

# Norwood Parade Precinct Committee Agenda & Reports

**10 May 2022**

## **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.*

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City of  
Norwood  
Payneham  
& St Peters

6 May 2022

## To all Members of the Norwood Parade Precinct Committee

### Committee Members

- Mayor Robert Bria (Presiding Member)
- Cr Sue Whittington
- Cr Fay Patterson
- Cr John Callisto
- Cr Carlo Dottore
- Ms Annie Lovejoy
- Mr Terry Dalkos
- Mr Joshua Baldwin
- Mr Ross Dillon
- Mr Rimu Good
- Mr Hao Wu

### 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 Norwood Parade Precinct Committee, will be held in the Mayors Parlour, Norwood Town Hall, 175 The Parade, Norwood, on:

**Tuesday 10 May 2022, commencing at 6.15pm**

Please advise Keke Michalos on 83664509 or email [kmichalos@npsp.sa.gov.au](mailto: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  
**Norwood  
Payneham  
& St Peters**

Page No.

1.	CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 15 FEBRUARY 2022 .....	1
2.	PRESIDING MEMBER’S COMMUNICATION .....	1
3.	STAFF PRESENTATION .....	1
4.	NORWOOD PARADE PRECINCT NEWS.....	1
5.	STAFF REPORTS.....	1
5.1	PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2021-2022 ANNUAL BUSINESS PLAN .....	2
5.2	TASTE OF THE PARADE HOSPITALITY VOUCHER PROGRAM – PROGRESS UPDATE .....	10
5.3	ENDORSEMENT OF THE DRAFT 2022-2023 NORWOOD PARADE PRECINCT ANNUAL BUSINESS PLAN .....	13
6.	OTHER BUSINESS.....	16
7.	NEXT MEETING.....	16
8.	CLOSURE .....	16

**VENUE**                                 Mayors Parlour, Norwood Town Hall

**HOUR**

**PRESENT**

**Committee Members**

**Staff**

**APOLOGIES**

**ABSENT**

**TERMS OF REFERENCE:**

*The Norwood Parade Precinct Committee is established to fulfil the following functions:*

- *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.*
- *To facilitate and encourage networking and communication.*

**1.           CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 15 FEBRUARY 2022**

**2.           PRESIDING MEMBER’S COMMUNICATION**

**3.           STAFF PRESENTATION**

3.1       Precinct Initiatives

**4.           NORWOOD PARADE PRECINCT NEWS**

Committee Members to report on news from the Precinct.

**5.           STAFF REPORTS**

## 5.1 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2021-2022 ANNUAL BUSINESS PLAN

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<b>REPORT AUTHOR:</b>	Economic Development Coordinator
<b>GENERAL MANAGER:</b>	Chief Executive Officer
<b>CONTACT NUMBER:</b>	8366 4616
<b>FILE REFERENCE:</b>	qA59232
<b>ATTACHMENTS:</b>	A - E

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### PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with a progress report on the implementation of the 2021-2022 Annual Business Plan.

### BACKGROUND

At its meeting held on 4 May 2021, the Committee endorsed the *2021-2022 Annual Business Plan* and the *Continuation of The Parade Separate Rate* for the Parade Precinct and resolved to forward it to the Council for its endorsement. Subsequently, the Council endorsed the Annual Business Plan and the Continuation of the Separate Rate as being suitable at its meeting held on 7 June 2021.

For the 2021-2022 financial year, the value of the Separate Rate on the Parade Precinct is \$215,000. Investigations have progressed in respect to a number of the deliverables and a summary of the overall budget and expenditure to date is contained in **Attachment A**.

This report provides an update of the key strategies and deliverables that have been progressed by Staff since its meeting held 15 February 2022.

The Parade Precinct Annual Business Plan is one of the key strategies that works in conjunction with the *2021-2026 Economic Development Strategy*. Due to this, it is important that the Committee is aware of the types of initiatives that are delivered, and how they impact the businesses within the Parade Precinct. Council Staff have summarised the programs and initiatives that have been delivered or initiated under the four (4) key themes in the first year of the Strategy, into an *Economic Development Strategy: 2021 – Year 1 in Review* document, which is contained in **Attachment B**.

### DISCUSSION

#### 1. **STRATEGY: EVENTS & ACTIVATIONS**

##### 1.1 ART ON PARADE 2022

During the month of April, works of art by local artists were exhibited in businesses within The Parade Precinct. This year included a collection of sculptures, paintings, drawings, glass and photographic work by the vibrant local artist community. For the first time, internationally recognised body artist Emma Hack was a part of the festival, exhibiting three (3) pieces of her work at ORBE.

Two (2) 'Meet the Artist' events were held as a part of the festival. The first was Nikki Carabetta, who spoke about her fusion of First Nations iconography and contemporary styles at the Colonist, and the second event featured the work of five (5) artists behind the Australasian Porcelain Art Group at Buttery Reserve, Norwood whose pieces were on display at the Norwood Town Hall Customer Service Centre.

Artist, Brenda Wallis provided the following feedback on the event:

*The event ran very smoothly this afternoon with a small group of enthusiastic guests. Our President, Betty Hermel asked me to convey the Club's thanks to the Council for giving us the opportunity to promote our art as well as the excellent online article. As a result the teachers have already received bookings for classes in the subjects that we presented.*

The Council engaged Evy Moschakis again this year, to curate the trail and was the liaison between the participating businesses and the artists that showcased their work. Evy matched the artworks to venue

spaces that were logistically appropriate and visually complementary. This year’s event included a total of twenty-two (22) businesses and twenty-two (22) artists.

## 1.2 EASTSIDE BUSINESS AWARDS 2022

The *Eastside Business Awards* program is for businesses trading within the City of Norwood Payneham & St Peters. The aim of the awards is to recognise the best small businesses – retailers, restaurants, cafes, venues, professional services and food and beverage manufacturers within the City of Norwood Payneham & St Peters.

The aims of the *Eastside Business Awards 2022* is to achieve the following objectives:

- recognise and celebrate the success of businesses within the City;
- raise the profile of the Council’s business sector;
- provide a platform for businesses that fall both within and outside of the Council’s business precincts the opportunity to be promoted;
- highlight the “hidden gems”;
- encourage exceptional customer service from businesses;
- make the City of Norwood Payneham & St Peters a destination of choice for shopping, dining and services;
- increase patronage for businesses within the City; and
- associate the Council with a high-profile awards program.

The 2022 Awards Program was launched on Thursday 10 February, with six (6) days of general marketing and promotion to generate awareness of the Awards, prior to the voting stage opening. The voting period was open from Thursday 17 February – Thursday 17 March 2022. At the conclusion of the voting stage, the top three (3) businesses in each category with the highest number of votes became the finalists and the winners were selected by a panel of four (4) people, including Mayor Robert Bria and the Economic Development Coordinator, together with two (2) Solstice Media representatives.

This year’s winners have been recognised for providing an outstanding experience, product or service to their customers and the community. The eleven (11) winners are outlined in Table 1 below.

**TABLE 1: 2022 EASTSIDE BUSINESS AWARD WINNERS**

<b>Best Arts &amp; Culture / Entertainment Experience</b>	<b>Best Hair / Beauty Salon</b>
Mary MacKillop Museum	Johnny Slicks Barber Shop
<b>Best Café / Restaurant</b>	<b>Best Independent Small Business</b>
Pave Café	Adelaide Supplements
<b>Best Coffee</b>	<b>Best Professional Service</b>
Cheeky Grin Coffee	GR Phones
<b>Best Customer Experience</b>	<b>Best Pub / Bar</b>
T Life	The Maylands Hotel
<b>Best Fashion Retailer</b>	<b>Hall of Fame (20+ years)</b>
Exurbia	James Thredgold Jeweller
<b>Best Food / Beverage Manufacturer</b>	
Little Bang Brewing	

The winner of each category was announced at an Awards Night, which was held on Tuesday 12 April 2022 at the St Peters Banquet Hall in front of Hon Andrea Michaels MP, Minister for Small and Family Business, Minister for Consumer and Business Affairs and Minister for Arts, 2021 Hall of Fame inductee Dr Derek McNair, the finalists, Elected Members and Council Staff. Each winner received a digital advertising package to be spent on business marketing with Solstice Media to the value of \$1,000 and a choice of a business advisory service to the value of \$1,000 provided by AFM Services.

During the initial stage of the campaign, the Council focussed on communicating with the business community via The Parade, Magill Road and Council's websites, associated social media platforms and via EDMs, to inform and prepare businesses for the voting stage. The Council designed and printed collateral that was available to all businesses and encouraged business owners and employees to display the material within their business to promote the program. To complement the printed collateral, digital assets were available to businesses to download and use on their social media accounts.

The Council, in conjunction with Solstice Media, designed an extensive marketing campaign including print and digital advertising, editorial and social media across InDaily, SALIFE, CityMag and their targeted business EDM – Business Insights. The campaign delivered a clear and direct message, followed by a quick, user-friendly voting process that was completed online at the Eastside Business Awards website. To encourage public vote, a 'Vote & Win' competition was run with the winner receiving a voucher to the value of \$300 to the business of their choice. The winner of the competition Ms Klara Salinger, was selected at random and chose to receive a voucher to spend at Chile Mojo on Magill Road.

Video has always been a powerful marketing tool and in 2022 more video content is being demanded and watched by consumers. For the first time, video marketing was included in the marketing mix to promote the categories and the Awards program. A short promotional video of James Thredgold Jeweller, the winner of the Hall of Fame category was shot and shown at the Awards Night. The video has been provided to James Thredgold Jeweller so that the company can share their story with their customers.

The food and beverages at the event were purchased from a variety of local businesses including, Rustic Gourmet, Reform Distilling, Lambrook Wines, Little Bang Brewing and Vineyard Road.

More information about the program, the winners and to read the articles relating to the Awards, visit [www.eastsidebusinessawards.com.au](http://www.eastsidebusinessawards.com.au)

A selection of photos from the Awards Night is contained in **Attachment C**.

### 1.3 RAISING THE BAR ADELAIDE 2022

The Raising the Bar Adelaide event has cemented its spot on the City of Norwood Payneham & St Peters' events calendar and will be held in the City for its fifth year, on Tuesday 9 August 2022. For one night only, the City will be transformed into a campus where top academics, industry experts and thought leaders will gather in some of the best local pubs for a one-of-a-kind, knowledge-driven events. The Council continues to be the only destination in South Australia that is granted a license to deliver this unique event. The event will follow the same structure, with twenty (20) insightful talks on one night; across ten (10) different venues in the City. Each venue will host two (2) sessions, the first at 6.30pm, and the second at 8.30pm.

Expressions of interest to speak or to host an event for Raising the Bar Adelaide are now open and will close on the 31 May 2022, followed by the speaker and venue selection process, which will be decided by Council Staff. Marketing and promotions of the event will launch at the end of June and free registrations to the talks will open. The event will be promoted across a variety of channels including but not limited to, the website, print, digital, radio, e-newsletters, social media and via the speaker's and venue's communication channels.

It is proposed that the Committee allocates \$1,000 from the Advertising Budget to promote The Parade pubs that are participating in the *Raising the Bar Adelaide* event.

## **2. STRATEGY: MARKETING & COMMUNICATIONS**

### **2.1 TASTE THE PARADE HOSPITALITY VOUCHERS**

At its meeting held Tuesday 15 February 2022, the Committee resolved the following in relation to The Parade Hospitality Voucher Program:

1. *That the Norwood Parade Precinct Committee endorses The Parade Hospitality Voucher Program and allocates a budget of \$12,500 (500 vouchers valued at \$25 each).*
2. *That Council Staff proceed with the development of all marketing and communications for The Parade Hospitality Voucher Program, including the administrative requirements and timeframes to implement the initiative.*
3. *That Council Staff report back to the Norwood Parade Precinct Committee regarding the implementation of The Parade Hospitality Voucher Program at the next meeting.*

In accordance with the Committee's resolution, Staff proceeded to develop the 'Taste of the Parade' hospitality voucher program, which included campaign branding and the development of a new module on The Parade website. The module has enabled registrations and the ability to produce and distribute unique emails and QR codes to customer's in order to redeem the vouchers. Registrations to receive a voucher opened on Thursday 10 March 2022 and closed on Thursday 24 March 2022. The first 500 eligible registrants received their \$25 voucher on Monday 28 March 2022 and had until Sunday 1 May 2022 to redeem the voucher. The number of vouchers that have not been redeemed, have been re-allocated to the next group of customers.

A separate report will be presented to the Committee, which will discuss the initiative in more detail.

## **3. STRATEGY: IDENTITY & BRAND**

### **3.1 WIN A FIAT 500 CAR COMPETITION 2022**

At a Special Meeting held on Tuesday 26 October 2021, the Committee resolved the following in relation to the Win a FIAT 500 competition:

1. *That subject to the Council's endorsement, Council staff prepare a contract with Solitaire Automotive Group on the basis of purchasing a Fiat 500 Lounge 1.2L 5Spd Dualogic 3Dr Hatch MY21 Series 9, as the major prize for the annual Parade Precinct shopping competition.*
2. *That the Norwood Parade Precinct Committee allocate a maximum of \$16,000, from the 'Competition & Promotions' budget in the 2021-2022 Norwood Parade Precinct Annual Business Plan, for the purchase of the car from Solitaire Automotive Group.*
3. *That Staff prepare a contract with Parade Central, based upon Parade Central being the showcase location for the car during the competition as well as the location for the display of additional vehicles from the Solitaire Automotive Group throughout the year.*
4. *That the competition be conducted early in 2022 and held for a period of eight (8) weeks, concluding on Thursday 14 April 2022.*
5. *That no additional prizes be included as part of the competition.*

Following the Special Committee Meeting, Council Staff prepared a contract with Solitaire Automotive Group, for the purchase of the FIAT 500, and commenced writing the marketing plan for the competition.

The aim of the competition was to encourage customers to visit any business within The Parade Precinct, spend \$25 or more and enter their details online at [paradenorwood.com](http://paradenorwood.com) to win the sole prize – a FIAT 500 car. The Council partnered with Solitaire Automotive Group for the purchase of the car, which was on display at Parade Central for the duration of the competition, thanks to Carbo Development & Management Pty Ltd.



The eight (8) week competition commenced at 9.00am on Monday 21 February 2022 and closed at 11.59pm on Wednesday 13 April 2022. On Thursday 14 April 2022, the winner of the *Win a FIAT 500 on The Parade* competition was drawn in front of a Justice of the Peace.

An extensive marketing campaign was developed to promote the competition, which included print, digital through Solstice Media, radio ads on SAFM, footpath decals, on-street posters, bin wraps along The Parade, a story in the Council's *Look East* publication, the *Head East* e-newsletter, which is targeted at visitors to the City, and a substantial amount of social media activity. For the first time, pads with tear-away slips including information on how to enter the competition were printed and provided to the businesses to staple onto their customer's receipts. Council Staff received positive feedback in relation to the tear-away slips and will look to continue this method of print promotion for future competitions.

The competition received a total of 5,216 entries, which is an average of approximately 100 entries per day. These entries resulted in a direct expenditure of \$514,039 at 196 different businesses within The Parade Precinct. The 5,216 entries came from 385 different suburbs around Australia and 48.1% of entrants were aged 55 or older.

The top ten (10) businesses that received the most entries are:

- Foodland (1026)
- Chemist Warehouse (337)
- Gazman Norwood (312)
- Dillons Bookshop (190)
- Blue Illusion (153)
- National Pharmacies (124)
- Exurbia (97)
- Priceline (90)
- Parade Cellars (88)
- Dan Murphy's (87)

The top five (5) suburbs that the entrants reside are:

- Norwood (1070)
- Kensington (150)
- Adelaide (137)
- Beulah Park (133)
- Kensington Park (131)

The average transaction value for this competition was \$98.55.

In comparison to other competitions previously run by the Council, the *Summer in Sorrento* competition that was held in 2019 had an average of 105 entries per day and the recently held *Spend to Win* competition had an average of 62 entries per day.

On Thursday 14 April 2022, the Council contacted the winner Mr Theo Theodoulou of Black Forest to congratulate him on winning the FIAT 500, which is valued at \$25,148. The winning receipt was for the purchase of an outfit to the value of \$100 at Gazman Norwood. Mr Theodoulou was extremely excited to win the car and extends his thanks The Norwood Parade Precinct Committee for running this competition, Gazman Norwood for their outstanding customer service and Solitaire Automotive Group for their brilliant communication in organising the paperwork and collection of the car.

An image of the winner Mr Theo Theodoulou, his wife and daughter, Mayor Robert Bria and Mr Gordon Meek from Solitaire Automotive Group with the red FIAT 500 is contained in **Attachment D**.

The Identity and Brand Budget has now been exhausted for the 2021-2022 financial year.

### 3.2 CHRISTMAS DECORATIONS ALONG THE PARADE

As Committee Members are 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 works 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 were not able to be installed in the median strip on The Parade, outside the Norwood Town Hall for the 2021 Christmas season.

At its meeting held Tuesday 15 February 2022, the Committee resolved the following in relation to the Christmas decorations along The Parade:

1. *That Council Staff investigate the section of the median strip on The Parade, between Church Avenue and Osmond Terrace to install the three (3) illuminated Christmas trees, be endorsed.*

Council Staff have commenced civil work investigations and will present the finding at the Committee meeting, along with an update on the state of the existing decorations.

## 4. STRATEGY: BUSINESS DEVELOPMENT

### 4.1 PARADE PRECINCT BUSINESS BOOST PROGRAM

At its meeting held on 14 September 2021, the Committee resolved the following:

1. *That the allocation of \$5,000 from the Business Development Budget to deliver targeted business support and training, be endorsed.*

In February 2022, a new initiative named *The Parade Precinct Business Boost Program* was developed for businesses within The Parade Precinct. The program has been structured around an 'expression of interest' method and has been promoted to all businesses across the City.

The message that has been promoted to businesses within The Parade Precinct, is that they have the opportunity to receive a one-off \$250 voucher to put towards one of the following services:

- business advisory (business planning, budget and forecasting, bookkeeping);
- marketing and communications (advertising, direct marketing, PR);
- content creation (video / photo for website and social media); and
- health and wellbeing (wellness workshop / team building).

If relevant, Parade businesses have also been encouraged to apply to become a business 'service provider', in the same four (4) service categories.

To date, Council Staff has received eleven (11) applications from business within the Precinct, with the most popular service requested being marketing and communications and content creation. Council Staff have met with nine (9) or the eleven (11) businesses to further discuss their needs in order to connect them with a 'service provider' most in line with their requests. Eight (8) business applications to be a 'service provider' have been received, with seven (7) of them meeting the eligibility criteria.

It is pleasing to note that all businesses that have applied to receive a one-off \$250 voucher, have been successful and have been connected with a service provider. The Parade Precinct businesses must redeem their voucher before 30 June 2022.

A second marketing push for this program was conducted at the end of April, to encourage businesses to apply for the remaining nine (9) vouchers. The benefit of this method is that it is targeted, it is assisting businesses that are seeking one-on-one help and have the drive and commitment to participate, whilst also providing them with a reputable contact that they may continue to work with in the future. A review of this program will be undertaken at the end of the financial year to determine the success, and will be presented to the Committee at the next meeting.

A copy of the promotional postcard is contained in **Attachment E**.

#### 4.2 BUSINESS WORKSHOPS 2022

To complement the *Parade Precinct Business Boost Program*, two (2) business workshops have been scheduled so far this year and have been made available to all businesses within the City. The first event for the year was on Leadership Thinking presented by Ally Nitschke. The presentation was fantastic and the key take aways can be applied to people at all leadership levels. A recording of the presentation can be accessed via the Council's website at [www.npsp.sa.gov.au/workshops](http://www.npsp.sa.gov.au/workshops)

The next event that has been scheduled is Social Media 101, which will be presented by Director of Digi-tale, Natalie Koutsikas. A description of the event is summarised below.

*Just keeping the lights on when it comes to social media for business just doesn't cut it in 2022. As a business owner, the power is in understanding who is following you on what platform and why, and the glue that holds it all together; content.*

*When it comes to content for your business, posting on the couch late at night because you forgot throughout the day, does not build a brand. Content creation is far more than just snapping a pretty picture (though, that does help). There are many digital and offline avenues that require different styles of content to stand out and importantly, connect.*

*What about influencers? Well, we're glad you asked - strategic partnerships not only help to build your credibility and customer base, but they also contribute to that content kitty.*

*Then there's the data, there are lots of takeaways from the data you're being given for free on social media every day, you just need to know how to look at it. It's time to go full circle.*

The event will be held on Tuesday 24 May at Mezzanine 55, Kent Town, from 6.00pm – 8.00pm.

Council Staff will look to schedule two (2) more group workshops in the second half of 2022 and welcome topic suggestions from the Committee and the business community.

For more information on the event that is being held in May, and to access previous event recordings, visit [www.npsp.sa.gov.au/workshops](http://www.npsp.sa.gov.au/workshops)

#### 4.3 MID YEAR BUSINESS NETWORKING EVENT

The Council-run business networking events continue to be popular and well attended by businesses and property owners across the Council area. For each event, Council Staff aim to host the event at a different business, in a different location, and utilise different local suppliers, where possible. The event will include music, drinks and canapés from the kitchen at Fine & Fettle.

The details of the Mid-Year Business Networking Event are as follows:

Date: Tuesday 28 June 2022

Time: 6.00pm – 8.00pm

Venue: Fine & Fettle, 57 Magill Road, Stepney

A printed invitation to the event will be distributed to all businesses within the City, and will be included in the May edition of the *YourBusiness* and *Buisness on Parade* e-newsletters.

#### 4.4 MAYOR'S BUSINESS COMMENDATION AWARDS

The *Mayor's Business Commendation Awards* is a program that recognises small businesses that contribute to the City's unique cosmopolitan lifestyle and sense-of-place, which makes the City so liveable.

Applications are now open for small businesses who have reached the following milestones in the City of Norwood Payneham & St Peters:

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

Business can self-nominate at [www.npsp.sa.gov.au/mba](http://www.npsp.sa.gov.au/mba)

The *Mayor's Business Commendation Awards* will be presented to the businesses that have submitted an application between 1 January – 31 May 2022, at the Mid-Year Networking Event.

#### RECOMMENDATION

1. That the report on the status of the 2021-2022 Annual Business Plan Budget contained in Attachment A, be received and noted.
2. That the *Economic Development Strategy: 2021 – Year 1 in Review* as contained in Attachment B, be received and noted.
3. That the allocation of \$1,000 from the Advertising Budget to promote The Parade pubs that are participating in the *Raising the Bar Adelaide* event, be endorsed.

# Attachment A

## Progress Report on the Implementation of the 2021-2022 Annual Business Plan

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

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City of  
Norwood  
Payneham  
& St Peters

## 2021-2022 Norwood Parade Precinct Budget

All expenditure is exclusive of GST

Total Budget \$ 215,000  
Spent \$ 153,801

<b>Strategy 01 - Events and Activation</b>	
<b>1.1 Events and Activation</b>	<b>Budget</b>
<b>11044.38.</b>	<b>\$ 40,000.00</b>
<b>SPRING SHOPPING DAY (\$20,000)</b>	
South Australian Style   Print & Social Media	\$ 2,400.00
White Marquee   Counter & Star Rack for Donation Station	\$ 520.00
Wasabi Entertainment   6 musicians	\$ 2,500.00
Sarah Cain   Illustration Design	\$ 640.00
Clockworks   x3 A0 & x2 A1 Posters	\$ 225.00
Arte Grafica   A4 Posters	\$ 30.00
Arte Grafica   A6 Postcards	\$ 1,030.00
Adelady   Social Media Services	\$ 1,300.00
SCA   Radio	\$ 2,255.00
SCA   Radio	\$ 1,320.00
<b>TOTAL</b>	<b>\$ 12,220.00</b>
<b>Strategy 02 - Marketing and Communications</b>	
<b>2.1 Website</b>	<b>Budget</b>
	<b>\$ 4,000.00</b>
Karmabunny   Privacy Page & Pixel	\$ 562.50
Karmabunny   Website Updates	\$ 1,350.00
Karmabunny   Advent Calendar Updates	\$ 675.00
Karmabunny   Hospitality Vouchers Form Development	\$ 2,850.00
<b>TOTAL</b>	<b>\$ 5,437.50</b>
<b>2.3 Advertising &amp; Social Media</b>	
<b>11044.285.500 &amp; 11044.285.380</b>	<b>\$ 70,000.00</b>
Arte Grafica   Norwood Mall Shop & Save postcards	\$ 220.00
Arte Grafica   Norwood Mall Shop & Save postcards	\$ 160.00
AB-C   Content Creation - August	\$ 700.00
Norwood Parking Map Creation   Rose Clemente	\$ 225.00
Parade Post a Pic & Win Graphic Design   Rose Clemente	\$ 390.00
AB-C   Content Creation - September	\$ 700.00
AB-C   Content Creation - October	\$ 700.00
AB-C   Content Creation - November	\$ 700.00
AB-C   Content Creation - December	\$ 700.00
Kiddo   Christmas AR Activation Advertising	\$ 3,000.00
Solstice Media   Full Page - Christmas Advertising	\$ 2,000.00
Solstice Media   Christmas Digital	\$ 4,640.00
Solstice Media   Christmas - Augmented	\$ 1,120.00
Rosanna Clemente   Adelaide Visitor Guide Ad	\$ 480.00
Rosanna Clemente   Christmas Digital Advent Calendar	\$ 1,020.00
Clockworks   Taste of The Parade Posters	\$ 94.00
AB-C   Content Creation - January	\$ 700.00
AB-C   Content Creation - February	\$ 700.00
AB-C   Content Creation - March	\$ 700.00
AB-C   Content Creation - April	\$ 700.00
Taste of Parade Hospitality Vouchers (Round 1)	\$ 6,475.00
SCA   Radio Ads for Hospitality Vouchers	\$ 3,514.00
<b>TOTAL</b>	<b>\$ 29,638.00</b>
<b>Strategy 03 - Identity and Brand</b>	
<b>3.1 Sponsorship</b>	<b>Budget</b>
<b>11044.286.</b>	<b>\$ 7,500.00</b>
Festive Gallery on Osmond Terrace - Sponsor Winner (x2 \$500 vouchers)	\$ 500.00
Festive Gallery on Osmond Terrace - Donation to Women's & Children's Hospital Foundation	\$ 500.00
Art on Parade 2022	\$ 5,000.00

<b>TOTAL</b>	\$ 6,000.00
<b>3.2 Signage and Street Decorations</b>	\$ 50,000.00
<b>CHRISTMAS</b>	
CreativeTek   Christmas Activation (Footpath Decals) - 50% Deposit	\$ 3,000.00
CreativeTek   Christmas Activation (Footpath Decals) - 50% Remaining	\$ 3,000.00
Motiv   Transfer of 2020 IP for AR Artwork	\$ 238.00
Motiv   Transfer of 2020 MP4 Video IP for AR Project	\$ 90.00
Clockworks   Street Banner Installation	\$ 3,210.00
Clockworks   A1 Posters	\$ 77.00
Rawsons Electrical   Installation	\$ 497.00
Clockworks   AR Footpath Decals	\$ 985.00
Kiddo   AR Activities	\$ 3,000.00
Rosanna Clemente   AR Artwork	\$ 3,315.00
Chas Clarkson   Christmas Decorations (dismantle)	\$ 12,802.20
Rawsons Electrical   Dismantle	\$ 227.00
<b>TOTAL</b>	\$ 30,441.20
<b>3.3 Merchandise</b>	\$ 1,000.00
Add Value   Parade branded face masks (qty 250)	\$ 1,207.50
<b>TOTAL</b>	\$ 1,207.50
<b>3.4 Competitions and Promotions</b>	\$ 35,000.00
<b>SPEND TO WIN CHRISTMAS COMPETITION</b>	
CBS Lottery Licence   Spend to Win Competition	\$ 1,489.09
CBS Lottery Licence Amendment   Spend to Win Competition	\$ 66.82
Arte Grafica   A4 Posters & A6 Postcards	\$ 910.00
Clockworks   Decals Installation	\$ 650.00
Clockworks   Bollard Wraps x 9	\$ 426.00
Clockworks   A1 Posters	\$ 116.00
Arte Grafica   Reprint A6 Postcards (5,000)	\$ 590.00
Sarah Cain   Creative Development Christmas Spend to Win Competition	\$ 640.00
Arte grafica   Reprint A6 Postcards (5,000)	\$ 590.00
White Marquee   Raffle Barrel Mesh + Delivery	\$ 158.62
Solstice Media   Christmas Spend to Win Competition	\$ 480.00
Phil Hoffmann Travel   2nd Prize Voucher	\$ 5,000.00
SAFM Radio   Christmas Spend to Win Competition	\$ 2,002.00
Parade Cycles   3rd Prize	\$ 5,000.00
Solstice Media   Christmas Spend to Win Competition	\$ 2,520.00
Vouchers   1st Prize Voucher	\$ 5,000.00
Ochre   Bin Wraps Christmas Spend to Win Competition	\$ 4,400.00
Rosanna Clemente   Spend to Win Artwork	\$ 435.00
<b>SPEND TO WIN TOTAL</b>	\$ 30,473.53
<b>WIN A FIAT 500 COMPETITION</b>	
Solitaire   Car	\$ 14,695.75
CBS Lottery Licence   Win a FIAT 500 Competition	\$ 743.64
Clockworks   Poster Print	\$ 112.00
Soltice Media   Win A FIAT 500 - February	\$ 950.00
Kwik Copy   Banner for Parade Central	\$ 125.45
Ochre   Bin Wraps Win a FIAT Competition	\$ 4,400.00
Rosanna Clemente   Win a FIAT Artwork	\$ 60.00
SA Life   Full Page Ad - March 2022	\$ 2,000.00
Arte Grafica   5 x A4 Posters, 7,000 Postcards, 250 Tear Away Pads	\$ 1,280.00
Ochre   Bin Wraps Win a FIAT 500	\$ 4,820.00
Solstice Media   Advertising across inDaily, SALIFE	\$ 1,100.00
<b>WIN A FIAT 500 TOTAL</b>	\$ 30,286.84
<b>TOTAL</b>	\$ 60,760.37
<b>Strategy 04 - Business Development</b>	
<b>4.2 Business Training &amp; Networking</b>	<b>Budget</b>
<b>11044.99.</b>	\$ <b>6,000.00</b>
Parade Precinct Business Boost Program - 11 businesses	\$ 2,750.00
Arte Grafica   Workshops (A4 Poster & Postcard Print)	\$ 1,100.00
Clockworks   Workshops (A1 Poster Print)	\$ 94.00
Arte Grafica   Postcards (A6)	\$ 210.00

Ally Nitschke   Leadership Thinking Webinar	\$	1,000.00
Digi-tale   Social Media 101	\$	600.00
<b>TOTAL</b>	<b>\$</b>	<b>5,754.00</b>
<b>Strategy 05 - Administration</b>		
<i>5.1 Catering</i>		<b>Budget</b>
<i>11044.110.401</i>	\$	<b>1,000.00</b>
September 2021 Committee Meeting	\$	193.18
November 2021 Committee Meeting   Wok Your Way	\$	126.80
November 2021 Committee Meeting   Buongiorno	\$	136.36
<b>TOTAL</b>	<b>\$</b>	<b>456.34</b>
<i>5.2 Print, Post and Distribution</i>	\$	<b>500.00</b>
<i>11044.110.</i>		
Arte Grafica   x100 Annual Business Plan Consultation Postcard Print	\$	90.00
Blue Tongue   Annual Business Plan Consultation Distribution	\$	236.88
Clockworks   Annual Business Plan Consultation x2 A1 Poster Print	\$	94.00
Newscorp   Consultation Ad in the Advertiser	\$	1,465.45
<b>TOTAL</b>	<b>\$</b>	<b>1,886.33</b>
<b>GRAND TOTAL</b>	<b>\$</b>	<b>153,801.24</b>



# Attachment B

## Progress Report on the Implementation of the 2021-2022 Annual Business Plan

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City of  
Norwood  
Payneham  
& St Peters



# Economic Development Strategy 2021 – Year 1 in Review



City of  
Norwood  
Payneham  
& St Peters

# Contents

Introduction	2
2021 – Year 1 in Review	3
Dynamic & Diverse City	4
Destination City	10
Innovative City	22
Business Friendly City	27



**COVER IMAGE:** 400 Gradi, The Parade.

# Introduction

The City of Norwood Payneham & St Peters has a reputation of being one of Adelaide's most desirable places to live, work, study and visit.

Renowned for its cosmopolitan lifestyle and its strong cultural influence at heart, the City has evolved as a destination for independent retail, fresh produce, as well as a myriad of cafes, restaurants, pubs and boutique cellar doors.

In October 2020, the Council endorsed the *2021-2026 Economic Development Strategy*. The Strategy outlines the Council's strategic direction for economic development, in order to strengthen and grow the City's local economy and support businesses, ensuring their long-term sustainability, viability and growth.

The Strategy identifies four key themes through which the vision will be achieved. Dynamic & Diverse City; Destination City; Innovative City and Business Friendly City.

Under the key themes is a series of programs and initiatives that have been delivered or initiated in order to achieve these strategies. Each of these initiatives have been labelled as either commenced, ongoing, cancelled or complete.

Whilst 2021 has brought another year of challenges as a result of the COVID-19 pandemic, the Council has continued to support businesses and deliver programs and host events for the community.

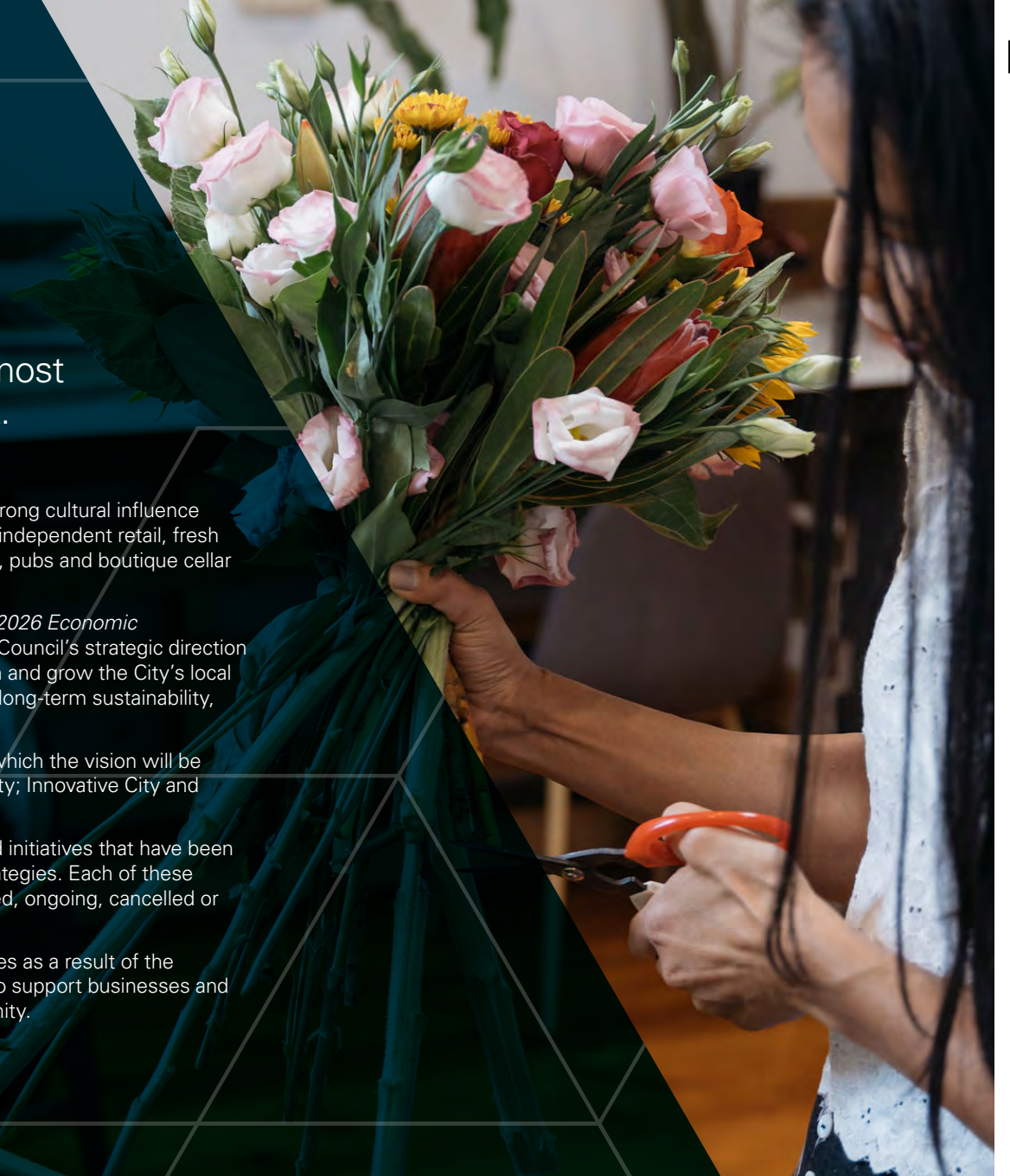


IMAGE: Everflowers Collective, Magill Road.

# 2021 – Year 1 in Review



## Population

**37,462**

*(ABS ERP 2020)*

Forecasts suggest there will be approximately 39,234 residents in the City of Norwood Payneham & St Peters by 2031 and 40,063 by 2036.

*(Source: DPTI – Population projections for South Australian Local Government Areas 2016 – 36)*



## Businesses trading at May 2021

**6,991**

There has been a decline of 7 registered businesses between March 2020 and May 2021.



## Employment

**24,594**  
jobs

*(REMPLAN June 2021)*

Prior to COVID-19 total employment across all local industry sectors was estimated at 24,367 jobs. For June 2021, it was estimated at 24,594, a rise of 0.69%.



## JobKeeper

**10.6%**

*(ABS March 2021)*

It is estimated that 10.6% of local businesses applied for JobKeeper support, down from 33.5% in April 2020.



## Average value per development approval

**\$220,193**

For the 2020-2021 financial year, 662 Applications were granted Development Approvals with the total development cost over \$145,768,093.

**45** initiatives delivered in Year 1 of the Strategy



# Dynamic & Diverse City

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



IMAGE: Tiff Manuell Studio Store, Norwood.

## Dynamic & Diverse City

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



### Strategy CV

Recover and rebuild the local economy following the impacts of the COVID-19 Pandemic.

#### Business Opportunities Webpage

**> commenced**

The COVID-19 pandemic and the impacts that it has on planning and delivering events, has made it challenging to develop a one-off annual downloadable calendar to share with the business community.

To display and deliver this information in a more flexible way, a new webpage on the Council's website will showcase the upcoming initiatives and campaigns and identify how businesses can get involved.

The information available on this page will be communicated to business owners via the business database and through word of mouth. Council Staff will ensure that the information on this page is up to date, and will start to encourage business owners to check this page on a regular basis.



## Strategy 1.1

Focus on the support and growth of the City's priority sectors.

### Cellar Door Fest

✓ **completed**

Six members of the *Eastside Wine & Ale Trail* showcased their products at Cellar Door Fest 2021. The event took place at the Adelaide Convention Centre and attracted 10,000+ people over the course of the three day event. The Council funded the registration fee for two stands for the duration of the event and those that participated received a great response from patrons. The *Eastside Wine & Ale Trail* continues to grow and now contains 11 members.

**11** Eastside Wine  
& Ale Trail businesses

### Food Secrets at the Green

✓ **completed**

The Council hosted its Food Secrets at the Green event at Norwood Green on Magill Road. This event was run as part of the inaugural Adelaide Food Fringe Festival and was designed to showcase the amazing food and beverage manufacturers located within the City, in a market style event. 17 businesses participated and over 600 people attended to shop a range of products produced in Norwood Payneham & St Peters, including coffee, confectionery, health food, desserts, hot food, beer, wine, glass products and flowers.

**17** businesses and **600+** attendees





## Strategy 1.2

Support the Education and Health sectors as key contributors to community well-being.

### Brighten The Parade

✓ **completed**

In collaboration with a number of schools within the Council area, the Brighten The Parade initiative was delivered. School children were encouraged to construct a drawing of what they were most looking forward to at Christmas time or what they were most looking forward to in the New Year. The drawings were then submitted to the Council and distributed to Argo, Bravo, Details Handbags, One Systems, Outdoors on Parade, RSPCA Op shop and SE Waite & Sons to display in their shop windows.

### Art on Parade

✓ **completed**

The Art on Parade event provided an opportunity to invite new audiences to The Parade whilst at the same time supporting local artists and promoting The Parade as an arts-friendly precinct. There were 25 premises located on The Parade that featured 47 artists and 126 artworks. The artworks included paintings, illustrations, photography and indoor sculptures. A new element to this year's event, included the opportunity to 'Meet the Artist'. These events were held at Eamonn Vereker Glass, Bendigo Bank and Collective Haunt.

**47** local artists showcased in  
25 Parade businesses

IMAGE: Tara Rose Art – Beauty Within.





**IMAGE:** Lauren Dilena for South Australian Style.

### Norwood Mall Business Assistance

✓ **completed**

In March 2021, the Norwood Mall Redevelopment commenced, resulting in the closure of the Coles carpark and the relocation of several businesses. This significantly affected the foot traffic through Norwood Mall, which in-turn affected consumer spending for the remaining 10 retail businesses located in the Mall.

The Council worked in partnership with the property owners, business owners and the Australasian Property Development & Rocca Property Group to assist the struggling businesses, where possible. The Council designed and installed new directional street signage, a printed and digital 'Norwood Parking Map', which identifies alternative parking locations and a discount flyer listing Norwood Mall business offers. A 'Meet the Traders in Norwood Mall' series of articles was prepared and published on The Parade website, which includes a profile on each of the 10 business.

### Wedding Feature – South Australian Style

✓ **completed**

Payneham Road is the heart of bridal wear in South Australia and a number of beautiful gowns and suits graced the cover and pages of the winter edition.

The print feature was supported by South Australian Style's digital and social media pages, as well as across the lead talent Lauren's accounts, which has a significant following.

**6** bridal  
businesses  
showcased

**Spring Shopping Day**

✓ **completed**

The annual Spring Shopping Day event is designed to encourage visitation and expenditure within the Council area across fashion and food retailers. The all-day event included a program of events including over 55 business 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.

**Eastside | Design for Living Publication**

➤ **commenced**

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. 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 high rise projects such as Norwood Green and the COMO development project, there is a buyer's market and the opportunity to heavily promote 'shop local'.

**South Australian Style – Christmas Gift Guide**

✓ **completed**

Christmas is a time to gift retail and homeware products, as well as great food and wine. The summer edition features a range of delicious local produce – cheese, wine, gin, coffee and more. All products sourced from food and beverage manufacturers involved in the *Eastside Wine & Ale Trail* and Food Secrets of Glynde & Stepney.

**55** business offers and in store experiences at Spring Shopping Day.



**\$203,000** spent on fashion in one day.



# Destination City

*A destination with dynamic, cultural, vibrant and attractive precincts.*



IMAGE: King William Street, Kent Town.

# Destination City

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



## Strategy CV

Recover and rebuild the local economy following the impacts of the COVID-19 Pandemic.

### The Parade & Magill Road - Online Audit

**completed**

It was recognised that there were several functions within the Facebook platform and precinct websites that were being underutilised, resulting in missed marketing opportunities. To identify these gaps, an audit was performed and a Digital Results Action Plan was prepared for the Council to implement.

### Facebook Pixel

**completed**

The installation of Facebook pixel has allowed the Council to gather information on visitors to commercial precincts The Parade and Magill Road. This information enables the precinct accounts to track conversions from Facebook ads, build targeted audiences and re-market to shoppers and visitors to these locations – resulting in returning customers.

Understanding our audience and building brand

### The Parade & Magill Road Websites – Articles

**ongoing**

In order to attract current and potential new customers to the City’s precincts, it is important to create engaging content, which highlights, informs or celebrates what the City has to offer.

One of the most common ways to share this content is through developing articles that are housed on the precincts' websites.

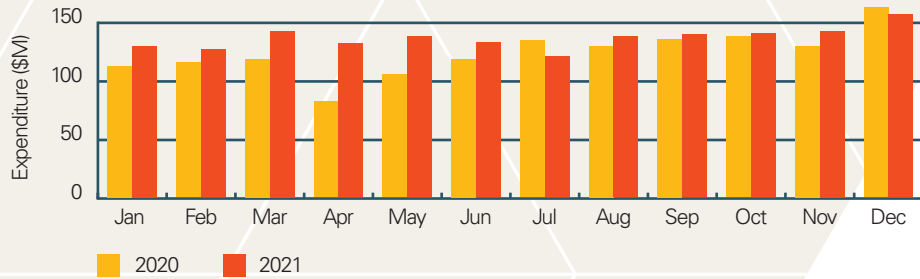
In 2021, 30 articles were published on The Parade blog and 21 articles were published on the Magill Road blog. These articles are shared to their respective Facebook and Instagram accounts. As a result, the website and social media accounts have received an increase in views, more time on page and have overall generated greater awareness of the precincts and the businesses that are located within the precincts.

Over **50** articles promoting the City’s precincts

The Parade, Norwood increased its social media following across Facebook and Instagram by **1388**

Magill Road increased its social media following across Facebook and Instagram by **1045**

Month by Month Expenditure (visitor and resident spend) in the City of Norwood Payneham & St Peters



Strategy 2.1

Showcase and promote the City’s attractions and events to facilitate growth and visitation.

South Australia Website

✓ **completed**

The South Australian Tourism Commission (SATC) markets South Australia as a holiday destination nationally and internationally and builds the State’s events calendar by securing, developing and expanding major events and festivals to grow the visitor economy and create jobs for the State.

Given the significant role that SATC play and contribute to the State, it is important that Council initiatives are promoted through their channels.

The *Eastside Wine & Ale Trail* and the *Food Secrets of Glynde & Stepney* tours both feature on the website and are a great representation of the unique food and beverage offering in the City.

These tours will be promoted in the 2022 Adelaide Visitor Guide.

Spendmapp by Geographica

⬆️ **ongoing**

Spendmapp uses real, continuous and comprehensive bank transaction data to create a moving picture of the City’s economy. It shows how long-term trends are reshaping activity and how short-term shocks, events and economic development initiatives impact spending in different sectors.

Spendmapp data will continue to be used to assist Council Staff with economic planning decisions and investment attraction.

IMAGE: Spendmapp platform.

## Strategy 2.2

Support the City's vibrant mainstreet precincts.

### Norwood Parade Precinct Annual Business Plan 2020-2021

✓ **completed**

The *Parade Precinct Annual Business Plan 2020-2021*, includes strategies and initiatives which are intended to improve the economic performance of the Norwood Parade Precinct in a number of areas such as:

- Prosperity and development of The Parade Precinct
- Attracting investment and business opportunities to the area
- Development and support of appropriate industry clusters
- Building community support and attracting visitors to spend on The Parade.

The *Parade Precinct Annual Business Plan 2020-2021* was delivered with a total budget of \$215,000.



### The Parade Precinct Occupancy Levels Assessment

✓ **completed**

To get a true understanding of the occupancy levels within The Parade Precinct, the Council undertakes an assessment, which is based on the Parade Precinct boundary as defined by the Council and includes the businesses that pay a Separate Rate levy, annually.

The results of the assessment are presented along with information released by JLL Australia in their Adelaide Retail High Street Overview report to the Norwood Parade Precinct Committee, the Business & Economic Development Committee and the Council.

Reporting on this annually improves awareness of the changes within the Precinct and highlights any trends in relation to new businesses and those that have exited in the last 12 months.

The vacancy rate within The Parade Precinct dropped from **10.5%** (2020) to **5.16%** (2021), demonstrating confidence in the market.

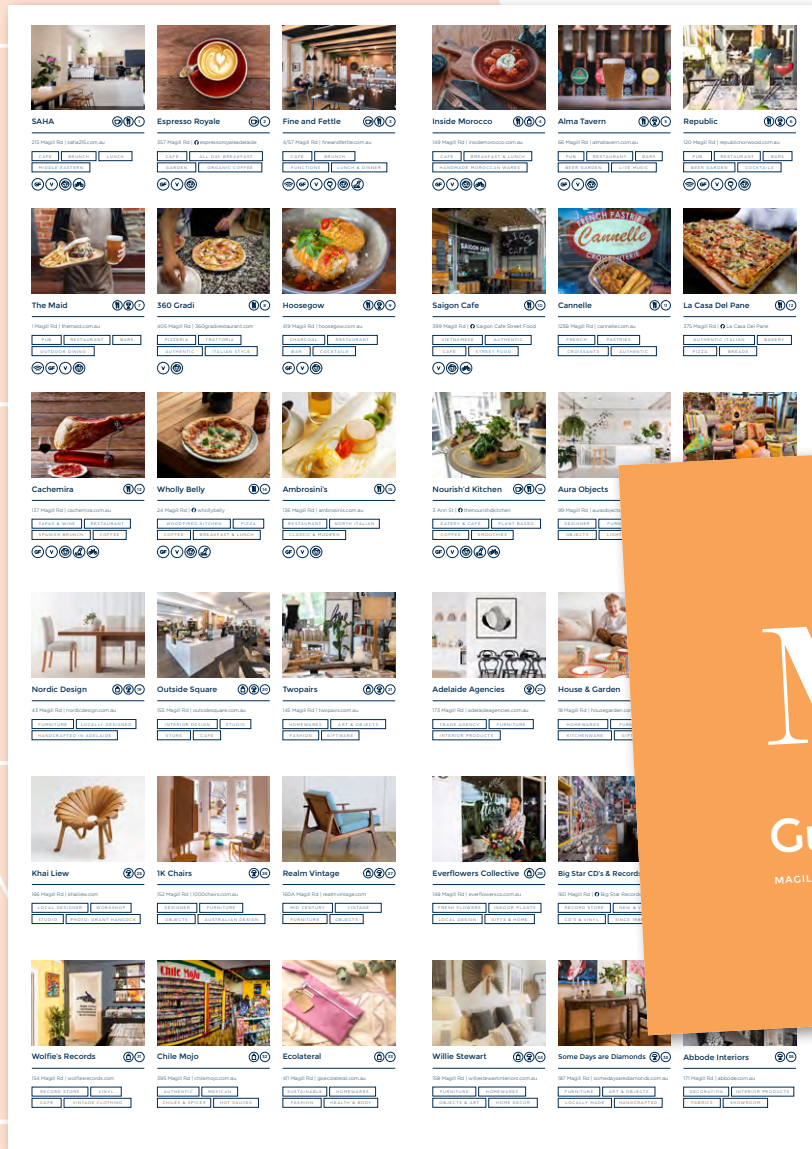
### The Parade Post a Pic & Win Competition

⬆️ **ongoing**

A week long Instagram competition ran in the months of July and September. The competition encouraged visitors to the precinct, to share a photo or video showcasing their experience on The Parade to receive a \$30 voucher to the business of their choice.

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

**IMAGE:** The Parade, Norwood.



**Magill Road Guide – City Brief Publication**

**completed**

A custom Magill Road Guide was inserted in the autumn and spring editions of City Brief, with 10,000 copies delivered to over 190 cafes, stores and services, eateries and bars, hotels and visitor centres, and culture and attraction businesses in the CBD and surrounding suburbs.

The guide highlights 36 Magill Road businesses and includes a simplified map of the precinct.

Additional copies of the guide were printed, which are available at Council facilities and distributed at council-run events.

City Brief was selected because of their passion for good design and wholesome content with a commitment to curating authentic experiences for both discerning locals and visitors to read and interpret.

**36** businesses featured

**Delivery of the 2020-2021 Norwood Parade Precinct Annual Business Plan**

**completed**

For the first year, a document was created to provide a high level summary of the projects delivered as a part of the 2020-2021 Norwood Parade Precinct Annual Business Plan. This document was presented to the Norwood Parade Precinct Committee and the Council, and will become an annual publication to help promote The Parade.



Over **\$650,000** spent with travel agencies on The Parade during the competition period.



### The Parade 'Book a Holiday – Win a Holiday' Competition

✓ **completed**

Travel is one of the sectors that has been significantly impacted as a result of the COVID-19 pandemic. The Parade Precinct ran a 4 week competition to encourage customers to visit one of the 4 travel agencies along The Parade to book a trip, which gained them an entry to go in the draw to win a \$1,000 voucher with that business. The 4 travel agencies are:

- Helloworld Norwood
- Phil Hoffmann Travel Norwood
- Top Deck Travel Norwood
- Travel Associates Norwood Place

During the competition period, 178 entries were received and over \$650,000 was spent with travel agencies on The Parade, with an additional \$16,000 worth of prizes, resulting in a substantial amount injected into the sector.

### Precinct Branded Merchandise

✓ **completed**

The Council purchased a range of branded merchandise to promote the key precincts within the Council area.

- Parade Branded Face Masks
- Parade Branded Double Wine Cooler Bags
- Parade Branded Eco Friendly Travel Cutlery Sets
- Magill Road Branded Face Masks

**IMAGE:** Winner of the 'Book a Holiday - Win a Holiday' competition at Travel Associates Norwood.

**Magill Road feature on Adelady TV**

✓ **completed**

Adelady showcases the best of South Australia across website, social, TV and magazine. In June 2021, the Magill Road episode aired on Channel 9, featuring 10 businesses within the Magill Road Precinct, including:

- SAHA (Café);
- Ambrosini’s (Restaurant);
- Wolfies (Record Store);
- Some Days are Diamonds (One-Off Furniture Store);
- Wholly Belly (Unique Woodfire & Catering);
- Asser & Co (Homewares);
- Flourish on Magill Road (Homewares);
- Two Pairs (Homewares);
- Everflowes Collective (Florist); and
- Abbode Interiors (Interior Design & Decorators).

The businesses that were selected are both Magill Road drawcards and brands and products that Hayley and Lauren genuinely love and believe in, which translates to the audience in a trustworthy and authentic way.

Over **22,000** viewers

**IMAGE:** Magill Road, Norwood.



**Norwood Parade Precinct Annual Business Plan 2021-2022 & Extension of the Separate Rate – Consultation**

✓ **completed**

The Draft 2021-2022 Norwood Parade Precinct Annual Business Plan and the Extension of the Separate Rate was released for consultation for a period of 21 days.

Consultation material and communication included: letters to all businesses and property owners within The Parade Precinct, printed collateral available at Norwood Town Hall and Norwood Library, public notice in The Advertiser, as well as information published on the Council and The Parade websites and several electronic direct mail (EDM) inviting feedback on the plan and separate rate. A total of 8 submissions were received during the consultation period and reported to the Committee.

The Draft 2021-2022 Norwood Parade Precinct Annual Business Plan and the Extension of the Separate Rate were endorsed by the Norwood Parade Precinct Committee and subsequently endorsed by the Council in June 2021.



**Zest for Life – Op Shop Tour**

✓ **completed**

The Council's Zest for Life program of events encourage positive and active aging and promote community well-being.

As a part of this program, an Op Shop Tour was designed to showcase a number of Op Shops within the Council area, as well as promote and contribute to sustainable fashion.

The tour was sold out and included 6 locations across the suburbs of Marden and Norwood.

**'Spend to Win' Parade Christmas Competition**

✓ **completed**

A five week competition was held on The Parade in the lead in to Christmas with people having the opportunity to win \$15,000 worth of Parade prizes when they simply spend \$25 or more at any Parade Precinct business. The competition was designed to encourage further visitation and expenditure within the Precinct, especially for those needing to complete their Christmas shopping. The 3 major prizes included \$5,000 to spend at Parade Precinct businesses, \$5,000 towards a holiday purchased from 1 of the 4 Precinct Travel Agencies and \$5,000 towards an e-Bike purchased from 1 or the 2 bicycle stores within the Precinct. The competition received 2,049 entries.

**2,049**  
competition entries



**IMAGE:** Happy Hour Live & Local Event.

### Strategy 2.3

**Facilitate the activation of key spaces and precincts in the City.**

#### Adelaide Fringe in the City

✔ **completed**

Early 2021, State and Local Governments were in a position to be able to deliver safe and well-managed events for the community. The Council assisted local businesses leverage major events such as the Adelaide Fringe, with 21 events scheduled at venues in the City as a part of the program.

#### Eastside Happy Hour Live & Local Event Series

✔ **completed**

During the COVID-19 Pandemic, BIEcreative launched the 'Happy Hour Live' Series, which aimed 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 BIEcreative, took this initiative "on the road" throughout the City, in August and September 2020.

Due to the success of the series, the Council continued this initiative once a month from October 2020 through to October 2021, held at a different venue each month.

The final event was held at Lambrook Wines and featured five acts, all of which took part in the series. The event was sold out with 120 tickets purchased with food from local business Wholly Belly and drink specials every hour. Lambrook Wines purchased beer, cider, gin and vodka from local businesses Little Bang Brewery and Australian Distilling Co, who form a part of the Council's *Eastside Wine & Ale Trail*.

**16** sessions across **13**  
venues featuring 10 acts

### Raising the Bar Adelaide

✔ **completed**

The Council hosted its fifth consecutive Raising the Bar Adelaide event, which included 19 talks across 10 venues, on the one night.

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 final number of recorded attendees at the event, across the 19 talks was over 900 people, recognising that venue capacities were reduced due to COVID restrictions. The Council live streamed four talks, which allowed people that unfortunately missed out on tickets, the opportunity to view the event online.

Over **900** people attended to hear 19 talks across 10 venues on 1 night

### Digital Christmas Advent Calendar

✔ **completed**

Back for the second year running, the Digital Christmas Advent Calendar provided businesses with an opportunity to submit a unique Christmas offer that the community could take advantage of. From 1-24 December, each day a new door became available for the community to open Behind each door were a range of unique offers from Council businesses. Over 35 businesses took advantage of this interactive Christmas promotion with over 170 offers requested.



IMAGE: Sean Fewster & Daniel Panozzo speaking at Raising the Bar Adelaide.

### Augmented Reality On-street Christmas Animations

✓ **completed**

The Council collaborated with digital technology company, CreativiTek to bring a unique experience of Christmas to The Parade using augmented reality. Eight locations were identifiable by a large footpath decal that outlined how to activate the animation and what characters would come to life. The information on the decal also encouraged people to tag their pictures to help promote the initiative and inspire people to visit The Parade and do the same.

Activations at 8 locations along The Parade brought 4 separate animations to life and allowed for photo opportunities with Santa, Santa and his reindeer, an elf and their snowman friend and 3 dancing snowmen. 418 users enjoyed a unique experience with Santa and his friends on The Parade.

### Augmented Reality Colouring Page

✓ **completed**

In collaboration with the Council's three libraries, a custom colouring page for children was created. Children could colour in the artwork and then use the same app used for the on-street Christmas activations to scan the artwork which then came to life in the colours they used in the artwork. The characters in the artwork perform a short animation for the children to enjoy.

The colouring pages were 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 also utilised the colouring pages as a great summer school holidays activity. A total of 306 users engaged in this activity.

**IMAGE:** Norwood Town Hall Christmas Decorations.

### The Parade Christmas Decorations

✓ **completed**

The Christmas cheer returned to The Parade with the large illuminated star, hanging baubles in the street trees and window decorations installed at the Norwood Town Hall.

Pole decorations and branded banners were installed along the street and the much-loved and anticipated Festive Gallery on Osmond Terrace was on display for another year, with a combination of decorated Christmas trees and presents by local schools.

Three Christmas Pageant floats were also on display for the public to enjoy.



# Innovative City

*An innovative City that supports business and attracts investment.*



# Innovative City

An innovative City that supports business and attracts investment.



## Strategy CV

Recover and rebuild the local economy following the impacts of the COVID-19 Pandemic.

### Business Workshops

✔ **completed**

The 'Reflect. Refuel. Restart.' series was tailored to retailers, hospitality owners, fitness and wellness centres, start-up entrepreneurs, creatives and professional service businesses.

To provide additional support to business owners that were challenged by the COVID-19 situation, the program expanded from four sessions a calendar year to 11 in 2021, which allowed for a wider variety of topics and the opportunity to engage with local specialist business owners to facilitate the sessions.

**11** business workshops delivered in **2021**





## Strategy 3.2

Recognise businesses and business sectors that make a significant contribution to the City.

### Eastside Business Awards 2021

✔ **completed**

The Council delivered the Eastside Business Awards for the fourth year – the first year partnered with Solstice Media.

The Awards program received a record number of votes, with 9,584 public votes for 311 businesses across 11 categories, with 26 businesses shortlisted. These businesses are recognised for providing an outstanding experience, product or service to their customers and community.

In 2021, The Parade Norwood Veterinary Clinic was inducted into the Hall of Fame, which is for a business that has been operating in the Council area for more than 20 years.

Winners received a digital advertising package to promote their business, and a choice of business advisory service from local business, BIAS.

### Mayor’s Business Commendation Awards 2021

✔ **completed**

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 10 years.

The 4 award categories are:

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

Eleven businesses received an award, with S.E. Waite & Son celebrating their 100<sup>th</sup> Anniversary in 2020.

Applications are open all year round for small businesses to self-nominate, and the awards are presented annually at the Mid-Year Networking Event. Due to the COVID-19 pandemic, these awards were presented at the End of Year Networking Event.



### Strategy 3.3

Facilitate communication, education and networking programs to support businesses.

#### Grow the Business List

✔ **completed**

Growing the business list is important to be able to communicate with as many businesses at the one time, with regular and consistent messaging. Council Staff collect business information when visiting new and existing businesses and add contacts that attend business workshops and events.

A pop-up appears when exploring the 'Business & Economy' section of the Council website, which also encourages business owners to sign up to receive the latest news, straight to their inbox.

#### Mid-Year Business Networking Event

✘ **cancelled**

This event was scheduled for July, however was cancelled due to the COVID-19 pandemic.

#### End of Year Business Networking Event

✔ **completed**

This event was held at Adelaide Appliance Gallery which is a family run business located on Payneham Road, St Peters. The event was attended by 73 people representing 35 businesses in the City. This event was open to all businesses located within the Council area and provided a great opportunity to network with others and relax before the festive season begins.



**73** attendees representing  
**35** local businesses



### Strategy 3.4

Embrace new and emerging technologies that will enhance business productivity.

#### Smart Parking Pilot Project – Webbe Street, Norwood Carpark

> **commenced**

The Council partnered with eSMART21, to undertake a Smart Parking Pilot Project in October 2021 for a two month period. One of the main aims of the trial was to understand how the Council can use the technology to monitor the ground floor of the Webbe Street Carpark to enforce parking time limit controls so as to improve the turn-over rate of spaces, thereby increasing accessibility and convenience of finding a car park for visitors to The Parade.

Monitoring car parking bays electronically allows the Council to understand the occupancy rates for the car park, when the peak arrival and departure times are, and how many motorists meet or overstay parking control time limits.

The Smart Parking Pilot Project has been extended for a further six months and will provide understanding of the usage patterns during the summer holiday period.

## Strategy 3.5

Encourage sustainable working methods in all aspects of business.

### Plastic Free SA & Ban on Single-use Plastics

✓ **completed**

In 2019, The Parade Precinct was selected to participate in the Plastic Free SA Pilot Program, to reduce and eliminate the use of single use plastics at food retailers.

Following this trial, in April 2020 the Minister for Environment and Water, introduced the *Single-use and Other Plastic Products (Waste Avoidance) Bill 2020* to Parliament, in which Stage 1 of its ban commenced, and then in March 2021, a new ban on the sale, supply and distribution of single-use plastics like straws, cutlery and stirrers came into effect.

The Council ensured that adequate messaging was provided to businesses throughout the process. The next stage of the ban comes into effect in March 2022.

### Ride2Work Day

✓ **completed**

National Ride2Work Day is the largest celebration of commuter bike riding in Australia. The event encourages people who have never ridden to work before to give it a go, and allows regular riders to stay motivated and encourage their work colleagues to get involved.

The Council encouraged bike stores and cafes along key cycling routes within the City to get involved, by offering deals such as free coffees for cyclists and free bike tune ups and servicing. Four businesses participated, which included, Five Little Figs, Foliage Coffee, Whippets Workshop and Treadly Bike Shop.





# Business Friendly City

*A City that understands  
the needs of business.*



# Business Friendly City

A City that understands the needs of business.



## Strategy CV

Recover and rebuild the local economy following the impacts of the COVID-19 Pandemic.

### The Parade Precinct Separate Rate (2020-2021)

✓ **completed**

In order to support The Parade Precinct businesses in the first year of the COVID-19 pandemic, the Council waived The Parade Development Separate Rate for businesses within the Norwood Parade Business Precinct for the 2020-2021 financial year.

The **Parade Precinct Annual Business Plan 2020-2021** was delivered with a total budget of **\$215,000.**

### COVID-19 Information for Business

✓ **completed**

A webpage dedicated to COVID-19 information was created to centralise information for business owners in the City.

This webpage is updated regularly and includes a range of links to advice, updates and support services available to businesses affected by COVID-19 pandemic conditions.

### Information on Health and Wellbeing Services

✓ **completed**

A local business owner and specialist in the field, facilitated a wellbeing workshop offered to the business community, titled 'practical solutions for improving workplace well-being'. 12 people attended this workshop, which formed a part of the 'Reflect. Refuel, Restart.' series.

Other health and well-being services are available at the COVID-19 pandemic webpage.





## Strategy 4.1

Ensure that Council processes are business friendly and contribute to a well-functioning City.

### Small Business Friendly Council Initiative

✓ **completed**

Small businesses create local employment, provide essential goods and services and help create attractive liveable communities.

The City of Norwood Payneham & St Peters is recognised by the Office of the Small Business Commissioner as a Small Business Friendly Council.

In order to maintain this recognition, the Council must report annually on how it continues to support small businesses through the following actions.

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



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



# Attachment C

## Progress Report on the Implementation of the 2021-2022 Annual Business Plan

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City of  
Norwood  
Payneham  
& St Peters





# Attachment D

## Progress Report on the Implementation of the 2021-2022 Annual Business Plan

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



# Attachment E

## Progress Report on the Implementation of the 2021-2022 Annual Business Plan

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City of  
Norwood  
Payneham  
& St Peters

PARADE  
PRECINCT  
BUSINESS  
BOOST



[www.npsp.sa.gov.au/ppbb](http://www.npsp.sa.gov.au/ppbb)



THE PARADE  
NORWOOD



City of  
Norwood  
Payneham  
& St Peters

# PARADE PRECINCT BUSINESS BOOST

The Council, through the Norwood Parade Precinct Committee, is offering eligible businesses within The Parade Precinct a \$250 voucher, to put towards one of the following services:

- Business advisory
- Marketing and communications
- Content creation
- Health and well-being

Businesses will need to complete a short expression of interest form to confirm eligibility.

Limited vouchers available.

**Apply now**



[www.npsp.sa.gov.au/ppbb](http://www.npsp.sa.gov.au/ppbb)



THE PARADE  
NORWOOD



City of  
Norwood  
Payneham  
& St Peters



## 5.2 TASTE OF THE PARADE HOSPITALITY VOUCHER PROGRAM – PROGRESS UPDATE

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**REPORT AUTHOR:** Economic Development Officer  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4512  
**FILE REFERENCE:** qA69610  
**ATTACHMENTS:** Nil

---

### PURPOSE OF REPORT

The purpose of this report is to provide the *Norwood Parade Precinct Committee* with an update on the *Taste of The Parade Hospitality Voucher Program*.

### BACKGROUND

At its meeting held on Tuesday, 15 February 2022, The *Norwood Parade Precinct Committee* endorsed the following:

1. *That the Norwood Parade Precinct Committee endorses The Parade Hospitality Voucher Program and allocates a budget of \$12,500 (500 vouchers valued at \$25 each).*
2. *That Council Staff proceed with the development of all marketing and communications for The Parade Hospitality Voucher Program, including the administrative requirements and timeframes to implement the initiative.*
3. *That Council Staff report back to the Norwood Parade Precinct Committee regarding the implementation of The Parade Hospitality Voucher Program at the next meeting.*

The purpose of The Parade Hospitality Voucher Program was to encourage the public to once again visit the many and varied hospitality businesses within The Parade Precinct, given the impact that the COVID-19 Pandemic has had on the sector with regards to the State Government enforced restrictions (density limits, no dancing, drinking whilst seated etc) and give the Precinct a cash injection to help stimulate the hospitality sector.

### COVID-19 IMPLICATIONS

COVID-19 positive case numbers have continued to steadily grow in recent times here in South Australia since the borders were opened in November 2021. It now appears that the State has reached the peak and that the number of cases will begin to decline. Notwithstanding this, the number of daily cases has potentially hindered the ability of voucher recipients to visit The Parade due to being in isolation. With the close contact rules now removed, there appears to be greater confidence in the community. This confidence has been reflected in the uptake of the vouchers over the last week.

### DISCUSSION

The Parade Hospitality Voucher Program, was distributed on a first-in-first serve basis, meaning the first 500 eligible registrants would receive a voucher as part of the first round of allocations. The registration period opened on Thursday, 10 March 2022 and closed on Thursday, 24 March 2022. During this period 4,309 registrations were received, noting that this figure does include some ineligible registrations that have not been filtered out (i.e. people registering more than once).

The first round of voucher recipients had from Monday, 28 March 2022 until Sunday, 1 May 2022 to redeem their voucher at their nominated business. During this period, a total of 259 vouchers were redeemed, equating to a take up of 52%. This resulted in a direct minimum injection of \$9,065, which is inclusive of the Council's contribution (\$25 per \$35 spend), with the exact expenditure to be calculated once customer receipts are collected/submitted. This conversion rate is generally in line with the redemption rate of the State Government vouchers. Recipients were given five (5) weeks to redeem their voucher and were even sent two (2) reminder emails if they had not yet redeemed their voucher to encourage them to use their voucher by the due date.

The first 500 vouchers were distributed evenly amongst the hospitality businesses, with 45 out of a possible 56 businesses that were willing to participate in the Program, receiving at least one (1) voucher. The five (5) most popular businesses to have been nominated for a voucher as part of the first round were:

- 400 Gradi (53);
- Argo on The Parade (29);
- Betty's Burgers (29);
- Danny's Thai (29); and
- 30 Acres (26).

However, the top five (5) businesses that had vouchers redeemed as a percentage of vouchers allocated (business with over 5 vouchers allocated) were:

- 30 Acres (21 out of 26);
- Eastern Garden Chinese Restaurant (10 out of 13);
- Colonist Tavern (19 out of 25);
- Hanamura Norwood (10 out of 14); and
- Hsin Fortuna Restaurant (5 out of 7).

The top five (5) suburbs within which the first 500 voucher recipients resided were:

- Norwood (14%);
- Kensington (8%);
- St Peters (7%);
- Burnside (6%); and
- Payneham (6%).

The gender composition of the first 500 voucher recipients was as follows:

- Female (62.6%);
- Male (37%); and
- Other (0.4%).

The age bracket composition of the first 500 voucher recipients was as follows:

- 0-20 (2%);
- 20-30 (14.6%);
- 30-40 (17.8%);
- 40-50 (21.8%);
- 50-60 (21%); and
- 60+ (22.8%).

The remaining 241 vouchers that went unredeemed during this period, expired at midnight on Sunday, 1 May 2022. The unredeemed vouchers were then re-distributed to those registrants next in the queue that can redeem their voucher from Friday, 6 May 2022 until Sunday, 12 June 2022. As this period has only just commenced, there are no statistics currently available, however the Committee will be provided with a full summary report at its next meeting.

All of the hospitality businesses within The Parade Precinct were given the opportunity to participate in the Program. In total there were seven (7) businesses that indicated a desire not to be part of the voucher program and therefore could not be selected by someone who was registering to receive a voucher.

The Council engaged and liaised with Karmabunny to develop an entire package for this project, which included creating the following:

- registration form which would assign a unique code to each individual person;
- somewhere to store the data from the registrations;
- an email that could be sent to the voucher recipients, which would automatically include the registrants name, the business they selected, the voucher expiry date and their unique QR code;
- the webpage that would appear when the QR code was scanned, including the 'Redeem' button; and
- tracking of who had redeemed their voucher and when.

The advantages of establishing this system is that it can now be used for other similar initiatives.

### **OPTIONS**

Not Applicable.

### **CONCLUSION**

The overall success of the voucher program cannot be determined at this point in time, due to the voucher redemption period for the secondary allocation still being active. However, the program was extremely successful in terms of the number of registrations that the Council received, which regardless of the conversion rate, is pleasing and will assist with future marketing and promotion of The Parade. However, the need for a strong conversion rate (voucher recipients actually redeeming their voucher) will ultimately determine whether the voucher program has been successful or not and the total cash injection that this investment has made to The Parade Precinct.

### **COMMENTS**

The Spendmapp data covering a portion of this period will be available by the time the Committee meets next. This data will help determine if there has been any spike in activity and spend as a result of The Parade Hospitality Voucher Program.

### **RECOMMENDATION**

That the report be received and noted.

### 5.3 ENDORSEMENT OF THE DRAFT 2022-2023 NORWOOD PARADE PRECINCT ANNUAL BUSINESS PLAN

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**REPORT AUTHOR:** Economic Development Coordinator  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4616  
**FILE REFERENCE:** qA85811  
**ATTACHMENTS:** A - C

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#### PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee (NPPC), the final *Draft of the 2022-2023 Annual Business Plan*, for final review and endorsement prior to the Council's consideration and approval at its meeting to be held on 6 June 2022.

#### BACKGROUND

At its meeting held on 15 February 2022, the Committee resolved the following:

*That the Draft 2022-2023 Norwood Parade Precinct Annual Business Plan be endorsed as being suitable to present to the Council for its endorsement and approval to be released for consultation with The Parade Precinct business community for a period of twenty-one (21) days.*

The *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* was presented to the Council at its March 2022 meeting and was subsequently released for consultation for a period of twenty-one (21) days. The draft plan is based on collecting \$215,000 in revenue from The Parade Separate Rate in 2022-2023. Based on the Council's resolution to extend the Separate Rate, this amount of revenue will also be collected for the 2023-2024 financial year, however a new annual business plan will be developed prior to the 2023-2024 financial period to determine the allocation of the revenue.

The *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* was released for consultation with The Parade Precinct business community from Friday 1 April until Thursday 21 April 2022 and comments were invited via email and in writing. One (1) submission has been received in relation to the Plan. A copy of the submission is contained in **Attachment A**. The summary of the submission and a response is contained in **Attachment B**.

A copy of the final *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* is contained in **Attachment C**.

#### FINANCIAL AND BUDGET IMPLICATIONS

The *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* is based on a total budget of \$215,000 which is the total amount that the Council will receive from The Separate Rate.

The total cost incurred in placing the *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* on consultation totalled \$1,886. This cost related to the:

- letter distribution to The Parade Precinct business and property owners;
- printing of posters and postcards; and
- the notice placed in *The Advertiser*.

#### RESOURCE ISSUES

The *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* is reliant upon the collection of The Parade Separate Rate, and its implementation will be undertaken by the Council's Economic Development Unit with input and involvement from other Council staff and external contractors as required.

## CONSULTATION

The *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* was released for consultation on Friday 1 April 2022, with comments sought in writing by no later than 5.00pm, Thursday 21 April 2022.

A letter was sent to all businesses and property owners on The Parade advising of the Draft Plan and the consultation process. Posters and postcards were placed at the Norwood Town Hall Customer Service Centre and a notice was also placed in *The Advertiser* on the first day of the consultation period. In addition to this, information was published on the Council and The Parade websites and an Electronic Direct Marketing (EDM) advising The Parade traders of the consultation was also distributed. Copies of the Draft Plan were also made available at the Norwood Town Hall.

One (1) submission has been received by the Council during the consultation period for the *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan*. The focus of the comment in the submission is in relation to activating the section of The Parade from Osmond Terrace to Fullarton Road.

## DISCUSSION

The one (1) submission which has been received during the consultation period, relates to the following concerns:

- greater efforts should be made to promote the precinct as a whole; and
- the Council should host and promote events and activations west of Osmond Terrace.

A summary of the submission and a response to the issues raised is contained in **Attachment B**. Given that the focus of the submission is based on the delivery of events and initiatives, with no focus on the draft Annual Business Plan and how the Committee has recommended that the \$215,000 should be allocated. It is recommended that no changes be made to the draft Annual Business Plan and on the allocation of the funds.

Pursuant to the Terms of Reference set by the Council, The Norwood Parade Precinct Committee is required to prepare an Annual Business Plan prior to each financial year, to guide its programmes and initiatives for the ensuing financial year and to assist in determining the funding requirements for consideration and approval by the Council.

A summary of how the Committee proposes to allocate the revenue received from The Separate Rate is outlined in Table 1 below.

**TABLE 1: NORWOOD PARADE PRECINCT COMMITTEE 2022-2023 ANNUAL BUSINESS PLAN**

<b>Strategy</b>	<b>Budget</b>
Events & Activations	\$40,000
Marketing & Communication	\$59,000
Identity & Brand	\$108,500
Business Development	\$6,000
Administration	\$1,500
<b>TOTAL</b>	<b>\$215,000</b>

## OPTIONS

The Committee can endorse the draft Annual Business Plan contained in **Attachment C** and recommend to the Council that it be adopted. Alternatively, the Committee can amend or delete strategies and budget allocations and recommend the amended version to the Council for its approval.

## CONCLUSION

An individual response will be provided to the property owner who has made a submission.

## COMMENTS

Nil.

## RECOMMENDATION

1. That the *Draft 2022-2023 Norwood Parade Precinct Committee Annual Business Plan*, as contained in **Attachment C**, be endorsed and recommended to the Council for its approval.
2. The Committee note that an individual response will be provided to the property owner who has made a submission.

# Attachment A

## Endorsement of the Draft 2022-2023 Norwood Parade Precinct Annual Business Plan

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

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Thursday, 14 April 2022 1:48 PM  
**To:** Townhall  
**Cc:** [REDACTED]  
**Subject:** NORWOOD PARADE PRECINCT CONSULTATION

Dear NPSP

Thank you for the invitation to comment on the Annual Business plan 2022-2023.

As a part owner of a prominent site at 85-89 The Parade Norwood, I would firstly like to thank you for all you do for the precinct.

It has a great future and is certainly one of the best precincts in Adelaide.

I do strongly believe however, there is so much more you can do and with more consideration to the precinct as a whole.

We were personally smashed by Covid and lost 2 long standing tenants whom had between them occupied 3 of our shops.

The equivalent of 300sqm of retail space with prominent street frontage has been vacant for two long years.

We have found it difficult to lease these empty tenancies as we fall just outside of the "dynamic" strip where so much of the NPSP promotional energy is focussed.

We are a family concern and we are very proud of our property and have complete pride in owning a small part of the precinct.

We would however like to see more Council effort to host and promote events and activation **West of the Osmond terrace intersection.**

It is an attractive area, it boasts heritage streetscape and the beloved Norwood oval.

The businesses based in this section of The Parade would welcome your support and your attention.

I strongly feel this has been lacking over many years.

Greater assistance would help stop the increasing rate of vacancies which of late have alarmingly continued.

Can you please advise what you have in mind and planned for activation on The Parade between Osmond Terrace and Sydenham Road?

I am concerned there is very little other than football.

When I read your glossy business plan there are not even pictorial representations of this area and there is certainly no mention to activate the precinct as a whole.

I look forward to hearing from you

Warm regards

[REDACTED]  
[REDACTED]  
[REDACTED]



# Attachment B

## Endorsement of the Draft 2022-2023 Norwood Parade Precinct Annual Business Plan

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175 The Parade, Norwood SA 5067

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*City of*  
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& St Peters**

## 2022-2023 NORWOOD PARADE PRECINCT ANNUAL BUSINESS PLAN – CONSULTATION SUMMARY OF SUBMISSIONS

Submission Number	Property Owner/ Business Owner (if known)	Comments	Response	Action for Annual Business Plan
01	Property Owner	Would like to see more Council effort to host and promote events and activations west of the Osmond Terrace intersection.	<p>Noted. The Council is currently progressing with the implementing The Parade Masterplan, with a focus on the section between Osmond Terrace and Sydenham Road. The upgrade of The Parade will significantly improve the street appeal, which will be achieved through improved footpaths for pedestrians, additional seating and landscaping.</p> <p>Council Staff have investigated several locations west of Osmond Terrace to host events, but unfortunately the infrastructure that currently stands does not support large activations.</p> <p>During the 2021-2022 financial year, the Norwood Parade Precinct Committee has focussed efforts to brighten the west section of The Parade by installing promotional material, such as bin decals on existing street assets.</p> <p>The Norwood Parade Precinct Committee will continue to consider ways and initiatives to activate The Parade west of the Osmond Terrace intersection.</p>	No action required.

# Attachment C

## Endorsement of the Draft 2022-2023 Norwood Parade Precinct Annual Business Plan

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City of  
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& St Peters

DRAFT 2022-2023  
ANNUAL BUSINESS PLAN  
NORWOOD PARADE PRECINCT COMMITTEE



TASTE  
STYLE  
SHOP  
LIVE  
PLAY  
VISIT





OVERVIEW	4
PURPOSE	4
VISION	5
OBJECTIVES	6
BUDGET	6
ALLOCATED SPEND	9
STRATEGIES	11
EVENTS & ACTIVATIONS	11
MARKETING & COMMUNICATION	12
IDENTITY & BRAND	13
BUSINESS DEVELOPMENT	14
ADMINISTRATION	15
MEASUREMENT	17



## OVERVIEW

The City of Norwood Payneham & St Peters established the Norwood Parade Precinct Committee pursuant to Section 41 of the *Local Government Act 1999*. The Norwood Parade Precinct Committee is governed by Terms of Reference, which were adopted by the Council on the 2 November 2020.

The Norwood Parade Precinct Committee is responsible for delivering exciting initiatives to develop and promote The Parade, Norwood as a vibrant cultural and leisure tourism destination for businesses, residents and visitors.

The Committee consists of the Mayor, four Elected Members and eight independent members who represent the interests of commercial landlords and business owners trading within the Norwood Parade Precinct.

The key role of the Committee is to develop and recommend to the Council an Annual Business Plan and Budget for The Parade Precinct, while overseeing its implementation once approved by the Council.

The Committee also facilitates networking and communication between The Parade business community and the Council.

## PURPOSE

The purpose of the 2022-2023 Annual Business Plan is to promote and capitalise on the current retail and commercial activity generated within The Parade Precinct to ensure future growth and the potential of the Precinct.

This Business Plan focuses on developing marketing and promotional activities to stimulate visitation, activate the area and encourage retail, services, leisure and dining patronage to The Parade.

The Business Plan outlines a series of objectives and strategies that will achieve The Parade's overall vision.



A VIBRANT MEETING  
PLACE AND BUSINESS  
PRECINCT WHERE RESIDENTS  
AND VISITORS CAN  
EXPERIENCE AND ENJOY  
A PLACE TO EAT, MEET,  
SHOP AND DO BUSINESS.



## OBJECTIVES

The objectives of the 2022-2023 Annual Business Plan are to:

- Attract new customers.
- Promote the Precinct.
- Build on the Precinct's unique atmosphere, culture and 'sense of place'.
- Strengthen relationships amongst businesses and provide support.

## BUDGET

The total budget for the 2022-2023 Annual Business Plan is **\$215,000** which is the amount the Council will collect through the Separate Rate.





# ALLOCATED SPEND



ITEM NUMBER	STRATEGY	ALLOCATED FUNDS
1.1	Events & Activations	\$40,000
2.1	Website	\$4,000
2.2	Social Media	\$5,000
2.3	Advertising	\$50,000
3.1	Sponsorship	\$7,500
3.2	Signage & Street Decorations	\$50,000
3.3	Merchandise	\$1,000
3.4	Competitions & Promotions	\$50,000
4.1	Networking	\$3,000
4.2	Business Training	\$3,000
5.1	Catering	\$1,000
5.2	Print, Post & Distribution	\$500
	<b>TOTAL</b>	<b>\$215,000</b>



# EVENTS & ACTIVATIONS

01



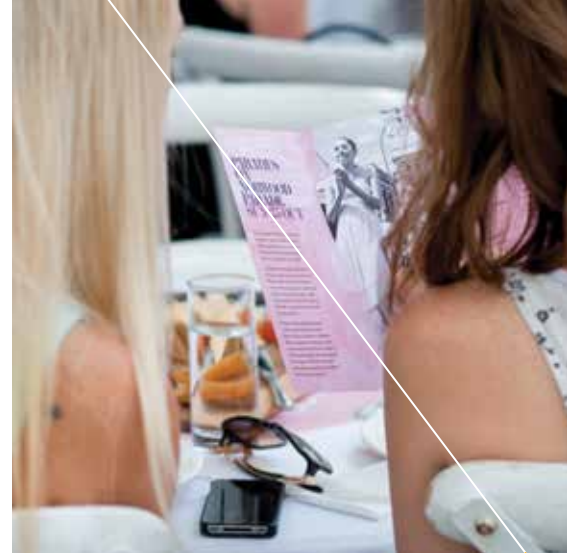
Develop, support and implement events and activations on The Parade to attract customers, provide a unique experience and grow the Precinct's reputation as a leading cultural Precinct.

## 1.1 EVENTS & ACTIVATIONS

Support the Council's current major events held on The Parade including; Tour Down Under, Norwood Christmas Pageant and an annual fashion event and investigate options to host smaller events and activations throughout the year.

**BUDGET — \$40,000**

# MARKETING & COMMUNICATION



Implement a range of marketing initiatives that communicate and promote the positive strengths of The Parade to all markets.

## 2.1 WEBSITE

Regularly maintain and promote The Parade's website and improve functionality. Ensure that all businesses within the Precinct have a presence on the website and continue to update their information and utilise the 'offers' page to advise customers of any special promotions in store.

**BUDGET — \$4,000**

## 2.2 SOCIAL MEDIA

Develop a social media strategy to maximise effectiveness of current social media channels, increase engagement with current followers and attract new ones.

**BUDGET — \$5,000**

## 2.3 ADVERTISING

Develop and implement advertising campaigns promoting The Parade across a wide variety of mediums to increase visitation from the wider Adelaide region.

**BUDGET — \$50,000**

# IDENTITY & BRAND

03



Further develop The Parade's brand and implement initiatives that define and communicate The Parade's identity and raise the community's appreciation of the Precinct.

### 3.1 SPONSORSHIP

Provide targeted sponsorship to external events and activities aimed at increasing patronage to The Parade for the benefit of all businesses in the Precinct.

**BUDGET — \$7,500**

### 3.2 SIGNAGE & STREET DECORATIONS

Implement signage and street decorations to promote specific campaigns, events and activities associated with the Precinct, in particular during the Christmas period.

**BUDGET — \$50,000**

### 3.4 COMPETITIONS & PROMOTIONS

Coordinate a major competition for The Parade that engages businesses and encourages community participation.

**BUDGET — \$50,000**

### 3.3 MERCHANDISE

Investigate options and purchase appropriate branded merchandise and distribute to businesses.

**BUDGET — \$1,000**



# BUSINESS DEVELOPMENT

04



Foster improved business presentation, appearance and cooperation and support business capability and sustainability through education, training and networking.

## 4.1 NETWORKING

Host networking forums for Parade businesses and property owners to build and strengthen relationships. Focus on increasing numbers through the use of informative speakers, topics and venues.

**BUDGET — \$3,000**

## 4.2 BUSINESS TRAINING

Develop a business training and workshop program for businesses to educate traders on a range of topics such as marketing, social media and customer service.

**BUDGET — \$3,000**

# ADMINISTRATION

05



Ensure the ongoing and effective administration of the Committee.

## 5.1 CATERING

Catering for Committee and special meetings.

TIMELINE — ONGOING

BUDGET — \$1,000

## 5.2 PRINT, POST & DISTRIBUTION

BUDGET — \$500





## MEASUREMENT

In order to assess the success of the 2022-2023 Annual Business Plan, the various Strategies need to be measured. Methods of measurement may include:

- Recording attendance numbers at events.
- Analysing data from competition entries.
- Conducting feedback surveys.
- Evaluating the performance of businesses after a major activity or event.
- Website and social media reports.

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

7. **NEXT MEETING**  
Tuesday 26 July 2022

8. **CLOSURE**