



**MAYFIELD HAS MORE**



# **STRATEGIC DELIVERABLES PLAN**

## **OVERVIEW**

**2022 - 2023**

**BUSINESS IMPROVEMENT ASSOCIATION  
MAYFIELD PRECINCT**

**ABN 55634039506  
INC ID 1901583**

# INTRODUCTION

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Mayfield BIA was established as an independent business association in December 2019 to represent the interests of businesses within the Mayfield precinct. It also aimed to provide a pathway for professional communication with the City of Newcastle including key stakeholders and the Business Improvement Associations across the city.

These pathways of communication aim to enable the effective dissemination of 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. The Mayfield BIA Board is represented as below:

**Chair:** *Chris Arnold* of Arnold Property.

**Vice Chair:** *Warren Pulbrook* of Brook Motors.

**Treasurer:** *Warren Pulbrook* of Brook Motors.

**Secretary:** *Tony Sansom* of the Community.

**Public Officer:** *Chris Arnold* of Arnold Property.

**Ordinary Member:** *Kath Teagle* of Mayfield Medical Connection.

**Ordinary Member:** *Brett Hyham* of Mayfield MEX.

**Ordinary Member:** *Amy Baldwin* of Sidepocket Espresso.

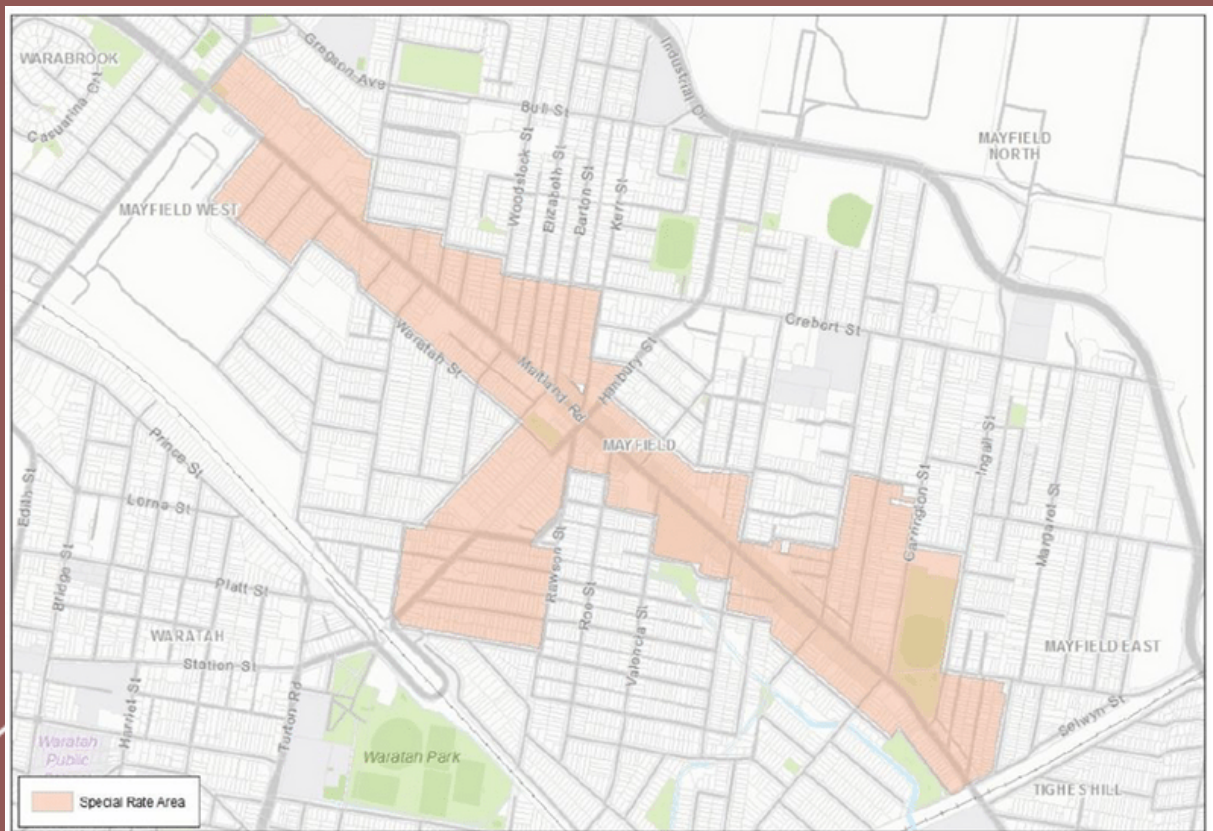
**Community Member:** *Craig Robinson*.

# ABOUT THE SBR IN THE MAYFIELD PRECINCT

Special Business Rates (SBR) are collected from businesses in Mayfield and are reserved exclusively for the promotion, beautification and economic development of these business precincts.

According to City of Newcastle data there is 168 commercial premises that pay a Special Business Rate levy as part of their annual rates. The BIA understands that in Mayfield, 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.

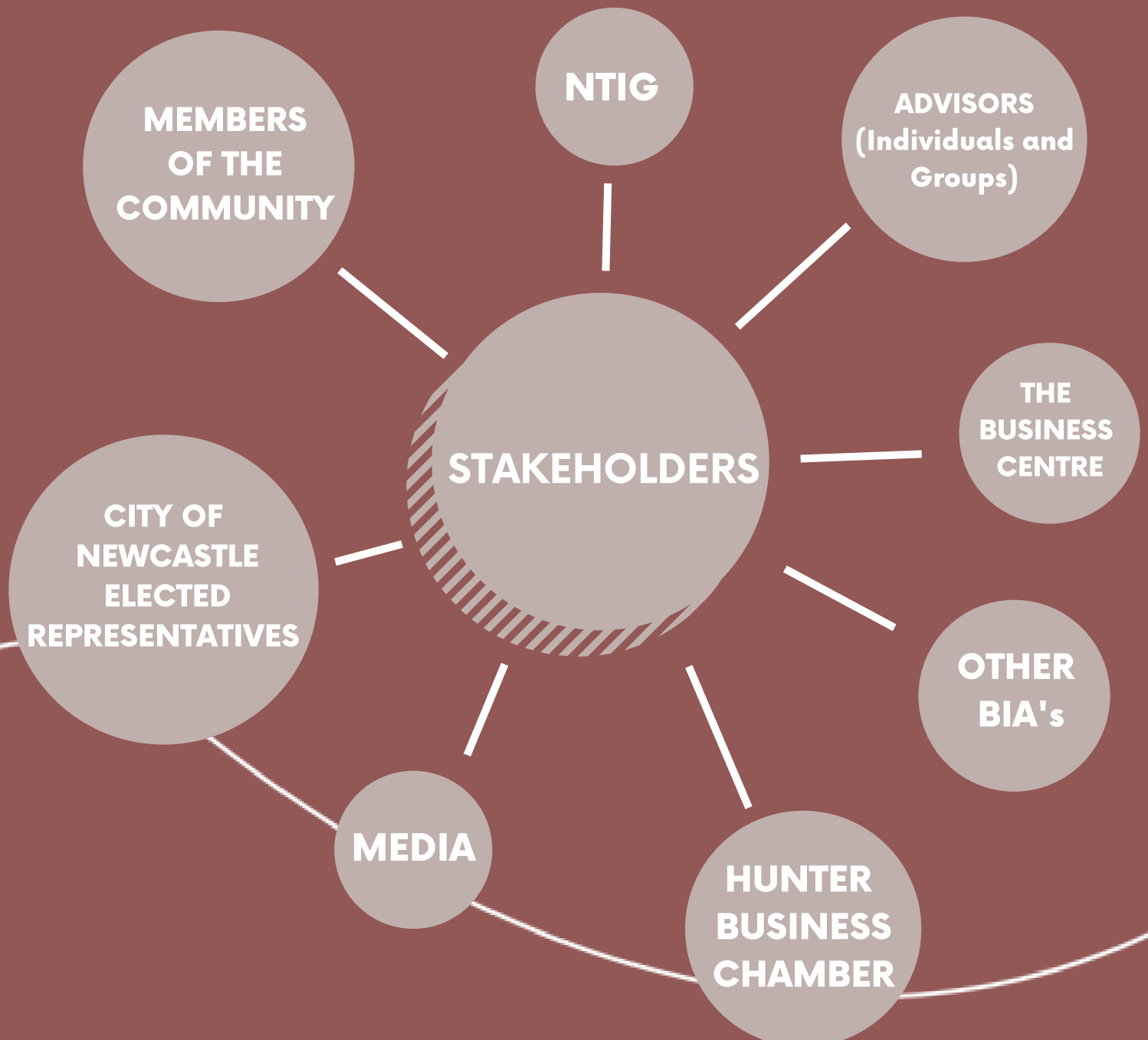
The Mayfield BIA precinct covers the area highlighted in the map below and includes 'members' who are classified as the people who pay the City of Newcastle SBR levy as part of the rates attracted by commercial property owners of those people/organisations that either directly or inclusively pay the levy through rental or outgoings.



# STAKEHOLDERS

The Mayfield BIA considers itself an integral part of a diverse community and acknowledges the following key and general groups as audiences that will inform, engage and/or communicate with, to deliver activities, initiatives and plans in its objectives to support business in the Newcastle City precinct.

The following is an overview and analysis of stakeholders but highlights the key audience segments that it sees most important in the next 12 months.



# VISION MISSION GOALS

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## 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 agreement with the City of Newcastle, Mayfield BIA will work as a cohesive and progressive group of professional people who will collaborate, inform and progress the best interests of business in the Mayfield precinct. It 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.

## GOALS

- Work closely with City of Newcastle to identify opportunity and challenges and to develop solutions for these.
- Engage businesses within the precinct to help inform planning and activation.
- Be advised and informed by people and organisations that can add value to solutions and opportunities.
- Be discerning with its budget and use it in a way that provides the best possible results over the full funding period.

# KEY STRATEGIC DELIVERABLES

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

Budget overview has been recorded in four key areas of BIA expenditure; Governance, Promotion, Beautification and Economic Development.

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

## **Strategic Deliverables Budget 2022 – 2023**

**\$100,000.00**

### **Beautification - \$30,000**

- Murals / Street Art - \$30,000

### **Promotion - \$30,000**

- Live Spots In Venue - \$12,000
- Social Media - \$18,000

### **Economic Development - \$35,000**

- Community Event \$20,000
- School Holidays Events – \$15,000

### **Governance - \$5,000**

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

# KEY STRATEGIC DELIVERABLES

## GOVERNANCE AND COMPLIANCE

### INSURANCES

**Timing:** Annually

**Budget:** \$4 000.00

**Details:**

- Public and Products Liability
- Association Liability
- Voluntary Workers Liability

**KPI's**

- Hold no less than 10 meetings annually.
- Invite Council representatives to meetings where appropriate.
- Engage with elected local Councillors.
- Maintain insurances

### ASSOCIATION FEES

**Timing:** Annually

**Budget:** \$100.00

**Details:**

- Submission of A12-T2 Form

**KPI's**

- Governance required by Department of Fair Trading

### PROFESSIONAL FEES

**Timing:** Annually

**Budget:** \$900.00

**Details:**

- Quarterly BAS and EOFY Summary as required by Dept of Fair Trading after AGM

**KPI's**

- Governance required by ATO & Dept of Fair Trading.
- Comply with all aspects of ATO requirements.

**TOTAL = \$5 000.00**

# KEY STRATEGIC DELIVERABLES

## ECONOMIC DEVELOPMENT

### COMMUNITY EVENT

**Timing:** Annually in May

**Budget:** \$20 000.00

**Details:**

- May(field)Day: Celebrating all things Mayfield with market stalls and entertainment. in Webb Park.
- Retail and Food stalls to be given to local businesses as priority.
- Roving entertainment and Live Spots performers.

**KPI's**

- Highlight awareness of retail and food offerings on the precinct.
- Local visitation as well as opportunity to bring visitors from outside the area both local and tourists as this day grows in popularity.
- Paid social media posts to boost the local economy and raise awareness of businesses in the precinct.

### SCHOOL HOLIDAYS EVENTS

**Timing:** Quarterly (school holiday events)

**Budget:** \$15 000.00

**Details:**

- A series of small activations / workshops in the precinct during school holidays.
- The Association will collaborate with a local supplier/s to create such events as treasure hunts, workshops suitable for kids in situ in businesses, sports activations in local parks.

**KPI's**

- Draw visitation of families into the precinct during school holidays.
- Media and social media campaigns for each event to promote the precinct.

**TOTAL = \$35 000.00**



# KEY STRATEGIC DELIVERABLES

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## PROMOTION

### LIVE SPOTS

**Timing:** Over 48 Weeks

**Budget:** \$12 000.00

**Details:**

- Supporting local experienced musicians and small businesses with in venue performances.
- Bringing live music in venue on Saturdays 10am – 12pm over 48 weeks.
- Rotating performances weekly between several agreed suitable business locations.
- Promoting the business on socials as a draw card to the area to improve visitation on Saturdays.

**KPI's**

- Engage with local businesses to host performances.
- Improve business activity and visitation to the area on Saturdays.
- Highlight business offering to the greater community via socials.
- Social media posts boosted to raise awareness of precinct and business offering.

### SOCIAL MEDIA MANAGEMENT

**Timing:** Monthly

**Budget:** \$18 000.00

**Details:**

- Established a Facebook page with 3600 followers alongside an Instagram page with 450 followers and continually growing.
- Used to communicate with the community and businesses.
- Used to promote local businesses to the local and wider community to increase visitation to Wallsend precinct.
- Use paid promotional advertising to promote the precinct on social media.

**KPI's**

- Facebook increased from 2680 followers in November 2021 to 3609 followers in May 2022.
- Consistent increased engagement and followers
- A goal of 200 posts per year to promote local businesses and the precinct highlighting business, history, people, and culture of the area.
- Promote local events to community.

**TOTAL = \$30 000.00**

# KEY STRATEGIC DELIVERABLES

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## BEAUTIFICATION

### MURALS / STREET ART

Timing: Ongoing

Budget: \$30 000.00

#### Details:

- Collaboration with local artists to bring Mayfield to life with the colour of Mural Art. Including a Mural Art Festival with artists completing their painting over a full weekend day with live music and live video feeds on socials. Hunter Events Group will assist to manage this project. Experienced Mural Artists will mentor emerging artists over the course of this project. Other local artists will also be completing murals in the area. BIA will approach local hospitality businesses to have a breakfast and lunch offer and create a map for a walking trail.

#### KPI's

- Increased visitation to the precinct
- Decrease in graffiti in the precinct
- Deliver up to 6 murals (spaces pending approval) by the end of June 2023.

**TOTAL = \$30 000.00**





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