

NEWCASTLE CITY

BIA

BUSINESS IMPROVEMENT ASSOC.



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STRATEGIC DELIVERABLES PLAN OVERVIEW

2024 - 2025

BUSINESS IMPROVEMENT ASSOCIATION
NEWCASTLE CITY PRECINCT

ABN 93706504579
INC ID 1901584

INTRODUCTION

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 and Public Officer: *Kendall Brooks of Brooks Events & Marketing.*

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

Secretary and Treasurer: *Lucy Glover of Kafey Cafe.*

Ordinary Member: *Blake Phillips of Pokey Newcastle.*

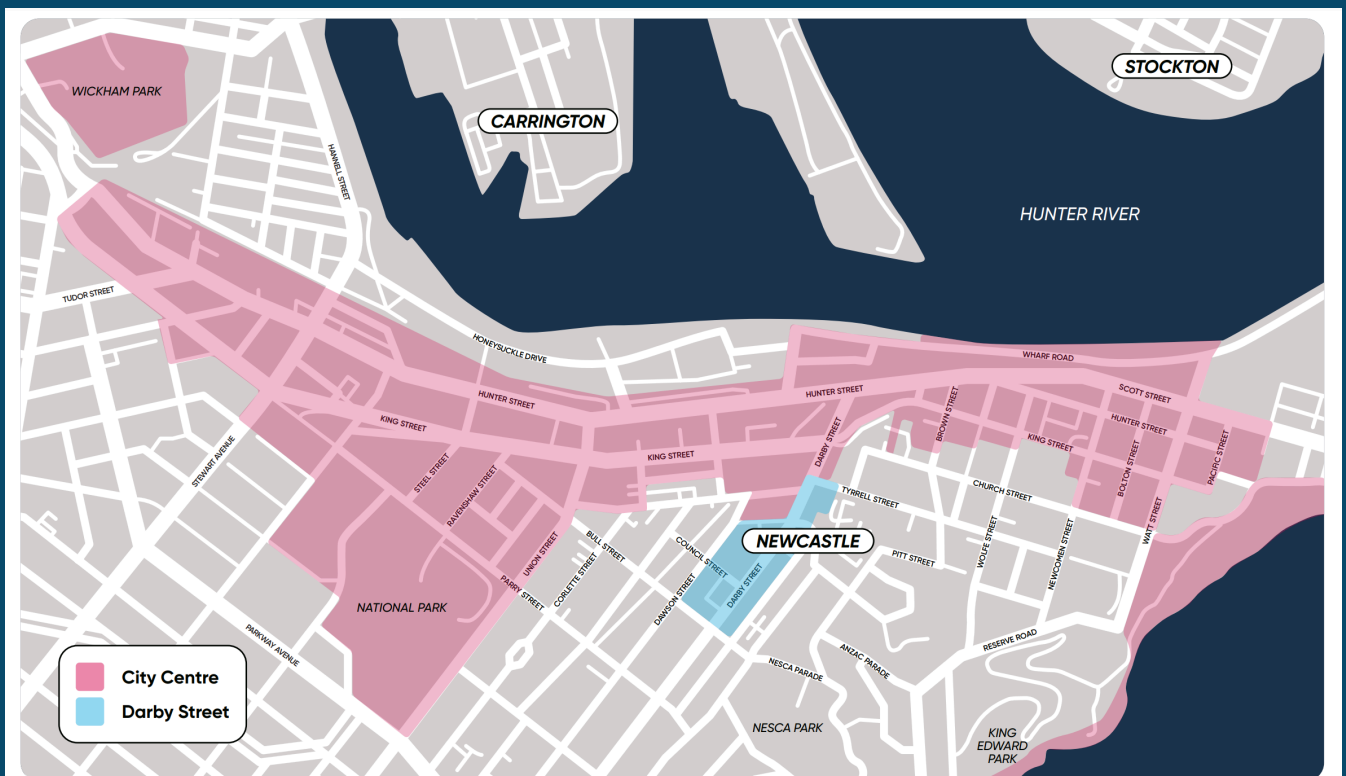
Ordinary Member: *Jacinta Fintan of The Wall Station.*



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 2024 – 2025 \$100,000

Promotion - \$44 500

- Digital Asset Management
- Branding
- Business Networking Events

Economic Development - \$47 500

- Open for sponsorship opportunities

Beautification

Due to the CBD and surrounds undergoing a transformative phase there will be no plans for beautification projects in the precinct by the BIA

Governance - \$8 000

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

KEY 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: \$3 000

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 = \$8 000

KEY DELIVERABLES

ECONOMIC DEVELOPMENT

SPONSORSHIP OPPORTUNITIES

Timing: Ongoing

Budget: \$47 500

Details:

- NCBIA to once again collaborate with SBR Contestable funded applicants who provide activations within the SBR precinct
- Promote sponsorship opportunities to broader membership database via EDM
- Sponsored activation applications via NCBIA Funding Form with post event report to Board
- Activations must show direct benefit to multiple businesses within the SBR precinct
- Sponsored activations must be showing inclusivity and accessibility

KPIs:

- Activations promote visitation to the precinct by locals and visitors assisting local businesses
- Post Event Acquittal Report to be submitted to BIA within 45 days following end of project showing evidence of acknowledgement to BIA and evidence of expenditure of funds including invoices and receipts.
- Increased NCBIA awareness

TOTAL = \$47 500

KEY DELIVERABLES

PROMOTION

DIGITAL ASSET MANAGEMENT

Timing: Ongoing

Budget: \$35 000

Details:

- Comprehensive social media strategy
- Grow and manage NCBIA social media pages
- Strategic content creation for all digital assets
- Monthly 2-hour photoshoot in precinct for content creation within businesses
- Monthly content marketing strategy and brief
- Monthly EDMs to membership database monitoring delivery and performance

KPIs

- Comprehensive social media strategy document
- 12 – 15 posts per month on each social media platform (Instagram & Facebook)
- Minimum 100% growth on each social media platform (currently 158 followers Instagram, 919 followers Facebook)
- 1 x monthly EDM to database
- 2 x reels per month created from original curated content captured during monthly photoshoots
- 12 x monthly social media reports

BRANDING

Timing: Ongoing

Budget: \$4 500

Details:

- Distill brand identity, develop new graphic design assets
- Create a brand persona that will set the BIA apart and resonate with members
- Brand guide and assets

KPIs:

- Create new logo
- Deliver high quality JPG and PNG logo files and PDF and EPS file for printing material
- Deliver brand Style Guide for future reference
- Create social media profile logos, Facebook banner plus up to 10 Instagram highlights

BUSINESS NETWORKING EVENTS

Timing: Ongoing

Budget: \$5 000

Details: 2- 3 per year

- NCBIA to host 2 – 3 strategic business information sessions at the Business Centre utilizing their SME's and location
- Invitations to be sent to NCBIA membership database in collaboration with Business Centre database

KPIs:

- 2 - 3 information sessions in collaboration with the Business Centre 24/25 FY
- Growth in membership database and Board members

TOTAL = \$44 500



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