

Love Local,
Love Hamilton...

Hello
Hamilton



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STRATEGIC DELIVERABLES PLAN OVERVIEW

2024 - 2025

BUSINESS ASSOCIATION
HAMILTON PRECINCT

ABN 43 576 863 540
INC ID 1901585

INTRODUCTION



Hamilton is known for being one of Newcastle's best 'eat streets', but it also possesses rich cultural heritage, an extensive choice of services and access to major transport infrastructure. This ensures that the precinct is an attractive destination for visitors and a desirable location for those who live and work here.

Hamilton has experienced great change over that past years and while the Association is committed to recognising and honouring its heritage and culture, it is equally as determined to forge a new identity that truly reflects the diversification of the retail, hospitality, service and cultural precincts.

The Hamilton Business Association Board is represented as below:

Chair and Public Officer: *Reece Hignell* of CakeBoi.

Vice-Chair: *Amanda Hinds* of Origin - Architecture & Heritage / Total Balance Chiropractic.

Treasurer: *Kate Ellis* of Sportspower.

Secretary: Nick Van Baal of Greater Bank.

Ordinary Member: *Chelsea Willis* of The Young People's Theatre.

Ordinary Member: *Josh Distefano* of Vera Wines.

Ordinary Member: *Daniel Taylor* of Commonwealth Bank.

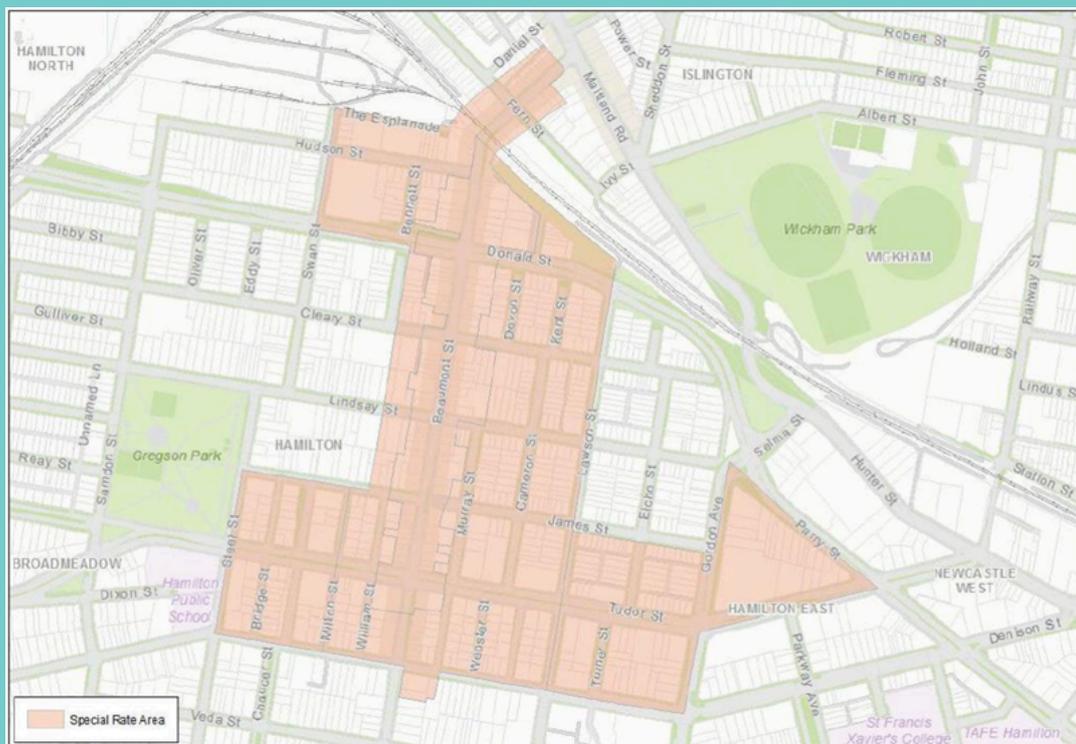
Community Member: *Alissa McCulloch*.

ABOUT THE SBR IN THE HAMILTON PRECINCT



Special Business Rates (SBR) are collected from a designated area within business precincts located in Newcastle City Centre / Darby Street, Hamilton, Mayfield, New Lambton and Wallsend, and are reserved exclusively for the promotion, beautification and development of these business areas. In addition, annual funding for the most creative and innovative project proposals is distributed through a competitive application process.

The Hamilton Business Association 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 Hamilton Business Association sees itself as an integral part of a rich and diverse community. It considers the following key 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 businesses in the Hamilton 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

The Hamilton Business Association is a progressive collaborative that promotes a place that is a welcoming and enjoyable for everyone.

Mission

The Hamilton Business Association is motivated to create, maintain and promote:

- Clean and beautiful streets.
- A precinct that is friendly, collaborative and increases health, wellbeing, safety and accessibility.
- Full buildings: Employment through business establishment leading to full real estate occupancy, attract local visitors and tourism, support history education and culture.

Goals

Hamilton Business Association understands that its unique position is informed by rich history and convenient place within the community. It is this ethos that drives its current business objectives to:

- 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.
- 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 Hamilton Business Association's objectives.

Strategic Deliverables Budget 2024 – 2025

\$100,000.00

Beautification - \$16 600

- Maintenance of greenery
- Permanent Art Installation

Promotion - \$33 400

- Social Media Management
- Precinct promotion content

Economic Development - \$40 000

- 3 community events

Governance - \$10 000

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

KEY 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 DELIVERABLES



ECONOMIC DEVELOPMENT

HAWKER STREET MARKETS COMMUNITY EVENTS

Timing: 3 x Annually - Autumn, Winter and Spring

Budget: \$40 000

Details:

- 3 x Hawker Markets at James Street Plaza and surrounds.
- Event Organiser to source extra sponsorship funds from local businesses.
- Invite local hospitality venues to be part of the Markets or promote an activation or unique offer during the event to attract visitation.
- Secure and separate children's entertainment area to attract families.
- Promotional signage to promote event.
- Lighting and event styling.
- Roving entertainment to add to ambience of event overall.

KPIs

- 3 x Hawker St Markets annually.
- Post event report from Event Organiser.
- Survey visitors x 1 event including surrounding businesses and report to Board.
- Stallholder digital feedback form.
- Measure success by increase in foot traffic/expenditure in precinct during event.
- Social Media Management team to provide report on engagement from paid social media campaign.

TOTAL = \$40 000

KEY DELIVERABLES



PROMOTION

SOCIAL MEDIA MANAGEMENT

Timing: Annually

Budget: \$23 400

Details:

- HELLO HAMILTON, social media management.
- 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 Hamilton a destination for locals and tourists.

KPIs:

- Improve following by minimum 10% each fiscal year (currently 2925 Instagram 2500 Facebook).
- Minimum 10% increase in reach.
- Minimum 20% increase in engagement
- 4 pieces of content per week.
- Quarterly Report from social media management team.
- Engagement report from paid campaigns presented to Board.

DIGITAL ASSET CREATION / PROMOTION

Timing: Annually

Budget: \$10 000

Details:

- Create additional curated content for socials.
- Content used to promote businesses and events in the precinct to locals and wider community to improve visitation showing Hamilton 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.
- Allowance for collaboration of local businesses events/activations upon approval by Board.

KPIs:

- Board provided with a report from the service provider on engagement for all paid social/digital campaigns.
- Produce 3 x paid social media campaigns to promote HBA large community events.
- Produce 9 x paid social media generic campaigns promoting Hamilton precinct.
- Collaborators will provide an acquittal of all funds from receiver within 30 days.

TOTAL = \$33 400



KEY DELIVERABLES

BEAUTIFICATION

GREENERY MAINTENANCE

Timing: July - December 2024

Budget: \$6 600

Details:

- Maintenance of current greenery in Hamilton precinct including green beams, mosaic planters.
- Promote a beautified environment for locals and visitors.
- Transition from December 2024 to businesses taking over maintenance on a cost-effective proposal from current service provider.

KPIs:

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

PERMANENT ART INSTALLATION/S

Timing: Annually

Budget: \$10 000

Details:

- Commission artist/s to design up to three permanent art installation/s e.g. mural, pavement art continuation, or sculpture in Beaumont Street.
- This is an opportunity for the Board to consult and create relationships with local artists.

KPIs:

- Create multiple small art installations for FY 24/25.
- Community event upon installation.
- Collaborate with social media management team to social postings include credit to artist/s and report to Board on interaction and engagement.
- Artwork to be approved by CN's Public Art Reference Group.

TOTAL = \$16 600

Hello
Hamilton



OPERATION CONFIDENCE

Hamilton Business Association are working closely with the Local Area Police Command, within Operation Confidence, to address business concerns about crime and anti-social behaviour in the precinct. The Board have requested more high visibility regular patrols; however, this is dependent on Police availability and priorities. The HBA are prepared to support any efforts and advocacy to increase police resourcing in the area.

HBA conducted a Business & Community Forum in 2023 with around 30 attendees. The Local Area Police Command addressed the audience with statistics for the area and Newcastle overall and provided handy tips for reporting crime. The main area of concern for Police was the lack of reporting and this is an avenue that the HBA have been able to assist with regular communication to their database.

This is an ongoing project for the Hamilton Business Association.

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