



# MAYFIELD HAS MORE

for members

Membership 2016/17

## Join the Mayfield Business Association

It's so easy to join your Association!

To join, or for more information about joining, please simply visit our website [www.mayfieldhasmore.com.au](http://www.mayfieldhasmore.com.au) and click Business Chamber on the main menu.

There you will find information about the Mayfield Business Association and the elected Board members. You can also apply for membership & pay easily and quickly online.

Membership fees are due annually, and apply for 1 year from the date joined.

*Membership Fees for the 2016/17 year are as follows:*

\$108 - Business Membership

\$88 – Association Membership – Not For Profit Groups & retired members

Membership is fast and easy – You will be joining a proactive, supportive and fun group of like-minded business peers, as well as contributing to the improvement and success of the Mayfield business area as a whole.

If you have questions about your membership or benefits, please don't hesitate to contact us by:

- send our Coordinator Rita an e-mail to [info@mayfield.asn.au](mailto:info@mayfield.asn.au)
- find us on Facebook – [www.facebook.com/mayfield2304](http://www.facebook.com/mayfield2304)

**We look forward to you joining us soon!**



**Mayfield**  
Business Association

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## Member Benefits

Full page listing on the Mayfield Business Association website	✓
Automatic full inclusion in targeted MBA marketing and promotion materials	✓
Opportunity to join the representative Board, and represent the voice of business in the local area	✓
<b>Your membership with Mayfield Business Association entitles you to Alliance Membership with the Hunter Business Chamber offering you the following benefits:</b>	
Full Hunter Business Chamber Membership at a discounted rate	✓
HBC Business Hotline support	✓
Free listing in the HBC Member Directory	✓
Receiving the E-News email newsletter to keep up to date on a range of business topics	✓
Receive the HBC Business Magazine quarterly	✓
“Ask Us How” HBC Business Guides (limited version)	✓
HBC Business Legal Toolkit (limited version)	✓
Free Business Vitality Express Check	✓
Business tips and support information (in local area)	✓
Free trials to WorkPlace Info and WorkPlace OHS	✓
Local Chamber Member rates on a range of products and services	✓
3 calls per annum to the HBC Workplace IR Advice Hotline	✓
Local Chamber member rates on HBC Events	✓



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## - About Your Association -

### We are a Member Based Business Group

The Association is the voice of the Mayfield business community and aims to provide a unique level of engagement for the local businesses and communities of the Mayfield district.

Our Board is dedicated to ensuring that the Mayfield Business Association is a platform for businesses and communities alike, a meeting point that supports and helps to develop business and community throughout the Newcastle Suburbs.

#### How Do We Do It?

Independent of any level of Government, Mayfield Business Association is self funded, primarily through your membership fees that are topped up by a range of sponsorships. We enjoy the support of a range of invaluable partner organisations that assist by delivering products and services in their particular area of expertise.

#### Who We Are

The Mayfield Business Association prides itself in being the premier business support and networking organisation in Newcastle. A not-for-profit organisation, run by its members, the Mayfield Business Association is the heart of Maitland Rd & Hanbury Street Mayfield.

#### What We Aim to Do

- Support and stimulate business and employment.
- Attract new businesses and increase the diversity of business in the local area.
- Provide a platform for business networking, information dissemination and ideas exchange.
- Identify and encourage business best practice models.
- Encourage and promote tourism.
- Develop economic, cultural, social and recreational resources for the benefit of the whole community.
- Encourage responsible development that will complement and improve the local amenity.
- Foster community based festivals and events.
- Achieve a harmonious balance between the needs of residents and businesses.
- Identify and represent the views of our members.
- Facilitate events and functions to encourage positive business relations.



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## During 2016, memberships and participation has helped the Association:

- Address Council-removed parking spaces on Maitland Rd and lobby for an impact review
- Employ a caretaker to look after, water and clean the nearly 100 potted plants along Hanbury Street and Maitland Road.
- Replaced 20 x planter pots in an ongoing planter replacement program.
- Pro actively kept members informed about the progress of the Coles DA on Maitland Rd.
- Offered FREE graffiti removal to all our member businesses via the Rotary Club Newcastle Enterprise/MBA graffiti removal service established in 2013.
- To date we have removed graffiti from over 300 Mayfield businesses and properties through the Rotary/MBA Graffiti Removal Service
- Maintained the Safe Street lighting in areas of Maitland Road & paid for the power to run this lighting program
- Run free social media information sessions for members
- Created an online Business and Community directory listing free to all 2304 businesses
- Hold regular free networking functions for members to meet and share information and vision for the business future of Mayfield
- Offered Hunter Business Chamber member benefits to MBA members as a part of their MBA membership. This offer was made available to MBA members via an Alliance partnership with the Hunter Business Chamber brokered by the MBA.
- Actively pursued council to upgrade the faulty and shabby play equipment in Webb Park.
- Coordinated with Newcastle City Council to make Maitland Rd Mayfield an Alcohol Free Zone (extended from current CBD area)
- Invited the Newcastle Local Area Command, Newcastle City Council Safety Coordinator & other guest speakers to conduct a safety/crime prevention workshop in conjunction with a MAD Networking event
- Applied for and secured a \$5,000 community assistance grant via Newcastle City Council for the 2016 Meeting Mayfield project



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## So how will your business benefit in 2016/17?

### Some of the projects we have planned for 2016/17 include:

- Maintain 80+ plants and replace another 20 planter pots along the business centre
- Launch the Mayfield Trees community involvement project
- Activate social spaces in the business district working with local businesses to bring art and colour to the mainstreet
- Work with Newcastle University & Newcastle City Council to bring a Better Blocks community activation event to the precinct centre.
- Continue the free-for-members graffiti removal program
- Keep members and friends informed about Mayfield news via email and social media
- Hold 2 x workshops on topics that you as small business people want to learn more about
- Increase lighting on the street to deter crime and increase safety
- Work with members to create more business to business opportunities
- Hold 6 networking events in local businesses to share what we do with each other.
- Continue our Alliance with the Hunter Business Chamber which gives MBA members many of the benefits of an HBC membership. This is amazing value; we offer HBC Alliance Partnerships free to our members!
- Update and improve the online business directory [www.mayfieldhasmore.com.au](http://www.mayfieldhasmore.com.au) – increasing the online presence of Mayfield member businesses; this will bring new business to our area.
- Launch the Meeting Mayfield project which provides for 30 member businesses, a completely free 30 second mini-commercial. These commercials are professionally shot and produced, and will be distributed via social media throughout 2016/17.
- Continued advocacy on behalf of the precinct
- Apply for further grant funding to for continued improvements and beautification of the shopping district
- Assist members in improving their own sales and promotional events for the mutual benefit of Mayfield.
- Continue with the marketing improvement and profile of Mayfield via print & social media.
- Provide the mechanism for business to interact to realise the power of networking within the local business community.

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## Meet Your Board



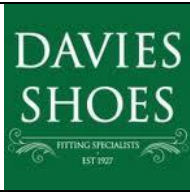










The volunteers of our Board are dedicated to ensuring that the Mayfield Business Association is a platform for businesses and communities; a meeting point that supports and helps to develop business and community throughout the Newcastle Suburbs.

Chairperson				
Ian	Cowling	France Family Funerals		
Public Officer				
Garry	Roberts	Abercrombie Corporate Uniforms		
Secretary				
Kath	Teagle	Mayfield Medical Connection		
Treasurer				
Stephen	Manning	The Mutual Building Society		



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Board Members				
Ralph	Ryder	BP Service Centre		
Ivor	Davies	Davies Shoes Fitting Specialists		
Julia	Brougham	Rotary Club of Newcastle Enterprise		
Ruth	Ryder	BP Service Centre		
Aaron	Hogg	The Stag & Hunter Hotel		
Faith	Eeson	FOCCAILE Safety Management		
Coordinator				
Rita	Dixon	Mayfield Business Association		



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*“None of this is possible without the support of our proactive, passionate business community in Mayfield.”*

Ian Cowling, President  
Mayfield Business Association

If you have questions about your membership or benefits, please don't hesitate to contact us by:

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- ✦ find us on Facebook – [www.facebook.com/mayfield2304](http://www.facebook.com/mayfield2304)