

2021-
2022

Mayfield – Acquittal Report



MAYFIELD HAS MORE

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JM Consultancy Services
2021-2022



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. 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.

In accordance's 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 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.

Social Media

In November 2021, Mayfield BIA put out Expressions of Interest for a Social Media Manager and Slice Wireless were successful. Since then, they have used existing and new social media platforms to engage with, educate and promote Mayfield businesses, projects, and initiatives. Cleverly, the BIA chose to merge their new Facebook page with an existing page Mayfield 2304 the previous BIA set up). This has raised their profile and given them an instant warm audience.



Projects & Events

Community Activations

The BIA put out Expressions of Interest for an event organiser to manage a large community activation. Hunter Events Group were successful and arranged the first annual May(field) Day at Webb Park in May. This event was very well received with around 1500 in attendance. It is the Boards intention to make this an annual event for the precinct.

Promotion

It was the Boards priority this year to grow the public's awareness and improve perceptions of Mayfield through regular promotional campaigns. The Board chose several ways to promote Mayfield.

- Newcastle Food Month Booklet promotion highlighting some of the best eateries in the precinct to a broader audience
- HunterHunter paid advertorials; The Cafes of Mayfield (total reach 36,776) & Mayfield's Retail Scene (total reach 34,861) Mayfield Nightlife (total reach 41,853)
- Promotional Videos were produced highlighting small businesses in the precinct and shared on the BIAs FB page. The videos have been a great advertorial tool for the businesses to then use in their own promotional campaigns and hence raising awareness of the BIA.

Social Media

The BIA engaged a social media expert after outing our Expressions of Interest in November. Cleverly the Board managed to take over the FB page This is Mayfield 2304 from a previous Board member. Since then that page has grown 35% with an additional 926 followers. The Board also endorsed a local social media giveaway competition, purchasing gift vouchers from local businesses. Promoting them on their socials and drawing better engagement and awareness of the BIA with both business and the wider community.

Street Art & Clean Streets

Mayfield BIA engaged several mural artists to quote on specific sites in the precinct for beautification purposes and to help prevent graffiti. They have worked with Shannon Bellamy, Bec Murray, Alexa Stuart Art and Up&Up this year.

The BIA have also partnered 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.

Progress posts of both projects have been very well received by the community on social media. The BIA have engaged with many businesses interested in having a mural to help beautify the precinct and avoid graffiti vandalism. These projects are ongoing.

The BIA also had several unsightly planters removed along Maitland Road.



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Lighting

Whilst it was the BIAs plan to light up Mayfield this was soon paused as Sarah Horan and CN announced the Local Centre Upgrade. However, the BIA did have a third-party provider to conduct a Safety Audit of the precinct with the results passed onto Sarah Horan and her team for future consideration.

The Happiness Initiative

The Happy Business Initiative was focused on giving small businesses more resources, and ideas, to easily improve their business and improve how they interact with their employees, the environment, the community, and customers. The launch of The Happiness Initiative was rather unhappily impaired by Covid. Whilst the launch received good media attention for the precinct the project fell short of expectations.

LIVE SPOTS – City Wide Initiative

This project was developed by the Hamilton Business Association as a city-wide initiative 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.

The project provides spaces for local musical artists by working with the music industry, to perform (and therefore providing exposure and income generation opportunities). Also, 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.

Whilst this project has been delayed due to covid it is now ready to flourish and Mayfield BIA have been successful in engaging local small cafes via an Expression of Interest on social media to hold a Live Spots performance in situ every Saturday with experienced artists performing. Participating business owners have been delighted with the result. This is an ongoing project.



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Annual General Meeting

The Mayfield Business Improvement Association's General Meeting (AGM) was held on 15 February 2022, at the Stag and Hunter Hotel in Mayfield.

The AGM was coordinated by JM Consultancy Services. Four members of the public also attended the AGM as well as Thomas Michel & Sarah Horan who representative City of Newcastle and CI Meares, Newcastle Police as a guest speaker.

Three of the previous board members were elected plus 5 new board members. This is an excellent improvement in numbers allowing the Board to move forward with confidence of quorum to make decisions at monthly Board meetings.

Members and Their Roles

| Role | Name | Business |
|-----------------------|------------------|-----------------------------|
| Chair | Chris Arnold | Arnold Property |
| Vice Chair | Warren Pullbrook | Brook Motors |
| Treasurer | Warren Pullbrook | Brook Motors |
| Public Officer | Chris Arnold | Arnold Property |
| Secretary | Tony Sansom | Community Member |
| Ordinary Board Member | Kath Teagle | Mayfield Medical Connection |
| Ordinary Board Member | Amy Baldwin | Side pocket Espresso |
| Ordinary Board Member | Brett Hyham | Mex Club |
| Community Member | Reece Hignell | Cakeboi |
| Community Member | Craig Robinson | University of Newcastle |



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Financial Report as at 21/06/2022

Expenditure Summary 2021/2022

| Category | Deliverables Plan Budget | Actual |
|----------------------|--------------------------|--------------|
| Beautification | \$70,000.00 | 35,502.00 |
| Promotion | \$15,000.00 | 39,367.90 |
| Economic Development | \$10,900.00 | 30,293.00 |
| Governance | \$4,100.00 | 6,535.82 |
| Bank Fees | \$0.00 | 32.49 |
| BAS | \$10,000.00 | |
| TOTAL | \$110,000.00 | \$111,731.21 |

Opening Balance 01/07/21 \$96,214.07

Credits Received \$12,522.15 CN + ATO BAS CREDIT \$2504.00 + Mex Club \$500 = \$15,526.14

Sub Total \$111,740.21

Less Expenses \$111,731.21

At bank \$ 9.00

Expenditure Breakdown 2021/2022

| | |
|----------------------------------|--|
| Beautification \$35,502.00 | Pressure Cleaning \$9,752.00 Murals \$18,750.00 Removal of Planters \$1,500.00 Safety Audit \$5,500.00 |
| Promotion \$39,367.90 | Social Media \$12,789.10 Newcastle Food Month \$2,200.00 Logo Design \$302.50 Mayfield Day Banner \$300.00 Straightline Media Video Production \$7,700.00 Hunter Coastal Lifestyle 2022 Campaign \$10,651.30 Live Spots \$5,425.00 |
| Economic Development \$30,293.00 | Hapzly Project \$6,000.00 Hunter Events Group Mayfield Day \$21,274.00 Slice Wireless Social Media Comp. \$1,424.00 HunterHunter \$1,595.00 |
| Governance \$6,535.82 | BAS ATO \$422 Accounting \$1,650.00 Association Fees \$218.95 Insurances \$4,224.87 |
| Bank Fees \$32.49 | CommBiz Fees \$32.49 |

Approved Chris Arnold (Chair / Treasurer)