurance Services with \$1.7 B accounting for 25.92% of total output. The Public Administration & Safety industry sector is the largest employer for the selected areas with 2,933 jobs which represent 16.37% of total employment.

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.

That said, the impact of Covid19 has already seen a doubling of unemployment, closure and severe reduction of trade for small businesses and increased commercial property vacancies.

It was the view of the Newcastle City BIA board that Newcastle, as with most modern cities, at times struggles to have a clear view of its identity but believes that its appetite for growth and innovation sets strong and exciting foundations for business. That said, the Covid19 crisis has provided insight into a strong culture that acknowledges a place that while it strives to be a large city, still values the importance of local connectivity that is underpinned by small business – a sector it believes makes up more than 80% of its membership in the precinct. The BIA understands that it can play a part in informing strategies and initiatives in this space.

The Newcastle City BIA precinct covers the area highlighted in the map below and includes 'members' who are classified as the people who pay the City of Newcastle SBR levy as part of the rates attracted by commercial property owners of those people/organisations that either directly or inclusively pay the levy through rental or outgoings.



It is the

overarching objective of the Newcastle City BIA to promote the development,

beautification and advancement of the commercial interests of businesses within the Newcastle City BIA Inc. precinct.

The BIA, therefore, wishes to be an effective voice for business and remains committed to being part of ongoing conversations to help the city recover and plan for the future.

Part of this commitment is to consider all parts of the precinct's landscape, all people no matter what their role or level within the business (formal or informal) and the relationship they have with all parts of the wider community.

Additionally, it believes that this will be most effective if it works in collaboration with organisations, groups and individuals who can inform all elements of its purpose.

The BIA does, however, recognise that as a newly established representative organisation that as an entity it currently has a gap in understanding the diverse business landscape, the number of businesses, their nature, their relationships or connectivity and their economic impact potential.

## Our Community

The Newcastle City BIA understands that it is part of a rich and diverse community and considers the following key and general groups (in no particular order) as audiences that will inform, engage and/or communicate with, to deliver activities, initiatives and plans in its objectives to support business in the Newcastle City precinct.

The following is an overview and analysis of stakeholders – it is not a complete stakeholder map and serves only to understand the wider stakeholder landscape.

Audience	History	Strength	Limitations	Opportunities
City of Newcastle  Elected Reps	Recognise previous issues in landscape	Commitment to outcomes and facilitating collaboration	Bureaucracy	Promote transparency Collaboration  Communication  City wide projects
Members  <ul style="list-style-type: none"> <li>Commercial property owners</li> <li>Those who rent and pays the levy through outgoings or via rent</li> </ul>	Diverse and recognise previous landscape	Diverse and active	Large and diverse  Lack of data base for new BIA  Lack of data	Promote: <ul style="list-style-type: none"> <li>Transparency</li> <li>Action</li> <li>Collaboration</li> </ul>
Other BIAs	Silos	Keen for change and collaboration	Resources	Promote: <ul style="list-style-type: none"> <li>Transparency</li> <li>Action</li> <li>Collaboration</li> <li>Working relationship with CN</li> </ul>
Other precinct groups  <ul style="list-style-type: none"> <li>Makers and Traders</li> </ul>	Mixed history	Numbers of members and stakeholders	Ability to collaborate (Unknown)	Ability to collaborate (unknown)
Project managers  Other council funded project proponents and contractors	Nil	Ability to add value	Knowledge of projects (current)	Collaboration Promotion Economic Development
Political representatives – State and Federal	Nil	Community collaboration	Politics	Greenfield
Business/sector representative organisations	Limited	Numbers	Nil	United approach

<ul style="list-style-type: none"> <li>• Hunter Business Chamber</li> <li>• Business Centre</li> <li>• Newcastle Business Club</li> <li>• HYP</li> <li>• REI</li> <li>• Hunter Future Directions</li> <li>• AHA</li> <li>• Restaurant and Catering Industry</li> <li>• NFP Connect</li> <li>• GenCollective</li> <li>• Seventy 30 Newcastle</li> <li>• Business Blender</li> <li>• HunterNet</li> </ul>		<p>Inform project development</p> <p>Collaboration</p>		<p>Collaboration for projects</p> <p>Share of information</p>
<p>Special interest groups</p> <ul style="list-style-type: none"> <li>• Tourism and victor economy organisations</li> <li>• Environmental</li> <li>• Residents</li> <li>• Unions</li> <li>• Charity and community organisations</li> </ul>				
Media	Previous landscape	Promotion	Previous landscape and little knowledge of current landscape	<p>Stand apart from previous history</p> <p>Communicate projects and outcomes</p>
Wider community	Nil	Greenfield	Little knowledge	Promote economic and social benefits of BIA

## Business Objectives

Newcastle City BIA has identified a number of key areas that it believes provide priority and opportunity for its first year of operation.

There are three key strategic areas that the BIA recognises to be the umbrella strategy for 2021 to 2022 and include:

- **Support** – promote and drive the economic development of business within the precinct by:
  - working in collaboration with other BIAs, City of Newcastle, local businesses and other organisations to identify projects that can assist in the promotion and the economic development of its members and the wider city.
- **Identity and economic growth** – create and inform conversations about the City and its business landscape identify and narrative as a promotional and economic platform - that encourages things such as:
  - Better understanding of the precinct's diverse business landscape and its relationship with the evolving inner city living/working economy
  - Attracting strategic skills and knowledge
  - Business investment and establishment – large to small
  - Sustainable approaches for members and the wider city
  - Recognise and celebrate all individuals who make up the business landscape – the workers, volunteers, community and business owners
  - Work collaboratively to enhance and promote visitor experience and numbers
- **Day to day activities in the precinct** – work collaboratively on matters such as promotion, safety, accessibility, community engagement, policy and program development by:
  - Adopting and adhering to sound governance matters that also include setting achievable and measurable outcomes
  - Advocate on behalf of members and local economy
  - Working collaboratively with City of Newcastle to inform and advance mutually beneficial activities within the precinct that might include:
    - **Access** – working with key stakeholders and be part of a collaborative solution for the city that includes public transport, motor vehicle, push bike, scooter, pedestrian and other infrastructure access for all people so that they can live, work and play in the precinct.
    - **Business data platforms** - that can provide useful information particularly for small business
    - **Cooperative promotional initiatives** – for the immediate and the future.

## Vision

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.

## Mission

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.

## Goals

- Work closely with City of Newcastle to identify opportunities 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

## Key Deliverables

More specifically, the key business deliverables of Newcastle City BIA for the 12 month period from July 2021 to June 2022 will utilise 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.

Business objectives
<b>Beautification</b> <ol style="list-style-type: none"><li>1. Work together with business owners, financial institutions and City of Newcastle to improve street cleanliness</li><li>2. Public Art/Spaces: Create various different art 'spots' throughout the Newcastle City precinct</li></ol>
<b>Promotion</b> <ol style="list-style-type: none"><li>1. Social Media: Continue to grow Instagram and Facebook pages promoting highlights of Newcastle City. Work with existing owners of like-minded organisations to share and engage</li><li>2. Precinct events: The Association will fund or collaborate with others to promote a series of events that showcase local expertise or offerings.</li><li>3. Live Spots: Work across BIAs and with CN to continue 'live spots' where local quality performance can exist.</li><li>4. Promotion – develop user friendly ways for people to connect with businesses through traditional and digital platforms.</li></ol>
<b>Economic Development</b> <ol style="list-style-type: none"><li>1. Collaborate – work with other precincts to develop initiatives that add value to business across the precinct and wider city.</li><li>2. Visitor experience (tourism) – be a destination for local, national and international visitors<ul style="list-style-type: none"><li>• Work with existing businesses to create experiences – e.g. walking food and cultural tours, fashion style sessions, etc.</li><li>• Work with others who are accessing CN grants or private funding sources to develop integrated and collaborative projects.</li><li>• Work with CN to get existing and emerging visitor experience into CN Apps or other regional infrastructure and promotion.</li></ul></li></ol>
<b>Governance</b> <p>The Newcastle City BIA will be underpinned by a governance structure that requires board members (and members) to:</p> <ol style="list-style-type: none"><li>1. Act inclusively, respectfully, and consult in a comprehensive manner.</li><li>2. Actively seek people that can inform the board and its decision-making processes that have specialist skills/experience.</li><li>3. Ensure that all activities are compliant and in line with the Constitution, NSW Department of Fair Trading, ATO and the City of Newcastle Funding Agreement.</li></ol>

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## Plan overview 2021 to 2022

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

Each project must have a detailed business plan that will include information about how the project will deliver against the precincts' target audiences, its overarching goals, the Service Agreement it has with CN and a budget that will include all aspects to costs and income such as projects costs, additional grants, sponsorships or partnerships. The following table provides the expected and general overarching KPIs.

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

- Promotion
- Beautification
- Economic Development

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

Association Fees	Annually	\$100	<ul style="list-style-type: none"> <li>A12 Tier 2: Small association financial summary annual lodgement fee</li> </ul>	<ul style="list-style-type: none"> <li>Comply with all ATO requirements</li> <li>Maintain insurances.</li> </ul>
				<b>TOTAL: \$4,100</b>
<b>Projects</b>				
Business Beat	Bi-Annually	nil	<ul style="list-style-type: none"> <li>Regular meet and greet with Local Area Command and walk through the precinct</li> <li>Launched in Wallsend on 1 October 2020 with the support of MP Sonia Horner.</li> <li>NCBIA then launched their Business Beat on 3 February 2021, attracting favourable media coverage from local media outlets.</li> <li>The association has continued to work with officers from the Newcastle City Police District to improve communication with local law enforcement and business owners.</li> </ul>	<ul style="list-style-type: none"> <li>Nominated board member to meet with Rep from Newcastle City Police District Quarterly</li> <li>Conduct two 'Business Beat' meets a year.</li> </ul>
Live spots	2020 onward  Suited to objective: Promotion, Economic development	\$5,000	<p>This project is developed by the Hamilton Business Association as a city-wide project that seeks to:</p> <ul style="list-style-type: none"> <li>Work in collaboration with the BIAs of Newcastle City, Wallsend and Mayfield to create live performance spaces in the four precincts as a tool of community engagement, promotion, activation and placemaking</li> <li>Provide spaces for local musical artists by working with the music industry, to perform (and therefore providing exposure and income generation opportunities)</li> </ul>	<ul style="list-style-type: none"> <li>Create a database of quality performers. This is envisaged to be no less than 40 within 12 months that would circulate across the precinct and city live spots</li> <li>Editorial and social media content x 20 plus per year.</li> </ul>

			<ul style="list-style-type: none"> <li>▪ Establish opportunities 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.</li> <li>▪ Build a database of quality performers who will be 'accredited' to book a space in any 'live spot' across the city – that can also be utilised by local businesses (members) to access and book for events and venue appearances.</li> </ul>	
				<b>TOTAL: \$5,000</b>
<b>Economic Development</b>				
East End Initiative	2021  Suited to objective: Economic Development, promotion	\$20,000	<p>To support those businesses within the East End Precinct, Newcastle City BIA will be running a marketing campaign to help increase economic development in that area during the construction phase.</p> <p>Once the development has been completed NCBIA will engage an Event Coordinator to organise a Community Activation event to launch the new East End Development.</p>	<ul style="list-style-type: none"> <li>• Collaborate with impacted businesses to best meet their business needs during disruption period</li> <li>• Frequently communicate with impacted businesses and share updates from CN</li> <li>• Continue communication with CN regarding project update and timeline</li> <li>• Increase foot traffic within precinct at times of construction</li> </ul>

Collaborative Event and Project Management – Business and Community Promotion	2021-2022  Suited to objective: Economic development, promotion	\$15,000	Partnerships –  Partner with local business support organisations (e.g. The Business Centre, NTIG) to offer small businesses support.  Shark tank ideas  Funds to market	<ul style="list-style-type: none"> <li>• BIA representative/s to participate in NTIG round table strategy and implementation group to: a. Integrate visitor experience options from BIAs into wider campaigns and Apps</li> <li>• Promote cohesive and community building branding for the City of Newcastle</li> </ul>
Community Activations	2021-2022  Suited to objective: Economic development, promotion	\$12,000	12 Days of Christmas  Newcastle City BIA's 12 Days of Christmas activation will promote the precinct, increase foot traffic and business for the precinct. <ul style="list-style-type: none"> <li>• Free family Santa photos</li> <li>• Gold coin donation present wrapping</li> </ul> There will be an activation in both Darby Street and Hunter Street.  Cost includes space for use, gift wrapping,	<ul style="list-style-type: none"> <li>• Three Expressions of Interest have been received as of 28 June.</li> <li>• It is expected that a formal strategy will be finalised by 30 July 2021 – respectful of changing public space rules.</li> <li>• Improve turnover and engagement of precinct businesses</li> <li>• Improve visitation across the entire year</li> <li>• Be a significant part of NC calendar of activities.</li> </ul>
Supercar Business Support	2021-2022  Suited to objective: Economic development, promotion	\$15,000	To promote local business content at the supercars. Funds spent on activation of an area with marketing and promotion and add tents and infrastructure for support.	<ul style="list-style-type: none"> <li>• Use community surveys and newsletters to communicate with businesses impacted by the Supercars Event.</li> <li>• Collaborate with impacted businesses to facilitate initiatives that will best support them during times of disruption</li> </ul>

Parking Concept	2021-2022  Suited to objective: Economic development, promotion	\$10,000	Feasibility research study on parking which may include a concept for parking app for use of private car space in the BIA area and other parking or access ideas. Could include other forms of transport	<ul style="list-style-type: none"> <li>• Measure precinct support of concept through digital platforms</li> <li>• Work with Council to help facilitate this initiative</li> <li>• Improved visitor and business experience</li> <li>• Improved access and transport networks in and around Newcastle CBD</li> </ul>
				<b>TOTAL: \$72,000</b>
<b>Promotion</b>				
BIA landing page	2021-2022	\$5,000	Create and launch a landing page for Newcastle BIA.	
Social Media Management	2021 - 2022  Suited to objective: Promotion	\$10,000	<p>Social media and marketing</p> <ul style="list-style-type: none"> <li>- Newcastle City BIA has already established a Facebook page but to further grow this page so it can be utilised not only as a way of communicating with the community but promoting business within the Newcastle precinct, NC BIA has put out EOI for a social media manager.</li> <li>- NCBIA will further utilize Facebook Advertising to boost certain posts and events.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue growth of NCBIA's Facebook and Instagram to 2500 followers on each account</li> <li>• Report growth of pages at each Board meeting</li> <li>• Share member or stakeholder content at least once a week</li> <li>• Share CN Content as appropriate</li> </ul>

Advertising in local media outlets	2021-2022  Suited to objective:  Promotion, economic development	\$20,000	Utilising local media outlets to showcase businesses within the Newcastle City precinct.  A range of local media outlets offer organisations "Advertorial" packages, which are paid editorial articles. Newcastle City BIA has contacted a number of these media outlets to begin a 12 month "Advertorial" campaign to promote the businesses within Newcastle City.	<ul style="list-style-type: none"> <li>• Run three different campaigns over the 2021/2022 financial year to continue to promote business within the Newcastle City precinct</li> <li>• Gauge impact of campaigns from businesses</li> </ul>
Newcastle City Precinct Database	2021-2022  Suited to objective:  Promotion, economic development	\$15,000	Member/business engagement  Engage a third party service provider to create a database of every business within the Newcastle City SBR Precinct. Use a digital platform (eg. Mailchimp, constant contact) to communicate with members who have opted to receive updates from NCBIA.	<ul style="list-style-type: none"> <li>• Understand member landscape via survey/s - Understand and utilise best practice in developing appropriate key performance and measurement indicators for all projects.</li> <li>• Construct a database that includes details of at least 150 local businesses by Dec 2021,</li> <li>• Frequently communicate with members via this database</li> <li>• Gain data and best practice metrics and build robust reporting and engagement strategies</li> </ul>
Community Events	2021-2022  Suited to objective:  Promotion, economic	\$25,000	The association endeavour to engage an event coordinator to develop a strategy that uses several key activations to add value to the precinct. These activations will be held over 12 months in various areas of the precinct to promote the precinct as well as increase foot traffic and business with the precinct.	<ul style="list-style-type: none"> <li>• Send out EOI for an Event Coordinator for the precinct.</li> <li>• Improve turnover and engagement of precinct businesses.</li> <li>• Improve visitation across the entire year.</li> </ul>

	development, beautification		<p>These areas include but are not limited to:</p> <ul style="list-style-type: none"> <li>- Darby Street</li> <li>- East End</li> <li>- Union St/Auckland St</li> <li>- Birdwood Park</li> <li>- Civic Park</li> </ul>	<ul style="list-style-type: none"> <li>• Be a significant part of NC calendar of activities.</li> </ul>
				<b>TOTAL: \$75,000</b>
<b>Beautification</b>				
Street Art	<p>2021- Onwards</p> <p>Suited to objective: Beautification</p>	\$20,000	4 x \$5k provided by local suppliers can be done by tender. This could include some form of night time activation.	<ul style="list-style-type: none"> <li>• Create one space within the precinct</li> <li>• Editorial coverage</li> <li>• Social media as appropriate</li> <li>• Add value to the precinct as a place to live, work and play</li> <li>• Visual enhancement of precinct</li> <li>• Visitation and use – increase use by families Safety – create spaces that discourage antisocial behaviour</li> </ul>
				<b>TOTAL: \$20,000</b>
<b>TOTAL</b>		<b>\$176,100</b>		

## Project Plans

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

As of 28 June 2021, the following plans are included:

- Live Spots – Business loves live music
- Business Beat – a cross city BIA initiative
- Social Media Coordinator – EOI

# Live Spots - Business loves live music

A city wide collaboration to enhance live music



*Soft Launch of Live Spots in August 2020*

## **Objective:**

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

The project is developed by the Hamilton Business Association as a city-wide initiative that seeks to:

- Work in collaboration with the BIAs of Newcastle City, Wallsend and Mayfield to create live performance spaces in the four precincts as a tool of community engagement, promotion, activation and placemaking.
- Provide spaces for local musical artists by working with the music industry, to perform (and therefore providing exposure and income generation opportunities).
- Establish opportunity to collaborate further with local artists to create at least four 'live spots' in the four precincts in the first 12 months – with a view to creating additional spaces in the future. Ultimately there will be a series of permanent visual places that can be co-branded as an initiative of the BIAs of the City of Newcastle.
- Build a database of quality performers who will be 'accredited' to book a space in any 'live spot' across the city – that can also be utilised by local business (members) to access and book for events and venue appearance.

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

## Progress:

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

## The Future

It is envisaged that this project will provide:

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

## KPIs

Visitation – this will be dependant on social distancing restrictions in 2021 and beyond, but we anticipate:

- Weekly live spots – up to 200 people in each precinct (passing)
- Add value to Newcastle visitor economy as scheduled events
- Add value to overarching City of Newcastle event strategy (Kate Britton)

Editorial and social media opportunities x 12 per year

- Monthly sessions
- Ongoing live spots

Collaboration and audience growth – cross promotion and social media expansion

- Educators – UoN, Atwea, TAFE, YPT and others
- City of Newcastle
- Members of BIAs
- NTIG, HBC and others
- Music Industry

Promotion – cross promotion and social media engagement

- Opportunity to benchmark initiative
- Award submissions for precinct and city
- Tourism

# Business Beat – An initiative of the BIA's

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



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

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

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

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

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

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

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

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

## **The Future:**

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

## Social Media Manager – Brief

Background: The vision of the Newcastle City Centre Business Improvement Association is to act as a facilitator of conversations, projects and initiatives that best serve the changing and diverse needs of an evolving local business community. In practical terms it aims to promote the development, beautification and advancement of local businesses within the area through a coordinated and structured promotion, advocacy and planning program. This Business Improvement Association is provided funding annually from the City of Newcastle to further these goals.

Goal: To engage with businesses within the Newcastle City precinct on behalf of the BIA to better position themselves within the community and promote what they do. As well as to promote the Newcastle City BIA, the businesses with the precinct and the general community.

- 2-3 posts a week (highlighting or sharing posts of businesses within the precinct, events happening in the precinct, new businesses in the area, BIA news, etc.)
- Monitoring comments and messages.
- Copywriting content from BIA Board Members and City of Newcastle
- Following and engaging with businesses in the Newcastle City precinct
- Quarterly one-page report on growth of page and engagement.

### Newcastle City Precinct:

