

2022-
2023

Newcastle – Acquittal Report



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JM Consultancy Services
2022 - 2023

Introduction

Newcastle BIA precinct is the economic hub of the Hunter Region and accounts for approximately 30% of the Hunter's developed industrial space and 80% of the office space. While Newcastle's industrial sector continues to play an important role, Newcastle is no longer a 'steel city'. A substantial and growing portion of Newcastle's economy is now based around the service sectors.

The Newcastle City Business Improvement Association (NCBIA) believes that while the precinct includes a number of larger businesses employing many people, it also recognises that as a liveable city it includes many home-based businesses and sole traders who collectively contribute enormously to the economy. 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.

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.

Board as of June 30, 2023

Role	Name	Business
Chair	Kendall Brooks	Brooks Marketing & Events
Vice Chair	Shanelle Compton	Chandler Macleod
Treasurer / Public Officer	Damien O'Brien	O'Brien Winter Partners
Secretary	Taiyo Namba	Nagisa
Ordinary Member	Kristy Coady	Swell Magazine
Ordinary Member	Lucy Glover	Kafey Kafey
Ordinary Member	Blake Phillips	Pokey Newcastle

Live Spots

The NCBIA embraced the Live Spots music program in the City as its major project of 2022/2023. The current Talent Manager and has produced over 80 two-hour gigs throughout the City precinct within as many cafes, art galleries and retail shops from October 2022 to end June 2023.

The BIA also totally expended the final funding amount of \$15,000.00 left of SBR Contestable funding given in 2020. Acquittal presented via Smarty grants portal in April 2023 after several approved extensions.

Feedback from businesses and artists has been phenomenal. With artists enjoying daytime gigs and venues loving the artists for attracting more visitation whilst those visiting love the vibe.

A Live Spots Instagram account will support this program in the future promoting Mayfield and the City BIA gigs.

Beautification Sponsorship

The Board chose to fund a project proposal that was presented by a collaboration between Small Walls and Herb Urban to install an interactive mural with greenery and lighting onto a wall in the precinct. To date a wall has been sourced and approval being sought. The Board expects this project to be unveiled in late 2023.

Community Event Sponsorships

Whilst it was the Boards intention to solely sponsor a visual arts trail, they decided to expend more funding towards the following community events that presented them with proposals throughout the year.

Big Picture Festival – A modest sum was provided for the Street Party closing the Big Picture Festival with Live Spots artists’ performances.

WESTWALK – LEDA Gallery, Blackstone Gallery, Wester and Playstate collaborated and proposed sponsorship of the 2022 & 2023 WESTWALK art trails which the Board voted to assist with funding.

We Are – WH!P Collective were supported to assist their WE ARE Project launched at the Lock Up and throughout the east end. This project was also supported with was also a SBR Contestable funds.

Marketing - Social Media

Whilst there has been a steady but modest increase in followers for both FB and Instagram, the Board recently decided to quit these platforms as of end June 2023, and focus on expending their funds in different ways moving forward. The Board recognizes that their precinct is different to the other BIA areas in that it is geographically larger and hosts many more businesses. The Board deemed the BIA social media pages unable to compete with more popular pages and engage with the local community and businesses as it had planned.

Member Connect Catch Up

One Member Connect Catch Up was arranged with only 2 members attending and the Board. The Board deemed this unsuccessful and utilized their funding towards Live Spots.

Database

NCBIA set up a subscription to send out a survey to their database for feedback on the precinct and business needs. Responses will be found in the Annual Report.

Website

The NCBIA had an external party do some work on the Live Spots and NCBIA page and paid hosting fees for same. The NCBIA website needs to be updated and Board have decided to pause the Live Spots page for now.

Monthly Board Meetings

The NCBIA Board held 8 Board meetings from July 22 to June 23 plus 1 AGM. All of the local Ward Councillors have a standing invitation.

Annual General Meeting

Newcastle City Annual General Meeting (AGM) was held on 16 November 2022 at O'Brien Winter Partners, Newcastle. The AGM was coordinated by JM Consultancy Services. All local Ward Councillors were invited with Cr Carol Duncan attending on behalf of the Lord Mayor and Cr Jenny Barrie was also in attendance.

Newcastle Business Improvement Association Financial Report as of 30/06/2023

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

*SBR Contestable Funding (Live Spots) \$46,200.00 incl GST received 30/10/2020

Expenditure Summary 2022/2023

Category	Deliverables Plan Budget	Actual
Beautification	\$20,000.00	\$32,010.00
Promotion	\$35,000.00	\$24,220.40
Economic Development	\$40,000.00	\$11,860.90
Governance incl. bank fees	\$5,000.00	\$6,180.40
*Live Spots SBR Contestable Funds	*\$15,264.55	\$27,133.50
ATO BAS PAID		\$9,826.00
TOTAL INCOME incl. GST	\$133,629.88	\$111,231.20

Opening Balance as of 01/07/2022 *\$15,301.88 (SBR funds 21/22 \$37.33 SBR Contestable funds for Live Spots \$15,264.55)

Credits \$110,000.00 + GST REFUNDS + \$8,328.00 + Return \$200.00 + Bank Fee Refund \$0.03 = \$118,528.03

Subtotal \$133,829.91

Less Expenses \$111,231.20

At bank at 30/06/23 \$22,598.71

*Live Spots Contestable Funds Acquitted via Smartygrant portal April 2023

Expenditure Breakdown 2022/2023

Beautification \$32,010.00	Herb Urban \$18,812.20 Wall Station \$13,197.20
Promotion \$24,220.40	Website \$625.90 Social Media \$16,274.50 Sponsorship WHIP \$7,320.00
Economic Development \$11,860.90	Database Survey Set Up \$422.40 Business Connect Catch Up \$174.50 Sponsorship WESTWALK \$11,264.00
Governance \$6,140.25	Accounting \$1,400.00 Insurances \$4,505.00 Assoc. Fees \$50.02 CommBiz Fees \$35.23 Room Hire \$150.00
Bank Fees \$40.15	CommBiz Fees \$40.15
Live Spots \$27,133.50	Artist + Booking Fees \$27,133.50
BAS PAID TO ATO	\$9,826.00

Approved Damien O'Brien (Treasurer)

