



WALLSEND - SINCE 1874
AWABAKAL COUNTRY

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STRATEGIC DELIVERABLES PLAN OVERVIEW

2023 - 2024

BUSINESS IMPROVEMENT ASSOCIATION
WALLSEND PRECINCT

ABN 87421344002
INC ID 9895536

INTRODUCTION



The Wallsend Town Business Association (WTBA) is an independent association that was created to add value to the business community by advocating and supporting initiatives that enhance the role of business in Wallsend.

WTBA is actively engaged in advocating for business and works closely with the City of Newcastle, political members of the electoral area of Newcastle and any number of stakeholders.

This is part of the Association's commitment to being a proactive and independent organisation that can promote business, actively encouraging greater investment in the area, while also contributing to the ambience and audience appreciation of the precinct. The WTBA Board is represented as below:

Chair and Public Officer: *Wayne Roberts* of Iona on Robert.

Vice Chair: *Julie Pike* of La Petite Hair Salon.

Treasurer and Secretary: *Linda Pinkerton* of Spellbound Botanics.

Ordinary Member: *Pauline Sellars* of the Samaritans.

Ordinary Member: *Rhonda Drivas* of Wallsend Village.

Ordinary Member: *Nathan King* of Divalinas.

Community Member: *Bianca Bartlett*.

ABOUT THE SBR IN THE WALLSEND PRECINCT



Special Business Rates (SBR) are collected from businesses in Wallsend and are reserved exclusively for the promotion, beautification and economic development of these business precincts. Annual funding is also available for the most creative and innovative project proposals is distributed through a competitive application process.

The WTBA precinct includes Wallsend Village shopping centre, Wallsend District Library, CBD with op shops, real estate, gyms, lifestyle stores, and varied service industries. Wallsend hosts five local schools including two private schools and three public schools encompassing kindergarten to year 12. Wallsend comprises both new residential estates and more established communities, rural areas in the west, and some commercial and industrial areas.

The WTBA 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. There are 123 contributors to the SBR Levy in Wallsend.

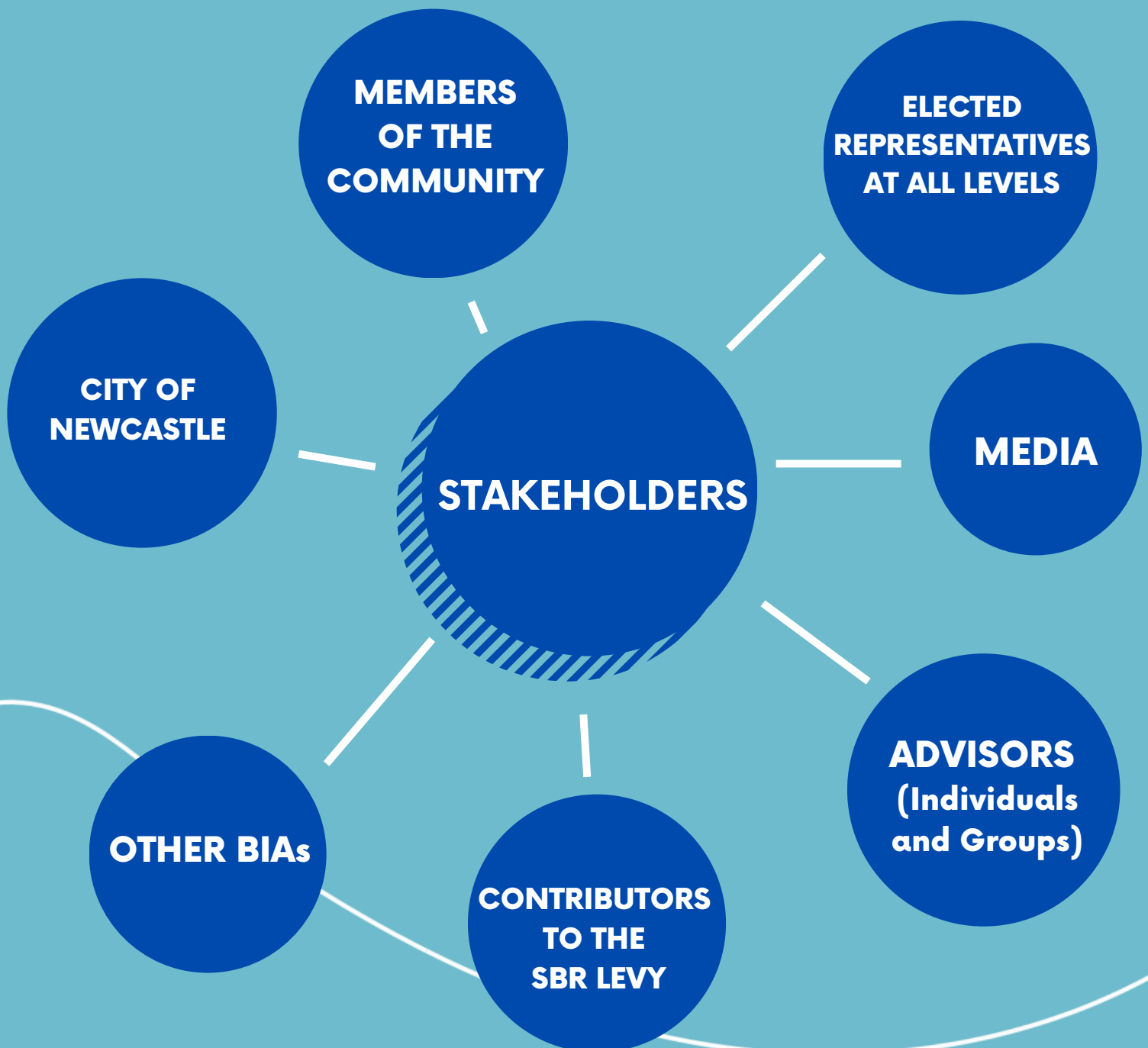


STAKEHOLDERS

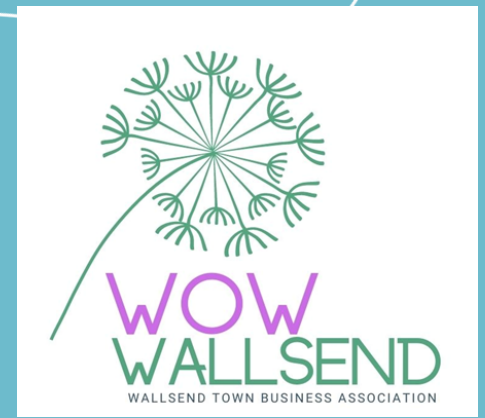


The WTBA understands that it is part of a diverse community and considers the following key and general groups (in no particular order) as audiences that will inform, engage and/or communicate with, to deliver activities, initiatives and plans in its objectives to support business in the Wallsend precinct.

The following is an overview of stakeholders – it is not a complete stakeholder map and serves only to understand the wider stakeholder landscape.



VISION MISSION GOALS



VISION

The Wallsend Town Business Association's vision is to work in collaboration for the benefit of the Wallsend precinct to:

- Enable economic diversity and growth.
- Support business endeavours locally and across the wider City of Newcastle.
- Promote the precinct and its place within the City of Newcastle.
- Create a beautiful and welcoming place for people to work, visit and live.

MISSION

The Wallsend Town Business Association is currently guided by a common purpose or a mission to:

- Operate in a professional and respectful manner and in accordance with all governance and compliance guidelines.
- Effectively communicate with all members, stakeholders, the City of Newcastle and other stakeholders for the benefit of promotional, beautification and economic outcomes for the precinct.

GOALS

The Wallsend Town Business Association will work as a cohesive and progressive group of professional people who will collaborate, inform and progress the best interests of business in the Wallsend precinct.

It is the objective of WTBA to promote the Wallsend Precinct and will do this in the following way:

- To promote the development, beautification and advancement of the commercial interests of businesses within the WTBA precinct through a coordinated and structured promotion, advocacy and planning program.
- To administer funds provided to WTBA by the City of Newcastle for the purposes for which the Special Rate is levied and from time to time, ensure that any other income, funding or grants received by WTBA, deliver services, programs and outcomes that add value to the precinct
- To act responsibly and compliantly and with the best interests of its members and stakeholders as key priorities.
- To do all things as are, or may be incidental to, or conducive to, the attainment of these objects.

KEY STRATEGIC DELIVERABLES



The following table outlines key operational actions designed to achieve the WTBA's objectives.

The key business deliverables of Wallsend Town Business Association for the 12-month period 2023 to 2024 will utilise the allocated funds and partnerships to deliver visitor experiences, business activations, collaboration, capacity building, promotion and advocacy of our precinct, support employment and beautify Wallsend. In addition to the following, it is important to note the WTBA have committed to engaging an external independent provider to conduct an options study for a Winter event in Wallsend to attract visitors and support businesses in 2024. This study is to be paid for with funds from the WTBA 2022/2023 allocation and the report presented to CN no later than July 2023.

Strategic Deliverables Budget 2023 – 2024

\$100,000.00

Beautification - \$29 000

- Green Street Program Maintenance Budget - \$4 000
- Large Mural - \$25 000

Promotion - \$20 000

- Digital Asset Management (social media, monthly edm, website content) - \$20 000

Economic Development - \$46 000

- Sponsorship Opportunities for Wallsend 150th - \$20 000
- Business Banter - \$7 000
- Christmas Festival - \$19 000

Governance - \$5 000

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

NON FINANCIAL KPI'S

- Increase number of WTBA Directors
- Ward Four Councillors to be provided a minimum of one week notice for Board Meetings

KEY STRATEGIC DELIVERABLES



GOVERNANCE AND COMPLIANCE

INSURANCES

Timing: Annually

Budget: \$3 000

Details:

- Public Liability.
- Association Liability.
- Voluntary Workers Liability.

KPI's

- All of the above are a service requirement of Service Agreement with CN.

ASSOCIATION FEES

Timing: Annually

Budget: \$100

Details:

- Submission of A12-T2 Form.

KPI's

- Governance for Associations in accordance with Department of Fair Trading.

PROFESSIONAL FEES

Timing: Annually

Budget: \$1900

Details:

- Quarterly BAS; and
- EOFY Summary prepared for AGM.

KPI's

- Governance for Association's AGM and comply with all aspects of ATO requirements.

TOTAL = \$5 000

KEY STRATEGIC DELIVERABLES



ECONOMIC DEVELOPMENT

OPEN TO SPONSORSHIP OPPORTUNITIES FOR WALLSEND 150TH

Timing: Ongoing

Budget: \$20 000

Details:

- Collaborate with SBR Contestable funded applicants and liaise with local businesses / community groups to provide activations to improve visitation to the Wallsend precinct during 2024 (150th year as a municipality).
- Promoted via database and social media with a BIA Funding Application form for applicants which is then presented to Board at monthly meetings. Terms and conditions will apply.

KPI's

- Promotes visitation to the precinct by locals and visitors from outside the precinct therefore assisting local businesses.
- Minimum of four events or activities supported throughout the year.

BUSINESS BANTER

Timing: Quarterly

Budget: \$7 000

Details:

- 4 events.
- 20 local business people at each dinner
- Food + beverage \$725 (1 welcome drink on arrival per guest).
- Event Coordination \$1600 includes MC, bump in and bump out, booking and set up of venue, invitations via database, arranging local business person as guest speaker.

KPI's

- Host four small business dinners quarterly.
- Improved engagement with local small businesses leading to new Board members and good attendance at AGM. Goal Board members 9 (current 7).
- Collect feedback from local business owners attending the event to assist direction for WTBA.

CHRISTMAS FESTIVAL - COMMUNITY EVENT

Timing: December

Budget: \$19 000

Details:

- Christmas Festival in Wallsend to commence Dec 1 – 24
- Santa, Christmas lighting display at rotunda, street performers
- Social media competition with 12 giveaways for the 12 days of Christmas

KPI's

- Visual enhancement of precinct at rotunda
- Increase visitation to the precinct
- Measure community engagement via social media and competition
- Collect feedback from businesses.

TOTAL = \$46 000

KEY STRATEGIC DELIVERABLES



PROMOTION

DIGITAL ASSET MANAGEMENT

Timing: Weekly - Monthly

Budget: \$20 000

Details: Social Media

- Management of established Facebook and Instagram pages WOW Wallsend.
- Used to communicate with the local community and businesses.
- Used to promote local businesses to local and wider community to increase visitation.
- Use of paid promotional advertising for events.

KPI's

- Goal of 200 posts per year.
- Increase following by minimum 20%. Currently Facebook has 6000 followers and Instagram has 737.

Details: EDM

- Digital newsletter sent to membership database total 105 (total number paying SBR Levy is 123).
- Engaging members regularly with relevant local information & updates on SBR expenditure including upcoming community events.

KPI's

- One EDM per month.
- Build database by minimum 10%.

Details: Website

- Create and upload relevant content to WOW Wallsend website.
- Cost includes web hosting of \$420 annually.

KPI's

- EDM archived on website.
- Visitation to website tracked.

TOTAL = \$20 000

KEY STRATEGIC DELIVERABLES



BEAUTIFICATION

GREEN STREET PROGRAM

Timing: Quarterly

Budget: \$4 000

Details:

- Continued maintenance of mosaic planters along Nelson Street
- Regular maintenance of street nibs along Nelson Street

KPI's

- Maintaining inviting green spaces along the main street to improve visitor experience.

LARGE MURAL

Timing: April – June 2024

Budget: \$25 000

Details:

- A largescale mural on the wall of building located on the corner of Harris St and Boscawen St. The owner has given verbal permission and in writing is pending.
- Curator, Katerina Skoumbas who will seek expressions of interest from local artists with final design to go to PARG for approval. This will be completed and promoted as part of the Wallsend 150th celebrations, leaving a legacy for future generations to enjoy.

KPI's

- One large scale mural to be completed by June 2024
- Multiple media coverage for the precinct to assist with visitation.

TOTAL = \$29 000



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