



NEWCASTLE CITY
BIA
BUSINESS IMPROVEMENT ASSOC.

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STRATEGIC DELIVERABLES PLAN OVERVIEW

2023 - 2024

BUSINESS IMPROVEMENT ASSOCIATION
NEWCASTLE CITY PRECINCT

ABN 93706504579
INC ID 1901584

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

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 Precinct. 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, the BIA 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 Newcastle City BIA Board is represented as below:

Chair: *Kendall Brooks* of Brooks Events & Marketing.

Vice-Chair: *Shanelle Lowe* of Chandler Macleod.

Treasurer and Public Officer: *Damien O'Brien* of O'Brien Winter Partners.

Secretary: *Taiyo Namba* of Namba Group.

Ordinary Member: *Lucy Glover* of Kafey Cafe.

Ordinary Member: *Kristy Coady* of Design Bug.

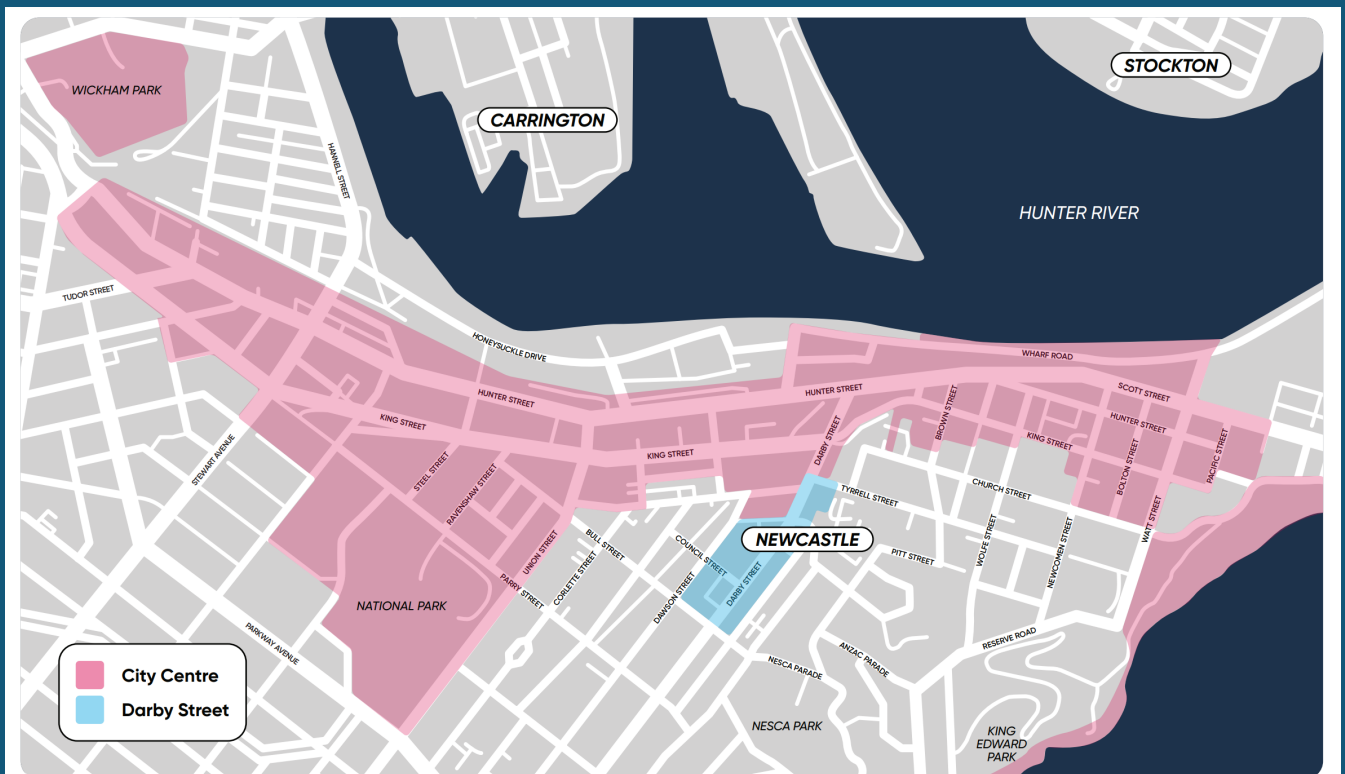
Ordinary Member: *Blake Phillips* of Pokey.

Ordinary Member: *Chris Russell* of CIMS Cafe.

ABOUT THE SBR IN THE NEWCASTLE CITY PRECINCT

Special Business Rates (SBR) are collected from businesses in Newcastle City Centre and are reserved exclusively for the promotion, beautification and economic development of these business precincts.

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.



Special Business Precinct

STAKEHOLDERS

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.



VISION MISSION GOALS



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 budget and use it in a way that provides the best possible results over the full funding period.

KEY STRATEGIC DELIVERABLES



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

Each project is detailed in this plan and includes 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.

Strategic Deliverables Budget 2023 – 2024 \$100,000

Promotion - \$35,000

- Live Spots
- Digital Asset Management
- Sponsorship of Networking Events
- Business Beat

Economic Development - \$60,000

- Open for sponsorship opportunities

Governance - \$5,000

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

KEY DELIVERABLES

GOVERNANCE AND COMPLIANCE

INSURANCES

Timing: Annually

Budget: \$3 000

Details:

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

KPIs

- All of the above are a requirement of Service Agreement with CN.

ASSOCIATION FEES

Timing: Annually

Budget: \$100

Details:

- Submission of A12-T2 Form.

KPIs

- Governance for Associations in accordance with Department of Fair Trading.

PROFESSIONAL FEES

Timing: Annually

Budget: \$1 900

Details:

- Quarterly BAS; and
- EOFY Summary prepared for AGM.

KPIs

- Governance for Association's AGM and comply with all aspects of ATO requirements.

TOTAL = \$5 000

KEY DELIVERABLES



ECONOMIC DEVELOPMENT

OPEN TO SPONSORSHIP OPPORTUNITIES

Timing: Ongoing

Details:

- Collaborate with SBR Contestable funding applicants to provide activations including murals on hoardings to the Hunter Street Mall and East End to improve visitation and anti-graffiti purposes to the area which is affected by development.
- Liaise closely with Iris Capital to assist with input that can assist minimise the impact to businesses in the areas being developed.
- Seek a partner to assist with improving wayfinding in the precinct the BIA is currently in discussions with the University of Newcastle.

KPI's

- Promotes visitation to the precinct by locals and visitors from outside the precinct therefore assisting local businesses.
- Creates murals on hoardings for beautification and anti-graffiti purposes.

TOTAL = \$60 000

KEY DELIVERABLES

PROMOTION

DIGITAL ASSET MANAGEMENT

Timing: Ongoing as required

Budget: \$15 000

Details:

- Management of NCBIA digital assets including website landing page, EDM, LinkedIn (to be established) and NCBIA branding review.

KPIs

- Grow awareness of NCBIA improving Board numbers for succession planning.
- More membership engagement with feedback received to assist with NCBIA projects and planning.

HOST / SPONSOR NETWORKING EVENTS

Timing: Quarterly

Budget: \$10 000

Details:

- Align with The Business Centre to host informative sessions to update businesses on current matters, social media to communicate with businesses on precinct matters (such as parking project data) and to encourage public visitation to businesses.

KPIs

- Grow awareness of NCBIA improving Board numbers for succession planning.
- More membership engagement with feedback received to assist with NCBIA projects and planning.

LIVE SPOTS

Timing: July 2023 to September 2023

Budget: \$10 000

Details:

- Supporting local musicians and small businesses within venue performances.
- NCBIA to support application for SBR Contestable funding of project ongoing in 2023 - 2024.
- Bringing live music to Newcastle City Saturday mornings 3 locations each week across the precinct.
- Promoting the business in social media and posters to improve visitation to the area on Saturdays.
- Dedicated Talent Manager who will also manage Live Spots Instagram page.

BUSINESS BEAT

Timing: Ongoing as required

Budget: N/A

Details:

- Business Beat will see the Local Area Police Command visit the Newcastle 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.

TOTAL = \$35 000





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