

2021-  
2022

# Hamilton – Acquittal Report





ABN: 43 576 863 540 | Inc ID Number: INC1901585

## Introduction

Hamilton Business Association (HBA) is a not-for-profit independent Business Improvement Association (BIA) that represents people who own or occupy commercial spaces in the Hamilton precinct.

Along with its counterparts in Newcastle, Wallsend, and Mayfield the association has a service agreement with the City of Newcastle which provides up to \$100,000 annually for projects that promote, beautify and drive economic development for the Hamilton precinct. Since the establishment of HBA in December of 2019, the association has worked alongside City of Newcastle, Purser Corporate Communication and now JM Consultancy Services to ensure that the Hamilton community reaches its fullest potential.

HBA has worked to improve the atmosphere and general business community in Hamilton. It has been the objective of Hamilton Business Association to promote the Hamilton Precinct as clean, full shops and friendly. HBA has done this through a range of different projects and events over the last 3 years. HBA aims to promote the development, beautification and advancement of the commercial interests of businesses within the Association's precinct through a coordinated and structured promotion, advocacy and planning program. Leading to an increase in businesses and employment in the Hamilton precinct with the aim to have full real estate occupancy, attraction of local visitors and tourism, and the support of education around history and culture.

HBA has ensured that any other income, funding, or grants received by the Association, deliver services, programs and outcomes that add value to the precinct. More specifically, the key business deliverables of Hamilton Business Association for the 12- month period 2021 to 2022 utilised the allocated funds and partnerships to deliver visitor experiences, business activations, support employment, and beautify the precinct.



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## Projects And Events

The Hamilton Business Association appointed Double Digits Marketing in 2020-2021, as the event coordinator for the association. Double Digits and HBA have coordinated several different activations over the last 12 months to help promote, and provide economic development for the Hamilton precinct, its members, and the wider community. In April 2022 the Board sent out for Expressions of Interest once again for an event organiser with a new company appointed for 2022/2023.

### Social Media

Over the course of the Association's lifespan, HBA has grown a significant and valuable social media presence. Accumulating a total of 1190+ likes and 1400+ followers on their Facebook page (increase of 30%) plus and an additional 1876+ followers on their Instagram page (increase of 50%). Both accounts were previously run by volunteer Board members and are now professionally managed after a competitive EOI process late 2021. The platforms have shown a consistent and large growth over the last 12 months which presumes that they will continue to grow and remain a valuable tool for the association to use to communicate and engage with their community.

### Advertorials

The Board continued a partnership with HunterHunter & Newcastle Live to showcase the retail and hospitality businesses in the precinct. The reaction from the HunterHunter platform was phenomenal enabling the Association to pick up hundreds of new followers on Instagram thus highlighting the precinct as the 'go to' destination for shopping and dining.

### Promotional Videos

HBA engaged Straightline Media to continue production of a range of short videos promoting local businesses. Specifically, the small business owners explaining what they do and why they love Hamilton. With the slogan Love Local, Love Hamilton. These videos are being uploaded weekly on social media and can be used freely by the business owner themselves for their own promotional purpose. They have helped HBA engage with local business owners.

### Traditional Media

In the last year HBA has once again attracted significant and favourable news coverage across several their projects and events. This has included print and digital articles and stories, radio interviews and television coverage. This media coverage was coordinated and developed by JM Consultancy Services and assisted by appointed Event Coordinators Double Digits Marketing.

### Street Art

The public art project was a project that included a series of art installations depicting the Hamilton community and its business precinct. The Hamilton Business Association Street Art project repaired existing mosaic art in a collaboration with local artist and SBR Contestable funding recipient Paul Maher as well as created new art installations on telecommunications and electricity pillars featuring native flora & fauna with local artist Shannon Bellamy. It is also noted that the HBA supported a new mural at the Hamilton Community Hive with SBR Contestable Funding recipients Up&Up.



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These projects were widely supported by the Hamilton community, majority of locals wanted to see projects that would help beautify and attract people the precinct. They also received favourable media coverage.

### Book Day

Double Digits Marketing brought the street to life with a celebration of Book Week (renamed Book Day due to covid) showcasing our 3 long standing book retailers and delighting passers-by in November. This helped to bring some colour and fun to the precinct after such a long period of covid lockdown in 2021. This activation had good support in the media with Newcastle Weekly.

### Fashion on the Footpath

In late October of 2021 the Hamilton Business Association held the second 'Fashion on the Footpath', which was coordinated by Double Digits Marketing. The event showcased multiple Hamilton fashion retailers who each held their own short pop-up fashion shows supported by improved in-shop sales. This event showcased the best of local fashion, and lifestyle to help promote and increase economic development in Hamilton after a long covid lockdown.

This event had coverage on NBN & Newcastle Weekly.

### 12 Days of Xmas

In the lead up to Christmas, the Hamilton Business Association, with the assistance of Double Digits Marketing launched '12 Days of Christmas' in December 2021 to help local businesses promote the diverse retail, hospitality, and business options available in and around the precinct.

The activation was held over 12 Days and was in collaboration with several businesses in the precinct. The Christmas activation drew an increase of foot traffic to the Hamilton precinct as well a significant amount of promotion of the area and the Hamilton Business Association. The activation hosted a range of different events and activities over the 12 days with Santa roaming Beaumont St stopping at a specific location daily for free Santa photos and popping into businesses along the way.

HBA also had a "12 Days of Xmas" giveaway competition during the activation on social media. The HBA purchased gift vouchers from local businesses to give away and promote the business on socials.

### Hamilton 150 Community Day

On December 11, 2021, Hamilton celebrated 150 years since becoming a Municipality. Double Digits Marketing assisted the HBA put together a street celebration culminating in James St Plaza with performances by Lil Scallywags, appearance by Santa, Young Peoples Theatre pop up performance and a Live Spots supported performance by local music school Sam Reynolds Music. Local Historian Ruth Cotton spoke to the community about Hamilton's rich history and the HBA helped SBR Contestable funding recipient Tessa Boer-Mah launch the digital version of the Hamilton Heritage Walk.

This event in Beaumont St was later accompanied by an activation in Gregson Park by SBR Contestable funding recipients Curious Legends.

This event had coverage in several media outlets including HunterHunter, Newy with Kids, Newcastle Weekly, 2NURFM.



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### Markets in Hamilton

The BIA has put out Expressions of Interest for a market stall coordinator to assist with setting up Markets in James St Plaza. This position has been filled and the Markets had a soft launch on Saturday May 7 for a 12-week trial basis. These markets are targeted at small makers and traders with a smaller boutique feel. The result is 8-10 regular Saturday market stalls showcasing small local producers of hand / home crafted items. These markets have also hosted a Live Spots artist each week. This initiative has helped to activate the precinct on Saturdays and will complement the new monthly markets in Gregson Park commenced May 14.

### Mother's Day

The Hamilton Mother's Day "Win your Mum an Indulgent Day Out" was a competition on social media along with paid advertorial in HunterHunter and was a great success. HBA paid for local businesses for gift vouchers to be given away via a competition on HunterHunter promoting Hamilton as a destination for beauty, boutique shopping and dining.

### Hanging Planters & Green Walls

Hanging planters with live flowers and green walls with living plants have continued to be installed by the HBA on suitable business facades in the precinct. This is an ongoing project to assist with beautifying the street from the road and the pavement. The Newcastle Men's Shed assist with caring for the plants with a watering system that has been purchased by HBA.

### SBR Funding Info Session

In May 2022 Hamilton Business Association (HBA) alongside The City of Newcastle held a public information session about the upcoming SBR Contestable Funding in the precinct. This information session was attended by a record number of applicant for this precinct proving that the BIA was very successful in communicating and to their network about the SBR grants. The session provided potential applicants with all the information they need for the application process as well as a networking opportunity. Applicants were able to brainstorm and collaborate with each other during the information session. HBA were also able to speak with applicants about potential to collaborate on upcoming projects and provide letters of support for the applicants. All Ward Councilors were invited, and Cr C Duncan and Cr J Barrie attended.

### BIA Ideas Exchange

The WTBA Board attended the CN BIA Ideas Exchange in March. Each Chair gave a brief overview of projects and plans for the past year and a vision for their future. This was coordinated by JM Consultancy services in conjunction with Thomas Michel and the CN Economic Development team. The night was well attended and in fact it was requested that this type of casual exchange happen more often. This is proof of the effectiveness of collaboration between BIAs and the passion of the volunteer Boards.

### Business Beat – City Wide Initiative

A citywide initiative for BIAs. Hamilton Board Member Kate Ellis (formerly a Police Officer) assists with coordinating this project. The 'Business Beat' initiative is at no cost to the BIA and aims to show support of local police by local businesses and gives Police the opportunity to talk about local policing issues (inform, educate, connect, visibility).



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### LIVE SPOTS – City Wide Initiative

This project was 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. The project provides spaces for local musical artists by working with the music industry, to perform (and therefore providing exposure and income generation opportunities). Also, 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.

Hamilton managed several weekly performances (pending Covid lockdowns) in 2020/2021. However, this initiative was paused during the long covid lockdown in 2021 with a relaunch in 2022. Live Spot has commenced again weekly in conjunction with the James St Plaza Markets.

## Annual General Meeting

Hamilton Business Association Annual General Meeting (AGM) was held on 17 February 2022, at the Hamilton Community Hive. All Board members were present with apologies from Brendon Jones (Sanderson Meats). All Ward Councilors were invited with apologies sent by all. The AGM was coordinated by JM Consultancy Services. Four members of the public also attended the AGM as well as Thomas Michel who represented City of Newcastle.

All previous board members were re-elected to the board at the AGM. Reece Hignell was nominated and elected Chair and Kellie Mann as Vice Chair. All other positions remain the same.

Role	Name	Business
Chair	Reece Hignell	Cakeboi
Vice Chair	Kellie Mann	Lotus Fashion
Treasurer	Kate Ellis	Sportspower
Public Officer	Rob Burton	132 Newsagency
Secretary	Sandra Malloy	Qs Books
Ordinary Board Member	Chelsea Wills	Young Peoples Theatre
Ordinary Board Member	Brendan Jones	Sanderson Meats
Ordinary Board Member	Amanda Hinds	Origin – Architecture & Heritage
Community Member	Vicki Coughlan	

## Conclusion

Hamilton Business Association has continued to build strong relationships with the community and business owners in the past 12 months. The Board have met monthly and remained stable and committed to their projects, following their set Deliverables Plan with some few changes. The success of this Board is due to everyone’s willingness to participate and be proactive. Along with their combined commitment to make informed decisions quickly to keep projects flowing. Their goals have been reached in 2021/2022.



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Financial Report As of 24/06/2022

SBR Funds received \$110,000.00 23/09/2021

### Expenditure Summary 2021/2022

Category	Budget	Actual Spend
Beautification	\$37,250.00	\$37,633.50
Promotion	\$53,650.00	\$38,021.90
Economic Development	\$5,000.00	\$24,175.40
Governance	\$4,100.00	\$7,951.04
BAS	\$10,000.00	\$8,239.00
TOTAL	\$110,000.00	\$116,020.84

Opening Balance \$37.62

Income CN \$110,000.00 + BAS REFUNDS \$6,027.00 = \$116,027.00


Less Expenses \$116,020.84

At bank 24/06/2022 \$43.78

### Expenditure Breakdown 2021/2022

Beautification Actual \$37,633.50	Greenery \$20,223.50 Maintenance \$2,160.00 Murals \$2,500.00 Mosaic Projects \$12,750.00
Promotion Actual \$38,021.90	Social Media \$6,765.00 Newcastle Food Month \$1,100.00 Videos \$15,400.00 NAIDOC WEEK AD \$702.90 Markets Promotion \$1,358.50 Newsletter \$3,282.20 Book week Promotion \$1,345.00 Xmas / 150 Promotion \$4,275.00 Project Live Spots \$3,793.30
Economic Development Actual \$24,175.40	Markets \$2,860.40 XMAS / HAMILTON 150 \$9,720.00 Fashion on the Footpath \$7,710.00 Book week \$2,175.00 Social Media Comps \$850.00 Database \$790.00 Room Hire SBR Event \$70.00
Governance \$7,951.04	Accounting \$2,350.00 Insurances \$5,215.00 Association Fees \$48.21 Domain Fee \$207.83 Room Hire AGM \$130.00

Authorised by Chair Reece Hignell

  
Reece Hignell (Jun 23, 2022 15:15 GMT+10)