



ABN: 55 634 039 506 | INC ID NUMBER: INC1901583



**2020 to 2021 DELIVERABLES PLAN**

Inc ID Number: 1901583 | ABN: 55 634 039 506

**Date: November 2020**

## 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.

As Mayfield BIA was finalising this plan, the Covid19 pandemic occurred.

The Association, therefore, presents this plan with the view that deliverables such as public events and activations are not seen as immediate priorities but are recognised as critical community infrastructure that can be inserted when appropriate.

As this plan is presented to City of Newcastle for consideration, the Association has:

- Successfully obtained an ABN: 55 634 039 506
- Tax File Number: 636 238 442
- Secured insurances that are in line with the proposed Service Agreement with the City of Newcastle (current cover notes have been provided to CN).
- . In the process of opening a bank account with the Commonwealth Bank

## Executive Summary

According to the most recent available Census (2016), the Mayfield community represents:

- a population of 9,904 people
- a median age of 35
- 21% of the population are couples with children
- 25% of housing is medium to high density
- 40% households are renting

In the past decade, the Mayfield community continues to take its place within the inner city landscape as an accessible, 'affordable' and attractive place for families who are actively gentrifying the suburb.

It is the view of the Mayfield BIA, that while its core purpose is about ensuring resources are appropriately used for business precinct benefit, the BIA recognised that the precinct is informed, and should be respondent, to the needs of its community.

In terms of employment by industry sector, the suburb has about 17% of the identified workforce who work in health care and social assistance, 10% in education and training and about 9% in accommodation and food services. Emerging areas of employment and vocation at the time of the Census were in professional services, construction, education and health care.

Anecdotally, over the past four to five years Mayfield has been successful in attracting a range of new and exciting micro and small businesses that have displayed new levels of collaboration, creativity and participation. It is important also to note that Coles is developing a new retail precinct on Maitland Road which will assist in terms of diversity of commercial options and connectivity along a 'lengthy' main street precinct.

Covid conditions have also seen (as with many other 'villages') the trend toward 'local shop' convenience. As above, the addition of a third major supermarket further supports this notion. However, further anecdotal advice indicates opportunity for Mayfield to entice and attract business into cost effective accommodating that serves a community looking for convenient choice.

The Mayfield BIA is:

Board member	Business	Role	Business address
Warren Pulbrook	Brook Motors	Chair	74-76 Maitland Rd, Mayfield NSW 2304
Mark Dowling	MDRE Real Estate	Public Officer and Secretary	22a Victoria Street Mayfield NSW 2304
Kath Teagle	Mayfield Medical Connection	Vice Chair	55 Hanbury St, Mayfield NSW 2304
Sonia McNaughton	Naturopath	Treasurer	280 Maitland Rd, Mayfield
Ashlea Dowden	Mayfield Florist	Member	176 Maitland Road Mayfield

The newly established Mayfield BIA has undertaken a range of consultation activities as part of its formation that have included:

- Previous BIA members
- Former Mainstreet Coordinator
- Members of the precinct
- City of Newcastle

These discussions have helped identify opportunities for the BIA to move forward under a new charter that is underpinned by the core objective to promote the precinct as a desirable place for business and the community.

According to City of Newcastle data there are 168 commercial premises that pay a Special Business Rate levy as part of their annual rates. The BIA understands that these premises are owned by large retailers such as Woolworths, Coles and Aldi through to micro and small business operators. It is a key objective of the new BIA to comprehensively engage with all businesses within the precinct to best understand their needs and provide opportunity for informed discussion moving forward.

## Vision

It is the vision of Mayfield BIA to add value to the precinct's unique qualities as a business hub by working as part of a larger network of stakeholders that can advance its competitiveness and position.

## Mission

In accordance with the Association's constitution and its service agreements 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 will do 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.

## Business objectives

In this section the BIA will rank the key areas of business priority and will be informed by the Association's key priorities in relation to promotion, beautification and economic development.

### Business objectives

#### Governance

Mayfield BIA is committed to ensuring that it operates within the constitutional, legal and operational requirements as required by the NSW Government, ATO and City of Newcastle. It will do this by the adoption and adherence to the use of ethical practice, sound policies, leadership, transparent communication and planning.

#### City wide collaboration (economic development support)

The Mayfield BIA believes that the power of four precincts can provide greater outcomes for the precinct. This is particularly important as the region navigates its way through and eventually out of the Covid19 crisis.

Mayfield BIA has planned two levels of collaboration:

- Business Support – A collaboration with BIAs, City of Newcastle and the Business Centre to provide free support to businesses that are either adjusting to fit into the new Covid environment or have a business idea.
- Live Spots - supporting ambient music across the city
- New Usual – working with other BIAs to promote local business and encourage local patronage
- BIA Chair round tables – actively participate in round table planning and discussions with other BIAs to deal with immediate options to improve business opportunity during Covid19
- Community and member consultation that helps informs project design – CN projects and others
- Business Beat – engagement.

#### Promoting Mayfield – This is Mayfield

Harnessing and leveraging existing brands, identities and available platforms to unite a brand that promotes Mayfield as a progressive business precinct. This will include:

- Lighting installations to improve placemaking and safety – that can also leverage previous initiatives such as Illuminate Mayfield
- Attracting business and services to the precinct that adds value to the business and wider community
- Coordinating social media utilising existing platforms and resources
- Developing campaigns that promote the 'humans of Mayfield' – this will also be a logical adjunct to the New Usual project
- Proud Mayfield – tidy-up and instil street/precinct pride by working with stakeholders to remove old



and replace with practical and beautiful options

- Community activations – social, informative and fun
- Heritage and cultural walks, tours or mapping integration with City of other third party projects.

#### **Practical help**

Provide a platform to share information and help connect members that might include:

- Business Beat - Safety, information and community engagement with NSW Police Local Area Command
- Open learning workshops on practical ways to help business – utilising local expertise from businesses, the City of Newcastle or other resources
- Happiness Project – understanding that prosperity rises from communities that are well connected and supportive.

## Our stakeholders

The Association sees itself as part of the Mayfield community.

The following is not a complete list of stakeholders but highlights the key audience segments that it sees most important in the next 12 months.

Stakeholders	Experience	Strengths	Their limitations	Opportunities
<b>Members</b>	Keen for appropriate BIA activity	Diversifying and proactivity within newly established business	No engagement for more than two years Large and small	Engagement
<b>Former board</b>	Not engaged in new model	Lessons learned	Ability to move forward	Lessons learned
<b>CN</b>	Funding and collaboration for positive outcomes	Funding Resources	Limited funds Bureaucracy	Realistic outcomes Collaboration
<b>Former program coordinator</b>	Positive and collaborative	Willingness to participate and inform Readymade audience (social media) Connectivity Creative	unknown	New and creative outcomes Ability to attract additional funding for new projects
<b>Elected representatives (all levels)</b>	Political outcome driven Supportive	Passionate advocates for suburb	Politics	Collaboration for outcomes that benefit business
<b>BIAs (Citywide)</b>	Engaged New networks	City wide approach Ability to collaborate	Experience	Greenfield City wide projects Enhanced communication
<b>NTIG</b>	Nil	Tourism and visitor strategy and data	Unknown at this point	Collaboration on projects
<b>Hunter Business Chamber</b>	Nil	Business leadership	Unknown	Collaboration
<b>The Business Centre</b>	Nil	Proven track record in delivery of	Need customers	Resources for members



		business support		(customers)
<b>Advisors (Individuals and groups) This also includes Police</b>	Specialist experience and knowledge	Perspective and engagement	History	Create need Improved safety Improve cleanliness
<b>Community</b>	Convenience Experience	Recognised as a place for eating and entertainment	Perception about ageing precinct and unsavoury night-time issues	Enhance offerings to a broader audience as a clean and safe place to live, work and play
<b>Media</b>	Mixed	Receptive to news in precinct	History	Activities that show resilience and progress

## Operational Plan

The following outlines proposed operational actions for Mayfield BIA for the 2020 to 2021 period.

It is understood that each project will have a detailed business plan that will include 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.

Importantly, the Association will work with CN to develop ways to effectively measure each project recognising that some metrics may be available through CN resources. The KPIs listed below, are therefore included as overarching metrics that will need to be addressed as part of project business plans.

The Mayfield BIA understands it will be provided \$100,000 for the 12 month period.

2020 to 2021 actions	Budget \$			Actions	KPIs
	Promo	Beaut	ED		
<b>Governance Compliance reporting</b>					
	-	-		<p>Act inclusively, respectfully, and consult in a comprehensive manner.</p> <p>Actively seek people that can inform the board and its decision making processes that have specialist skills/experience.</p> <p>Ensure that all board activities are compliant and in line with the Constitution, NSW Department of Fair Trading, ATO and the City of Newcastle Funding Agreement.</p> <p>Actively engage with key stakeholders to inform matters by inviting directors and members to be involved with process that inform matters</p>	<p>Hold no less than 10 meetings annually</p> <p>Invite Council representatives to meetings where appropriate</p> <p>Engage with elected Councillors</p>

2020 to 2021 actions	Budget \$			Actions	KPIs
			\$4,000	<p>such as:</p> <ul style="list-style-type: none"> <li>• City of Newcastle planning processes and strategies</li> <li>• Public safety, connectivity and information</li> </ul> <p>Forecast: Compliance costs for next 12 months must include:</p> <ul style="list-style-type: none"> <li>• Cost of insurance for Association</li> <li>• Additional accounting or legal costs</li> </ul> <p>Note: All insurance costs from April 2020 to March 2021 are covered from BIA funds directly paid by Council.</p>	<p>Report as per CN Service Agreement requirements</p> <p>Comply with all aspects of ACT</p> <p>Comply with all ATO requirements</p> <p>Maintain relevant insurances</p>
<p><b>Economic Development Support</b></p>					
<p><b>Business support</b></p> <p><i>This is one of a number of cross-city BIA collaboration projects. The project is directed by the Newcastle City BIA in collaboration with Mayfield, Hamilton and Wallsend.</i></p>			\$10,000	<p>A collaboration of the four Business Improvement Associations, Newcastle, Hamilton, Mayfield and Wallsend will work with the Business Centre with the support of City of Newcastle to provide business owners and operators, who are looking for ways to overcome the impacts either by adjustment or innovation) of the Covid19 pandemic.</p> <p>Also, free accommodation for businesses is being offered via the Business Centre's hub at 265 King Street Newcastle.</p> <p>These services will be offered free due to support of the BIAs, CN and the Business Centre.</p>	<p>BIAs to promote and facilitate interest from members.</p>

2020 to 2021 actions	Budget \$		Actions	KPIs
<p><b>Live Spots</b></p> <p><i>This is one of a number of cross-city BIA collaboration projects. The project is directed by the Hamilton Business Association in collaboration with Newcastle, Mayfield and Wallsend.</i></p>	\$7,000	\$3,000	<p>This project is developed by the Hamilton Business Association as a city-wide project for the benefit of BIA precincts that are a party to the Live Spots Project Heads of Agreement and seeks to provide ambient music within the city by:</p> <ul style="list-style-type: none"> <li>• Creating spaces for local musical artists to perform (and therefore providing exposure and income generation opportunities)</li> <li>• Work in collaboration with the Business Improvement Associations 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</li> <li>• Establish opportunity to collaborate further with local artists to create at least four 'live spots' in the four precincts in the first 12 months – with a view to creating additional spaces in the future. Ultimately there will be a series of permanent visual places that can be co-branded as an initiative of the BIAs of the City of Newcastle.</li> <li>• 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.</li> <li>• To facilitate collaboration, promotion and economic development of the precincts and the wider city</li> </ul>	<p>Monthly spots to occur in identified places and pop-ups within Mayfield that might also include Dangar Park, Victoria Street, Hanburry Street etc</p> <p>Attract talent to <a href="http://www.livespots.com.au">www.livespots.com.au</a></p> <p>Monthly schedules that are managed by the Project talent Manager under agreement.</p> <p>See licensing and project plans</p>

2020 to 2021 actions	Budget \$		Actions	KPIs
			<p>landscape. It is inviting participation and partnerships for the outcomes of all stakeholders.</p>	
<p><b>New Usual – moving beyond Covid19</b></p>	<p>\$4,000</p>	<p>\$5,000</p>	<p>Under the newly created collaboration of New Usual. The BIA will work with the other CN BIAs to promote the businesses and economic opportunities during and as we recover from the Covid19 crisis.</p> <p>This includes a four month radio campaign in partnership with community radio station 2NURFM (University) to highlight the resilience, innovation and ingenuity of business. Please see New Usual business plan - as submitted to CN in April 2020.</p>	<p>Editorial launch to all local media</p> <p>Social media posts about the New Usual launch and then to be followed with:</p> <ul style="list-style-type: none"> <li>• Four podcasts per month to be shared across all digital platforms</li> <li>• 16 posts per month highlighting the businesses in focus each week</li> </ul> <p>Promote business usage and facilitate business feedback</p> <p>Promote collaboration and work of BIAs</p>

2020 to 2021 actions	Budget \$			Actions	KPIs
BIA round tables				Facilitate ongoing strategic meetings for representatives of all four BIAs to: <ul style="list-style-type: none"> <li>• Develop and measure cross city projects</li> <li>• Collaborate on city-wide issues and planning opportunities</li> <li>• Work with CN on admin and governance reporting or conversations</li> </ul> Facilitated by PCC on and for the BIAs.	3 to 4 per year with agreed outcomes
Contribution and consolation				Inform planning and consolation processes by using directors and members to provide input to activities such as: <ul style="list-style-type: none"> <li>• <b>Advocacy</b> for issues that matter to our community such as:               <ul style="list-style-type: none"> <li>○ Places for families</li> <li>○ Event inclusion</li> <li>○ Spaces for leash free pet activity</li> <li>○ Visitor experience (NTIG)</li> </ul> </li> <li>• CN strategies – parking, traffic, main street plans, culture, events etc</li> <li>• In <b>collaboration</b> with other identified stakeholders with common interest – public safety, events etc</li> </ul>	
Business Beat	-	-	-	A partnership between the BIAs of the City of Newcastle and Police Local Area Command with the purpose of: <ul style="list-style-type: none"> <li>• Demonstrate working relationship between the BIAs and a key stakeholder group</li> <li>• Show support of local police by business</li> <li>• Opportunity for Police to talk about local policing issues (inform, educate, connect, visibility)</li> <li>• PR and profile building for BIAs and Police.</li> </ul> Delegations of a number of uniformed police meet in each precinct with	<b>Social media opportunities</b>  <b>Councillor engagement</b>

2020 to 2021 actions	Budget \$		Actions	KPIs
			<p>the following approach:</p> <ul style="list-style-type: none"> <li>BIA Board members (two from each precinct) meet with police (two) personnel</li> <li>Visit and say hello to business... have a chat with people in the street</li> <li>Capture video and develop social posts while also liaising with local media (in collaboration with Police) to attract positive media coverage of the partnership.</li> </ul>	
<b>Promotion and practical help</b>				
Lighting		\$10,000	<p>This initiative builds upon a project that was initiated by the former BIA called Illuminate Mayfield and would work with other BIAs and council to find partnership to fund lights for precinct.</p> <p>This project is about working with a third party provider that can also access additional funding (NSW/Fed) to create culturally rich lighting installations similar to the sample below. This project is about creating beautiful places that are safe and attract target demographics.</p> <p>The Association considers this to be a project that can be integrated into existing CN plans and those within other BIA precincts. This project is listed as a key element of the collaboration created by the BIAs of CN called New Usual.</p> <p>The BIA would also reinstate and remodel its Illuminate Mayfield project as part of a safety and beautification project.</p>	<p>Create one space within precinct</p> <p>Editorial coverage</p> <p>Social media as appropriate</p> <p>Add value to precinct as a place to live, work and play</p> <p>Visual enhancement of precinct</p> <p>Visitation and use – increase use by families</p> <p>Safety – create spaces that discourage antisocial behaviour</p>
		\$5,000		

2020 to 2021 actions	Budget \$			Actions	KPIs
Cultural contribution				Mayfield has a rich history and a number of cultural, heritage and community 'assets' that the precinct would like to have included into existing promotional infrastructure (city region).	Have at least two Mayfield historic and cultural walks included into What's On and Newcastle App.
This is Mayfield Promotional campaigns	\$15,000	\$5,000	\$10,000             \$6,000	Re-establish programs designed to promote the varying and diverse business landscape. These projects include: <ul style="list-style-type: none"> <li>• <b>Meet Mayfield</b> – video webcasts promoting diversity of business within Mayfield. This might also include collaborations with visitor experience and/or local business incentives such walking food tours, history, heritage and heritage tours.</li> <li>• <b>Mayfield Better Blocks</b> – working with local men’s sheds or others to create beautiful spaces in areas that are deemed to be unsafe or unattractive.</li> <li>• <b>Open learning and rewards</b> – masterclass options for microbusiness. Also see Happiness project</li> <li>• <b>Inform</b> - Work with organisations to provide information sessions or opportunities for business and the wider community to connect with projects such as:               <ul style="list-style-type: none"> <li>○ Community consultation around council projects</li> <li>○ BIA connect – regular meetings with other CN BIAs and applicants to SBR funded projects to identify opportunities for collaboration and joint funding or project outcomes.</li> </ul> </li> </ul> Project will also include using existing social media networks in partnership	Social media metrics will be measured for: <ul style="list-style-type: none"> <li>• community engagements</li> <li>• Cross city initiatives</li> <li>• Collaborations</li> <li>• Regular social media content</li> </ul>



2020 to 2021 actions	Budget \$		Actions	KPIs
			<p>with the former Mainstreet Coordinator who holds:</p> <ul style="list-style-type: none"> <li>• This is Mayfield Facebook page – 2608 likes and 2709 followers</li> <li>• This is Mayfield Instagram page – 224 followers</li> <li>• This is Mayfield 2304 website</li> </ul>	
Happiness Project	\$6,000	\$3,000	<p>What does happiness mean? Connectedness with self and others (We're happy when we are helping each other), health, time in nature. The Mayfield BIA's see a role in creating connected communities.</p> <p><b>Happiness Events</b> - around connected, health and being outdoors and highlighting Mayfield business by tagging onto existing events - creating small lunchtime events or large weekend events that would:</p> <p>Showcase businesses working in the space of health and wellbeing and might include free courses or participation in:</p> <ul style="list-style-type: none"> <li>• Meditation</li> <li>• Yoga</li> <li>• Massage - maybe a "self-massage" workshop</li> <li>• Music</li> <li>• Healthy Food</li> </ul> <p><b>Connecting Happiness</b> : people with "like interests" and helping others to create a community focussed on care:</p> <ul style="list-style-type: none"> <li>• Mayfield businesses that need help but cannot afford to hire.</li> <li>• Residents wanting jobs and experience, but no one is hiring</li> <li>• Residents with time on their hands wanting to help their community but not knowing how</li> </ul> <p><b>The Happy Business Initiative</b> : focussed on connecting businesses with</p>	<ul style="list-style-type: none"> <li>• Have at least two happiness community catch ups throughout the year with Hapzly representative</li> <li>• Promote scheme via social media</li> </ul>

2020 to 2021 actions	Budget \$		Actions	KPIs
			<p>more customers by using happiness to boost brand trust and value.</p> <ul style="list-style-type: none"> <li>• Conducts surveys to measure happiness across employees, environment, community, customers within businesses</li> <li>• Business can promote their status as a 'happy' business to bring in more job candidate and customers.</li> <li>• Businesses need to be seen as a desired place of work</li> <li>• Residents wanting to work in a business that values them</li> </ul> <p><b>BIA involvement:</b></p> <ul style="list-style-type: none"> <li>• promote the schemes existence</li> <li>• match those with "like" interests</li> <li>• insurance for the placement of volunteers in businesses               <ul style="list-style-type: none"> <li>○ creating regular catchups for both the volunteers to get together to share their experiences creating a community of caring AND catchups for business asking for the help so they can share their experiences (the good the bad and the ugly) and we use the outcomes of these catchups to refine the scheme and improve it</li> </ul> </li> <li>• Promote Hapzly and the happiness in business aspect to local businesses</li> </ul>	
Sustainability	\$7,000		<p>Work in partnership with organisations including City of Newcastle and the Hunter Business Sustainability network to champion projects that provide:</p> <ul style="list-style-type: none"> <li>• Useful ways for businesses to save money</li> <li>• Reduce environmental impacts</li> <li>• Promote meaningful sustainability</li> </ul>	Facilitate projects that can save Business money or improve environmental outputs

2020 to 2021 actions	Budget \$			Actions	KPIs
	\$39,000	\$23,000	\$38,000		
			<b>\$100,000</b>		

## Project Plans

The following Project Plans are included as DRAFT and background to inform the overarching strategy and key cost allocations as listed in the previous pages

As of 1 October 2020, the following plans are included:

- Business Support
- Live Spots
- New Usual
- Business Beat
- The Happiness Project

# Project – Business Support

## Introduction

This is an initiative of Newcastle City BIA to assist people create vibrant and diverse businesses within the wide city commercial landscape. Since the genesis of this project, a number of conversations have ensured that have presented additional opportunities not just within the BIA network but also with the City of Newcastle and The Business Centre.

## The idea

The BIAs wish to create and offer resources that serve as a one-stop-shop to help people open or reinvent a business. While this is directly in line with Covid19 recovery initiatives, the BIAs see this as an important resource for the Newcastle business landscape in the longer term.

It is intended to help potential business people help themselves. Rather than re-invent the wheel we plan to pull together existing resources and information as the true value in such a package is the breadth and depth of information across multiple topics – all in one place. For example, this might include:

- Working with City of Newcastle to create an online hub where information can be stored and managed
- Working with the Business Centre to put potential ‘target audience’ in touch with practical resources offered through the Centre’s incubator and Covid19 recovery services. This might include consulting and physical office space resources.

Some initial ideas include:

1. An info package that will include...
  - Council rules, regulations, contacts
  - An overview of government support packages and how to apply for them
  - Contact and info from commercial real estate agents: the dos and don’ts of a commercial lease, what to watch out for in a shop, how to check whether a property is right for your product offering, an overview of rental rates in the area
  - An overview of existing businesses/the competitive landscape for a new store
  - A list of tradesmen who specialise in retail fit outs, including suggestions where to find bargains/second hand furniture. Examples of particularly well fitted out stores and how the interior design supports/fits with the store’s offering.
  - A collection of courses, materials on how to manage your business: from ATO, council, chamber of commerce.
  - Contact list of local media for editorial coverage, how to put out a press release and enhance your chances of being featured.
2. Businesses/services/experts who can discuss particular questions within their own area of expertise. Some examples:
  - Business planners – to build robust business plans for financing, longevity etc.

- A real estate agent discussing available properties, answering questions, giving advice beyond a mere property inspection
  - Trades giving basic info on store fit-outs, rough cost estimates and timelines
  - An accountant explaining the basics of a business case and cash flow projections
  - A marketing pro discussing strategy, brand positioning, promotional activities
3. Financial support in the form of
- Rent relief: a discussion to be had with real estate agents
  - Reduced council rates: to be negotiated with council
  - Negotiated rates with suitable support businesses: social media training, media rates, etc.

Progress:

The BIAs have been advised that the Business Centre has been successful in obtaining funding through the City of Newcastle to create an incubator/resource centre at 265 King Street Newcastle.

The following information was provided to the Business Centre from the BIAs to support the funding application in June 2020.

**Statement of Support for COVID-19 Small Business Recovery Centre**

*The Business Improvement Associations (BIA) of Newcastle, Hamilton, Wallsend and Mayfield represent more than 1,373 commercial properties and the tenants within who pay a Special Business Rate levy as part of City of Newcastle rates. The Associations have reported adverse impacts of members from the Covid19 pandemic that have ranged from medium to severe. For many owners the financial impact, let alone the business and social impacts have been dire. The Associations report that all members are in need of support system that will enable them to recover and look to the BIAs for support and guidance. In general terms, through special funding allocations from the City of Newcastle, BIAs provide initiatives that promote, beautify and facilitate economic development in their respective areas. Each is presently considering projects and options as part of their Deliverable Plans to best use funding but recognise that for many members the impact of the pandemic has been very specific and complex.*

*BIA leaders have been alerted to the proposal by The Business Centre to establish a Recovery Centre and believe such an enterprise can provide invaluable support and advice to their members.*

*The BIAs believe that not only would their members use the centre but recognise a number of draft BIA initiatives and projects would potentially dovetail into the concept of a Recovery Centre providing infrastructure and additional support services that would add great value to the outcomes of small and local business. To that end, the Business Improvement Associations offer support for the Recovery Centre proposed by The Business Centre and in general commit to the goals of this project by providing pro bono support during the impact of COVID-19 to;*

- *Creating clear triaging of small business owners, resulting in a sense of cohesive support and direction with measurable outcomes from the impacts of COVID-19 on small business owners*
- *Incubate, Support and Guide small businesses through use of curated space and collaborative service delivery, resulting in business and job sustainability.*
- *Creating meaningful connections for small business owners to our networks and other key partner organisations that are ethical and have efficacy to supporting businesses impacted by COVID-19*
- *Supporting through our participation in the project the unlocking space at 265 King Street for temporary highly subsidised room and office hire, small business support, training, and innovation in practice*

Budget:

To be determined in conjunction with other BIAs and collaboration partners.

# New Usual Business

*Business Improvement Associations collaboration to support local businesses throughout Covid19 and beyond.*

**May to August 2020**

## Background

As part of the City of Newcastle's business landscape, the Business Improvement Associations (BIA) of Newcastle, Hamilton, Mayfield and Wallsend have joined forces to help support the city's 'New Usual' to survive and recover from the Covid19 crisis.

This collaborative project has two key objectives:

- Support economic development in the city by promoting business activity.
- Work collaboratively across the four BIA precincts to add value to all activities that help local business.

Importantly this is about providing a cost effective and immediate way for BIAs of Newcastle to champion their own initiative.

This type of collaboration has not existed in a formal way prior to now and is envisaged that it will enable effective conversations, initiatives and activities that support local business now and beyond the Covid19 crisis by:

- Using the power of four key precincts to inform conversations
- Contribute resources (financial and others) to promotional and economic development activities

The immediate and desired outcome of the four precincts is to find ways that promote the resilience, progressiveness and cleverness of local businesses that are tackling Covid19 head-on and an attempt to get the wider community to think and act locally.

## New usual Promotional Campaign Step 1

It is proposed that one of the first activities of the New Usual collaboration, will be a promotional campaign that is flexible, fun, and responds to the everchanging economic climate.

Each BIA brings different levels of expertise and drive to a campaign that they believe will have short and longer term benefits.

The campaign aims to identify local businesses that are demonstrating a new version of usual, in terms of conducting business. This includes:

- Innovations
- Partnerships
- Clever new ideas and practices
- Heart-warming changes
- Customer feedback and support
- Education and information

The precincts believe that it is essential to support the economic development of the local community to promote understanding - what is open, operating, of benefit to them, and to dispel any myths surrounding local businesses and the support they provide. While products,



services and locations of businesses within the precincts may have changed, the dedication to ensuring the local communities are well informed and supported does not.

In other words, the campaign seeks to uncover and communicate:

- Types of jobs available will change and a new type of worker may flourish
- Product only businesses may suffer with isolation/lockdown laws preventing clients from attending their premises
- Some businesses may have lost work, some may have gained work. This gain/loss of work will impact how work is undertaken with a flow-on effect throughout connected industries.
- Local business owners within these precincts may not see this as an efficient spend of government allocated funding. They will see benefit in the future, however immediately it may not be obvious to all.
- For those in jobs and careers that were heavily impacted during the crisis, will not have extra money for products/services still available. This will vary depending on what products/services are available to be promoted.
- Some businesses may be able to access funding and packages (already and yet to come from government) to keep staff and premises – but this will be somewhat challenging to forecast in the immediate future.
- People will choose to connect with organisations that they can 'trust'. For this project, this means dispelling myths created to ensure local businesses that can be used, are used, and those who are closed/non-operational are acting in accordance with government orders.
- Once deemed to be safe, people will need be able to connect in person.
- Importantly, this campaign triggers an underlying objective of each of the BIAs – to build data bases and therefore better understanding of the local business landscape.

Key elements to communication and marketing messages

#### **Now**

- Business stories matter because as a whole we can communicate the individuals better
- Priority is our local business community and its safety and survival
- Our commitment to eventual recovery – we are preparing now for their future
- Truthful information about our response and our decisions to close/open/communicate/support

#### **Recovery**

- Business options for their future
- We are here for our precincts.
- Our part in each precinct's recovery is to provide ways to enhance local business and maintain strength as a region
- A trusted group of professionals working towards the premium outcomes for local businesses

#### **Logistics and details**

#### **Collecting content**



Currently, each BIA is collecting stories about the New Usual in their precinct. This is being collated by the team at Purser Corporate Communication and will be placed into a 'story hub'. Each story will feature the 'news hook' or intended message (what makes it relevant to the audience), the precinct, the business name, contact person and details.

Each story should also have the potential to create content (pic, video as well as the radio component).

Each series of excerpts followed by:

- This is the New Usual of business in the City of Newcastle and is an initiative of the Business Improvement Associations of Newcastle, Hamilton, Mayfield and Wallsend,
- This hub - spreadsheet will be stored in a Dropbox file which can be edited at any time with updates. Once published all media will go into a Dropbox folder. This Dropbox will be set up with all the files used as part of this project including audio bites, videos, and photos. Each BIA will have access to these files to be used and shared on varied media. Only the allocated BIA personnel are permitted to use these files.

### Measurements

- Build a database of local business
  - 100 month 1
  - +50 to 100 each month of campaign
- Create content for social media (x 50 to 100) per month for all four BIAs
- Develop a platform to capture appropriate content for other communication and promotion activities by BIAs or project managers such as City of Newcastle, Together Not Alone, Business Centre etc. This is envisaged to yield about 4 to 6 quality stories per month.

...and additionally

- Add value to cross city connections – BIAs and Council
- Build goodwill between BIAs and members
- Establish an effective communication and engagement framework for future initiative outside Covid19

### Communication/marketing tools and schedule

#### Database

Importantly, one of the immediate needs of the BIAs is to access databases of businesses within the precincts. The New Usual project has been designed to (among other benefits) build a database of businesses that can be used by the BIAs for ongoing engagement and communication. For example:

1. Disseminating information
2. Sourcing information that can be shared or promoted across various mediums (traditional and digital)
3. Informing other projects from the BIAs or other project managers such as City of Newcastle, Together Not Alone, The Business Centre or similar.

**Radio campaign with 2NURFM:**

It is proposed that a partnership be initiated with community radio station 2NURFM. The station attracts an average daily audience of about 75,000 per day and is auspices by the University of Newcastle.

Its community radio format is ideally suited to promoting issues that matter to the local community.

It is proposed that a three to four-month radio component would be the impetus for the New Usual campaign.

***New Usual – showcasing business in the City of Newcastle  
And initiative of the Business Improvement Associations of  
Mayfield, Wallsend, Hamilton and Newcastle.***

It is proposed that the content for the radio component would include small, quality, bite sized pieces of information outlining the new usual business of the city. It would include how local businesses have innovated, created, partnered, or changed their usual practices to benefit their community amidst crisis. These are regular stories that reaffirm our commitment to the recovery of our region.

It is the objective of the BIAs to promote as many stories as possible and would see a project that might include:

- Advertising/sponsorship element
- Editorial component

Below is a list of example angles:

- Fab hair every 8 weeks with products instead of services at XYZ Hairdresser
- Stay beautiful with online tutorials available from ABC Beauty in Hamilton
- Café offers daily discounts on daily menu's with screenshots
- Dress store increased business due to virtual tours, easy returns and delivery options for those within 5km
- Skin care experts offer virtual consults and personalised one-on-one skincare advice

It is anticipated that a total budget for a four-month radio campaign would be \$16,000.

The following package has been proposed by radio 2NURFM and would include:

62 x 30 second ads monthly	\$4,030
20 x 30 second ads monthly	\$1,200
Weekly podcast	\$50
4 x 3 minute advertorials	

(interviews with each BIA Chair or delegate)	\$3,360
Value:	\$8,640 + gst monthly
<b>Actual cost to each BIA:</b>	<b>\$4,000 + gst monthly</b>

### **Social media and digital assets**

The radio component would also be supported with social and digital media assets.

Content created can be translated into social media files and then reshared from each member in the BIA to gain more traction. This is also a useful way to generate a data base of the New Usual stories collected to present to our partners at Council and each BIA.

Hashtags that are used on social media posts to create a sense of comradery and coherence:

- #NewUsual
- #MyBIA
- #ActLocalBuylocal
- #LocalBIAsness

### **Traditional media**

It is anticipated that the New Usual campaign will be supported by media relations beyond the partnering radio station.

Media news packs that contain small, quality, bite sized pieces of information outlining the story of how local businesses have innovated, created, partnered, or changed their usual practices to benefit their community amidst crisis. These are regular stories that reaffirm our commitment to the recovery of our region. Approximately 20 per week.

These media news packs will be sent to outlets such as Hunter Business Review, Hunter Biz, Hunter Headline, Newcastle Herald, Newcastle Weekly and NBN.

# Live Spots

## A city wide collaboration of the Business Improvement Associations

### Objectives (Phase One):

This project is developed by the Hamilton Business Association as a city-wide project 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
- Provide spaces for local musical artists by working with the music industry, to perform (and therefore providing exposure and income generation opportunities)
- Establish opportunity to collaborate further with local artists to create at least four 'live spots' in the four precincts in the first 12 months – with a view to creating additional spaces in the future. Ultimately there will be a series of permanent visual places that can be co-branded as an initiative of the BIAs of the City of Newcastle.
- 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.

Importantly, the Live Spots initiative is developed by the BIAs to facilitate collaboration, promotion and economic development of the precincts and the wider city landscape. It is inviting participation and partnerships for the outcomes of all stakeholders.

### Notes:

- This project does not include the payment of 'commercial rates' to performers. The objective is to pay a small set-up cost and facilitate a way for performers to gain exposure and generate their own income.
- The project also recognises a need to contract talent manager/s to facilitate talent and performance times

### Additional information:

Partnerships: Hamilton Business Association also worked with Atwea College to support a successful submission to CN for \$15,000 from precinct contestable funding to support Atwea College providing facilities and mechanisms for:

- Audition location, rehearsal or meeting spaces
- Mentor and performer support
- An outdoor space for performance of rehearsal

Live Spot inspirations: creating visually appealing spaces using local talent. Spaces to be considered as unique visitor experience installations and working with City of Newcastle, establishing identified spaces that are safe, have suitable infrastructure and take their place within the wider city promotional experience.



**Stakeholder terms of reference**

<b>Stakeholder</b>	<b>Role</b>	<b>Responsibility</b>
Hamilton Business Association	Project lead	Project direction including: <ul style="list-style-type: none"> <li>• Strategy</li> <li>• Promotion</li> <li>• Stakeholder management</li> </ul>
Newcastle City BIA Mayfield BIA Wallsend Town Business Association	Project partners	Strategy development assistance (as above)  Project leads in precincts <ul style="list-style-type: none"> <li>• Liaison with members</li> <li>• Promotion</li> </ul>
City of Newcastle	Civic support	Navigate Council processes including: <ul style="list-style-type: none"> <li>• Council regulations</li> <li>• Space identification and approvals for use</li> <li>• Connectivity with Council resources such as Apps, visitor economy options, economic development options etc</li> </ul>
Atwea College	Supporting partner	As per finding agreement with CN: <ul style="list-style-type: none"> <li>• Space for rehearsal – The Courtyard</li> <li>• Mentoring for busking skills</li> <li>• Equipment library</li> </ul> <p>Additionally, transitioning emerging talent that comes through the College into the Live Spot project</p>
Talent Managers	Coordination of talent	Capability framework that will include: Identification of talent pool

		Sharing of talent pool with Project lead and partners Manage talent bookings
Musicians	Talent	Performance across city wide Live Spots
UoN Conservatorium	Talent pool	Work with talent managers to place musicians into spaces
Other music industry reps	Collaborators	Inclusion and collaborate
Other stakeholders (HBC, NTG, etc)	Collaborations	Inclusion and collaborate Cross promotion

### How it works 2020 (Phase One)

1. Working party to:
  - Refine the project outcomes and objectives – which will include scoping additional resources to manage process if required.
  - Develop a detailed business plan and budget
  - Scope of work and its relationship with City of Newcastle
  - Develop an engagement plan
  - Guidelines and work flow for:
    - Attracting performers into audition process
    - Audition process and community engagement protocols
    - 'Accreditation' process and data base management
    - Work with CN to identify Live Spot locations and physical attributes
    - Local artists to create dynamic and location appropriate art that would also include a graphic element such as "Live Spot – an initiative of Business Improvement Associations and the City of Newcastle (CN Logo)" that might include:
      - Hamilton: James Street Plaza
      - Darby Street: Headphones plaza (alternatives: Laneway next to Goldberg's; in front of Community Garden
      - Wallsend: Rotunda Park
      - Newcastle CBD: The Green Terraces, Hunter Street
    - Risk analysis
  - Launch at James Street Plaza (ASAP) with local talent to help encourage performer engagement
  - Plan first live spots in each precinct as monthly events (as a starting platform)
2. Launch event to be held in James Street Plaza as quickly as possible that will feature:
  - Small gathering of key stakeholders (if appropriate to social distancing)
    - Reps of each BIA
    - CN – Lord Mayor, CEO and key reps
    - Performers and Music industry reps
    - Media
  - Media launch and announcements of details
  - Live music by seasoned professionals and unearthed young talent

3. Monthly live spots – build initiative slowly by inviting performers to participate in open mic sessions in four precincts (month about)
4. Live Spots – activate identified spots in precincts with one performer during lunch hours or Friday/Saturday evening timeslots

### **The Future**

It is envisaged that this project in additional phases post 2020 will provide:

- A data base of quality performers that can hire the live spots to perform
- A resource for 'members' of BIAs and other stakeholders to engage
- An opportunity to unearth and showcase local talent
- Collaboration opportunities – business, CN, performers, talent agencies, education and music industry

### **Communication and promotion**

The promotion of the 'Live Spots' initiative will be led by the four BIAs.

All communication and promotion will be done in partnership with City of Newcastle (and its various internal stakeholder units) and other stakeholders/audiences that include but are not limited to:

- Atwea College
- Networks from other SBR funding recipients
- Music industry
  - Talent managers
  - Performers
  - Hunter School of Performing Arts
  - University of Newcastle - Newcastle Conservatorium of Music
- Hunter Business Chamber
- NTIG

The projects will be supported by strategic communication activities that are in keeping with BIA policies and pressures and will include tools such as:

- Media relations
- Digital media
  - Video
  - Social media
- Stakeholder engagement and utilisation of third party networks
- Promotional campaign – e.g. Integration into existing channels such as visitor Apps etc
- Other actions TBD at next meeting

### **KPIs**

- Visitation – this will be dependent on social distancing restrictions in 2020 and beyond, but we anticipate:
  - Launch – up to 50 people outside
  - Monthly live spots – up to 200 people in each precinct (passing)
  - Love spots – passing audience of hundreds during peak periods
  - Add value to Newcastle visitor economy as scheduled events
  - Add value to overarching City of Newcastle event strategy (Kate Britton)

- Editorial and social media opportunities x 12 per year
  - Launch – media and key stakeholders
  - Monthly sessions
  - Ongoing live spots
- Collaboration and audience growth – cross promotion and social media expansion
  - Educators – UoN, Atwea, TAFE, YPT and others
  - City of Newcastle
  - Members of BIAs
  - NTIG, HBC and others
  - Music Industry
- Promotion – cross promotion and social media engagement
  - Opportunity to benchmark initiative
  - Award submissions for precinct and city

### Budget

The following budget is **indicative**.

Income		Expenses	
BIA funding 4 x \$10,000 per 12 month period		Project coordinator <ul style="list-style-type: none"> <li>• Develop plan</li> <li>• Action approved plan</li> <li>• Coordinate Working Party</li> <li>• Manage all events and oversee promotion and communication</li> <li>• Report</li> </ul>	
	\$40,000		\$18,000
Sponsorship (partnerships) <ul style="list-style-type: none"> <li>• Recording</li> <li>• Event/performance</li> </ul>		Live spots (physical) – should also be sources from CN contestable SBR grants in each precinct	\$20,000
SBR Grants	\$15,000	Permits and event registration	\$2,000
		Performer fees (100 x \$100)	\$10,000
		Performer liaison management	\$5,000
<b>Total</b>	<b>\$55,000</b>		<b>\$55,000</b>

### Progress:

As at 4 June 2020 a working party has been designed to include:

- Kellie Mann – Hamilton Business Association Deputy Chair and Project Designer
- Janice Musumeci – Chair of Hamilton Business Association
- Joe Relic – Newcastle City BIA Deputy Chair
- Representative of Wallsend Town Business Association (TBC)
- Representative of Mayfield BIA (TBC)
- Rowan Cox – project partner and ED of Atwea College

With the support of:

Meg Purser - BIA Coordinator

Thomas Michel and Susan Denholm – City of Newcastle

This group met formally 1 July 2020 to refine key objectives, project plan and formulate an effective work flow process.





**Proposed timeframes**

Proposed coordination meeting times:

- Wednesday 22 July (Atwea College)
- Wednesday 5 August (venue and time TBA?)
- Wednesday 19 August 9am (venue and time TBA?)

Proposed audition and mentoring times:

- Week commencing 24 August

Proposed program launch:

- Week commencing 7 September

# The Happiness Project

*Business Improvement Associations collaboration to improve happiness within the Mayfield BIA precinct*

**Throughout 2021**

## Background

Mayfield BIA identified Happiness as a key element to a successful and thriving business precinct. Partnering with *Hapzly*, the BIA hopes to create a sustained effort amongst businesses to ensure the happiness of local residents and business owners is recognised and maintained to assist in keeping residents, workers, and businesses in Mayfield.

*Hapzly* is an organisation that is focussed on connecting businesses with more customers by using happiness to boost brand trust and value. *Hapzly* recognises, supports and promotes those businesses amongst in the Mayfield precinct that are helping to make the world a better – happier – place. A positive and engaging approach to creating a happier world by cultivating better business, happier individuals and thriving communities.

With success, this project will:

- Help local businesses understand areas of improvement in employee, environment, customer and community.
- Work collaboratively with *Hapzly* and local businesses to add value to all activities that help local business.
- Increase economic growth in the Mayfield precinct

Importantly this is about providing a long term strategy for businesses within Mayfield to champion their own happiness output through their employee relations, environment, customer and community management.

## The Happiness Project Strategy

### PHASE ONE:

#### Step 1:

- Local businesses are contacted by the BIA notifying them of The Happy Business Initiative via email.
  - o The initial email is short and succinct with the benefits clearly illustrated i.e. the link between happier employees and productivity, engagement and business success etc. This introductory email will outline member businesses access to a range of events, talks, well-being workshops, awards nights, guided meditations and well-being toolkits aimed at improving their business and also building greater community.
- Mayfield BIA shares this project on their social media channels/groups.
- Article to be written for local newspapers/magazines

**Step 2:**

- 20 question survey for local businesses:
  - o When a business achieves good to excellent standards involving their 4 stakeholders (employees, environment, community and customers) they become an awarded Happy Business and gain access to the network and special features. This is about providing a simple outline or blueprint of the things we can implement into our businesses (over time) that will allow our businesses to flourish and succeed while tapping into the network effects of the community at large.

**Step 3:**

- A Hapzly team member visits the business on behalf of the BIA to meet the owners, establish the key point of contact moving forward, build trust and rapport, and provide information to ensure the best outcomes are achieved. A sticker is issued and positioned in a highly visible place at the front of the Happy Business to ensure awareness and exposure and build on-street presence in attempt to drive spending offline and into local communities.
- Photos taken for Mayfield BIA and Hapzly social media sites.
- This is featured on the Hapzly website and social media channels and sent out to member businesses via the quarterly newsletter.

**Step 4:**

- The local business who completed the survey is featured in the Hapzly newsletter upon joining the network. The newsletter includes tips and recommendations for business improvement, culture and well-being case studies, details on upcoming events, video and podcast interviews with business owners and locals (that is also promoted via social media to boost consumer engagement).
- From here, we can start to recognise the innovative and visionary businesses who are implementing happiness initiatives and put them on the shortlist to win awards for the happiest businesses in the four categories - Employees - Community - Environment - Customers - and overall. This will be promoted on social media channels, and other mediums were relevant, to highlight new businesses and key business developments and improvements. This builds greater collaboration, positive PR, and creates more incentive for business, and community, improvement. Videos, stories, and awards drive more intimate connections and actual opportunities for deeper collaboration and partnerships on future events, projects and also greater access to the best talent.

**Step 5:**

The business that completed the survey has access to on-going support with a Hapzly consultant and The Happiness Score. In the future this could be developed to automatically deliver recommendations based on their current situation and overall happiness score).

**Step 6:**

The business gains access to special events like happy festivals, talks, well-being workshops, digital guided meditations, programs, awards nights and education initiatives to develop the

relationship between business, government, local residents and visitors and create great experiences (event ideas below).

**Step 7:**

The business gains access to a dedicated Facebook (or other) Group to stimulate discussion, collaboration, and support run by Hapzly.

**PHASE TWO:****Step 8:**

Businesses can take advantage of the 'refer a happy business' initiative to create more ways to bring more happy businesses to the network and unlock discounts, access to new promotions, social media posts and invitations to events.

**Step 9:**

Loyalty programs aimed at driving spending into local businesses introduced through strategic partnerships.

**Step 10:**

Video Interviews, case studies, short snippets of business, employees, and local residents to engage from the top-down and the bottom-up. A more positive and engaging medium that can reach younger audiences and entrepreneurs.

**Step 11:**

Access to a growing number of digital well-being tools, a pool of guided meditations, talks, podcasts etc.

**Step 12:**

Yelp/TripAdvisor style review. A simple digital application where you rate a business on a scale of 0-10 upon leaving, based on how it made you feel. This takes the traditional subjective well-being rating from an individual happiness level and moves it across to business. This can deliver important metrics to business and the city.

**Step 13:**

Happy Jobs. A place where locals can apply for jobs at businesses they know actually care about their people and the world.

**Measurables**

How can we judge success and an increase in happiness:

- Number of member businesses

- Number of new initiatives they've implemented
- Employee survey via survey monkey at the start and after each quarter
- Social media presence / following / engagement
- Media features
- Number of events
- Attendance at events - both businesses and locals
- Change in sales
- Customer surveys each quarter
- Happiest Business Awards involvement and growth

This project also holds potential to expand in other ways such as:

- Talks and Panels hosted at local businesses: Featuring business owners, local artists and social entrepreneurs, thinkers, doers, discussing prominent issues and allowing greater connection and community.
- Film and Podcasts: Develop a platform to showcase local business owners and residents to drive deeper and more intimate conversations and community. Extended further by showcasing at screenings and events.
- Workshops: Mindfulness ran by Nathan Sutter - former monk - and other local experts on other modalities
- Access to the 'Happier' online course.
- Music and Art activation: Following the blueprint of a successful Sydney Writers event where local writers read their work to the backing of local musicians.
- Short-Film and Speaker Event: Following the blueprint of a release of Tarkine in Motion (Bob Brown Foundation Environmental Film) in Sydney and San Francisco with speakers and sponsorship.
- Access to a pool of short and long guided meditations for employees and business owners to use for meetings at work and at home.
- Founders Circle: a chance for innovators, entrepreneurs and creatives to come together to get support, collaborate, and mould ideas.
- Ted X speaker style series
- Regular online workshops/webinars to learn simple skills in mindfulness, EI and happiness etc.
- Digital Program: The well-being application being developed and made available to all business' owners and local residents.
- The Happiness Score: Developed and ready for all members to identify opportunities and create a stronger framework for a holistic happy business.

## Pricing

Allocated budget for this project is currently \$8,200 split between promotion and beautification elements.

# Business Beat

## **A partnership between the BIAs of the City of Newcastle and Police Local Area Command**

### **Background**

Recognising that the 'former' Coffee with a Cop activity within Newcastle Business precincts (Mayfield, Hamilton, Wallsend and Newcastle) by NSW Police Local Area Command are not be appropriate under current public health orders, the BIAs propose a new initiative called 'Business Beat'.

### **Purpose**

- Demonstrate working relationship between the BIAs and a key stakeholder group
- Show support of local police by business
- Opportunity for Police to talk about local policing issues (inform, educate, connect, visibility)
- PR and profile building for BIAs and Police.

### **Approach**

Delegations of a number (perhaps two or three) of uniformed police meet in each precinct with the following approach:

- BIA Board members (two from each precinct) meet with police (two) personnel
- Visit and say hello to business... have a chat with people in the street,...
- Capture video and develop social posts while also liaising with local media (in collaboration with Police) to attract positive media coverage of the partnership.

### **Logistics:**

#### **Contacts:**

##### Police

- Gerard Lawson, Newcastle City Police District Assistant Superintendent 0435 616 393

##### BIAs

- Meg Purse, BIA Coordinator 0412229439
- Kate Ellis, Project Lead and Director of Hamilton Business Association 0412 593 768
- Precinct Leads
  - Warren Pulbrook, Mayfield BIA Chair
  - Tiffanie Tyson, Chair Wallsend Town Business Association
  - ..... ,Newcastle City BIA

### **Timing**

The following is draft only:

<b>Precinct</b>	<b>Date</b> <i>10.30 am each day</i>	<b>Date</b>
Hamilton	Thursday 1 October	Wednesday 3 February
Mayfield	Tuesday 27 October	Wednesday 3 March
Wallsend	Wednesday 18 November	Wednesday 31 March



Newcastle Darby Street West end East End Civic	Wednesday 9 December Thursday 21 January	Wednesday 21 April Wednesday 5 May
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