

# STRATEGIC DELIVERABLES PLAN OVERVIEW

2024 - 2025

BUSINESS IMPROVEMENT ASSOCIATION  
WALLSEND PRECINCT

ABN 87421344002  
INC ID 9895536

# INTRODUCTION



The Wallsend Town Business Association (WTBA) 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.

WTBA is actively engaged in advocating for business and works closely with the City of Newcastle, political members of the electoral area of Newcastle 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. The WTBA Board is represented as below:

**Chair and Public Officer:** *Wayne Roberts* of Iona on Robert.

**Vice Chair:** *Julie Pike* of La Petite Hair Salon.

**Treasurer and Secretary:** *Linda Pinkerton* of Spellbound Botanics.

**Ordinary Member:** *Luke Whitby* of Nourish Health Hub.

**Ordinary Member:** *Yianni Moratidis* of Gener8 Print.

**Ordinary Member:** *Nathan King* of Divalinas.



# ABOUT THE SBR IN THE WALLSEND PRECINCT



Special Business Rates (SBR) are collected from businesses in Wallsend and are reserved exclusively for the promotion, beautification and economic development of these business precincts. Annual funding is also available for the most creative and innovative project proposals is distributed through a competitive application process.

The WTBA precinct includes Wallsend Village shopping centre, Wallsend District Library, CBD with op shops, real estate, gyms, lifestyle stores, and varied service industries. Wallsend hosts five local schools including two private schools and three public schools encompassing kindergarten to year 12. Wallsend comprises both new residential estates and more established communities, rural areas in the west, and some commercial and industrial areas.

The WTBA 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. There are 123 contributors to the SBR Levy in Wallsend.

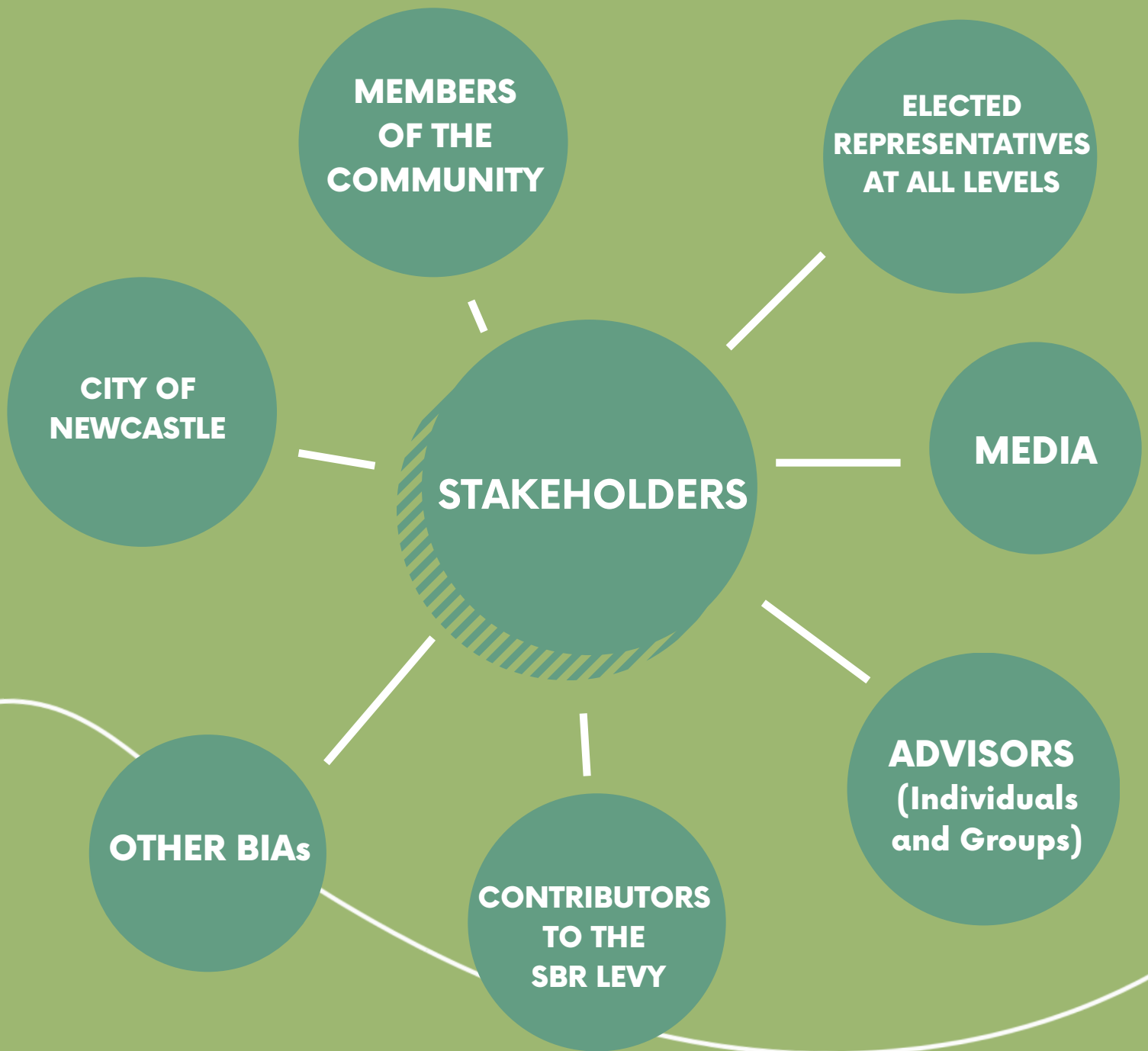


# STAKEHOLDERS

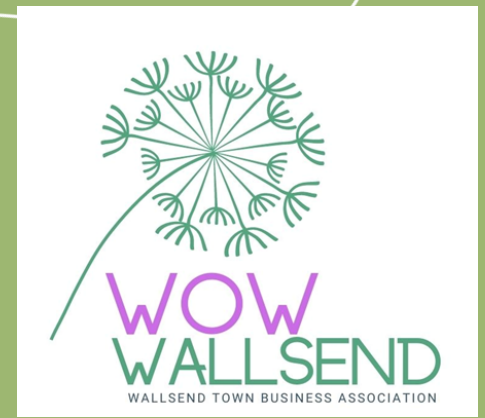


The WTBA understands that it is part of a diverse community and considers the following key and general groups (in no particular order) as audiences that will inform, engage and/or communicate with, to deliver activities, initiatives and plans in its objectives to support business in the Wallsend precinct.

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



# VISION MISSION GOALS



## VISION

The Wallsend Town Business 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.

## MISSION

The Wallsend Town Business Association is currently guided by a 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.

## GOALS

The Wallsend Town Business Association will work as a cohesive and progressive group of professional people who will collaborate, inform and progress the best interests of business in the Wallsend precinct.

It is the objective of WTBA to promote the Wallsend Precinct and will do this in the following way:

- To promote the development, beautification and advancement of the commercial interests of businesses within the WTBA precinct through a coordinated and structured promotion, advocacy and planning program.
- To administer funds provided to WTBA by the City of Newcastle for the purposes for which the Special Rate is levied and from time to time, ensure that any other income, funding or grants received by WTBA, deliver services, programs and outcomes that add value to the precinct
- To act responsibly and compliantly and with the best interests of its members and stakeholders as key priorities.
- To do all things as are, or may be incidental to, or conducive to, the attainment of these objects.

# KEY STRATEGIC DELIVERABLES



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

The key business deliverables of Wallsend Town Business Association for the 12-month period 2024 to 2025 will utilise the allocated funds and partnerships to deliver visitor experiences, business activations, collaboration, capacity building, promotion and advocacy of our precinct, support employment and beautify Wallsend.

## Strategic Deliverables Budget 2024 – 2025

**\$100,000.00**

### Beautification - \$8 000

- Monthly maintenance of greenery in the precinct

### Promotion - \$35 000

- Social Media Management
- Digital asset content creation for promotion precinct businesses
- Digital marketing of precinct including monthly EDM

### Economic Development - \$50 000

- Deliver up to 8 tailored community events
- Event Organiser
- Event Promotion

### Governance - \$7 000

- Voluntary Workers Insurance
- Association Liability
- Public Liability
- Association Fees
- Professional Accounting Fees

# KEY STRATEGIC DELIVERABLES



## GOVERNANCE AND COMPLIANCE

### INSURANCES

**Timing:** Annually

**Budget:** \$5 000

**Details:**

- Public Liability.
- Association Liability.
- Voluntary Workers Liability.

**KPIs**

- Governance required in reference to Service Agreement with City of Newcastle and best practice for Associations.

### PROFESSIONAL FEES

**Timing:** Annually

**Budget:** \$2 000

**Details:**

- Preparation of Quarterly BAS and EOFY Summary prepared for AGM by external third-party Accountant.
- Submission of A12-T2 Form at EOFY to Department of Fair Trading.

**KPIs**

- Governance required by ATO and Department of Fair Trading.

**TOTAL = \$7 000**

# KEY STRATEGIC DELIVERABLES



## ECONOMIC DEVELOPMENT

### COMMUNITY EVENTS

**Timing:** 6 - 8 Small Community Events 24/25 FY

**Budget:** \$50 000

**Details:**

- Target specific demographics for each event e.g.: Seniors, Youth, School Holidays, Health, Food, Christmas
- Promotional signage
- Event advertising
- Event organiser fee
- Event styling
- Entertainment at events as needed

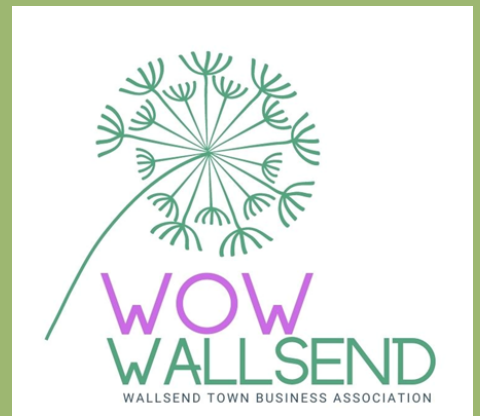
**KPIs:**

- 6 - 8 small community events annually
- Post event reports from Event Organiser
- Measure success by increase in foot traffic/expenditure in precinct during event using City Intelligence Program
- Social Media Management team to provide report on engagement from paid social media campaign

**TOTAL = \$50 000**



# KEY STRATEGIC DELIVERABLES



## PROMOTION

### SOCIAL MEDIA MANAGEMENT

**Timing:** Annually

**Budget:** \$25 000

**Details:**

- WOW Wallsend, social media management + EDM to membership database
- Curated content
- Increase following, engagement and reach with organic and paid content
- Raise awareness of businesses in the precinct to local and broader community
- Create attractive platforms providing information that improves visitation to the precinct making Wallsend a destination for locals and tourists

**KPIs:**

- Improve following by minimum 10% each fiscal year (currently 800 Instagram / 6.5K FB)
- Minimum 10% increase in reach, and minimum 20% increase in engagement
- 4 pieces of content per week
- Quarterly Report from social media management
- Engagement report from paid campaigns presented to Board when required

### DIGITAL ASSET CREATION/PROMOTION

**Timing:** Annually

**Budget:** \$10 000

**Details:**

- Create additional curated video content for socials
- Content used to promote businesses and events in the precinct to locals and wider community to improve visitation showing Wallsend as a desirable place to work, live and visit
- Promotion of specific events and activations via paid social/digital campaigns
- Videography and/or photography of businesses, events, and activations in precinct
- Businesses able to use content for their own purpose to promote their business and support the precinct

**KPIs:**

- Board provided with a report from the service provider on engagement for all paid social/digital campaigns
- Produce 8 x paid social media campaigns to promote WTBA community events
- Produce 8 x paid social media generic campaigns promoting Wallsend precinct

**TOTAL = \$35 000**

# KEY STRATEGIC DELIVERABLES

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## BEAUTIFICATION

### GREENERY MAINTENANCE

**Timing:** Annual

**Budget:** \$8 000

**Details:**

- Maintenance of current greenery in Wallsend precinct including green beams, mosaic planters
- Promote a beautified environment for locals and visitors

**KPIs:**

- Upkeep of existing greenery in area as required to maintain beautification

**TOTAL = \$8 000**



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