

# This is Mayfield.

MAYfield  
DAY



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## STRATEGIC DELIVERABLES PLAN OVERVIEW

2024 - 2025

BUSINESS IMPROVEMENT ASSOCIATION  
MAYFIELD PRECINCT

ABN 55634039506  
INC ID 1901583

# INTRODUCTION

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The Mayfield Business Improvement Association (MBIA) was established as an independent business association in December 2019 to represent the interests of businesses within the Mayfield precinct. It also aimed to provide a pathway for professional communication with the City of Newcastle including key stakeholders and the Business Improvement Associations across the city.

These pathways of communication aim to enable the effective dissemination of 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. The Mayfield BIA Board is represented as below:

**Chair and Public Officer:** *Tony Sansom OAM of the Community.*

**Vice Chair and Treasurer:** *Brett Hyham of Mayfield MEX.*

**Secretary:** *Kath Teagle of Mayfield Medical Connection.*

**Ordinary Member:** *Anthony Ross of Hunter Volunteers Centre.*

**Ordinary Member:** *Allan Jackson of The Beauford Hotel.*

**Ordinary Member:** *Aaron Buman of Newcastle Affordable Housing.*

**Ordinary Member:** *Bradley Page of Dowling Property Group.*

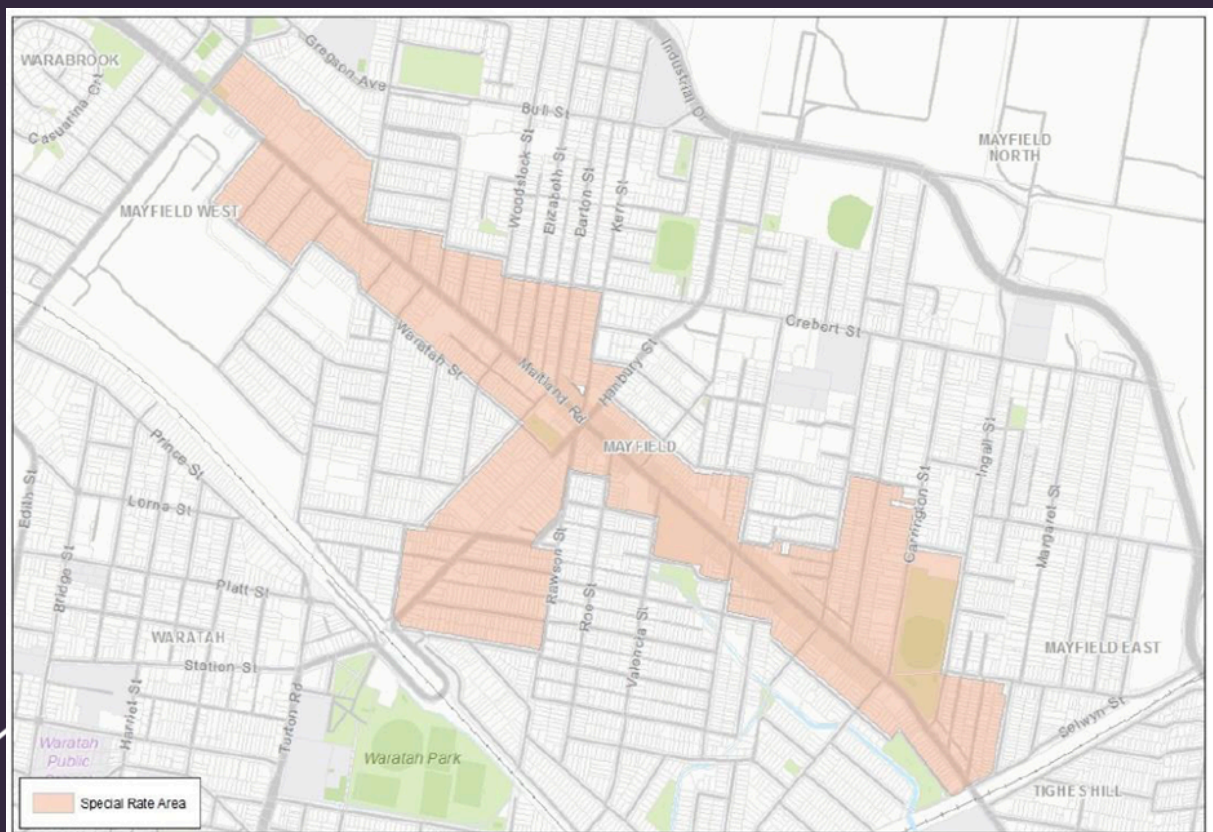


# ABOUT THE SBR IN THE MAYFIELD PRECINCT

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

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 in Mayfield, 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 BIA to comprehensively engage with all businesses within the precinct to best understand their needs and provide opportunity for informed discussion moving forward.

The Mayfield 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.



# STAKEHOLDERS

The Mayfield BIA considers itself an integral part of a diverse community and acknowledges the following key and general groups as audiences that will inform, engage and/or communicate with, to deliver activities, initiatives and plans in its objectives to support business in the Mayfield precinct.

The following is an overview and analysis of stakeholders but highlights the key audience segments that it sees most important in the next 12 months.





# VISION MISSION GOALS



## 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 agreement 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; and
- 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.

## 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; and
- Be discerning with its 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.

Budget overview has been recorded in three key areas of BIA expenditure; Governance, Promotion and Economic Development.

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

## Strategic Deliverables Budget 2024 – 2025 \$100,000

### Promotion - \$30 000

- Social Media Management
- Content creation for promoting precinct
- Digital marketing of precinct
- Seek sponsorship of Mayfield precinct gateway signage

### Economic Development - \$50 000

- Premier community event Mayfield Day
- Sponsorship of small local community events

### Beautification - \$10 000

- Graffiti removal as required
- Sponsor arts activation with one permanent art installation in precinct

### Governance - \$10 000

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

# KEY STRATEGIC DELIVERABLES

## GOVERNANCE AND COMPLIANCE

### INSURANCES

**Timing:** Annually

**Budget:** \$6 000

**Details:**

- Public Liability;
- Association Liability; and
- Voluntary Workers Liability.

**KPIs**

- Governance according to Service Agreement with CN & best practice for Associations.

### PROFESSIONAL FEES

**Timing:** Quarterly / Annually

**Budget:** \$4 000

**Details:**

- Preparation of quarterly BAS and EOFY Financial Summary prepared by external third party Accountant.

**KPIs**

- Governance required by ATO & Department of Fair Trading.
- Compliance with all aspects of ATO requirements.

**TOTAL = \$10 000**



# KEY STRATEGIC DELIVERABLES

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## BEAUTIFICATION

### PERMANENT ART INSTALLATION

**Timing:** 24/25 FY

**Budget:** \$10 000

**Details:**

- Funding for one permanent art installation in the precinct.

**KPIs**

- One permanent art in the precinct in the 24/25 FY.
- Report on engagement from social media posts.
- Artwork to be approved by CN's Public Art Reference Group.

**TOTAL = \$10 000**

# KEY STRATEGIC DELIVERABLES

## ECONOMIC DEVELOPMENT

### MAYFIELD DAY

**Timing:** May 2025

**Budget:** \$35 000

**Details:**

- Family friendly event held in Webb Park with market stalls and entertainment.
- Mayfield businesses/community groups given first preference for all stalls and involvement.
- Event to grow bigger encompassing Waratah St Mayfield.
- Promoting precinct as a desirable place to work, live and visit.
- MBIA to source a competent Grant Writer to assist with extra funding for Economic Development projects.

**KPIs**

- 1 x survey of participants by an independent body.
- Digital promotion report on engagement and interactions.
- Post event report from event organiser.

### SPONSORSHIP OF SMALL COMMUNITY EVENT/S

**Timing:** Ongoing

**Budget:** \$15 000

**Details:**

- Sponsorship of small community events throughout the year.
- Approach and promote to local artists and businesses to secure grants for an arts event with MBIA as part sponsor.
- BIA funding request form and acquittal process in place for sponsorship.
- Paid social media campaigns via This is Mayfield to assist local events.
- MBIA to source a competent Grant Writer to assist with extra funding for Economic Development projects.

**KPIs**

- Support/sponsor at least three small events in precinct in 24/25 FY.
- Acquittal of sponsorship/s.
- Report on engagement from social media campaigns.

**TOTAL = \$50 000**

# KEY STRATEGIC DELIVERABLES

## PROMOTION

### SOCIAL MEDIA MANAGEMENT & CONTENT CREATION

**Timing:** Ongoing

**Budget:** \$25 000

**Details:**

- EOI June 2024 for social media management of established FB and Instagram pages.
- Budget to include management of paid social media campaigns for events and activations in the precinct.
- Content creation via photography/videography specifically for social media engaging local businesses and allowing them access to assets for their own use.
- Social Media competitions to increase engagement and following with giveaways from local businesses.

**KPIs**

- 4 pieces of content per week.
- 10% increase in reach.
- 10% increase in following.
- 20% increase engagement including paid and organic content.
- Quarterly Report from social media management team on engagement.
- Engagement report from competitions presented to Board.

### DIGITAL MARKETING, EVENT SURVEY AND DATABASE UPDATE

**Timing:** Ongoing

**Budget:** \$5 000

**Details:**

- Utilising content created for social media to promote businesses and activities in the precinct.
- Promote local businesses and activations to the broader community to improve visitation.
- Survey Mayfield Day participants to monitor success/improvements.
- Current membership database requires update.
- Promote Mayfield as a desirable place to own a business, work and live.

**KPIs**

- 1 x survey to Board from Mayfield Day.
- Up to four digital marketing campaigns for precinct.
- Reports back from marketing campaigns showing engagement, interactions.
- Updated member database.



# KEY STRATEGIC DELIVERABLES

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## PROMOTION

### PRECINCT GATEWAY SIGNAGE

**Timing:** Ongoing

**Budget:** Nil

**Details:**

- The MBIA will investigate the possibility of larger local business sponsor as well as guidance from City of Newcastle to design and install permanent precinct gateway signage.
- MBIA are keen to collaborate with City of Newcastle to understand even more about Mayfield's Local Centre Upgrade and have specifically identified the need for signage at the precinct's "gateways" on either end of Maitland Road. This is something the Board feel passionate about and will pursue over the coming year.

**TOTAL = \$30 000**



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