

2020-
2021

Newcastle – Acquittal Report



janice musumeci
JM Consultancy Services
2020-2021

Introduction

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.

Projects And Events

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/Supercar 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

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.

SBR Contestable Funding Grant

City BIA succeeded in their application for additional funding of \$42,600.00 for the Live Spots project. City BIA have requested a 6 month extension of this project as it been drastically affected by Covid lockdowns and restrictions.

Members And Their Roles

Role	Name	Business
Chair	Marty Adnum	Out of the Square Media
Vice Chair	Mike Chapman	Colliers International
Treasurer	Damien O'Brien	O'Brien Winter Partners
Public Officer	Damien O'Brien	O'Brien Winter Partners
Secretary	Cornelia Schulze	Hunter Coastal & Lifestyle

Financial Overview 2020/2021

Category	Deliverables Plan Budget	Actual
Beautification	\$6,000.00	\$0.00
Economic Development	\$72,000.00	0.00
Promotion	\$22,000.00	\$16,874.40
Governance	\$0.00	\$939.37
GST on funding	\$10,000.00	0.00
TOTAL	\$110,000.00*	\$17,813.77

*SBR Funding received 30/10/2020

Expenditure Summary 2020/2021

Beautification	\$0.00
Economic Development	
Promotion	Advertorial – Hunter Coastal & Lifestyle \$9,000.00 Advertorial – Hunter Hunter \$3,630.00 Big Picture Fest - \$2046.20 Darby St Signage + Design - \$1239.47 BIA Promotional Uniforms \$469.28 Domain - \$93.45 Billboard Design - \$396.00
Governance	ASIC - \$84.37 Legal Liability - \$855.00
TOTAL	\$17,813.77

NB: City BIA received an extra \$46,200.00 SBR Contestable Funding Grant for Live Spots on 30/10/20 as shown in bank statement which is not included in these sums.

Prepared by Janice Musumeci Signature *Janice Musumeci*

Approved by Martin Adnum Signature *Marty Adnum*

Date 06/09/2021