

Business & Economic Development Committee Agenda & Reports

2 November 2021

Our Vision

*A City which values its heritage, cultural diversity,
sense of place and natural environment.*

*A progressive City which is prosperous, sustainable
and socially cohesive, with a strong community spirit.*

City of Norwood Payneham & St Peters
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City of
Norwood
Payneham
& St Peters

29 October 2021

To all Members of the Business & Economic Development Committee

Committee Members

- Mayor Robert Bria (Presiding Member)
- Cr Carlo Dottore
- Cr Scott Sims
- Cr Garry Knoblauch
- Cr John Callisto
- Mr John Samartzis
- Professor Richard Blandy
- Ms Trish Hansen
- Ms Skana Gallery

Staff

- Mario Barone (Chief Executive Officer)
- Keke Michalos (Manager, Economic Development & Strategic Projects)
- Stacey Evreniadis (Economic Development Co-ordinator)
- Tyson McLean (Economic Development & Strategic Projects Officer)

NOTICE OF MEETING

I wish to advise that pursuant to Sections 87 and 88 of the *Local Government Act 1999*, the next Ordinary Meeting of the Business & Economic Development Committee, will be held in the Mayors Parlour, Norwood Town Hall, 175 The Parade, Norwood, on:

Tuesday 2 November 2021, commencing at 6.15pm

Please advise Keke Michalos on 83664509 or email kmichalos@npsp.sa.gov.au, if you are unable to attend this meeting or will be late.

Yours faithfully



Mario Barone
CHIEF EXECUTIVE OFFICER

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City of
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VENUE Mayors Parlour, Norwood Town Hall

HOUR

PRESENT

Committee Members

Staff

APOLOGIES

ABSENT

TERMS OF REFERENCE:

The Business & Economic Development Committee is established to fulfil the following functions:

- *To assist the Council to facilitate and promote economic growth and development in the City of Norwood Payneham & St Peters.*
- *To provide advice to the Council and recommend actions, including the conduct of studies associated with business and economic development, as required, in order to facilitate the identification of opportunities, issues, strategies and actions.*
- *Provide advice to the Council where necessary, to facilitate the creation of business networks (both within South Australia and Australia), which provide benefits for the City of Norwood Payneham & St Peters.*
- *To oversee the strategic planning, the implementation of projects (including those identified in the Council's Business & Economic Development Strategy) and marketing and promotion associated with businesses and economic development.*

- 1. CONFIRMATION OF MINUTES OF THE BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD ON 15 JUNE 2021**

- 2. PRESIDING MEMBER'S COMMUNICATION**

- 3. STAFF REPORTS**

3.1 PROGRESS REPORT ON THE 2021 – 2026 ECONOMIC DEVELOPMENT STRATEGY

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: qA69306
ATTACHMENTS: A - C

PURPOSE OF REPORT

The purpose of this report is to provide the Business & Economic Development Committee, with a progress report on the *2021-2026 Economic Development Strategy*.

BACKGROUND

The Council has endorsed the *2021-2026 Economic Development Strategy*, which is designed to guide economic development within the City, identify the priority areas for the next five (5) years and articulate the Council's role in supporting business and economic development.

Following significant research, sector workshops and consultation with the business community, the *Draft 2021-2026 Economic Development Strategy* was developed and presented to the Committee at its meeting held on 16 June 2020. At that meeting, the Committee endorsed the Draft Strategy as being suitable to present to the Council for its consideration and endorsement to be released for community consultation and engagement.

Subsequently, the *Draft 2021-2026 Economic Development Strategy* was presented to the Council at its meeting held on 6 July 2020. At that meeting, the Council endorsed the *Draft 2021-2026 Economic Development Strategy* as being suitable to release for community consultation and engagement.

Following the conclusion of the consultation period, the results of the consultation and the revised final document, were presented to the Committee at its meeting held on 15 September 2020. The Committee resolved to present it to the Council for its endorsement. At its meeting held 6 October 2020, the Council endorsed the *2021-2026 Economic Development Strategy*.

This report provides an update on the key Strategies and Actions that have been progressed by the Council Staff since the last scheduled meeting on 17 August 2021, which unfortunately due to a lack of a quorum was cancelled.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The *2021-2026 Economic Development Strategy* is the Council's blueprint to guide the growth of the City's economy over the next five (5) years. The Strategy sits within the Council's decision making framework and has been developed to align with other key strategic and policy documents.

The key strategies that have been used to inform, or that will work in conjunction with the *2021-2026 Economic Development Strategy* are listed below:

- *Growth State*
- *The 30-Year Plan for Greater Adelaide*
- *Norwood, Payneham and St Peters (City) Development Plan*
- *CityPlan 2030: Shaping Our Future – Mid Term Review*
- *Kent Town Economic Growth Strategy 2020 - 2025*
- *Norwood Parade Annual Business Plan*
- *Smart City Plan*

FINANCIAL AND BUDGET IMPLICATIONS

At its meeting held on 7 June 2021, the Council endorsed the continuation of the Separate Rate for the Norwood Parade Precinct and endorsed its Annual Business Plan for the 2021-2022 financial year.

At its meeting held 5 July 2021, the Council adopted the *Annual Business Plan, Budget and Declaration of Rates for 2021-2022*, which includes the following in respect to The Parade Precinct Separate Rate and the Economic Development Precinct Management budgets.

- A total budget of \$215,000 will be collected through The Parade Precinct Separate Rate for the 2021-2022 financial year; and
- A total budget of \$97,750 has been allocated by the Council to continue to deliver the Economic Development agenda in the 2021-2022 financial year.

In addition, *Raising the Bar Adelaide 2021* and the *Eastside Business Awards 2022*, received separate project funding through the 2021-2022 Endorsed Initiatives & Projects.

It is proposed that the Council's 2021-2022 Economic Development budget will be used to deliver the remaining actions in Year 1 of the Strategy and commence the delivery of the Year 2 actions. Some of the actions are set out in the Table contained in **Attachment A**.

EXTERNAL ECONOMIC IMPLICATIONS

The success of the *2021-2026 Economic Development Strategy* may be impacted by the broader economic environment and worldly events such as the COVID-19 Pandemic. Whilst the Strategy acknowledges and addresses the Pandemic, specifically in Year 1, it does not state that COVID related initiatives cannot be delivered in Years 2-5 if the support in those areas is still required.

SOCIAL ISSUES

Economic development impacts on both the business sector and the local community. Whilst the key focus of this Strategy is on the business sector, the two (2) are intrinsically linked and the prosperity of the local economy relies on creating a holistic environment where people want to invest, work, do business, live, shop and socialise.

CULTURAL ISSUES

The City is a culturally rich and diverse place, with a strong identity, history and sense of place. Cultural and creative activity is increasingly recognised as important components of economic growth. Economic growth and sustainability through employment, vibrancy and growth are all important factors in achieving cultural vitality.

RISK MANAGEMENT

In establishing the Strategic Framework for the *2021-2026 Economic Development Strategy*, the Council took into consideration the economic and demographic profile of the City, the views of the business community and partners and the key influences and trends that have, and will, impact on the City's economy. In doing so, the Council has ensured that the Strategy appropriately addresses the wide range of opportunities and challenges facing businesses and economic growth in the City. The Council will continue to work with the business community to ensure that the Strategies and Actions remain relevant and beneficial.

ENVIRONMENTAL ISSUES

A vital component in meeting the aspirations of current and future businesses in the City of Norwood Payneham & St Peters, is ensuring that issues relating to environmental sustainability are considered together with economic sustainability. A sustainable environment impacts on business investment decisions and is a key asset in the success of local businesses. The Council will continue to promote programs aligned with environmental actions, as well as look to introduce initiatives with a sustainable focus.

RESOURCE ISSUES

The *2021-2026 Economic Development Strategy* has been prepared by the Council Staff, however it will require additional support, from both internal and external resources to ensure its timely implementation. The Council's Events Unit has assisted the Economic Development Unit with logistics to deliver *Raising the Bar Adelaide 2021*, *Spring Shopping Day 2021* and *The Extended – Eastside Happy Hour Live* music event. Further information on these initiatives is contained in **Attachment A**.

COVID-19 IMPLICATIONS

Prior to the COVID-19 Pandemic, the Council's *Economic Development Strategy* focused on growth, attraction and understanding the needs of business. However, the effects on businesses due to the Pandemic have been substantial, and for this reason it was essential that the *2021-2026 Economic Development Strategy* took into consideration the economic and social impacts that the Pandemic has caused and that these issues be reflected in the Actions.

The Council's *2021-2026 Economic Development Strategy* will play a significant role in the rebounding ability of the business community for a long period of time. The Strategy including its Vision, Outcomes, Objectives, Strategies and Actions, has been designed to help businesses recover and rebuild from the COVID-19 Pandemic and plan for sustainability and growth for when the economy reaches some level of normality. As a result of the impacts of the COVID-19 Pandemic, the *2021-2026 Economic Development Strategy* includes the overarching strategy of *Recover and Rebuild*, which cuts across all four (4) themes. This has been designed to assist the Norwood Payneham & St Peters business community in its recovery and rebuild phase and acknowledges that many businesses are currently in a mode of survival, rather than growth.

The fourteen (14) Actions set out in the *Recover and Rebuild* stage, are of the highest priority. The intent is that these actions will be delivered as part of Year 1 of the Strategy's implementation. The Strategy does not preclude COVID related initiatives from being delivered in Years 2-5 if support in those areas is still required.

DISCUSSION

The implementation of the *2021-2026 Economic Development Strategy* commenced in January 2021 and to ensure that it is delivered in a timely manner, Council staff have developed a reporting structure that will be presented to the Business & Economic Development Committee at each of its meetings to track the progress of the Strategy's implementation and to provide direction and guide the Staff in its implementation.

The table contained in **Attachment A**, outlines progress on the Actions under each of the four (4) key themes that are currently being delivered in Year 1 of the Strategy or are 'Ongoing' Actions for the duration of the five (5) year Strategy. It should be noted that only the Actions that have progressed since its last Committee meeting have been included.

The Table whilst detailed, should be read in conjunction with the *2021-2026 Economic Development Strategy* to obtain a better understanding of the individual Action and the Objective that the Council is proposing to achieve.

CONCLUSION

The *2021-2026 Economic Development Strategy* recognises the leadership role of the Council in setting a clear direction for economic development within the City and in supporting the business sector. Developing the Strategy with clear direction and focus provides the foundation for the Council to implement successful actions and initiatives and establish partnerships with different stakeholders (i.e. Federal and State Governments, developers, businesses and residents) in order to ensure the successful longevity of the City's business and economic sector.

COMMENTS

Notwithstanding that the COVID-19 Pandemic has had a significant impact on the economy at a local, national and international level, Council Staff have been able to achieve a significant number of Actions for the City's business and economic sector. The focus at this stage is to continue to understand the needs of businesses and develop programs and initiatives that will assist with recovery and lead to future growth.

RECOMMENDATION

That the report be received and noted.

Attachment A

Progress Report on the 2021-2026 Economic Development Strategy

City of Norwood Payneham & St Peters
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IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

1. DYNAMIC & DIVERSE CITY

Outcome: A City with thriving and resilient business sectors that drive employment and deliver growth.

Objective: Support the growth and viability of the City's business sectors based on their competitive strength and strategic priority.

ACTION	UPDATE	STATUS
CV.1.0.1, CV.1.0.2, CV.1.0.3	The three (3) actions set out under Strategy CV will be completed by the end of Year 1 of the Strategy. Details on the status of these actions have been reported on at Committee meetings held during 2021.	In progress
1.1.1: Continue to support and promote the Food & Beverage Manufacturing sector.	<p>SOUTH AUSTRALIAN STYLE – CHRISTMAS GIFT GUIDE</p> <p>As a part of the summer edition of South Australian Style magazine, there will be a Christmas gift guide section promoting a range of retail and homewares, plus food and drink products.</p> <p>The Council has taken out a double page spread to promote the products produced by businesses in the food and beverage manufacturing sector. A selection of products from businesses involved in the Eastside Wine & Ale Trail and Food Secrets of Glynde & Stepney will be selected by SA Style to be included in the feature.</p> <p>Magazines are free and will be available for pick-up at the participating retailers and SA Style's pick-up locations.</p> <p>CELLAR DOOR FEST 2022</p> <p>The Council will again be supporting the Eastside Wine & Ale Trail members by offering them the chance to occupy a stand at Cellar Door Fest 2022, South Australia's premier beverage event.</p> <p>The event will be held at the Adelaide Convention Centre from Friday 4 February until Sunday 6 February 2022. Three (3) EWAT members have taken the opportunity to participate, meaning one (1) stand has been purchased for them, resulting in each business having a day of trade. The three (3) participating EWAT businesses are Heartland Wines, CW Wines and Reform Distilling.</p>	In progress

1.1.11: Continue to deliver marketing programs utilising a variety of channels to reinforce the position of the City as a leading and preferred retail destination.

The Council is home to three (3) major precincts which have a significant retail focus, with Payneham Road being the preferred destination for bridal gowns and wedding related items.

SOUTH AUSTRALIAN STYLE

To promote these products and particularly the businesses in this sector, the Council has partnered with *South Australian Style* magazine, to deliver a wedding feature including the flip cover, six (6) page internal feature, two (2) website blog features and supporting social media activity. The magazine was released in June 2021, followed by supporting digital and social media.

PARADE POST A PIC & WIN COMPETITION

The Parade is South Australia's leading mainstreet, offering a diverse range of brands, products and services. To showcase the businesses and all that they have to offer, a 'Post a Pic & Win' Instagram competition ran for a week in July via The Parade Instagram account. The competition encouraged visitors to The Parade to post a photo or video at a business or on the street, via the Story function on Instagram. The user was required to tag 'The Parade, Norwood', so that the Council was notified of the post and then be able to share it to The Parade Instagram profile. Information on user-generated content and the benefits are discussed below.

User-generated content is any form of content, such as photos, text, audio, that has been posted by users on online platforms such as social media, accounts and other marketing channels. For many brands, Instagram is the primary platform for user-generated content. Users create and share posts featuring brands, exposing products and services to their audience. The majority of content that is shared on The Parade Instagram account is generated by the businesses, but what is more powerful is customers and visitors to The Parade sharing content, which boosts the credibility of The Parade.

Statistics show that consumers are 2.4 times more likely to view user-generated content as authentic compared to content created by brands. Whether it's a product, a service or an experience, consumers want to know what to expect before they order. For example, 30 percent of millennials would not go to a restaurant if the location's Instagram presence was unprofessional or non-existent. The main benefit of user-generated content is the impact on purchasing decisions, with nearly 80 percent of people saying that it has a high impact on their own behaviours.

The Instagram story function allows content to be live on a profile for 24 hours, and has the staying power if the content is saved to a 'Highlights' album, which remains on the profile, until removed. This allows people to view the user-generated content at any time and is a powerful marketing tool for the brand.

Users who participated in this initiative and adhered to the Terms and Conditions, had the opportunity to receive a \$30 voucher to a business of their choice on The Parade. Strictly one entry per person.

The competition artwork that was developed is timeless, making it easy to roll out week competitions again in the future.

SPRING SHOPPING DAY

On Saturday 16 October, the Spring Shopping Day was held for businesses within The Parade Precinct. The event was also offered to businesses throughout the remainder of the City with two (2) taking the opportunity to participate (Moorooroo Park Vineyards in Hackney and La Casa Del Formaggio in Glynde). Over 50 businesses participated in the event which was designed to encourage visitation and expenditure within the Council area.

The event ran from 9.00am to 5.00pm and included a program of events including all day offers and in store experiences, live music at various locations along The Parade and a 'donation station'.

The donation station received a large volume of donated pre-loved clothing with all donations going to Op Shops within the City of Norwood Payneham & St Peters.

The Shopping Day was supported by a comprehensive marketing and promotional plan. Participating businesses are currently being asked to provide feedback about the event to enable the Council to assess the value of the event and determine how and if it delivers the event next year. The majority of the feedback received so far indicates that the day was successful for the participating businesses. However, a couple of responses have advised that they did their normal Saturday trade so they received no increase in expenditure.

EASTSIDE | DESIGN FOR LIVING PUBLICATION

The City of Norwood Payneham & St Peters is recognised as a hub for creatives and is home to a vast amount of interior design, styling and homeware businesses. It is important, now more than ever to showcase this sector and its diverse offering. The Parade and Magill Road specifically, are known as destinations for homewares in the east. With a range of unique and quirky independent stores, the precincts attracts those looking for something a little different for their home.

The *Eastside | Design for Living* publication is designed to promote the homeware and furniture businesses in the retail sector, and it will aim to inspire customers to shop in the City. With many new housing developments in the Council area, including major projects such as Norwood Green and the Beulah Road / George Street residential development project, it definitely is a buyer's market, which means it is a great time to heavily promote 'shop local'.

This publication will aim to be completed by the end of November 2021 and will be distributed to participating businesses, be on display and be available for pickup at Display Centres and the Council's Customer Service Centres, with the opportunity for wider distribution.

Marketing and promotion will coincide with the launch of the publication, which will be timely with the festive season and gift giving.

Strategy 1.2	The two (2) actions set out under Strategy 1.2 have been achieved during Year 1 of the Strategy. Details have been reported on at Committee meetings held during 2021.	In progress
1.4.1: Create opportunities for businesses to interact through business events and networking functions.	<p>The Council has committed to schedule two (2) networking events each calendar year. Due to South Australia's seven-day lockdown in July, the mid-year networking event that was scheduled for Wednesday 21 July was cancelled.</p> <p>The details of the End of Year Christmas Networking Event are outlined below.</p> <p>Date: Tuesday 30 November 2021 Time: 6.00pm – 8.00pm Venue: Adelaide Appliance Gallery, 155 Payneham Road, St Peters</p> <p>A hard copy invitation was distributed to all business and property owners within the Council area, and communicated via the Council's 'YourBusiness' electronic newsletter.</p> <p>Business owners and employees thoroughly enjoy these networking events as it gives them the opportunity to meet other business owners in the Council area and to discuss future collaboration opportunities.</p>	Ongoing

2. DESTINATION CITY

Outcome: A destination with dynamic, cultural, vibrant and attractive precincts.

Objective: Increase the number of people who live, work and visit the City and enhance the community well-being of existing residents, workers and visitors.

ACTION	UPDATE	STATUS
CV.2.0.1, CV.2.0.2, CV.2.0.3, CV2.0.4	The four (4) actions set out under Strategy CV have been achieved during Year 1 of the Strategy. Details have been reported on at Committee meetings held during 2021.	Complete
2.1.1: Work with State and Federal Governments to ensure that the City's businesses have a presence on their marketing channels	<p>SATC – ADELAIDE VISITOR GUIDE</p> <p>HWR Media, in partnership with the South Australian Tourism Commission and Adelaide Economic Development Agency, are proud to produce the Official 2022 Adelaide Visitor Guide.</p> <p>Following what has been a challenging 20 months in the tourism sector, the Official 2022 Adelaide Visitor Guide is designed to both inspire and encourage visitors to Adelaide and surrounding areas, stay longer and spend more with local businesses, and importantly discover business and service offerings.</p> <p>The 50,000+ printed visitor guide is promoted and distributed through an extensive network across South Australia and interstate:</p> <ul style="list-style-type: none"> • Tourism hub in South Australia such as Adelaide Central Markets, Sealink terminals, etc; • Visitor Information Centre throughout South Australia and interstate; • Leading Hotels accommodation houses and caravan parks; • RAA offices and interstate motoring clubs; • Car hire companies; • Participation retailers and wineries; and • Caravan and camping shows. <p>The digital Visitor Guide is also available at:</p> <ul style="list-style-type: none"> • southaustralia.com; and • experienceadelaide.com.au. <p>Two (2) full page ads have been booked to promote the following Council initiatives and precincts:</p> <ul style="list-style-type: none"> • Eastside Wine & Ale Trail; • Food Secrets of Glynde & Stepney; • The Parade, Norwood; and • Magill Road. <p>The Visitor Guide will be released early 2022.</p>	In progress

2.2.1: Continue to develop and implement precinct marketing campaigns for the City's key precincts.

CHRISTMAS DECORATIONS ALONG THE PARADE

In progress

As Committee Members may be aware, on 3 September 2021, Parkade Pty Ltd, Australasian Property Developments and the Department for Transport (DIT), commenced work at The Parade and George Street, Norwood intersection. The work included alterations to the intersection, including dedicated right-hand turn lanes on The Parade to head north or south into George Street.

As a result of these works, the three (3) large illuminated Christmas trees that have been installed in the median strip on The Parade, outside the Norwood Town Hall, will not be installed this Christmas season.

The three (3) metre illuminated 3D LED Star, twenty (20) light pole decorations and twenty-eight (28) Christmas branded banners are still scheduled to be installed along The Parade on Tuesday 16 November, as well as the hanging decorations in the windows and the three (3) street trees that surround the Norwood Town Hall.

In addition to the Christmas decorations that have been installed along The Parade, the much-loved and anticipated *Festive Gallery on Osmond Terrace* will be on display for another year, with a combination of decorated Christmas trees and presents.

The Council's Coordinator, Youth Programs has worked closely with fourteen (14) local childcare and education institutions over the past two (2) months to prepare for the delivery of this initiative. The Council will install thirty-six (36) decorated wooden Christmas trees, sixty-nine (69) decorated presents, as well as the 'Merry Christmas' signage to complement the outdoor gallery.

Education establishments that are involved in this initiative include:

- Felixstow Community School;
- Felixstow World of Learning;
- Margaret Ives Community Children's Centre;
- Marryatville OSHC;
- McKellar Stewart Kindergarten;
- Norwood Primary School;
- Rosemont House Montessori Preschool;
- St Ignatius College Junior School;
- St Morris Community Child Care;
- Stepping Stone Marden Childcare & Early Learning;
- The Briars Special Early Learning Centre;
- The Learning Sanctuary Norwood Montessori;
- Treetops Early Learning Centre Stepney - Wattle House; and
- Trinity Gardens Primary School.

The *Festive Gallery on Osmond Terrace* will be available for the public to enjoy between Monday 22 November 2021 and Tuesday 4 January 2022. As part of this initiative, the community are invited to visit and walk through the display on Osmond Terrace taking in the creative sights before voting for their favourite Christmas tree and Christmas present in the People's Choice competition on The Council's Facebook page. There will be two (2) winners, the Christmas Tree that receives the greatest number of 'likes' and the Christmas Present that receives the greatest number of 'likes' by midday on Tuesday 4 January 2022, will win. The winning schools will each receive a \$250 voucher to Dillons Norwood Bookshop, plus \$500 donated to a charity of choice, thanks to the support from the Norwood Parade Precinct Committee.

AUGMENTED REALITY (AR) ON STREET CHRISTMAS ACTIVATION 2021

For the second year in a row, the Council is collaborating with digital technology company, CreativiTek to bring a unique experience of Christmas to The Parade. With uncertainty still remaining as to whether children will be able to see Santa in person to have a photo with him this year, the Council has engaged CreativiTek to develop augmented reality animations to activate different locations along The Parade. Each location will be identifiable by a large footpath decal that will outline how to activate the animation and what characters will come to life. The information on the decal will also encourage people to tag their pictures to help promote the initiative and inspire people to visit The Parade and do the same.

Activations at eight (8) locations along The Parade will bring four (4) separate animations to life and will allow for photo opportunities with Santa, Santa and his reindeer, an elf and their snowman friend and three (3) snowmen (which are the same as last year). Last year's animations were activated a total of 440 times in a two (2) week period and because the animations that were developed in 2020 will be used, the cost will be reduced allowing a larger budget to promote and market the activity.

The AR will be available for three (3) weeks from Friday 3 December to Friday 24 December. Families will be encouraged to visit The Parade during this time to enjoy the floats, festive tree gallery as well as to shop, dine and experience all The Parade has to offer this Christmas.

AUGMENTED REALITY CHRISTMAS COLOURING PAGE

The Council will also collaborate with CreativiTek to deliver the Augmented Reality Christmas Colouring Page. This has been a successful activity utilised in the City of Geelong, with examples of how the initiative works coming from their use of the colouring pages. Economic Development Staff will work closely with the Council's Library Staff to determine a custom colouring page for children. Children will be able to colour in the artwork however they please and then use the same app used for the on-street Christmas activations to scan the artwork which will then come to life in the colours they used throughout the artwork. The characters in the artwork will perform a short (15-20 second) animation for the children to enjoy.

The colouring pages will be distributed to businesses along The Parade that receive a substantial volume of children such as restaurants, food outlets and children's stores. The Council libraries will also utilise the colouring pages as a great summer school holidays activity, especially when children will be able to utilise Council technology to activate the artwork if they don't have access to it themselves.

This initiative will be accessible for one (1) month from Monday 13 December to Tuesday 11 January 2022.

DIGITAL CHRISTMAS ADVENT CALENDAR 2021

Last year, the Council introduced a new initiative, which complements the existing Christmas activities and focuses on promoting the businesses in the City. The idea has been drawn from a traditional advent calendar, which is a countdown of days in December leading up to Christmas Eve, with each day revealing the classic chocolate square similar to the traditional Advent Calendar. The *Christmas in NPSP* Advent Calendar has been designed to reveal several offers each day. It has been designed with the flexibility to accommodate all businesses in the City that have decided to be involved, and therefore includes a variety of offers that fit within the categories of Shop, Eat & Drink, Experience and Live.

In its inaugural year, the Council received fifty-two (52) deals from local businesses and in December 2020, the *Christmas in NPSP Advent Calendar* webpage was the most visited webpage on the Council's website.

Due to the success, both from a business participation and user perspective, the Council will deliver this initiative again this Christmas, with expressions of interest for business now open.

2.2.3: Monitor vacancy rates on The Parade by undertaking annual audits	A Parade, Norwood vacancy rate report will be presented to the Committee, which outlines the change of businesses for the period October 2020 – October 2021.	Complete
2.2.4: Improve the amenity and safety of The Parade by implementing The Parade Masterplan	The Parade Masterplan is continuing to progress and will incorporate a range of amenity and safety improvements for all users of the mainstreet. As the Masterplan progresses, the Committee will be advised of the specifics that relate to this action.	In progress
2.3.5: Support live music by promoting local venues and local artists as well as engaging musicians for Council organised events.	<p>EASTSIDE HAPPY HOUR LIVE & LOCAL SESSIONS</p> <p>During the COVID-19 Pandemic, <i>BIEcreative</i> launched the 'Happy Hour Live' Series, which aims to bring live music into the homes of many across the State through a live stream on Facebook. Building on this concept, the Council, in partnership with <i>BIEcreative</i>, took the initiative "on the road" in the City of Norwood Payneham & St Peters. During August and September 2020, the Council sponsored four (4) events in an attempt to breathe life back into local venues in the Council area and provide musicians with the opportunity to perform again. Due to the success of the series, the Council has continued this initiative once a month on a Friday night from October 2020 through to August 2021.</p>	In progress

The 'Happy Hour Live' Series is a much-loved program and has received positive feedback from the venues that have hosted an event, the artists and the local community. All stakeholders have reviewed the program and whilst it has been a success overall, the decision has been made that this initiative has served its purpose and will not continue beyond October 2021.

To culminate the Series, the Council partnered with Lambrook Wines to host 'The Extended – Happy Hour Live' event, featuring five (5) performances from musicians who have participated in the Series. The artists included:

- Zkye & Damo;
- Mason Llyode;
- Billy Bob & Alice;
- Breezin; and
- The Cast.

The event was held on Saturday 23 October 2021, from 4.00pm – 11.00pm at Lambrook Wines, located on Magill Road and was sold out (120 tickets).

The event was ticketed and included unlimited wood oven pizza and paella from Wholly Belly and drink specials every hour. Lambrook Wines purchased local beer, cider, gin and vodka from fellow EWAT members Little Bang Brewery and Australian Distilling Co. A copy of the poster is contained in **Attachment B**.

All of the performances in the Series are still available to be viewed on Facebook and on the Happy Hour Live website www.happyhourlive.com.au. The final event at Lambrook Wines will also be streamed live.

CITYGUIDE WEBSITE & APP

In July 2021, Council Staff met with Founder & Director of *Cityguide*, Mr Danny Brookes, to discuss the new website and mobile app that is set to launch this September.

Cityguide is being pitched as Adelaide's premier event discovery platform that connects audiences with artists, promoters, venues, festival and ticketing agencies. The platform appears professional, very intuitive for the user and has capabilities to curate events to the users' liking.

Whilst the Council and the Norwood Concert Hall may have limited use for this app at the moment, Council Staff will promote the platform to local venues, artists and other relevant people within the City of Norwood Payneham & St Peters business community.

Cityguide officially launched on Wednesday 27 October 2021 and can be downloaded via app stores.

Cityguide is offering Adelaide venues free listings until February 2022.

2.3.8: Promote the role of key precincts as focal points for the evening and night-time economy.

RAISING THE BAR ADELAIDE 2021

Complete.

The fifth 'Raising the Bar Adelaide' event was held on Tuesday 12 October 2021 and was overall a great success. In delivering the event, the Council successfully raised the bar on the content people consume in their everyday lives by transforming ten (10) of the City's pubs and bars into a learning campus for the night.

Raising the Bar has previously been held in New York, San Francisco, Hong Kong and London to name a few and the City of Norwood Payneham & St Peters is the only City – outside of Perth – to host the event in Australia this year.

This year, there were nineteen (19) talks, across ten (10) venues, with Troye Walleth unfortunately coming down with flu like symptoms on the day, prompting him to withdraw from the event.

The speakers discussed a range of absorbing subjects including euthanasia, health and fitness, empowering children, reducing homelessness, the damaging effects of video gaming, the changing landscape of media, reporting on victims of crime, domestic violence, sport, legalising sex work and much more.

The Council live streamed the four (4) talks that were held at The Alma and the Maylands Hotel. This allowed people that unfortunately missed out on tickets, to view the event live online, as well as give people the opportunity to view all events at a later date. The links to the live streams will be available on the Council's website at www.npsp.sa.gov.au/rtb early next week.

An extensive marketing campaign was developed to support this initiative, including outdoor advertising, print, digital, social media advertising as well as promotion via Adelaide publications including CityMag and InDaily.

The final number of recorded attendees at the event, across the ten (10) talks was over 900 people, recognising that venue capacities were reduced due to COVID restrictions. Through the registration process the Council was able to capture details of over 500 attendees, taking the Council's 'Visitor to the City' database list to over 4,500 contacts. This lists was created in 2018 by the Economic Development Unit and is used to promote Council-run events and initiatives developed by the Unit.

Expressions of interest to speak at the 2022 event are now open at www.npsp.sa.gov.au/rtb
A copy of some images from the event, is contained in **Attachment C**.

3. INNOVATIVE CITY

Outcome: An innovative City that supports business and attracts investment.

Objective: Attract and maintain competitive businesses with the capacity for resilience and ongoing sustainability, innovation and growth.

ACTION	UPDATE	STATUS
CV.3.0.1, CV.3.0.2	Two (2) of the three (3) actions set out under Strategy CV have been achieved during Year 1 of the Strategy. Details regarding these two (2) actions have been reported on at Committee meetings held during 2021.	Complete
CV.3.0.3: Explore opportunities for the Council to provide a Business Advisory Service Program	<p>The need for a <i>Business Advisory Service Program</i> was discussed prior to being included in the <i>2021-2026 Economic Development Strategy</i>. The COVID-19 Pandemic has highlighted to a number of businesses, key areas of their business operations are in need of support and assistance, especially with regards to financial management and pivoting to an online presence. For this reason, research has been undertaken and four (4) business advisory service providers have been contacted to discuss a potential <i>Business Advisory Service Program</i> for the City of Norwood Payneham & St Peters.</p> <p>At its meeting held Tuesday 16 March 2021, the Business & Economic Development Committee resolved the following:</p> <p><i>That the Business & Economic Development Committee supports the introduction of a Business Advisory Service for the City of Norwood Payneham & St Peters through an external provider and notes that a procurement process will now be undertaken.</i></p> <p>A detailed Project Brief is currently being created and will be released for tender once it has been completed.</p>	In progress
3.2.1 Conduct an Annual Business Awards program that gives customers, business owners and employees the chance to recognise and celebrate their favourite City businesses	<p>Council Staff has scheduled a meeting with sponsorship partner, Solstice Media for November 2021. The agenda for this meeting will include program timing, category selection and content development.</p> <p>The 2022 Eastside Business Awards will be the fifth year that the Council will deliver this program and expects that the response will again exceed the previous years' results.</p>	In progress
3.2.2 Conduct the Mayor's Business Commendation Awards annually	In 2019, a review of the Council's Civic Recognition Policy was conducted. At that time, Council Staff investigated the concept of a Mayor's Business Commendation Awards, which was introduced and now forms a part of the Policy.	In progress

The Mayor's Business Commendation Awards recognise small businesses that make a significant contribution to the City, and that have been operating in the City for a minimum of ten (10) years.

The four (4) award categories are:

- 10+ Years Bronze Commendation;
- 25+ Years Silver Commendation;
- 50+ Years Gold Commendation; and
- 3+ Generational Family Business Commendation.

The Awards will be presented on an annual basis at the Mid-Year Business Networking Event.

Due to the COVID-19 Pandemic, both the 2020 and 2021 Mid-Year Networking Event was cancelled, therefore the awards will be presented at the End of Year Networking Event scheduled for Tuesday 30 November 2021.

The businesses that will receive a Mayor's Business Commendation Award at the event are as follows:

10+ Years Bronze Commendation

- Granite Kitchen Makeovers;
- Heidelberg Cakes;
- Leaver and Son Piano & Furniture Specialists;
- Numberworks Norwood; and
- Well2.

25+ Years Silver Commendation

- Ambrosini's Restaurant;
- Caléche Bridal House;
- European Café;
- Natural Floors; and
- Venture Corporate Recharge.

Nominations for the Mayor's Business Commendation Awards remain open and a marketing campaign has been designed to promote the awards throughout the year.

<p>3.3.1: Continue to grow the business database and communicate on a regular basis, including a process to identify new businesses.</p>	<p>The business database is one of the tools that the Council Staff use to inform, connect and communicate with City businesses. A monthly electronic direct email (EDM) is sent to the entire database, which includes information on upcoming events, workshops, available grants through the State Government, COVID-19 related information, as well as any other information that is relevant and affects the local business community.</p> <p>Growing the business database is a priority of the Economic Development Unit and Staff ensure that business data is collected when visiting new and existing businesses, as well as recording contacts that attend business workshops and events.</p> <p>A pop-up, which encourages business owners to sign-up to the database has been created and added to the 'Business & Economy' section of the Council website. This captures the 'active' business owners that are looking for information and seeking further support from the Council.</p> <p>In July 2021, Council Staff used data available through REMPLAN to target business owners and business contacts, to encourage them to sign up to receive information from the Council through the citywide EDM. The email received an 89.2% success delivery rate and 32.4% open rate, which is higher than the industry standard of 21.33%. Since the email was sent out, there has been an additional eighty-nine (89) subscribers, taking the city wide list to a total of 719.</p> <p>Whilst this number is approximately only 10% of the total number of businesses in the City, it is positive growth and will continue to be built on in the coming months. Council Staff will look to schedule a similar email once every quarter, which as the list grows, will deliver positive engagement with the business community.</p>	Ongoing
<p>3.3.2: Deliver a program of forums, networking and training events for new and existing businesses collaborating with specialist providers.</p>	<p>BUSINESS TRAINING & WORKSHOPS</p> <p>The 'Reflect. Refuel. Restart.' series of events and workshops has been tailored to retailers, hospitality owners, fitness and wellness centres, start-up entrepreneurs, creatives and professional service businesses. The majority of the events have been free of charge for business owners and employees operating within the City.</p> <p>Since its last Committee meeting, the final two (2) events have taken place:</p> <ul style="list-style-type: none"> • Ready, set, grow; and • Improve the effectiveness of your marketing budget and increase sales. <p>A selection of recordings from past events is available on the Council's website at www.npsp.sa.gov.au/workshops</p>	In progress

For many years, Council Staff have had input from the Norwood Parade Precinct Committee to deliver a business workshop program made up of four (4) events, for traders within The Parade Precinct and across the City. This year, due to the COVID-19 Pandemic and the effects that it has had on the business community, Council Staff expanded and renamed the program to *Reflect. Refuel. Restart.* offering a total of eleven (11) events delivered over a twelve (12) month period. The intent was driven by the understanding and feedback received that business owners were seeking and appreciating additional assistance during this challenging time.

Expanding the program allowed for a wider variety of topics and the opportunity for more specialist presenters. Surprisingly, in the past twelve (12) months, there has been a slight reduction in business sign ups overall, and the cancellations/no-shows, at a rate that has not been seen in the past. This has been extremely disappointing, but a trend that has been observed by other councils and organisations that deliver these types of events. The feedback from those that have attended have found the sessions to be extremely valuable.

For the 2022 calendar year, The Norwood Parade Precinct Committee endorsed that the program be structured around an 'expression of interest' method and there will be 'vouchers' available to put towards a business advisory, marketing or support service, which is agreed upon by the Council (i.e. Council Staff) and the business owner. The benefit of this method is that it is targeted, it is assisting businesses that are seeking help and have the drive and commitment to participate. If the Council receives expressions of interest with similar topics, there will be the flexibility and opportunity to run group workshops. Adopting this method will also ensure that businesses that enrol are committed to participating and attending. The Norwood Parade Precinct Committee has allocated \$5,000 from The Parade Separate Rate budget to deliver this initiative.

It should be noted that whilst this model may be adopted, it does not preclude events and workshops from being scheduled during the year should staff identify a need or an interest from the business community.

3.4.1: Implement projects identified to benefit businesses through the Smart City Plan

The Council has partnered with eSMART 21, which is an Adelaide based company specialising in IT and vehicle turnover, to trial a smart parking initiative in the Webbe Street Car Park (ground level). Six (6) bays will have the technology installed which is designed to monitor how long a car has been in a bay for and if they overstay the time limit, a fine is sent to the person that the car is registered to. This allows Council parking inspectors to patrol other areas of the Council area and also ensures adequate vehicle turnover in a busy Parade car park. This trial will be for a period of two (2) months and the Council will not issue fines during that period. It has not yet begun.

In progress

3.5.1: Promote environmentally sustainable programs such as 'Plastic Free SA'.

A range of environmental and sustainable programs are underway at the Council and relevant initiatives are shared with the business community.

In progress

NATIONAL GARAGE SALE TRAIL

The national Garage Sale Trail event is back this year, which will see two (2) weekends of garage sales and an online workshop series. The workshop series will focus on how to repair and reuse old items. This is an open event, which has previously included households, businesses, community groups, charities, schools and makers and creators. It is a fantastic initiative that helps declutter and reduce waste to landfill.

Information will be shared to the business community in the next *'YourBusiness'* newsletter.

More information on this initiative is available at www.garagesaletrail.com.au and businesses can pre-register at www.garagesaletrail.com.au/cityofnpsp

RIDE2WORK DAY

National Ride2Work Day was rescheduled to Wednesday 10 November 2021 due to the COVID-19 conditions in other states. The Council has begun promoting its involvement in the day and an expression of interest was sent to all businesses to invite them to participate with an incentive for cyclists, if applicable. Targeted emails were sent to cafes located along key bike routes within the City as well as all bike stores.

Four (4) businesses were eager to participate and these are:

- Five Little Figs;
- Foliage Coffee;
- Whippets Workshop; and
- Treadly Bike Shop.

These businesses are participating by offering deals such as free coffees for cyclists and free bike tune ups and servicing.

ZEST FOR LIFE - OPSHOP TOUR

As part of Council's Zest for Life program, an Op Shop Tour was held on Friday 22 October 2021. The tour was sold out and was designed to showcase a number of Op Shops within the Council area, as well as promote and contribute to sustainable fashion.

The tour attended the following businesses:

- St Aidan's Anglican Church Op Shop;
 - RSPCA Op Shop Marden;
 - Elcies Norwood;
 - Save the Children Norwood;
 - Vinnies Norwood; and
 - RSPCA Op Shop Norwood.
-

4. BUSINESS FRIENDLY CITY

Outcome: A City that understands the needs of business.

Objective: Remove barriers and make it easy for business owners to start, run and grow a business.

ACTION	UPDATE	STATUS
CV.4.0.1, CV.4.0.2, CV.4.0.3, CV.4.0.4	The four (4) actions set out under Strategy CV have been achieved during Year 1 of the Strategy. Details regarding these four (4) actions have been reported on at Committee meetings held during 2021.	Complete
4.1.1: Maintain and promote the Council's accreditation as a Small Business Friendly Council to the business community.	<p>At its meeting held on 6 November 2017, the Council considered a report on the Small Business Friendly Council initiative and resolved to participate in the initiative. Participating Councils are required to report on their initiatives on an annual basis to the Small Business Commissioner, South Australia.</p> <p>A Small Business Friendly Council Initiative report will be presented to the Committee under a separate cover, with an attachment that outlines the initiatives that were delivered for the period 1 July 2020 – 31 May 2021.</p>	Complete
4.1.2: Ensure that capital works, infrastructure projects and major developments take into consideration impacts on local businesses and develop strategic solutions to mitigate them.	Prior to undertaking capital and infrastructure works, affected local businesses and residents are notified via a letter drop of the upcoming works, and they are advised to contact Council should they have any concerns or queries. Recently the Royston Park Café contacted Council after receiving notification of the programmed footpath renewal works along Battams Road. Following discussions, the works were scheduled such that the effect on the business was minimised (ie the works were undertaken on Monday and Tuesday when the café was closed).	Ongoing
4.1.3: Review the Council's 'Business & Economy' webpage to ensure it is easy to use and is informative for businesses.	<p>A review of the information on the 'Business & Economy' section of the website is scheduled to be completed in stages. Since its last Committee meeting, the focus has been on the 'Supporting Local Business' section, which includes the following pages:</p> <ul style="list-style-type: none"> • COVID-19 for Business; • Business Resources; • Business Workshops; • Business Networking Events; • Mayor's Business Commendation Awards; • Eastside Business Awards; • Raising the Bar Adelaide; and • Behind the Businesses Podcasts. 	Ongoing

All other pages continue to be updated as required.

<p>4.1.4: Review and update the Council's 'New Business Starter Pack'</p>	<p>At the time when a business, either a start-up or a new business opens in the City, the Economic Development Staff visit the premise to meet the business owner / staff.</p> <p>The 'New Business Starter Pack' currently includes:</p> <ul style="list-style-type: none"> • A welcome message from the Mayor (either with the NPSP, Parade or Magill Road branding, depending on the location of the premises); • Useful contacts card, which lists Council contacts for economic development, marketing and promotion, parking, planning and building as well as state government and industry bodies for business; • Digital services available to businesses instruction sheet; • A recent Look East publication; and • Flyers / information on upcoming events and initiatives. <p>Council Staff are currently reviewing the content within these documents and will make amendments where necessary.</p> <p>Council Staff will explore other documents that may be useful in print form for business owners.</p>	<p>In progress</p>
<p>4.1.5: Design a streamlined process for businesses working with the Council and across departments</p>	<p>Economic Development Staff have created an Excel Spreadsheet register that they use to track new businesses to the Council area and whether they have received the correct and necessary approvals to be operating. This is an important process to undertake before engagement and promotion of that business can occur. The Economic Development and Planning Units are in constant communication with each other about businesses in the Council area. This process will continue to be refined.</p>	<p>In progress</p>

EASTSIDE

Happy Hour

EXTENDED!

LIVE & LOCAL
LIVE MUSIC + LIVE STREAMS

ZKYE & DAMO
MASON LLOYDE

BILLY BOB & ALICE
BREEZIN • THE CAST

LAMBROOK WINES
SAT 23 OCT
4 - 11PM



tickets
lambrook.com.au



includes wood oven pizza
& paella from Wholly Belly



+ drink specials
every hour



TICKETS

LAMBROOK
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Norwood
Payneham
& St Peters











3.2 SPENDMAPP DATA UPDATE

REPORT AUTHOR: Economic Development & Strategic Projects Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA69306
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to update the Business & Economic Development Committee on the most recent expenditure and purchase trends within the City of Norwood Payneham & St Peters using *Spendmapp* data.

BACKGROUND

At its meeting held on Tuesday 10 November 2020, the Business & Economic Development Committee was provided with a report which outlined the Council's purchase of the online application, *Spendmapp*. After considering the report, the Committee resolved the following:

The Business & Economic Development Committee notes that regular reporting will be provided to the Committee on expenditure patterns in the City of Norwood Payneham & St Peters.

The *Spendmapp* application provides an accurate, up-to-date and detailed picture of expenditure and purchase activity in, to and from a region. It does this by taking real banking transaction data (EFTPOS and credit/debit) and transforming it to create a comprehensive representation of the City's economy, taking into account a cash component which is informed by a survey conducted by the Reserve Bank of Australia (RBA). The process also ensures that "outlier" transactions do not skew the data and seeks to maintain the privacy of merchants and cardholders by applying a degree of randomisation when there are small transaction volumes. This transformation ensures that *Spendmapp* is detailed, trustworthy, and most importantly, safe.

At the Committee meeting held on 10 November 2020, the Committee was presented with *Spendmapp* data from July 2018 through until August 2020. The purpose of this report is to present the updated data to the Committee to show the trends and progression in the City of Norwood Payneham & St Peters economy, particularly since the beginning of 2021 as COVID-19 restrictions have progressively been eased in South Australia and the State progresses towards vaccination targets.

FINANCIAL AND BUDGET IMPLICATIONS

The Council purchased the *Spendmapp* application in August 2020, as a tool to assist in understanding the impacts of the COVID-19 Pandemic and associated restrictions and to identify opportunities for targeting marketing and promotion. The licence is for a period of twelve (12) months and has recently been renewed for a further twelve (12) months.

COVID-19 IMPLICATIONS

Spendmapp is a useful tool to better understand people's spending behaviour, especially pre, during and post (in terms of restrictions easing) the COVID-19 Pandemic. The data demonstrates how people reacted and responded financially to the economic conditions that have been continually changing as a result of the Pandemic and facilitates a better understanding of these behaviours to allow decisions to be made accordingly.

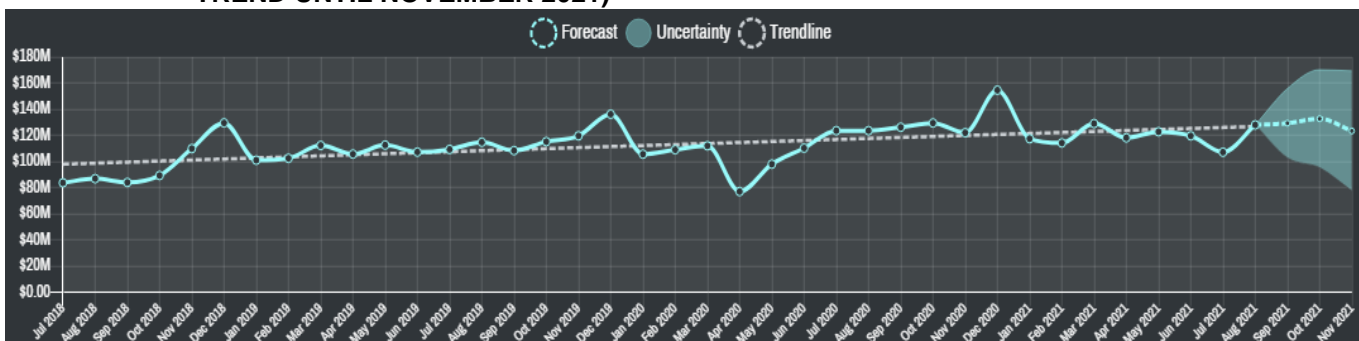
DISCUSSION

The *Spendmapp* data released since August 2020, has been extremely positive across the City as expenditure and transaction numbers have generally increased/trended in an upward manner. A series of graphs and tables exported from *Spendmapp*, help showcase these increases in expenditure and transactions. It is interesting to note that much of this data also reflects an improved economic position in expenditure and transaction numbers to what was recorded prior to the Pandemic. All graphs and tables are presented in a larger scale in **Attachment A**.

As illustrated in Graph 1 below, the Total Expenditure in the City of Norwood Payneham & St Peters has continued to increase steadily, notwithstanding an obvious decline when the COVID-19 Pandemic impacted Australia in March/April of 2020. However, the spike in the graph in December 2020, indicates a very successful Christmas and New Year period for businesses within the City of Norwood Payneham & St Peters. Interestingly, December 2020 has been the most successful month of the expenditure time series (July 2018 – March 2021), far exceeding both December 2018 and December 2019.

The recent decline seen in July 2021, could be attributed to a number of factors such as the early stages of the vaccine rollout here in South Australia, case numbers being extremely high in both New South Wales and Victoria and it being a period where weather conditions are poor, all of which contribute to not as much activity occurring within the City. The forecast in the lead in to the Christmas period is relatively stable.

GRAPH 1: EXPENDITURE TIME SERIES (JULY 2018 – AUGUST 2021 WITH PREDICTED TREND UNTIL NOVEMBER 2021)



Another *Spendmapp* data set that emphasises the positive nature of expenditure in the City is shown in Table 1 below. This breaks the expenditure into five (5) overarching categories. Three (3) of these are referred to in Table 1:

- **Total Local Spend** which refers to all spend (Resident and Visitor Local Spend, including international visitor spends) in the region at local merchants;
- **Resident Local Spend** which refers to expenditure by cardholders and businesses located in the region spending at merchants also located in the region;
- **Visitor Local Spend** which refers to expenditure by cardholders and businesses located outside the region and spend at merchants located inside the region, representing the amount of external demand met by local supply:

TABLE 1: QUARTERLY CHANGES TO CERTAIN EXPENDITURE CATEGORIES (JANUARY 2020 TO JULY 2021)

Expenditure Type	January 2020	April 2020	July 2020	October 2020	January 2021	April 2021	July 2021
Total Local Spend	\$106M	\$77M	\$124M	\$130M	\$117M	\$118M	\$107M
Resident Local Spend	\$21.4M	\$18.7M	\$24.7M	\$26.1M	\$24.5	\$24.1M	\$23.6M
Visitor Local Spend	\$84.3M	\$58.3M	\$98.9M	\$103M	\$93M	\$94M	\$83.5M

The remaining two (2) categories of expenditure referred to in Table 2 are:

- **Resident Escape Spend** which refers to spend based on cardholders and businesses in the region, spending outside of the region. This is useful for capturing and recognising the amount of local demand that is not adequately served by local supply; and
- **Resident Online Spend** which refers to the spend by local cardholders and businesses on online goods and services. As supply chains globalise and the cost of online shopping and e-commerce decreases, this figure is already forming a significant part of local expenditure and is likely to keep rising. The biggest challenge for the businesses in the City of Norwood Payneham & St Peters is to try and capture some of that spend.

These two (2) categories have been separated from the other three (3) categories as it is important that the Escape and Online spend be compared to pre-COVID figures to better understand if COVID-19 has changed the way that people shop and spend their money. This has not been the case because whilst there was a decline in spending from local residents outside of the City during April 2020, which there could be a number of reasons, as of July 2021 this spend has returned to pre-COVID levels. This is a positive because it highlights a number of things, including that confidence has returned and people feel safe to move outside of their place of residence to spend, and secondly that there hasn't been a big trend to online shopping as can be seen by the online spend figures remaining very close to pre-COVID levels.

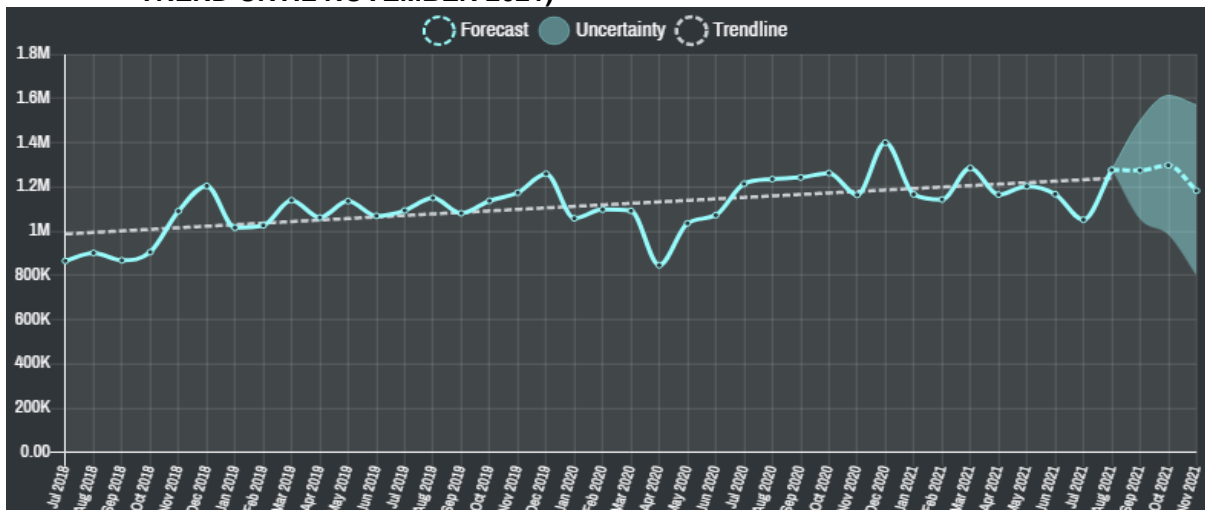
The Council has been trying to take advantage of this confidence through a number of events and initiatives such as the 'Book a Holiday – Win a Holiday' competition on The Parade, *Eastside Happy Hour Series*, *Food Secrets at the Green*, *Concerts in the Park Series*, *Raising the Bar*, *Spring Shopping Day* and a number of activations planned for the Christmas 2021 period.

**TABLE 2: QUARTERLY CHANGES TO CERTAIN EXPENDITURE CATEGORIES
 (JANUARY 2020 TO JULY 2021)**

Expenditure Type	January 2020	April 2020	July 2020	October 2020	January 2021	April 2021	July 2021
Resident Escape Spend	\$42.8M	\$22.3M	\$43.3M	\$46.9M	\$47.4M	\$47M	\$38.9M
Resident Online Spend	\$28.9M	\$22.1M	\$27M	\$29.1M	\$28.8M	\$31.4M	\$30.7M

Similarly, the number of transactions made throughout the City has followed the same trend as expenditure, as highlighted in Graph 2 below (and in the enlarged version contained in **Attachment A**). This is to be expected given that the increase in expenditure in the City is not as a result of an increase in the average value per individual transaction, but instead is as a result of more individual transactions.

GRAPH 2: TRANSACTIONS PER MONTH (JULY 2018 – AUGUST 2021 WITH PREDICTED TREND UNTIL NOVEMBER 2021)



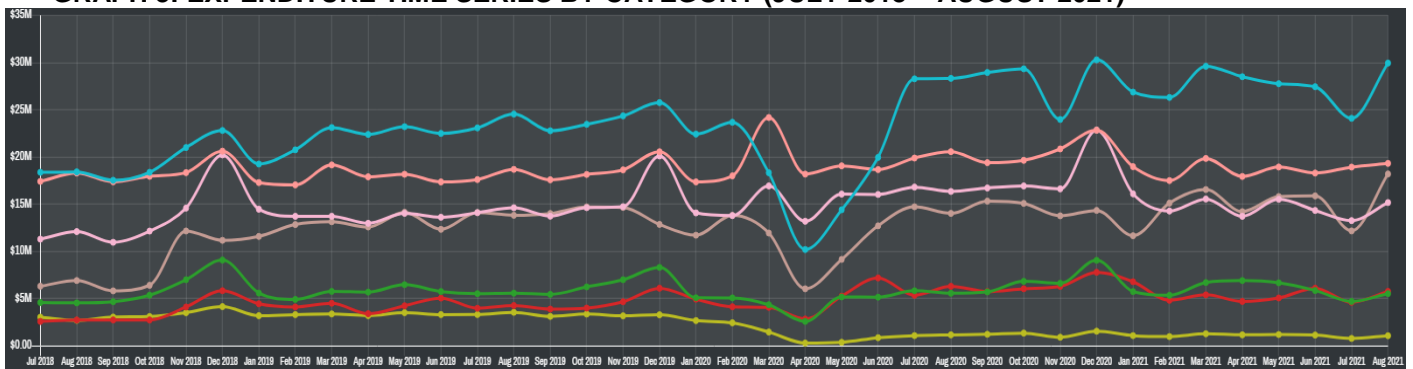
The ability to break down expenditure by industry sectors is also a great tool within *Spendmapp*. The following industry sectors and their representative colours are shown in Graph 3 below (and in the enlarged version contained in **Attachment A**):

- Dining & Entertainment (Blue);
- Grocery Stores & Supermarkets (Salmon);
- Specialised & Luxury Goods (Light Purple);
- Professional Services (Brown);
- Department Stores & Clothing (Green);
- Furniture & Other Household Goods (Red); and
- Travel (Yellow).

The visible decline in all of these sectors in March and April of 2020, shows that the COVID-19 Pandemic severely impacted upon expenditure in all sectors, except for 'Grocery Stores & Supermarkets', which increased as a result of 'panic buying'. The positive following the declines in almost all sectors, is that six (6) out of the seven (7) sectors highlighted in Graph 3, rebounded quickly and have even begun to see more expenditure than pre-Pandemic.

Unfortunately and as expected, this is not the case for the 'Travel' sector which continues to be severely hindered by the lack of international travel and even the uncertainty surrounding interstate borders within Australia. It is for this reason that the Norwood Parade Precinct Committee (NPPC) endorsed to allocate a budget to run a competition specifically for the four (4) travel agencies located along The Parade. The purpose of this competition was to encourage people to book a holiday with one of the travel agencies for a chance to win a \$1,000 travel voucher. With the competition running for four (4) weeks and having four (4) weekly winners, 16 \$1,000 vouchers were given away as prizes. With the prizes being extremely enticing, the travel agencies noted the competition as a success and were extremely grateful for the support during what has been a difficult time for them.

GRAPH 3: EXPENDITURE TIME SERIES BY CATEGORY (JULY 2018 – AUGUST 2021)



OPTIONS

Nil.

CONCLUSION

The twelve (12) months of data released on the *Spendmapp* application since the last presentation to the Committee, has shown some extremely positive trends for the City. The data demonstrates that consumer confidence has returned and has resulted in increases in expenditure and transaction numbers. Whilst the majority of the key industry sectors within the City have rebounded well from the peak of the COVID-19 Pandemic, the data has reinforced that there are a few sectors that are continuing to feel the impacts of the Pandemic. This information will assist the Council to make decisions on direct assistance, initiatives and events accordingly.

COMMENTS

The data highlighted in this report and presented to the Committee refers to City-wide expenditure across the City of Norwood Payneham & St Peters, however *Spendmapp* also has the capability to display data at a suburb level. This more localised data is used in project specific matters but can be provided to the Committee is desired.

RECOMMENDATION

1. That the report be received and noted.
2. The Business & Economic Development Committee notes that regular reporting will be provided to the Committee on expenditure patterns in the City of Norwood Payneham & St Peters.

Attachment A

Spendmapp Data Update

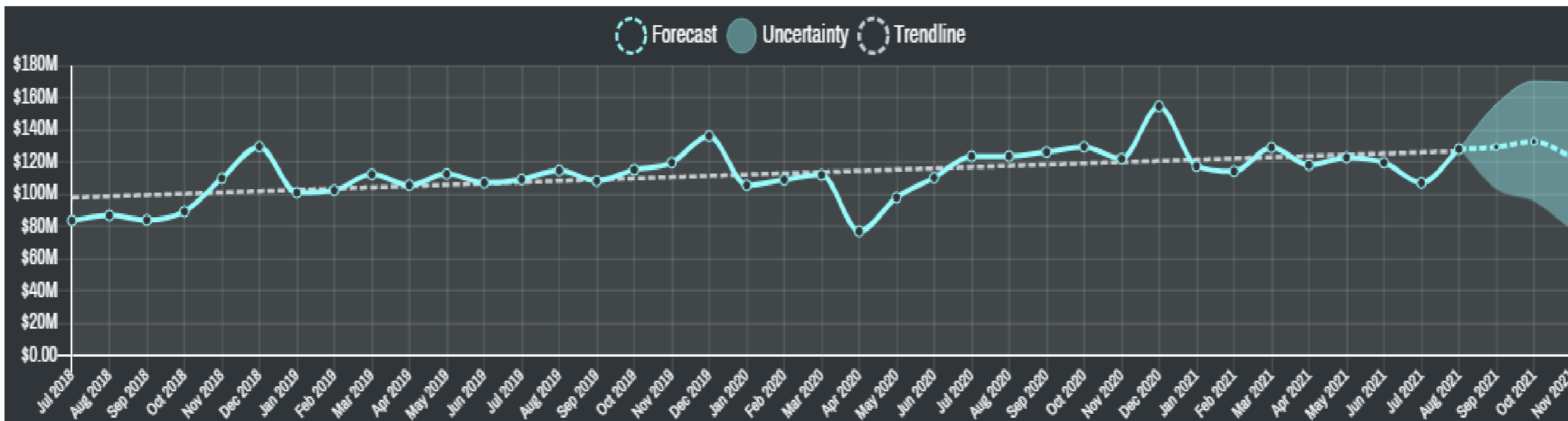
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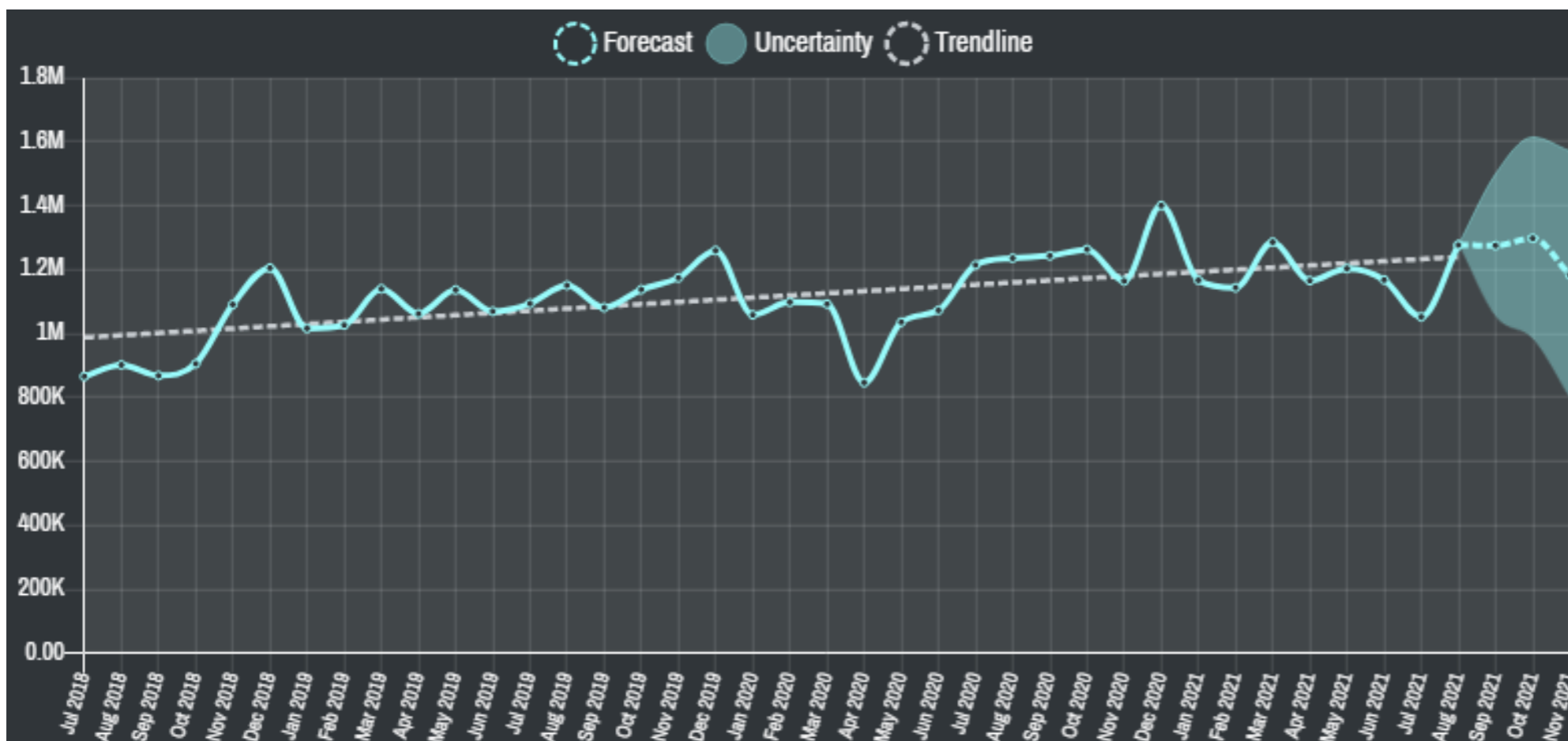


City of
**Norwood
Payneham
& St Peters**

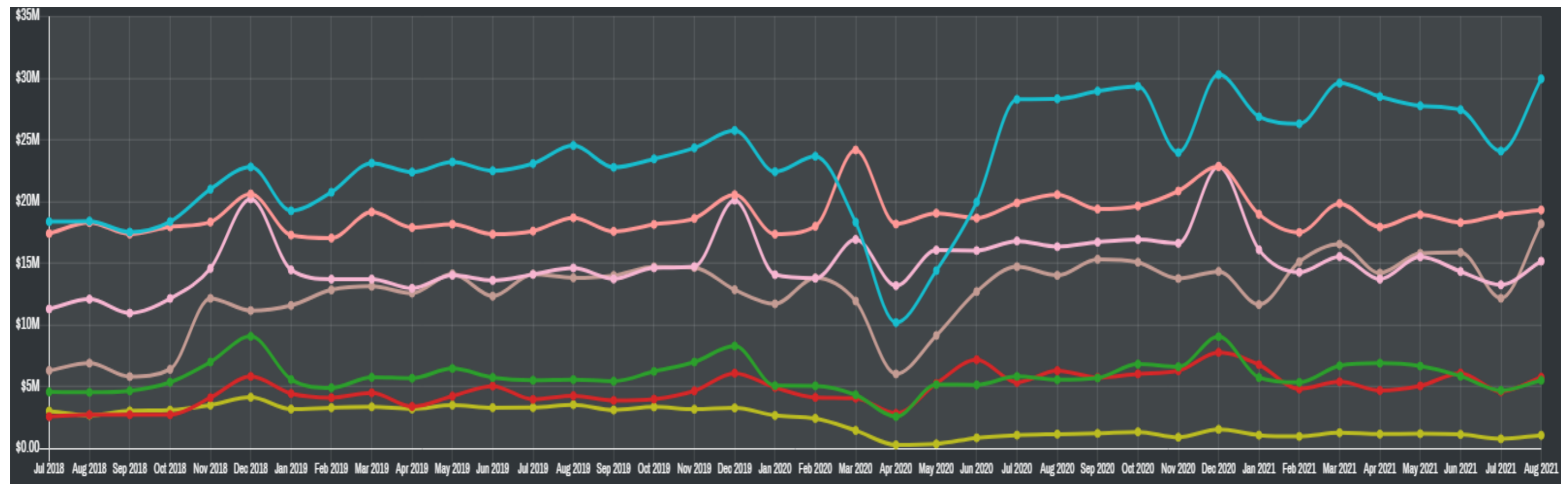
GRAPH 1: EXPENDITURE TIME SERIES (JULY 2018 – AUGUST 2021 WITH PREDICTED TREND UNTIL NOVEMBER 2021)



GRAPH 2: TRANSACTIONS PER MONTH (JULY 2018 – AUGUST 2021 WITH PREDICTED TREND UNTIL NOVEMBER 2021)



GRAPH 3: EXPENDITURE TIME SERIES BY CATEGORY (JULY 2018 – AUGUST 2021)



3.3 THE PARADE PRECINCT OCCUPANCY LEVELS ANNUAL ASSESSMENT

REPORT AUTHOR: Economic Development & Strategic Projects Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA69306
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to provide the *Business & Economic Development Committee*, with an annual updated assessment of occupancy levels within The Parade Precinct.

BACKGROUND

As part of the report to Council's *Business & Economic Development Committee* in November 2019, it was recommended that an assessment of The Parade Precinct's occupancy level be conducted annually and the findings presented back to the Committee to be noted, as well as be presented to the Council's *Norwood Parade Precinct Committee* and the Council.

The initial assessment was undertaken in response to a report published by JLL Australia relating to occupancy rates of Adelaide high streets. The high streets assessed by JLL Australia as part of the report include:

- The Parade, Norwood;
- Prospect Road, Prospect;
- Hindley Street, Adelaide;
- Rundle Street, Adelaide;
- King William Road, Goodwood;
- O'Connell Street, North Adelaide; and
- Jetty Road, Glenelg.

The latest report from JLL Australia is the *1Q21 Adelaide Retail High Street Overview*, a copy of which is contained in **Attachment A**. This report depicts a strong improvement in the majority of the high streets, none more so than The Parade, Norwood which had its vacancy rate decline by almost 50% from 14.7% in the third quarter of 2020 to 7.5% in the First Quarter of 2021. This reduction of vacant tenancies within what JLL Australia outline as their measuring scope for The Parade, which is all ground floor tenancies directly fronting The Parade between Osmond Terrace and Portrush road, resulted in The Parade moving from the high street with the largest vacancy rate to third, behind Prospect Road (small high street scope) and King William Road.

In October 2021, Council Staff undertook an assessment of The Parade Precinct (as defined by the *Norwood Parade Precinct Committee*) occupancy levels to understand the ongoing impacts of the COVID-19 Pandemic and how the Precinct may have 'bounced back' following improvements to consumer spending behaviour and also to compare research with the findings in the latest JLL Australia report.

South Australia has, to date, handled the movement of the virus efficiently and effectively, allowing "brick and mortar" businesses to return to a level close to "normal". In conjunction with this, the Federal Government's road map out of the Pandemic, centred upon the need to reach 80% of the eligible population being fully vaccinated, has assisted in slowly returning consumer's social and retail spending behaviours. The assessment of The Parade Precinct occupancy level was therefore a key task to undertake to determine how it has changed a year on from the last assessment and to get a baseline for an assessment to be again undertaken in a year's time when the impacts of the Pandemic may again be very different.

DISCUSSION

For the purpose of this report, vacancy rates are defined as a percentage of all available occupiable commercial properties (residential not included) in a particular area. In retail precincts such as The Parade, the vacancy rate is usually calculated on the commercial tenancies located on the ground floor predominately comprising of retail and commercial uses. However, given the small number of non-ground floor tenancies along The Parade, these have been included in the assessment. Generally the vacancy rate measures the health of the local property market by representing the level of activity and demand for property.

The assessment undertaken by Council Staff encompasses the entire Parade Precinct, which extends from Fullarton Road to Portrush Road, as depicted on the map contained in **Attachment B**. The assessment undertaken by Council Staff was conducted on Friday 1 October 2021 and all details from the research are correct as of that date.

It should be noted that in undertaking the assessment, Council Staff made the following assumptions:

- Tenancies noted as being vacant were those that:
 - had signage indicating that the premises or part of the premises (i.e. one (1) of the two (2) buildings was partly vacant) was for lease;
 - tenancies that had a 'Leased' sign and were still vacant and Council was not aware of a new business preparing to occupy the space; and
 - tenancies that did not have signage but were empty and the Council was not yet aware of any new business preparing to occupy the space.
- It is noted that there was one (1) site along Cairns Street, where it was unclear whether the tenancy was occupied or whether it was vacant and for this reason, this property has been excluded and does not form part of the vacancy figures.

The research conducted by Council Staff found the following:

- there is a total of 368 tenancies within The Parade Precinct;
- 349 tenancies were occupied by a business;
- there were nineteen (19) vacant tenancies (21 less than 2020) within The Parade Precinct, which equates to a vacancy rate of 5.16% (a decrease of 5.34% from 2020);
- eleven (11) vacant tenancies are located on the northern side of The Parade (17 less than 2020) and the northern side has a vacancy rate of 5.9% (11 out of the 188 tenancies are vacant); and
- eight (8) vacant tenancies are located on the southern side of The Parade (4 less than 2020) and the southern side has a vacancy rate of 4.4% (8 out of the 180 tenancies are vacant).

The decline in total number of tenancies is due to the construction of the COMO development commencing, leading to the demolition of a number of tenancies within the Norwood Mall (these will again be included at the completion of the project) and businesses such as People's Choice Credit Union and Cono, which have taken over multiple tenancies to operate their business, reducing the supply of tenancies available.

In comparison to the occupancy levels in 2020, the 2021 rate represents a significant decrease in the number of vacant tenancies within The Parade Precinct. A decline of 21 tenancies in the period of a year reflects a positive period for the Precinct given the COVID-19 Pandemic has continued to impact businesses across the world. When comparing the vacancy rate ascertained by Council Staff with that prepared by JLL Australia, there is just over 2% difference between the two (2) investigations with the Council rate being lower and more representative of the entire Precinct. Previously, this disparity was approx. 4%. Prior to COVID-19 and the development of new tenancy stock, JLL Australia noted that The Parade averaged a vacancy rate of 5.3% between 2015-2018 and as can be seen, the vacancy numbers identified by both Council Staff and JLL Australia in 2021, are reflecting a rate similar to that which occurred during 2015-2018.

Again, in a positive outcome for The Parade Precinct, a large number of new businesses have chosen to establish themselves within the Precinct, however an even better endorsement for the Precinct and the Norwood area in general, is that a number of businesses previously located in the Precinct have chosen to relocate to a new tenancy within the Precinct. New and relocated businesses contribute to a strong business mix within The Parade Precinct, adding to the resilience of The Parade Precinct. The relocated, along with the new businesses include:

- **A Star is Worn** (relocated to Shop 2/45 The Parade);
- **Riccardo Di Fabio** (relocated to 65A The Parade);
- **APM** (relocated to Level 1/137 The Parade);
- **Beads on Parade** (relocated to 138A The Parade);
- **VDR** (relocated to 61A Edward Street);
- **Phil Hoffmann** (relocated to 151 The Parade);
- **People's Choice Credit Union** (relocated to 177/193 The Parade);
- **Fellow Barber** (relocated to 210C The Parade);
- **Professionals Real Estate Head Office** (located at 1 The Parade);
- **The Bod Squad** (located at 3 The Parade);
- **Black & Co Chartered Accountants & Business Advisers** (located at 4 The Parade);
- **The Usual Suspects Collective** (located at 28 The Parade);
- **Purity Massage** (located at 43-45 The Parade);
- **Evolve College** (located at 45 The Parade);
- **Only 1 Hair Salon** (located at 47 The Parade);
- **Monday Market** (47 The Parade);
- **Belroc Homes** (located at 53 The Parade);
- **The Light Impact** (located at 66 The Parade);
- **Heartland Wines** (located at 2/65A The Parade);
- **Eve Dry Cleaners** (located at 65A The Parade);
- **EFM Health Clubs** (located at 72 The Parade);
- **K-BabyQ** (located at 85 The Parade);
- **James Stevens MP** (located at 1/85 The Parade);
- **Exurbia – The Adventure Supply Company** (pending Full Development Approval, will be located at 134A The Parade);
- **Co.Lab** (located at 2/134A The Parade);
- **Australian Education Academy** (located at 136 The Parade);
- **OPSM** (located at Shop 5 Norwood Place, The Parade);
- **Yo-Chi** (located at 171A The Parade);
- **Betty's Burgers** (coming soon and will be located at 194 The Parade);
- **Pretty Flamingo** (part of Helloworld and located at 3/198-200 The Parade);
- **Chicken n Burger** (located at 9/185 The Parade);
- **Tang Dessert** (located at 202 The Parade);
- **The Nail Bar Norwood** (located at 215D The Parade);
- **Prompt Care** (located at 215C The Parade);
- **All Around Massage** (located at 215A The Parade);
- **Foodie Asian Grocery** (located at 217A The Parade);
- **Tollis & Co Lawyers** (located at 223 The Parade);
- **Pinot & Picasso** (located at 223 The Parade);
- **SOHO Hair** (located at 248 The Parade);
- **Miss Pho** (coming soon and located at 252 The Parade);
- **Johnny Slicks Barber Shop** (located at 254 The Parade); and
- **30 Acres** (located at 233 The Parade).

Some of the businesses that have left The Parade Precinct since the October 2020 assessment include:

- Boral;
- Catania;
- Beaurepairs;
- Tonik;
- Joe Romeo Hairdressing;
- Miss Norwood;
- Sequel Hair;
- Karma East;
- Uncle Dong;
- Equinox (COMO development);
- Dillon’s Newsagency (COMO development); and
- Captivated Soul.

The northern side of the Precinct continues to have more vacant tenancies, however the northern side also has more tenancies in total. The northern side of the precinct has 11 out of its 188 (5.9%) tenancies vacant, whilst the southern side has 8 out of its 180 (4.4%) vacant. Since 2020, the northern side has experienced a substantial decline in vacant tenancies with 17 fewer in 2021 and this is in comparison to the southern side which experienced a vacant tenancy decrease of just 4. The northern side, between Sydenham Road and Wood Street significantly improved with a number of new and relocating businesses occupying previously vacant tenancies. Similarly on the northern side between Queen Street and Portrush Road there were positive outcomes for the Precinct. On the south side of the Precinct, the section between Cairns Street and Portrush Road had vacant tenancies filled, including more of the new stock created as part of the Nuova Development. Similarly between Church Avenue and Edward Street, a number of tenancies have been filled.

The nineteen (19) vacant tenancies located within The Parade Precinct and are spread about, with the only real cluster being between Norwood Oval and Church Avenue, where there are eight (8) vacancies, five (5) of which are very close together including the former sites of Riccardo Di Fabio, Joe Romeo Hairdressing and Miss Norwood. Another small cluster of four (4) vacancies is located on George Street and includes the former sites of Brick + Mortar, Paloma & Co, APM and the Fellow Barber. Parade Central Manager, Mario Boscaini has advised that a number of these tenancies have been difficult to promote to tenants due to the pending works on George Street. The remainder of the vacant tenancies are spread all throughout The Parade Precinct.

A more in depth look at the spread of vacant tenancies can be achieved through segregating the Precinct into three (3) sections. The results are as follow:

- The Parade between Fullarton Road and Osmond Terrace = 5.6% (7 out of 126)
- The Parade between Osmond Terrace and George Street = 5.1% (7 out of 136)
- The Parade between George Street and Portrush Road = 4.7% (5 out of 106)

Whilst, the definition of The Parade as deemed by the Council and JLL Australia may differ, overall, both reports highlight extremely positive results for the Precinct in 2021, especially in comparison to other Metropolitan Adelaide retail high streets. **In fact, the JLL Australia report makes reference to The Parade leading the retail resurgence here in South Australia.** Council’s access to *Spendmapp* data further reinforces this claim with expenditure climbing to higher levels in general than before the Pandemic.

Other high street vacancy rates outlined in the JLL Australia report include:

TABLE1: RETAIL HIGH STREETS VACANCY RATES (1Q21) – JLL AUSTRALIA

Street	Vacancy Rate 1Q21	Vacancy Rate 3Q20	Change
Prospect Road, Prospect	2.9%	7.1%	-4.3%
Hindley Street, Adelaide	13.8%	14%	-0.2%
Rundle Street, Adelaide	11.5%	11.7%	-0.2%
King William Road, Goodwood	6.3%	7.9%	-1.6%
O’Connell Street, North Adelaide	10.4%	8.2%	+2.2%
Jetty Road, Glenelg	7.9%	6.6%	+1.3%
The Parade, Norwood	7.5%	14.7%	-7.2%

Based on the results of the JLL Australia report, The Parade has transitioned from the worst performing high street to the third best performing high street. In comparison, when the Council vacancy rate is applied, The Parade Precinct ranks second behind Prospect Road, which has a much smaller section of high street and a much smaller number of businesses. On this basis, it can be concluded that The Parade continues to perform extremely well, particularly against the other mainstreets across the Adelaide Metropolitan area. More importantly, it appears that The Parade has managed to be recovering well and is continuing to overcome the economic impacts of the COVID-19 Pandemic and can confidently maintain its status as Adelaide's Premier Mainstreet.

Given the importance of monitoring the vacancy rates within The Parade Precinct, Council Staff will continue to conduct annual occupancy and vacancy assessments and provide written reports to the Business & Economic Development Committee as well as the Council's Norwood Parade Precinct Committee and the Council to ensure a healthy and vibrant Precinct is maintained.

OPTIONS

Not Applicable.

CONCLUSION

The results of these investigations reflect the significant investment that both the Council and the *Norwood Parade Precinct Committee* have continued to make in supporting and promoting The Parade Precinct both during the COVID-19 Pandemic and prior to the Pandemic. Marketing and promotion of the mainstreet, competitions, events and activations have all been undertaken to benefit businesses within the Precinct and encourage new businesses to the Precinct to fill vacant tenancies.

COMMENTS

Whilst it is acknowledged that a low vacancy rate is a positive representation of the health of the Precinct, research has shown that when vacancy rates fall below five (5) percent, the rental market is considered to be in a good state and landlords consequently tend to increase rents which in turn can have a negative impact on tenancy mix. It also means that landlords can afford to be selective about the type of tenants that they place in the individual properties. Therefore, maintaining a vacancy rate of between 5% and 9% is the optimal level for a successful precinct.

RECOMMENDATION

That the report be received and noted.

Attachment A

The Parade Precinct Occupancy Levels Annual Assessment

City of Norwood Payneham & St Peters
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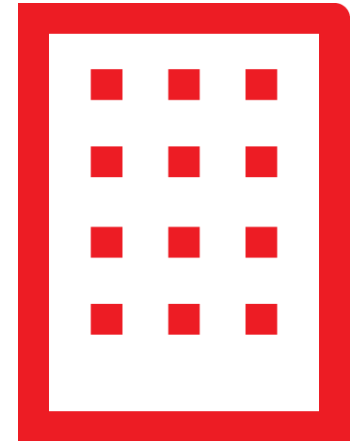


City of
**Norwood
Payneham
& St Peters**



Research Australia

Adelaide Retail High Street Overview



Rundle Street | Hindley Street | O'Connell Street | The Parade | Jetty Road
| King William Road | Prospect Road

Executive Summary

In our second edition of the JLL Research Adelaide High Street Retail Overview since the global COVID-19 pandemic commenced in March 2020, we begin to see a clearer picture of the impacts on suburban retail strip precincts. Positively, occupier demand is trending upwards. In 1Q21, we recorded the largest period-on-period decrease in overall vacancy (-1.4 percentage points) since JLL began tracking the data over five years ago.

Geographically, retailer demand across the majority of the inner suburban retail high streets improved – particularly along The Parade, Norwood, where vacancy almost halved over the last six months. In the CBD, vacancy rates along Rundle Street and Hindley Street were broadly unchanged, representative of the general pace of recovery seen in the Adelaide CBD over the last 12 months.

The overall tenancy mix across all retail high streets was generally stable, with the only significant proportional change occurring between fashion retailers (-0.6%) and hairdressers & beauty services retailers (+0.6%). The cafes, restaurants & takeaway food services sector remains the largest occupier across Adelaide's high streets, accounting for 32% of all specialty tenancies.

Precinct	1Q21 Vacancy (%)	3Q20 Vacancy (%)	
Rundle Street, CBD	11.5	11.7	▼
Hindley Street, CBD	13.8	14.0	▼
O'Connell Street, North Adelaide	10.4	8.2	▲
The Parade, Norwood	7.5	14.7	▼
King William Road, Goodwood / Hyde Park	6.3	7.9	▼
Jetty Road, Glenelg	7.9	6.6	▲
Prospect Road, Prospect	2.9	7.1	▼
<i>Blended</i>	<i>9.0</i>	<i>10.4</i>	▼

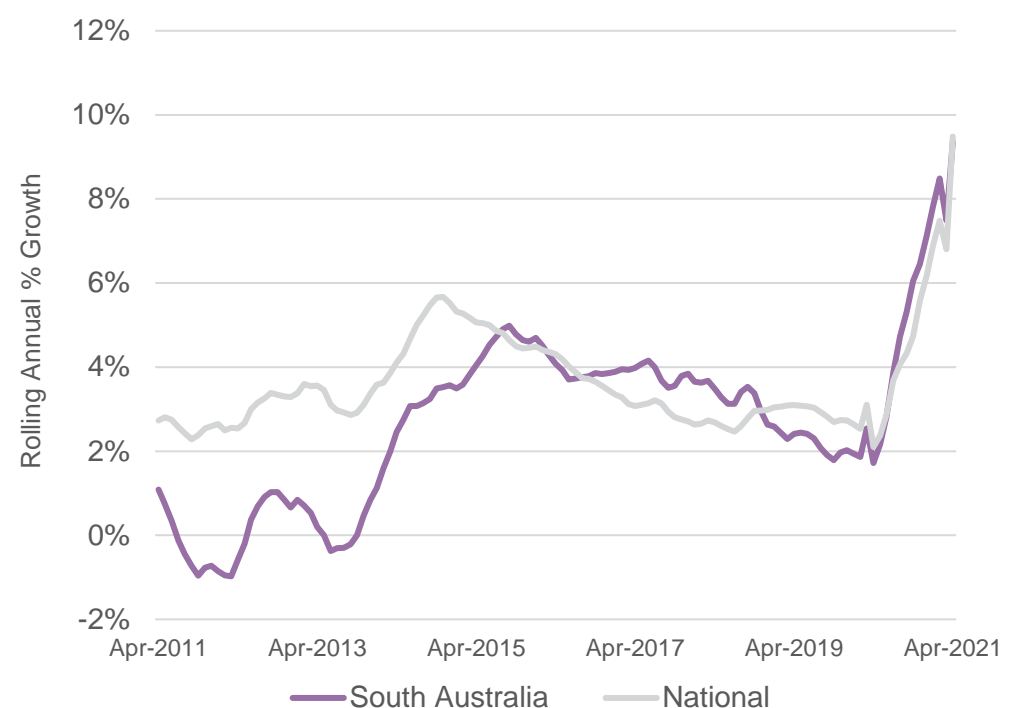
Consumer Sentiment & Retail Turnover

Annual retail trade growth reached 9.4% in April 2021, reflecting the highest rate of rolling annual growth since December 2008. The growth has been broad-based with spending in categories related to a population spending more time at home increasing significantly. On a rolling annual basis to April 2021, spending on household goods (comprising furniture and housewares, electrical goods, and hardware and gardening supplies) reached 22.4%, retreating slightly from an historical high of 23.3% recorded in March 2021.

Positively, spending growth in discretionary retail categories has now recovered, to the extent where spending in the fashion (comprising clothing, footwear, and personal accessories) category reached an historic high in April 2021. On a rolling annual basis, South Australian retail trade growth in fashion increased to 27.4% - representing the strongest rate of annual growth ever recorded in the category since the Australian Bureau of Statistics began tracking data in 1982.

Spending in the restaurants, cafés, and takeaway food services category – the hardest hit retail category during the COVID-19 pandemic - is edging closer to positivity. Annual retail trade growth in the category is currently -1.2%. However, more recently, the ongoing normalisation of retail consumption patterns has resulted in more South Australians dining out. Over the last six months, retail trade in the SA cafes, restaurants and takeaway food services sector has increased 7.5% on a rolling-basis.

Retail Turnover (y-o-y): South Australia & Australia

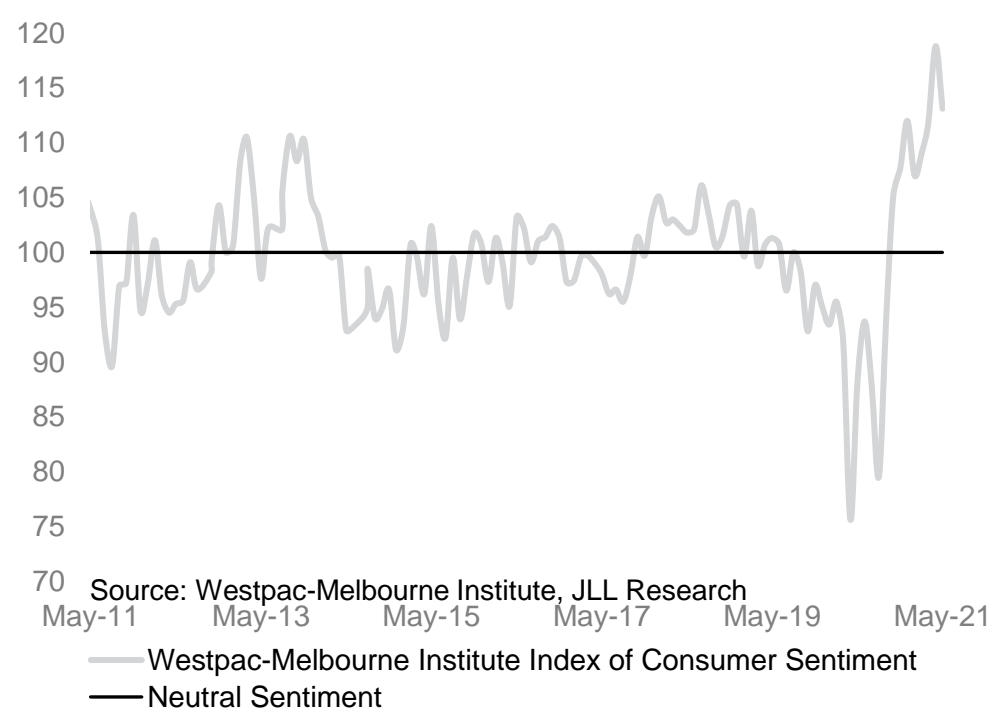


Source: Australian Bureau of Statistics, JLL Research

Looking forward, it is expected that more money will flow through the economy in SA as the labour market improves. As at April 2021, the unemployment rate was 5.7%, which represents a 3.0 percentage point decrease from the most recent peak of 8.7% in June 2020.

Improving labour markets and the roll-out of the COVID-19 vaccination programs globally has supported a growing wave of economic optimism nationally. In May, the Westpac-Melbourne Institute Index of Consumer Sentiment reached 113.1, representing the second highest mark for the Index since April 2010.

Westpac-Melbourne Institute Index of Consumer Sentiment



Source: Westpac-Melbourne Institute, JLL Research

— Westpac-Melbourne Institute Index of Consumer Sentiment
— Neutral Sentiment

Rundle Street, CBD

Rundle Street, along with other CBD high retail street, Hindley Street, were the hardest hit strips in the early COVID-19 period. Vacancy along Rundle Street increased significantly between analysis periods, from 6.3% in 2Q19 to 11.7% in 3Q20. However, occupancy levels have stabilised in the precinct over the last six months. As at 1Q21, vacancy was broadly unchanged at 11.5% - a 0.2 percentage point decrease from 3Q20.

With very little movement in overall vacancy, the tenancy mix was generally stable. The two major retail occupier categories of dining out (comprising restaurants, cafés, and takeaway operators) and fashion retailers account for 58% of the Rundle Street's total tenancy mix – 10 percentage points higher than the average Adelaide high street proportion for those two categories.

New hospitality openings along Rundle Street included Daughter-in-Law – a new Indian restaurant venture for global restaurateur Jessi Singh – which opened in the former Taj Tandoor space at 290 Rundle Street, and new Vietnamese restaurant Ong, which opened in the former Chopstix space at 287 Rundle Street. Additionally, the former Cibo café site on the corner of Rundle and Frome was leased to new café operator Kafi:n. In the fashion retailing sector, Dangerfield relocated from 242 Rundle Street to a larger footprint at 253 Rundle Street.

Over the medium term, Rundle Street is expected to benefit from the strip's proximity to the emerging employment zone Lot Fourteen, at the former Royal Adelaide Hospital site. The recently completed Crowne Plaza hotel, as well as residential developments like The Adelaidean, Realm, and the East End Apartments have also supported increased foot traffic.

Hindley Street, CBD

The vacancy rate along Hindley Street was stable at 13.8% over the last six months to 1Q21. Prior to the COVID-19 pandemic, occupancy levels along Hindley was trending upwards, reaching a vacancy rate low of 8.6% in mid-2019. However, much like Rundle Street in the CBD, vacancy increased significantly with the onset of COVID-19.

With vacancy generally unchanged over the last six months, occupier activity was relatively subdued. However, three additions to the night-time economy in the form of small bars Bethnal Green at 111 Hindley Street, and Suzie Wong Bar at 82 Hindley Street, and nightclub Lux Adelaide at 146 Hindley Street, all opened since our last analysis period.

In the restaurant and café sector, Nandos closed its operations at the corner of Hindley and King William Streets, replaced by burger restaurant Hello Harry, which relocated from Union Street in the CBD's east in March 2021.

Hindley Street currently has the highest vacancy rate of all monitored Adelaide retail high-streets. This is expected, given the area's exposure to hospitality retailing, and its proximity to a CBD workforce that spent more time working remotely over the last 12 months.

Jetty Road, Glennelg

With a higher proportion of white collar workers working remotely over the COVID-19 period, vacancy rates across many suburban retail high streets decreased in 2020. Jetty Road was no exception, with the vacancy rate decreasing 3.0 percentage points to 6.6% over the analysis periods of 2Q19 and 3Q20.

However, in 1Q21, the number of vacant shop fronts increased moderately, lifting vacancy 1.3 percentage points to 7.9%. A total of three fashion retailers closed stores over the six months to 1Q21. National fashion retailer Mosaic Brands closed its W Lane store at 2/128 Jetty Road as part of its broader national 323 store closure process in 2020. Additionally, PAS Group closed its Black Pepper store at 150 Jetty Road, and local fashion store Touche De Paris ceased operations at 62 Jetty Road.

In the café and restaurant category, burger restaurant Hello Harry moved closer to the beachfront, relocating from 120 Jetty Road to 40 Jetty Road. Meanwhile new restaurant and bar Terra & Sol opened in the former Tasca Viva space at 18 Jetty Road.

Jetty Road is a more diverse tenancy mix than most other retail high streets in Adelaide, with a higher proportion of community-related retailers such as banks, recreational goods retailers, and specialty food traders.

O'Connell Street, North Adelaide

Vacancy along O'Connell Street increased moderately in 1Q21 to 10.4% - an upswing of 2.2 percentage points from 3Q20. There were a number of business closures over the period with Flight Centre closing its North Adelaide store, Indian restaurant Arya (81 O'Connell Street), relocating to Unley, and café operator Un Caffe Bar (81 O'Connell Street) ceasing operations.

More positively, O'Connell Street was selected as the location of Adelaide's first Lonestar Rib House and Brews, which opened in October 2020 at the former Scuzzi Café space at 99 O'Connell Street.

North Adelaide's O'Connell Street maintains the reputation as Adelaide's Eat Street with the highest proportion of restaurants and cafes of all Adelaide high streets (43%). However, with the exception of Hindley Street, the precinct has the lowest proportion of fashion retailers within its overall tenancy mix (3%).

It is expected that the future major mixed-use development at 88 O'Connell Street, currently in planning, will improve amenity in the area and increase foot traffic over the medium-term.



The Parade, Norwood

A high volume of new leasing deals along The Parade over the last six months resulted in a significant decrease in vacancy in 1Q21.

Overall vacancy reduced by almost half to 7.5%, primarily from retailers absorbing unleased specialty retail space introduced to market in 2019 and 2020 through mixed-use residential projects and redevelopments. Over the six months to 1Q21, a number of new café and restaurant operators opened stores. Additionally, an increase in hairdressing and beauty services retailers was also recorded.

New restaurant openings on The Parade included Kazumi Ramen, a new venture from the owner of Samurai Teppanyaki House, which was formerly located on The Parade before relocating to Hyde Park in 2017. Melbourne-based dessert bar Yo-Chi opened its first South Australian location in March 2021 at 171A The Parade. Additionally, a new restaurant is currently at the fit-out stage in the former Norwood Squash Courts, which was recently redeveloped into retail space. The restaurant, 30 Acres, will be run by the team behind Oar (West Lakes) and 303 By The Sea (Henley Beach).

Much like Jetty Road, The Parade has a more balanced tenancy mix compared to other high street retail strips in Adelaide, with a higher proportion of banks, electrical goods retailers and recreational goods retailers.

Prior to the development of new apartment developments with ground floor retail in 2019 (Bath Apartments, Nuovo Apartments), vacancy along The Parade averaged 5.3% from 2015-2018. Current vacancy is nearing this mark. With major residential developments like Norwood Green and Como (at the Coles Norwood site) currently under construction, it is expected that retailer demand for space along the strip will increase further in over the short-term.

King William Road, Goodwood / Hyde Park

Vacancy along King William Road has decreased for four consecutive analysis periods after reaching a cyclical high of 17.6% at the end of 2018. As at 1Q21, vacancy is 6.3%, the lowest recorded vacancy along the strip since JLL began tracking the data in 2015.

In 1Q21, new store openings included CupKates Desserts, a dessert bakery from the owners of the adjacent restaurant, Fish out of Water, Votre Luxe, a luxury fashion brand consignment store, and a new art gallery space from online art marketplace Bluethumb. In the restaurant space, the team behind Stella (Henley Beach) opened café restaurant Hello Neighbour / Artusi by Night at 150 King William Road.

King William Road has the highest proportion of hairdressers and beauty services operators (18%) in its tenancy mix across all tracked retail high streets. It also has the highest proportion of allied health services (6%), compared to other tracked retail high streets in Adelaide.

Over the medium-term, residential apartment developments currently under construction, in the form of Hyde Park Place (248 Unley Road) and Two Four Six (246 Unley Road) are expected to increase local retail catchment densities.



Prospect Road, Prospect

Author

The vacancy rate along Prospect Road reduced by 4.4 percentage points to 2.9% in 1Q21 – The tightest vacancy rate across all of the tracked Adelaide retail high streets. It must be noted that Prospect Road is the smallest high street tracked for analysis.

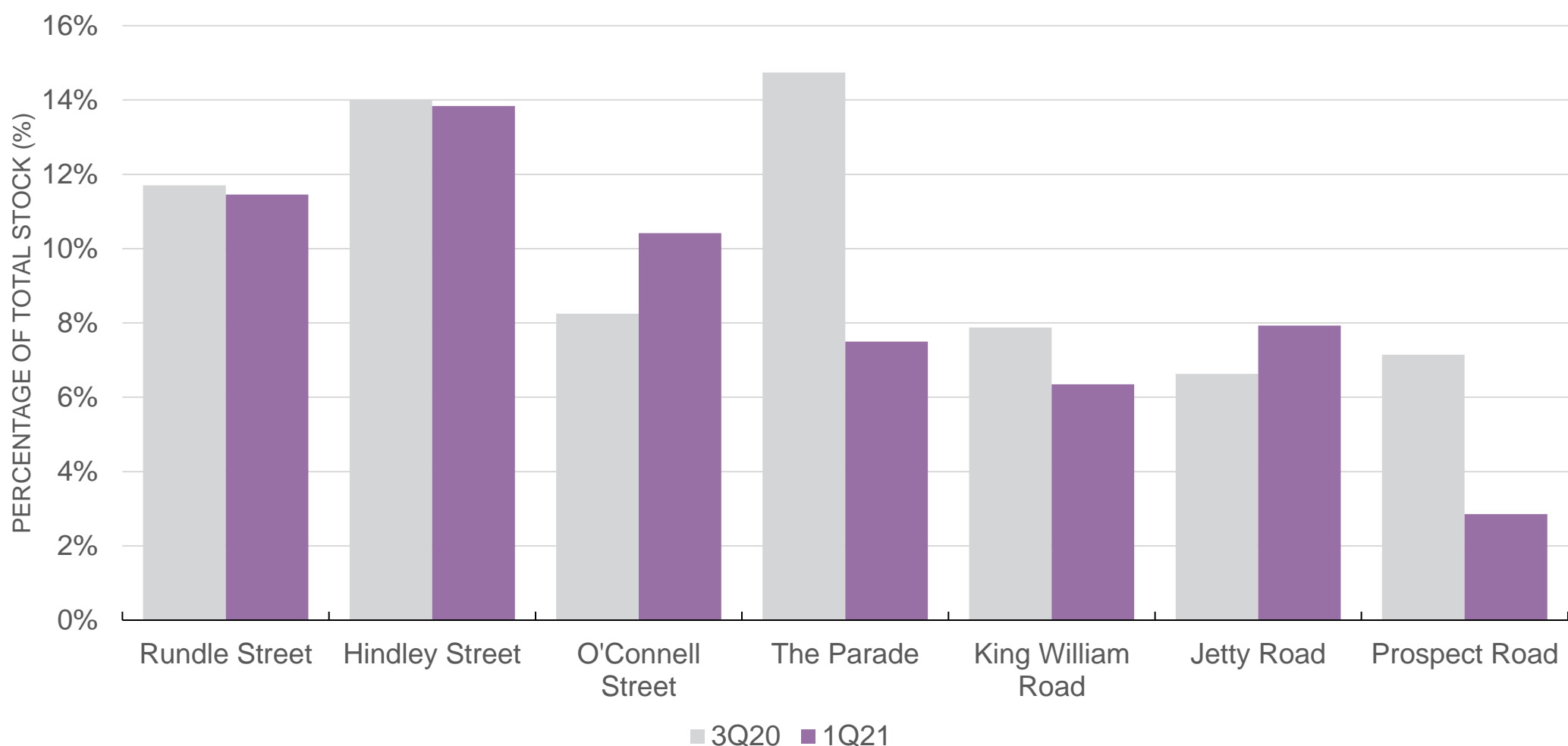
An additional three cafes, restaurants & takeaway retailers were added to the tenancy mix in 1Q21. This brought Prospect Road's proportion of cafes, restaurants & takeaway retailers within the total tenancy mix to 40%, the second highest overall proportion of dining operators behind O'Connell Street in North Adelaide (43%).

New retailer openings over the analysis period included American street food restaurant AJ's Kitchen, café and delicatessen Bottega Bandito, which opened in the former New Nordic space next to sister restaurant Anchovy Bandit, and Korean fried chicken restaurant Hero Chicken.



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Overall Vacancy: Adelaide Retail High Streets, 3Q20 to 1Q21



Source: JLL Research

jll.com.au

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3.4 SMALL BUSINESS FRIENDLY COUNCIL INITIATIVE (1 JULY 2020 – 31 MAY 2021)

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: qA1529
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to update the Business & Economic Development Committee, with the report that was submitted to the Small Business Friendly Council (SBFC) for the period 1 July 2020 – 31 May 2021.

BACKGROUND

On 30 August 2017, the Office of the Small Business Commissioner (OSBC) launched the Small Business Friendly Council (SBFC) Initiative. The SBFC Initiative aims to recognise councils that are working to support their small business communities.

The benefits of being small business friendly and supporting the growth of small business include:

- supporting the Council's local economic area, including job opportunities;
- meeting the needs of ratepayers through the provision of local goods and services; and
- creating the right environment to establish and grow a business.

At its meeting held on 6 November 2017, the Council considered a report on the SBFC Initiative and resolved to participate in the Initiative. Shortly after the Council's resolution, the Charter Agreement was signed. The Charter outlines what the Council agrees to do, which includes the following five (5) initiatives:

- implementing activities to improve the operating environment for small business within Council's area;
- establishing a business advisory group (if one does not already exist) to assist Council's understanding of small business needs in its local area;
- implementing a procurement policy which recognises and supports local small businesses wherever possible; paying undisputed invoices from small business suppliers within 30 days; and
- implementing a timely and cost effective dispute resolution process to manage disputes.

The Charter also requires the Council to submit annual reports which will assist the OSBC to identify best practice examples that can be shared with other participating councils.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The initiatives delivered during this reporting period, aligns with the following Outcome and Strategies as contained within *CityPlan2030: Shaping Our Future – Mid Term Review*:

Outcome 3: Economic Prosperity – A dynamic and thriving centre for business and services.

- ***Objective 3.1: A diverse range of businesses and services.***
 - *Strategy 3.1.1 Support and encourage local small, specialty, independent and family-owned businesses.*
- ***Objective 3.2: Cosmopolitan business precincts contributing to the prosperity of the City.***
 - *Strategy 3.2.1 Retain, enhance and promote the unique character of all our City's business precincts.*
 - *Strategy 3.2.3 Promote the City as a visitor destination.*
- ***Objective 3.3: Attract new enterprises and local employment opportunities to locate in our City.***
 - *Strategy 3.3.3 Promote and support local food and beverage manufacturing.*

- **Objective 3.5: A local economy supporting and supported by its community.**
 - 3.5.2 Retain accessible local shopping and services.
 - 3.5.4 Support opportunities for the community to access locally produced food and beverage produce.
 - 3.5.5 Encourage community support for and promote awareness of all businesses in our City.

The initiatives also align with the following Strategies set out in the *2021-2026 Economic Development Strategy*:

- **Objective: Support the growth and viability of the City's business sectors based on their competitive strength and strategic priority.**
 - Strategy 1.1: Focus on the support and growth of the City's priority sectors.
- **Objective 2: Increase the number of people who live, work and visit the City to enhance the community well-being of existing residents, workers and visitors.**
 - Strategy 2.1: Showcase and promote the City's attractions and events to facilitate growth in visitation.
 - Strategy 2.4 Work with local business operators to strengthen the viability of precincts and enhance the customer experience.

FINANCIAL AND BUDGET IMPLICATIONS

The total cost to prepare the *2021-2026 Economic Development Strategy* was \$20,061, which was spent during the 2019-2020 and 2020-2021 financial years. The total cost included the engagement services of URPS (Consultants) to facilitate five (5) key sector workshops with representatives from the business community and to undertake and promote community consultation including printed collateral, flyer distribution and public notices and advertisements. The remaining funds were allocated to engage Motiv Design to develop concepts, design and finalise the document for online as well as printing of the final document.

The three (3) initiatives that are outlined in the *Small Business Friendly Council* report and their respective spends, which include campaign development and execution are:

- Digital Christmas Advent Calendar (\$15,000);
- Food Secrets at the Green event (\$23,000); and
- Book a Holiday – Win a Holiday competition (\$20,500).

Funds were allocated from the Economic Development Precinct Management Budget and The Norwood Parade Precinct Committee Budget, to deliver these initiatives.

EXTERNAL ECONOMIC IMPLICATIONS

The success of the initiatives and ultimately the *2021-2026 Economic Development Strategy*, will continue to be impacted upon by the broader economic environment, which is subject to natural fluctuations in the global economy and the decisions made by the State and Federal Governments in response to the COVID-19 Pandemic. In 2020, the *Food Secrets at the Green* event was cancelled due to the Pandemic, but was successfully held in 2021, and the *Book a Holiday – Win a Holiday* competition was developed as a result of the effects that COVID-19 has and continues to have on the tourism industry, specifically the travel agencies. Notwithstanding this, the Council's focus will remain on developing the local economy in order to achieve the vision in the Strategy.

RESOURCE ISSUES

The delivery of the three (3) initiatives that are outlined in this report were initiated and managed by the Economic Development Unit, with assistance from the Council's two (2) Event Coordinators for the *Food Secrets at the Green* event.

COVID-19 IMPLICATIONS

The COVID-19 Pandemic and the affects that it has on both the business sector and the community has been challenging. Council Staff have ensured that initiatives, programs and events continue to be planned and delivered safely where and when possible.

DISCUSSION

Small business owners and operators create local employment, provide essential goods and services and help create attractive, liveable communities. The right mix of small businesses within a precinct, suburb and municipal, can create a sense of vibrancy, which attracts and excites people to live, work and visit in the area.

Government bodies, particularly local councils, have a key role in the establishment process of a business, as well as provide assistance and support throughout the lifecycle of a small business. For example, business owners and employees within the City of Norwood Payneham & St Peters have the ability to interact with a range of areas within the Council such as; customer service, economic development, planning department, finance and events to name a few.

The report contained in **Attachment A**, outlines the activities and initiatives that the Council delivered during the reporting period 1 July 2020 to 30 May 2021.

OPTIONS

Nil.

COMMENTS

Most interactions that business owners have with government are at a local level, which is why it is essential that the Council focuses on building stronger, more productive relationships, which result in better outcomes for the business and community.

Whilst the Council has delivered a fair and great service to all businesses within the City of Norwood Payneham & St Peters prior to its commitment to the Office of the Small Business Commissioner, specifically the Small Business Friendly Council initiative, it is now pleasing to continue the same level of service and to be officially recognised as a Council that is business friendly.

RECOMMENDATION

That the Committee notes that a Small Business Friendly Council report will be presented to the Business & Economic Development Committee on an annual basis.

Attachment A

Small Business Friendly Council Initiative (1 July 2020 - 31 May 2021)

City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067

Telephone 8366 4555
Facsimile 8332 6338
Email townhall@npsp.sa.gov.au
Website www.npsp.sa.gov.au



City of
**Norwood
Payneham
& St Peters**

Small Business Friendly Council Reporting Template

The Small Business Friendly Council (SBFC) Initiative is an important way of connecting with small business in your local area.



Information is requested as part of the reporting process, which will assist the Office of the Small Business Commissioner to identify best practice examples that can be shared with other participating councils.

Your progress report will cover the period from 1 June to 31 May of the following year, with the annual report being due on 30 June.

REPORTS ARE DUE TO BE SUBMITTED BY 30 JUNE

Your contact details

Name: Stacey Evreniadis

Position Title: Economic Development Coordinator

Phone: 08 8366 4616

Email: sevreniadis@npsp.sa.gov.au

Council: City of Norwood Payneham & St Peters

Required Initiatives

Please provide a short summary of how your Council has met each required initiative over the past year.

Local government activities to support small business

Council agrees to implement activities to improve the operating environment for small business within its area. Details of these activities are to be included in Council's operational plans and strategies.

In 2020, Council Staff with the assistance of the Council's Business & Economic Development Committee, worked on the preparation of the *2021-2026 Economic Development Strategy*, which is designed to guide economic development within the City of Norwood Payneham & St Peters, identify the priority areas for the next five (5) years and articulate the Council's role in supporting business and economic development.

The Strategy was formulated through a series of discussions and from feedback received from the business community. In October 2020, the Council endorsed the *2021-2026 Economic Development Strategy*, which demonstrated the Council's ongoing commitment to recognising and celebrating businesses within the Council area.

Prior to the COVID-19 Pandemic, the development of the Council's Economic Development Strategy focused on growth, attraction and understanding the needs of the business sector. However, the effects on businesses due to the Pandemic have been substantial, and therefore it has been essential that the Economic Development Strategy takes into consideration the economic and social impacts that the Pandemic has caused and that these issues be reflected in the actions. As a result of the impacts of the

Pandemic, an overarching Strategy of 'Recover & Rebuild', which cuts across all four (4) themes was included in the Strategy to assist the Norwood Payneham & St Peters business community in its recovery, acknowledging that many businesses are currently in a mode of survival, rather than growth.

The City of Norwood Payneham & St Peters *2021-2026 Economic Development Strategy* can be accessed via the Council website at:

https://www.npsp.sa.gov.au/directory_documents/0_economic_development_strategy_2021_2026

Business advisory group

Council agrees to establish a business advisory group (if one does not already exist) to assist its understanding of small business needs in its local area. The group should include local small business operators and members of their representative bodies.

The City of Norwood Payneham & St Peters established the Business & Economic Development Committee pursuant to Section 41 of the Local Government Act 1999 and adopted Terms of Reference for the new committee on 2 November 2020. The Committee comprises of Ten (10) members including the Mayor, Four (4) Elected Members and Five (5) Specialist Members with a background and experience in business and economic development, multimedia, tourism, strategic planning and who are regarded as leading practitioners in their respective fields. The objectives of the Committee are:

- To assist the Council to facilitate and promote economic growth and development in the City;
- To provide advice to the Council and recommend actions, including the conduct of studies associated with business and economic development, as required, in order to facilitate the identification of opportunities, issues, strategies and actions;
- Provide advice to the Council where necessary, to facilitate the creation of business networks, which provide benefits for the City; and
- To oversee the strategic planning, the implementation of projects and marketing and promotion associated with business and economic development.

Between 1 June 2020 and 31 May 2021 four (4) meetings of the Council's Business & Economic Development Committee were held.

The City of Norwood Payneham & St Peters has also established the Norwood Parade Precinct Committee pursuant to Section 41 of the Local Government Act 1999 and adopted its latest Terms of Reference for the committee on 3 December 2018. The Committee comprises of Thirteen (13) members including the Mayor, Four (4) Elected Members and Eight (8) Representatives who must be either a current property owner/trader/business owner, currently trading or owning a Property within the Parade Precinct. The functions of the Committee are:

- To develop and recommend to the Council in each financial year, an Annual Business Plan and Budget for The Parade Precinct;
- The Budget developed by the Norwood Parade Precinct Committee must be considered in conjunction with the Annual Business Plan. The amount recommended to the Council, to be approved by the Council, should meet the objectives set out in the Annual Business Plan;
- To oversee the implementation of the Annual Business Plan as approved;
- To oversee the implementation of the approved Marketing and Promotional Plan for The Parade;
- To assist in the development and promotion of a vibrant cultural and leisure tourism destination for businesses, residents and visitors; and
- To facilitate and encourage networking and communication.

Between 1 June 2020 and 31 May 2021 seven (7) meetings of the Norwood Parade Precinct Committee were held.

Procurement

Council agrees to implement a procurement policy which recognises that local small business is a significant contributor to economic development in its area and should be provided with a fair opportunity to provide goods and services to Council wherever possible.

The Council has implemented a *Procurement Policy* underpinned by a social, economic and environmental sustainability principle (amongst others). The Council is committed to maximising the positive impact of its procurement activities to the local community, its economy and the environment.

The *Procurement Policy* states that where all other considerations are equal, the Council may give preference to a local supplier to ensure local employment opportunities, economic stability and/or growth. The *Procurement Policy* was reviewed and adopted by the Council on 1 June 2020 and will be reviewed in July 2022.

A *Procurement Policy Guidelines* document was developed and the guidelines are to be applied in conjunction with the *Procurement Policy*. The Policy Guidelines provides clear direction to all Council employees when undertaking procurement activities at the City of Norwood Payneham & St Peters.

The City of Norwood Payneham & St Peters *Procurement Policy* and *Procurement Policy Guidelines* documents can be accessed via the Council website at:
https://www.npsp.sa.gov.au/directory_documents/179_procurement_policy_guidelines_policy

On-time payment policy

Council agrees to work towards ensuring all undisputed invoices from small business suppliers are paid within 30 days.

The Council became a signatory to the *Australian Supplier Payment Code* in November 2017, which is overseen by the Business Council of Australia, to show its commitment to paying small business suppliers within payment terms, or 30 days from invoice date, whichever is applicable. Details of this commitment have been supplied on the Council's website. Adherence to the Code is reported on annually to monitor and publish performance. The Council keeps statistics on the number of invoices processed, the average number of days from invoice date to entry and the number of days from entry to payment date, as well as the statistics on the percentages of invoices paid early, on-time or late. This performance has been compared year against year, since 2016.

During the period 1 June 2020 to 31 May 2021, the City of Norwood Payneham & St Peters paid a total of 8,503 invoices. Of the 8,503 invoices paid by the Council, 80% were paid within 30 days from the invoice date. There was an average of 23 days from when invoices were received, to when they were entered in the Council's system for payment, and an average of 6 days from entry to payment. Based on the terms and conditions of payment of the individual businesses, of the 8,503 invoices paid by the Council, 17% of invoices were paid on time, 33% were paid early and 50% of invoices were paid late with the average number of days late recorded at 15 days.

Dispute resolution

Council agrees to implement (if it does not already have one) a timely and cost-effective process to manage any disputes it may have with small business. The process may include the referral of disputes to an independent dispute resolution service (such as that offered by the OSBC).

The Council has an existing *Complaints Handling Policy & Procedure*, which provides a framework for receiving and responding to complaints from all members of the community (including small businesses), with a view to improving its services in all areas of the Council's operation. The Policy aims to ensure that issues which are the subject of complaints are addressed promptly, to the satisfaction of the complainant, where possible, and in a manner which, as far as possible, ensures that such issues will not be the subject of similar complaints in the future.

The Policy is based on five (5) principles which are fundamental to the way the Council approaches the handling of complaints – fairness, accessibility, responsiveness, efficiency and the integration of different areas of the Council where the complaint overlaps functional responsibilities.

The *Complaints Handling Policy & Procedure* was reviewed and adopted by the Council on 3 August 2020 and will be reviewed in August 2023.

The City of Norwood Payneham & St Peters *Complaints Handling Policy & Procedure* document can be accessed via the Council website at:

https://www.npsp.sa.gov.au/directory_documents/82_complaints_handling_policy_and_procedure

During the 2020-2021 financial year, no official complaints were received from businesses however the Economic Development and Accounts Teams received a number of enquiries in relation to the Council's commitment to support businesses during the COVID-19 Pandemic. Several enquiries were answered through the 'COVID-19 Information for Businesses' webpage on the Council website and others were resolved over the phone or via email. All enquiries were managed and responded to in a professional manner, which resulted in no official complaints noted.

Additional Initiatives

Please provide the title and progress for three additional initiatives

Initiative 1: Digital Christmas Advent Calendar

Additional information

In December 2020, the Council introduced a new initiative, which complements the existing Christmas activities and focuses on promoting the business sector in the City. The idea was drawn from a traditional advent calendar, which is a countdown of days in December leading up to Christmas Eve, with each day generally revealing an edible item. The *Christmas in NPSP* Advent Calendar was designed to reveal several offers each day, and therefore included a variety of offers within the categories of Shop, Eat & Drink, Experience and Live.

A *Christmas in NPSP* stylised webpage was designed for this initiative, featuring iconic and longstanding buildings in the City. Included on the webpage, was a series of doors with a number on each. The number on each door correlated to the date in December. Behind each door hid special products or experiences from businesses in the Council area. The user was then asked to enter their name and email address to receive the offer to their inbox. This process allowed the Council to collect names and email addresses of people that were interested in this initiative, and be able to use this list for any future promotions.

The primary objective for this project was to encourage as many businesses in the City to participate in this cohesive citywide initiative. The Council received fifty-two (52) deals from local businesses, which allowed for several offers to be released daily. This was attractive to users and increased user engagement on site. Businesses that participated received a substantial amount of promotion during the biggest retail month of the year and the flexibility of the advent calendar being in digital form, allowed for businesses to amend their offer based on stock levels and the take-up of the offer.

In December 2020, the *Christmas in NPSP Digital Advent Calendar* webpage was the most visited webpage on the Council's website. The webpage had a total of 5,052 page views during the month of December.

Council Staff and business owners received positive feedback on this initiative and therefore will look to deliver this initiative again for Christmas 2021.

A copy of the poster is contained in Attachment A.

Initiative 2: Food Secrets at the Green

Additional Information

In January 2021, the *Adelaide Food Fringe Festival* announced that the Festival will return with an expanded festival program of nine (9) days, from Friday 7 May – Sunday 16 May 2021, following its cancellation in 2020 due to the Pandemic. The vision of the event organisers is to build the AFF festival to become a fixture on the Adelaide Festival’s calendar, which establishes a food cluster event in April each year, similar to the arts cluster of events that run in March, which includes the Adelaide Fringe, Adelaide Festival, WOMAD and Writers Week. For this reason the organisers scheduled the event to cross over with the 2021 Tasting Australia event, which ran from 30 April – 9 May 2021.

The Adelaide Food Fringe is South Australia’s newest open-access food festival – “created by the people, for the people”. The Festival is an inclusive and family-friendly festival celebrating the diverse and vibrant food cultures that all South Australians feel a connection to. The festival is about family, community and sharing food in South Australia.

Given the strong history and long standing food manufacturers located in the City of Norwood Payneham & St Peters, combined with the opportunity to reinvigorate a food event in the area, the Council, together with Norwood Green ran an event in this year’s Adelaide Food Fringe. The 2021 Food Secrets at the Green event was held on Sunday 16 May 2021 from 11am – 3pm.

Seventeen (17) businesses from within the City of Norwood Payneham & St Peters participated, with a range of products available for attendees to purchase including coffee, confectionery, health food, desserts, hot food, beer, wine, glass products and flowers. Several of the beverage businesses that form the Eastside Wine & Ale Trail offered tasting sessions at the event, and Scoffed Cooking School scheduled in kids cooking classes throughout the day. With approximately 600 members of the public attending the four (4) hour event, all of the participating businesses received some benefit from the day, whether it was sales and/or promotion/exposure.

A selection of photos from the Food Secrets at the Green event is contained in Attachment B.

Initiative 3: Book a Holiday – Win a Holiday Competition, Parade Norwood

Additional Information

In February 2021, the Norwood Parade Precinct Committee identified business sectors that are still experiencing difficulty, as a result of the COVID-19 Pandemic. Not surprisingly, the travel sector continues to be the most affected, due to restricted international travel. Whilst intrastate and interstate travel is popular, most travellers are capable of booking their own flights and accommodation, which has caused additional hardship for the travel agencies on The Parade and more broadly within the City of Norwood Payneham & St Peters.

As a result, the Council together with the Norwood Parade Precinct Committee endorsed the 'Book a Holiday – Win a Holiday' competition for the travel businesses within The Parade Precinct. The intent of the four (4) week competition, was to encourage customers to visit one of the four (4) travel agencies along The Parade to book a trip, to then go in the running to win a \$1,000 voucher with that business to spend at a later date.

This competition stemmed from the idea of the hugely popular Great State voucher scheme that the South Australian Tourism Commission developed, but it was important for the Council that the competition was structured in a way that encouraged investment from the customer, before receiving a reward. This avoided people receiving a voucher and then not redeeming it, which occurred during the Great State campaign.

To enter the competition, customers were required to spend a minimum of \$200 or more in one transaction, keep their receipt as proof of payment and enter online via The Parade website. In doing so they then went into a draw to win one (1) of four (4) weekly vouchers valued at \$1,000 each. Each week over the four (4) week period there was a \$1,000 voucher winner for HelloWorld Norwood, Top Deck Travel, Travel Associates Norwood and Phil Hoffmann Travel Norwood. The total prize pool for this competition equated to \$16,000.

The four (4) week competition ran from Monday 10 May – Monday 7 June 2021, with the winners drawn at the end of each week. In total, 178 entries were received across the four (4) week competition.

Whilst interstate and overseas travel is a Federal and State Government issue, it is important that the Council support and encourage customers to book a trip with the travel agencies located along The Parade, assisting those that have been negatively impacted upon by the COVID-19 Pandemic.

An image of one of the winners is contained in Attachment C.

Any other information (optional)

Is there any other information you would like to provide? Please provide any other documents to support your report in the file upload below.

Attachments can be emailed along with this document.

Completed forms with their attachments can be forwarded to:

Stephanie Burke
Project Manager
Phone: 08 8303 2037
Email: stephanie.burke@sa.gov.au

3.5 2022 SCHEDULE OF MEETINGS FOR THE BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE

REPORT AUTHOR: Economic Development & Strategic Projects Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA69306
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to provide the Business & Economic Development Committee with the proposed Schedule of Meetings for 2022.

BACKGROUND

In respect to meetings, the Terms of Reference state that:

8.3 The Committee shall meet at least quarterly at a place to be determined by the Chief Executive Officer in accordance with the responsibilities imposed upon within these Terms of Reference and otherwise on such dates and at such times determined by the Chief Executive Officer.

The purpose of this report is to present the proposed Schedule of Meetings for the 2022 calendar year to the Committee for its consideration.

DISCUSSION

In accordance with the Terms of Reference, the Chief Executive Officer has determined that all of the Committee Meetings will be held in the Mayor's Parlour, located in the Norwood Town Hall at 175 The Parade, Norwood.

In respect to the time and date of the meetings, it is recommended that all of the meetings of the Committee in 2022 commence at 6.15pm on a Tuesday night and that they be held on the dates outlined in Table 1 below. Based on this proposal and the fact that the Council will go into caretaker mode at the end of October 2022, meaning that the Committee will be dissolved at that point in time, it is recommended that the schedule of meetings outlined in Table 1 below, be approved by the Committee.

TABLE 1: BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE SCHEDULE OF MEETINGS 2022

Meeting	Date	Start Time
1	Tuesday 1 March 2022	6:15pm
2	Tuesday 14 June 2022	6:15pm
3	Tuesday 27 September 2022	6:15pm

RECOMMENDATION

That the Schedule of Meetings for 2022 as set out below, be approved.

BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE SCHEDULE OF MEETINGS 2022

Meeting	Date	Start Time
1	Tuesday 1 March 2022	6:15pm
2	Tuesday 14 June 2022	6:15pm
3	Tuesday 27 September 2022	6:15pm

4. **OTHER BUSINESS**
(Of an urgent nature only)

5. **NEXT MEETING**
Tuesday 1 March 2022

6. **CLOSURE**