

2022-
2023

Mayfield – Acquittal Report



MAYFIELD HAS MORE

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JM Consultancy Services
2022-2023



ABN 55634 039 506 INC ID 1901583

Introduction

Mayfield BIA was established as an independent business association on 6 December 2019 to represent the interests of businesses within the Mayfield precinct. The new association was established to provide the precinct with an association that could work with City of Newcastle and key stakeholders including other similar organisations and Business Improvement Associations with the wider city to effectively disseminate 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.

In accordance's 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 has done 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.
- 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.

Board Members as of June 2023

Role	Name	Business
Chair/Public Officer	Tony Sansom	Community Member
Vice Chair/Secretary	Brett Hyham	Mex Club
Treasurer	Chris Russell	CIMS Cafes
Ordinary Board Member	Kath Teagle	Mayfield Medical Connection
Ordinary Board Member	Phil Boyd	UBX Training
Ordinary Board Member	Aaron Buman	Newcastle Affordable Housing
Ordinary Board Member	Anthony Ross	Hunter Volunteers Centre
Community Member	Emma Warren	I Love Mayf

MBIA extends thanks to George Mavridis of Woolworths who joined in November 2022 and resigned from the Board in May 2023.



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Projects & Events

Community Activations – Mayfield Arts Trail & Mayfield Day

The MBIA hosted two larger scale activations in the precinct in 2023.

Mayfield Arts Trail was held in the January school holidays and Mayfield Day was once again hosted by the MBIA with Mex Club as a minor sponsor in May 2023. Both events were coordinated by Hunter Events Group and very well received by the community with over 2000 people attending both days.

The intention of Mayfield Arts Trail was to highlight the street art in the precinct with a printed map given to those attending. This allowed the community to walk the trail and learn about the art and the artists, stopping off at local cafes and shops along the way and enjoying the Live Spots music dotted along the trail. A live art installation was in the centre of the Trail with UPNUP Inspirations holding spray art classes engaging with those attending. The MBIA had other local entertainment and stalls at this focal point. It is the intention of the BIA to make this event annual and host again in January 2024.

Mayfield Day was first launched in May 2022 and was deemed a great success. This is now an annual event in Webb Park. This year's activation saw double the attendance of both community and stall holders.

It should be noted the MBIA announced the activation to its members database giving members first option to have a stall at these events. Promotional videos were organised by the MBIA to enable future advertising for these events.

Social Media

This is Mayfield FB and Instagram pages. FB showed an increase in followers of 73% to 4482 and Instagram showed an increase in followers of 67% to 640 with over 600 posts per platform for the year. The MBIA have used these social media platforms to engage with, educate and promote Mayfield businesses, projects, and initiatives. This has proved a valuable tool alongside the new membership database to build MBIA awareness.

Street Art & Clean Streets

Mayfield BIA engaged Alexa Stuart mural artist & UPNUP Inspirations to complete two mural art projects at specific sites in the precinct for beautification.

More recently the Board have collaborated with Jordan Lucky of Playstate Pty Ltd and supported a July 2023 school holiday activation around a large mural Jordan is painting on the corner of Roe St and Maitland Road, Mayfield. This activation is expected to not only beautify this building that has been a target for graffiti but also draw a decent crowd from the community over the two-day activation with local business gift voucher giveaways promoted via a hashtag social media competition.

The BIA have also continued to partner with Rotary Newcastle to regularly monitor street cleanliness and pressure clean the street, remove graffiti, and tend to tidy up weeds and grass along the footpath and main roadside as required. Rotary also clean vacant shop fronts removing cobwebs and cleaning graffiti.



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Live Spots

This project was embraced by the MBIA bringing local musicians to local cafes on a weekly basis. The program was promoted via social media and posters in the cafes. The MBIA engaged a local Talent Manager with a database of emerging local musicians to organise the 2-hour gigs and provide regular updates to the Board.

The MBIA has received excellent feedback from local venues appreciating and supporting the Live Spots music program as it enhances the visitor experience to local hospitality venues and promotes visitation to Mayfield businesses.

The project provides safe spaces for emerging local musical artists to perform (and therefore providing exposure and income generation opportunities). The project will be ongoing during Sept – Dec 2023. A promotional video was produced for the MBIA to enable future advertising for the Live Spots program.

BIA Ideas Exchange

The MBIA Board attended the annual 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 proof of the effectiveness of collaboration between BIAs and the passion of the volunteer Boards.

Annual General Meeting

The Mayfield Business Improvement Association's General Meeting (AGM) was held on 15 November 2022, at The Mex Club, 58 Hanbury St, Mayfield. The AGM was coordinated by JM Consultancy Services. An invitation to attend the AGM was circulated via email to the MBIA database which was renewed in 2022 and now consists of 177 members and advertised on social media. All Local Ward Councillors were invited with nil attending.

Conclusion

The MBIA Board have worked cohesively under Chair Tony Sansom and have successfully organised two major events in the precinct that are now annual activations. They utilised budgeted funds in their Deliverables Plan taking from Beautification and Promotion to assist with funding for the events hence the actual spend figure being over budget for Economic Development.



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Financial Report as at 30/06/2023

SBR Funds received \$110,000.00 (incl. GST) 11/08/2022.

Expenditure Summary 2022/2023

Category	Budget	Actual
Beautification	\$30,000.00	\$16,142.00
Promotion	\$30,000.00	\$21,470.25
Economic Development	\$35,000.00	\$66,308.71
Governance	\$5,000.00	\$6,824.45
BAS		\$9,865.00
TOTAL	\$110,000.00	\$120,610.41

50 Opening Balance as of 01/07/22 \$9.00

Credits Received \$110,000.00 SBR + \$500.00 MEX Club sponsorship + \$10,484.00 BAS GST Refunds + \$400 Return

Sub Total \$121,393.00

Less Expenses \$120,610.41

At bank as of 30/06/2023 \$782.59

Expenditure Breakdown 2022/2023

Beautification \$16,142.00	Murals \$14,642.00 Rotary Graffiti Cleaning \$1,500.00
Promotion \$21,470.25	Social Media \$19,169.25 Poster / Leaflet Design \$363.00 Printing + Distribution \$502.50 Promo Vouchers \$280.50 Promo Videos \$1,155.00
Economic Development incl. Live Spots \$66,308.71	Live Spots \$24,245.00 Events \$42,063.71
Governance incl. bank fees \$6,824.45	Bank Fees \$79.23 Insurances \$5,145.00 Accounting \$1,400.00 Room Hire \$150.00 Association Fees \$50.22
BAS PAID TO ATO	\$9,865.00

Approved Tony Sansom (Chair)