

2020-
2021

Hamilton – Acquittal Report



Hamilton Business
Association Inc.

janice musumeci
JM Consultancy Services
2020-2021

Introduction

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 2 years. 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.

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

Role	Name	Business
Chair	Janice Musumeci	July Jones Style Studio
Vice Chair	Kellie Mann	Lotus Fashion
Treasurer	Evan Reid	Commonwealth Bank
Public Officer	Janice Musumeci	July Jones Style Studio
Secretary	Sandra Malloy	Qs Books
Ordinary Board Member	Kate Ellis	SportsPower
Ordinary Board Member	Rob Burton	132 Newsagency

New Board members recently joined are Reece Hignell (CakeBoi) and Amanda Hinds (Community)

Community Group of the Year Award

Hamilton Business Association was awarded the City of Newcastle's, 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.

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.

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 several 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.

Social Media

Over the course of the Association's lifespan, HBA has grown a significant and valuable social media presence. Accumulating a total of **855+ likes and 989+ followers** on their **Facebook** page plus an additional **922+ followers** on their **Instagram** page. Both accounts are managed and run by board members with previous support from Purser Corporate Communication. Both platforms have shown a consistent and steady growth over the last 12 months which presumes that they will continue to grow and remain a valuable tool for the association to use to communicate and engage with their community.

Advertorials

The Board initiated a project with HunterHunter & Newcastle Live to showcase the retail and hospitality businesses in the precinct. The reaction specifically from the HunterHunter platform was phenomenal enabling the Association to pick up over 100 new followers on Instagram thus highlighting the precinct as the 'go to' destination for shopping and dining. Newcastle Live advertorials placed a focus on promoting only on hospitality and featured the many pubs and different cuisines available in the precinct. Both achieved a greater awareness of both dining and shopping experiences available in Hamilton.

Promotional Videos

HBA engaged Purser Communications to produce a range of short videos promoting local businesses. Specifically, the small business owners explaining what they do and why they love Hamilton. With the slogan **Love Local, Love Hamilton**. These videos are being uploaded weekly on social media and can be used freely by the business owner themselves for their own promotional purpose. They have helped HBA engage with local business owners.

Traditional Media

In the last 2 years HBA has attracted significant and favourable news coverage across a 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 and in 2020/21 the appointed Event Coordinators Double Digits Marketing.

Street Art

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 several 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.

Fashion on the Footpath

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, 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.

This event had coverage on NBN.

12 Days of Xmas

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 several 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. Volunteers coordinated this initiative with local celebrities Tanya Wilkes, Todd Sergeant and Reece Hignell.
- HBA also ran several 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.

Valentines 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 had coverage on NBN.

Seniors Week

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.

Collaboration with local businesses for this event included: Northern Star Hotel, Community Hive, Salvation Army, Zenergy Therapies, Vinnies, Terry White Chemist, City of Newcastle, Newcastle Men's Shed, Gallipoli Legion Club, Piggott's Pharmacy, Computers 4U, Cr Carol Duncan

Mother's Day

The Hamilton Mother's Day activation was a great success. Two street corners (Piggott's and Priceline Pharmacy corners) decorated with faux green grass, pretty table creations, colourful models dressed in florals handing out 240 boxed cupcakes to our local Mums. Music via LiveSpots was provided to delight and draw attention to the activation. Passers-by were intrigued with the installation – they were delighted to receive the lovely, boxed cupcakes. Our models also visited local businesses to share the delights and continue to spread the Hamilton love. Each boxed cupcake had a 'Happy Mother's Day Love Hamilton' sticker placed to continue the HBA branding. A flowered frame was on hand to have photos taken for socials. The cupcakes were purchased from local business Son of a Gun / Fifi La Femme.

NAIDOC WEEK Luncheon

A luncheon at The Kent Hotel sponsored by Commonwealth Bank. Indigenous menu prepared for the event along with local indigenous artists displaying and selling their creations along with Indigenous performers. An indigenous panel of speakers including Uncle Bill, Ashley Gordon and Sheree Johnson enlightened the audience with their experiences of life in our community and sharing their successes in both business and sport. Attendance was by invitation only and guests included local business & church leaders, Awabakal elders and members of the Awabakal Land Council based in Hamilton.

Newcastle Food Month Dinner

HBA hosted an Indigenous Dinner at local restaurant, Mockingbird Café. This site was chosen to cater as both owners are of Indigenous heritage. This event was promoted as part of Newcastle Food Month helping to put Hamilton back on the map as a dining destination. Tickets for the event were sold via Eventbrite covering the cost of venue and catering for the evening.

Volunteers Week BBQ

Hosted by HBA in May at Newcastle Mens Shed inviting workers from local charities to attend a BBQ lunch to say thank you for their work in the Hamilton community. Embracing our volunteer workers and recognising their efforts. This helped the HBA engage with more locals. HBA itself has a loyal group of local residents who assist with event functions and delivery of posters and the HBA newsletter.

Monthly Newsletter

A monthly newsletter went into production with the assistance of Double Digits Marketing in June. The newsletter highlights new businesses as well as HBA upcoming events and local news including updates on the upgrade of James St Plaza. This has proven another effective way of reaching our community and businesses. It is uploaded to social media as well as emailed to our database. Volunteers also walk the precinct and deliver to local businesses. Hard copies are also kept at the 132 Newsagent.

Hanging Planters & Green Walls

Hanging planters with live flowers and green walls with living plants have started to be installed by the HBA on suitable business facades in the Beaumont St (between Donald and Tudor streets). This is an ongoing project to assist with beautifying the street from the road and the pavement. Newcastle Men's Shed have also assisted HBA in relocating several mosaic planter pots on the pavement. Once relocated the Men's Shed have field with plants and flowers adding to the streetscape. The Men's Shed will assist in the future with caring for the plants with a watering system that has been purchased by HBA.

Newcastle Men's Shed

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 several 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 to keep up with demand. The Men's Shed assist the HBA with event set up and small jobs in the precinct.

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.

Hamilton has managed several weekly performances (pending Covid lockdowns) in 2020/2021.

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. 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.

Conclusion

Hamilton Business Association has built a strong relationship with the community and business owners in the past 12 months. The Board have met monthly and remained stable and committed to their projects, following their set Deliverables Plan with some few changes. The success of this Board is due to everyone's willingness to participate and be proactive. Along with their combined commitment to make informed decisions quickly to keep projects flowing. Their goals have been reached in 2020 /2021.

Financial Overview 2020/2021

Category	Budget	Actual Spend
Beautification	\$25,000.00	\$36,978.93
Economic Development	\$23,000.00	\$14,331.90
Promotion	\$46,200.00	\$54,656.05
Governance	\$2,800.00	\$3,825.00
Sustainability *	\$3,000.00	\$0
Bank Fees **	\$0.00	\$10.50
GST paid on initial funding	\$10,000.00	\$10,000.00
Cash at Bank		\$37.62
Total	\$110,000.00	119,840.00

*Sustainability – The Board could not find a suitable project for funding. **Bank Fees - Bank fees charged due to three bank account numbers inserted incorrectly at time of payment meaning bank charged a reversal fee of \$2.50 in each instance. ***Actual spend Inclusive of GST

Income

SBR Funding plus GST	\$110,000.00
Sponsorships	
12 Days of Xmas – Greater Bank	\$1200.00
NAIDOC Luncheon – Commonwealth Bank	\$3000.00
Ticket Sales	
Newcastle Food Month Dinner	\$4560.00
Invoice Adjustment - Refund	\$1080.00
TOTAL	\$119,840.00

Expenditure Summary 2020/2021

Beautification	Hanging Planters \$7,198.93 Green Walls \$16,610.00 Street Art \$13,170.00 Total \$36,978.93
Economic Development	Promotional Videos \$4,581.50 Advertorials \$9,750.40 Total \$14,331.90
Promotion	Live Spots \$8,743.48 Fashion on the Footpath \$4,110.00 12 Days of Xmas \$9,705.00 Valentine's Day \$6,590.00 Seniors Week \$4,990.00 Mother's Day \$6,046.00 NAIDOC Week \$5,503.40 Volunteers Week \$3,160.00 Monthly Newsletter \$533.17 Newcastle Food Month \$5275.00 Total \$54,656.05
Governance	Voluntary Workers Insurance \$720.00 Allianz Alive Business Pack \$375.00 Association Liability \$1,775.00 Legal Liability \$855.00 Room Hire Deliverables Plan Workshop \$60.00 Room Hire Community Consultation SBR Contestable \$40.00 Total \$3,825.00
Bank Fees	Total \$10.50
GST paid on funding	Total \$10,000.00

Prepared by Janice Musumeci

Signature *Janice Musumeci*

Approved by Evan Reid (Chair & Treasurer) Signature

Evan Reid

Date 31/08/21