



Inc ID Number: 1901583 | ABN: 55 634 039 506

STRATEGIC DELIVERABLES 2021 TO 2022

OVERVIEW



Introduction

Mayfield BIA was established as an independent business association in December 2019 to represent the interests of businesses within the Mayfield precinct.

The new association was established to provide the precinct with an association that could work with City of Newcastle and key stakeholders including other similar organisations and Business Improvement Associations with the wider city to effectively disseminate funds that are collected by the Council through a Special Business Rate Levy, for the purpose of promotion, beautification and economic development of the precinct.

It is the vision of Mayfield BIA to add value to the precinct's unique qualities as a business hub by working as part of a larger network of stakeholders that can advance its competitiveness and position.

As Mayfield BIA was finalising this plan, the Covid19 pandemic continued to create unpredictable disruptions to our economy and lives.

The Association, therefore, presents this plan with the view that deliverables such as public events and activations are not seen as immediate priorities.

Given the current landscape, this plan is submitted as a 12 month plan only.

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

- Opened a bank account with the Commonwealth Bank: 062-815 | 10595159
- Successfully obtained
 - Inc ID Number: 1901583
 - ABN: 55 634 039 506
 - TFN: 636 238 442
- Secured insurances that are inline with the proposed Service Agreement with the City of Newcastle (current cover notes have been provided to CN).
- Appointed directors and executive committee:

Name	Position on board	Business represented
Warren Pullbrook	Chair	Pullbrook Motors
Chris Arnold	Vice Chair	Arnold Property
Mark Dowling	Public Officer	MDRE Real Estate
Ashlea Dowden	Treasurer	Mayfield Floral Co
Kath Teagle	Ordinary member	Mayfield Medical Connection

Executive Summary

According to the most recent Census (2016), the Mayfield community represents:

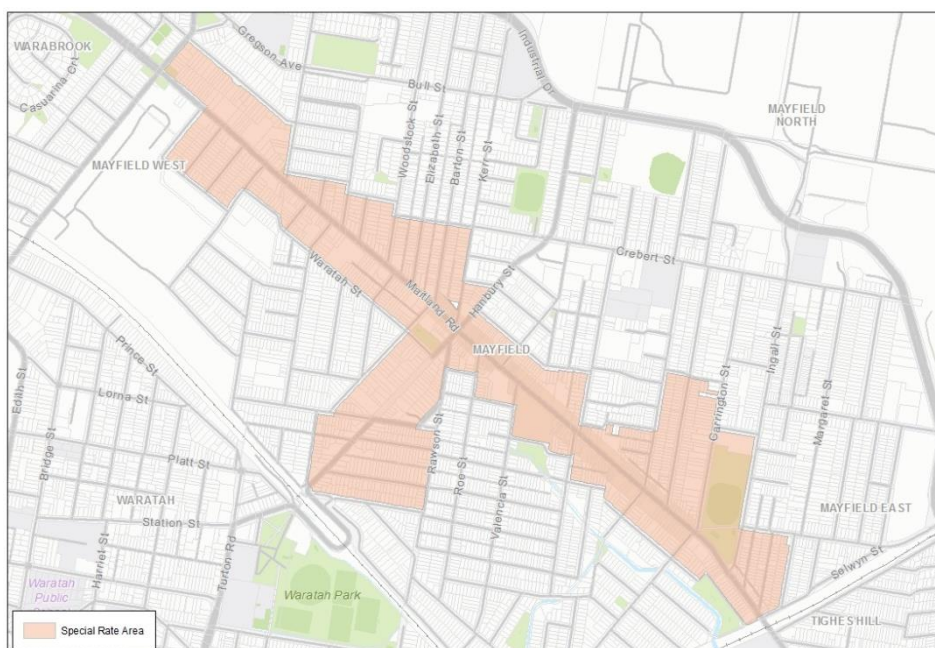
- a population of 9,904 people
- an median age of 35
- 21% of the population are couples with children
- 25% of housing is medium to high density
- 40% households are renting

In terms of employment by industry sector, the suburb has about 17% of the identified workforce who work in health care and social assistance, 10% in education and training and about 9% in accommodation and food services. Emerging areas of employment and vocation at the time of the Census were in professional services, construction, education and health care.

Anecdotally, the suburb has over the past four years been successful in attracting a range of new and exciting micro and small businesses that have displayed new levels of collaboration, creativity and participation. It is important also to note that Coles is developing a new retail precinct on Maitland Road which will assist in terms of diversity of commercial options and connectivity along a 'lengthy' main street precinct.

According to City of Newcastle data there is 168 commercial premises that pay a Special Business Rate levy as part of their annual rates. The BIA understands that these premises are owned by large retailers such as Woolworths, Coles and Aldi through to micro and small business operators. It is a key objective of the new BIA to comprehensively engage with all businesses within the precinct to best understand their needs and provide opportunity for informed discussion moving forward.

Mayfield Precinct Map:



Our community

The Association sees itself as part of the Mayfield community. The following is not a complete list of stakeholders but highlights the key audience segments that it sees most important in the next 12 months.

Stakeholders	Experience	Strengths	Their limitations	Opportunities
Members	Keen for appropriate BIA activity	Diversifying and proactivity within newly established business	No engagement for more than two years Large and small	Engagement
Former board	Not engaged in new model	Lessons learned	Ability to move forward	Lessons learned
CN	Funding and collaboration for positive outcomes	Funding Resources	Limited funds Bureaucracy	Realistic outcomes Collaboration
Former program coordinator	Positive and collaborative	Willingness to participate and inform Readymade audience (social media) Connectivity Creative	unknown	New and creative outcomes Ability to attract additional funding for new projects
Elected representatives (all levels)	Political outcome driven Supportive Engaged	Passionate advocates for suburb	Politics	Collaboration for outcomes that benefit business
BIAs (Citywide)	New networks	City wide approach Ability to collaborate	Experience	Greenfield City wide projects Enhanced communication
NTIG	Nil	Tourism and visitor strategy and data	Unknown at this point	Collaboration on projects
Hunter Business Chamber	Nil	Business leadership	Unknown	Collaboration
The Business Centre	Nil	Proven track record in delivery of business support	Need customers	Resources for members (customers)
Advisors (Individuals and groups) This also includes Police	Specialist experience and knowledge	Perspective and engagement	History	Create need Improved safety Improve cleanliness
Community	Convenience Experience	Recognised as a place for eating and entertainment	Perception about ageing precinct and unsavoury night-time issues	Enhance offerings to a broader audience as a clean and safe place to live, work and play
Media	Mixed	Receptive to news in precinct	History	Activities that show resilience and progress

Vision

It is the vision of Mayfield BIA to add value to the precinct's unique qualities as a business hub by working as part of a larger network of stakeholders that can advance its competitiveness and position.

Mission

In accordance with the Association's constitution and its service agreements with the City of Newcastle, Mayfield BIA will work as a cohesive and progressive group of professional people who will collaborate, inform and progress the best interests of business in the Mayfield precinct.

It will do this by:

- Acting responsibly and compliantly and with the best interests of its members and stakeholders as key priorities.
- Using funds to progress the economic development, promotion and beautification of the Mayfield precinct.
- Working in unity with like-minded organisations including the BIAs of the City of Newcastle to progress city wide initiatives that add value to local business and particularly businesses in the Mayfield precinct.
- Working collaboratively with City of Newcastle and other key facilities and infrastructure providers to progress projects that enhance Mayfield's position as a business hub.

Business Goals

- 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

Plan overview 2021 to 2022

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
- Beautification
- Economic Development

Importantly, the Association will work with CN to develop ways to effectively measure each project recognising that some metrics may be available through CN resources. The KPIs listed below, are therefore included as overarching metrics that will need to be addressed as part of project business plans.

The Mayfield BIA understands it will be provided \$100,000 for the 12-month period.

PROJECT	TIMING	BUDGET	DETAILS	KPI's
Governance and compliance				
Insurances	Annually	\$4,000	<ul style="list-style-type: none"> ▪ Maintain Appropriate Insurances as per CN requirements ▪ \$20 Million Public Liability ▪ Association Liability Insurance 	<ul style="list-style-type: none"> • Hold no less than 10 meetings annually • Invite Council representatives to meetings where appropriate • Engage with elected Councillors Report as per CN Service Agreement Requirements

			<ul style="list-style-type: none"> Voluntary Workers Insurance 	
Association Fees	Annually	\$100	<ul style="list-style-type: none"> A12 Tier 2: Small association financial summary annual lodgement fee 	<ul style="list-style-type: none"> Comply with all aspects of ACT Comply with all ATO requirements Maintain insurances.
				TOTAL: \$4,100
Projects				
Business Beat	Twice a year	nil	<ul style="list-style-type: none"> Regular meet and greet with Local Area Command and walk through precinct Launched in Wallsend 1 October 2020 with support of MP Sonia Hornery. HBA then launched their Business Beat on 1 December 2020, attracting favourable media coverage from local media outlets. The association has continued to work with officers from the Newcastle City Police District to improve communication with local law enforcement and business owners. 	<ul style="list-style-type: none"> Nominated board member to meet with Rep from Newcastle City Police District Quarterly Conduct two 'Business Beat' meets a year.

Live spots	2020 onward Suited to objective: Promotion	\$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"> ▪ 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 	<ul style="list-style-type: none"> • 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 • Editorial and social media content x 20 plus per year.
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			(members) to access and book for events and venue appearance.	
				TOTAL: \$5,000
Economic Development				
Community Activations	2021-2022 Suited to objective: Economic Development, Promotion	\$10,900	<p>The Association develops a strategy to a number of activations and events that are targeted to key target demographics that add value to the precinct businesses and attract visitation.</p> <p>The association will put out expressions of interest for an event coordinator to facilitate a series of small activation throughout Mayfield.</p> <p>The activations will promote the precinct as well as increase foot traffic and business with the precinct.</p>	<ul style="list-style-type: none"> • Send out EOI by end of October 2021 • Engage with local businesses to help improve activations • Gauge feedback from businesses within precinct • Improve turnover and engagement of precinct businesses • Improve visitation across the entire year
				TOTAL: \$10,900
Promotion				

Promotion (Advertising, Social Media, etc.)	2021-2022 Suited to objective: Promotion, economic development	\$10,000	<p>Continue to grow the public's awareness and improve perceptions of Mayfield through promotional campaigns.</p> <p>A range of local media outlets offer organisations "Advertorial" packages, which are paid editorial articles. The association endeavour to work with a range of outlets to promote Mayfield and the businesses that reside within the precinct.</p> <p>Improve Mayfield BIA's Facebook page, with consistent posts and boosting posts when needed.</p>	<ul style="list-style-type: none"> • Run three different campaigns over the 2021/2022 financial year • Measure impact of campaigns from businesses • Reach 1000 followers on Facebook by July 2022 • Report growth of pages at each Board meeting
TOTAL: \$10,000				
Beautification				
Lighting	2021-Onwards Suited to objective: Beautification, economic development,	\$50,000	<p>The Association will begin working with City of Newcastle and a third party lighting company to improve the lighting within the Mayfield Precinct.</p> <p>This project is also about working with a third-party provider to create culturally rich lighting installations. This project is about creating beautiful places that are safe and attract target demographics.</p>	<ul style="list-style-type: none"> • Add value to precinct as a place to live, work and play • Visual enhancement of precinct • Visitation and use – increased use by families • Safety – create spaces that discourage antisocial behaviour

Street Art	2021-2022 Suited to objective: Beautification, promotion	\$15,000	<p>The Association have begun sourcing quotes from local artists to design and paint various artwork in the Mayfield precinct.</p> <p>This project will start with painting various exchange boxes and Telstra Pods within the precinct. 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</p>	<ul style="list-style-type: none"> • Complete 5 different poles/boxes by December 2021. • Progress posts on social media • Engagement with key stakeholders (local business) to inform project
Clean Streets	2021 -2022 Suited to objective: Beautification, economic development,	\$5,000	<p>Mayfield BIA aim to engage a company to begin cleaning (pressure hose, removal of graffiti) the Mayfield precinct.</p> <p>The association see this project to be a long-term project to ensure that it is done correctly and that the entire precinct is cleaned.</p>	<ul style="list-style-type: none"> • Begin project by end of 2021 • Engage with local businesses to collect community feedback • To be completed over 3-5 years
				TOTAL: \$70,000
TOTAL		\$100,000		

Project Plans

The following Project Plans are included as DRAFT and 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
- Hapzly Project – 2021 Strategy

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:

Overview - Deliverables Plan 2021 to 2022 – Mayfield BIA

- 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



Mayfield's launch of Business Beat in November 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:

The Hamilton Business Association has continued its relationship with the Newcastle City Policing district and endeavour to conduct a Business Beat bi-annually.

- The next Business Beat in Hamilton will be held on 7 July 2021.

Hapzly Initiative – Phase 1

Creating Connected Communities | Beautification + Economic Development + Promotion |

1. The Happy Business Initiative Pilot

Phase One

Focused on a) improving businesses and how they interact with 4 key stakeholders: employees, environment, community, customers; and b) connecting businesses with more customers and more job candidates, and Mayfield with more visitors by using happiness to boost brand trust and value.

Hapzly will;	Outcomes / Objectives
a. Refine business focused survey i.e happy business 21 questions (incl. 1 Cool Thing + Community Subjective Wellbeing Assessment)	Measure and better understand happiness scores across employees, environment, community, customers
b. Connect with businesses and build out email list	Create connection and open communication channels between business and BIA
c. Manage data + refine and create new surveys if/when required + identify improvements	Gather new insights and identify areas to drive change
d. Refine design and print a first run of stickers + delivery/check-in at Happy Businesses	Easily promote status as happy business to customers and visitors
e. Craft and manage social media posts and write articles about happiness in Mayfield and happy businesses	Increase in initiative awareness and exposure
f. Create, manage and update a highlighted/featured happy businesses and one cool thing page on Hapzly website + promote via social	Businesses gain extra promotion, boost brand trust, and reach more customers + inspire other businesses to do more
g. Review + recommendations	Highlight what worked and what needs to change for phase 2

2. Happiness Events

Phase One

Focused around connected, holistic, health. Helping build greater community engagement, trust, and connection between business owners, BIA, and residents. Opportunity to kickstart 'connecting happiness' and creating a community of care and support by introducing the initiative and giving businesses the chance to ask for help.

1 x lunch/evening event: 60-90 minutes:

Happy Mayfield Series: HAPPY PEOPLE; bring local business owners together and boost connection; Introduce the happy business initiative (early education about the *what* and *why* is paramount) with short talk on happiness and associated practice(s); Live music with a local musician; healthy food supplied by a local business; Guided Meditation and/or Yoga Class; Open Discussion and informal chat. A smaller event to educate and engage business (+ more time to launch the initiative) will help make the larger weekend event more effective.

Hapzly will;	Outcomes / Objectives
a. Craft event scope; present happy business and happiness talk; facilitate event	Build community awareness, trust, and belonging and build more intimate connections between business owners, local government, residents, shoppers and visitors.
b. Design + Print D/L flyers for local businesses + Event marketing & promotion	Promote awareness to customers and locals and drive exposure
c. Arrange Speakers, Facilitators (meditation or yoga) + Musician	Business owners learn new ideas for improving themselves and their business, while building support networks and trust

3. Connecting Happiness

Focused on creating opportunities for people in the area and building a community of care and support. Matching "like interests" with businesses that need help but cannot afford to hire; Residents wanting jobs and experience, but no one is hiring; Residents with time on their hands wanting to help their community but not knowing how. Creating regular catch ups for both the volunteers to get together to share their experiences creating a community of caring AND catch ups for business asking for the help.

Action (Work Plan)	Outcomes
a. Craft work plan for locals to drive the Happiness Project in Mayfield, set goals and set time for a weekly catch up to review business feedback and engagement	Promote increased Connection + Cooperation + Community + individual Empowerment. Upskilling and creating work opportunities for individuals.
b. Create + Manage Happiness Ambassadors	Happier locals, spreading it further throughout the community.
c. Connect businesses that asked for help with candidates that showcase like interests.	Created trust and ensured greater alignment between business + residents.

End Phase One, Review All 3 initiatives and prepare for phase 2.

- Level of awareness amongst businesses
- Email list + surveys undertaken
- Event attendance + connecting happiness response
- Social media / community engagement
- Media engagement
- Compile results and recommendations