

NORWOOD PARADE PRECINCT

OCCUPANCY REPORT 2022



THE PARADE
NORWOOD



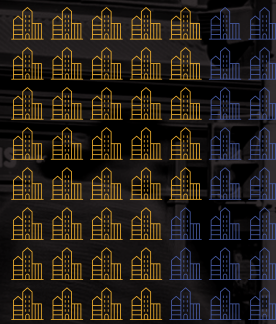
City of
Norwood
Payneham
& St Peters

OCCUPANCY RATE

 **373** Total Tenancies
Compared to **368** in 2021 and **381** in 2020

345
Total Businesses

Compared to **349** in 2021 and **341** in 2020



19
New Businesses

Compared to **34** in 2021 and **24** in 2020

28
Total Vacant Tenancies

Compared to **19** in 2021 and **40** in 2020





13%

Turnover Rate

Compared to **14%** in 2021 and **23%** in 2020

3 Relocated Businesses

Compared to **8** in 2021 and **0** in 2020



91%

Occupancy rate compared to **94%** in 2021 and **91%** in 2020

Between Fullarton Rd & Osmond Tce

94%

Occupancy rate compared to **95%** in 2021 and **91%** in 2020

Between Osmond Tce & George St

93%

Occupancy rate compared to **95%** in 2021 and **87%** in 2020

Between George St & Portrush Rd

INDUSTRY MIX

The Norwood Parade Precinct consists of a variety of business industries as depicted below. This industry mix contributes to The Parade being Adelaide's premier mainstreet due to its unique and vibrant offering.

20%

Dining & Entertainment

19%

Professional

54% Technical
37% Financial
9% Real Estate

16%

Medical, Health & Wellbeing

10%

Hair/Beauty

29%

Retail

65% Products
35% Clothing

1%

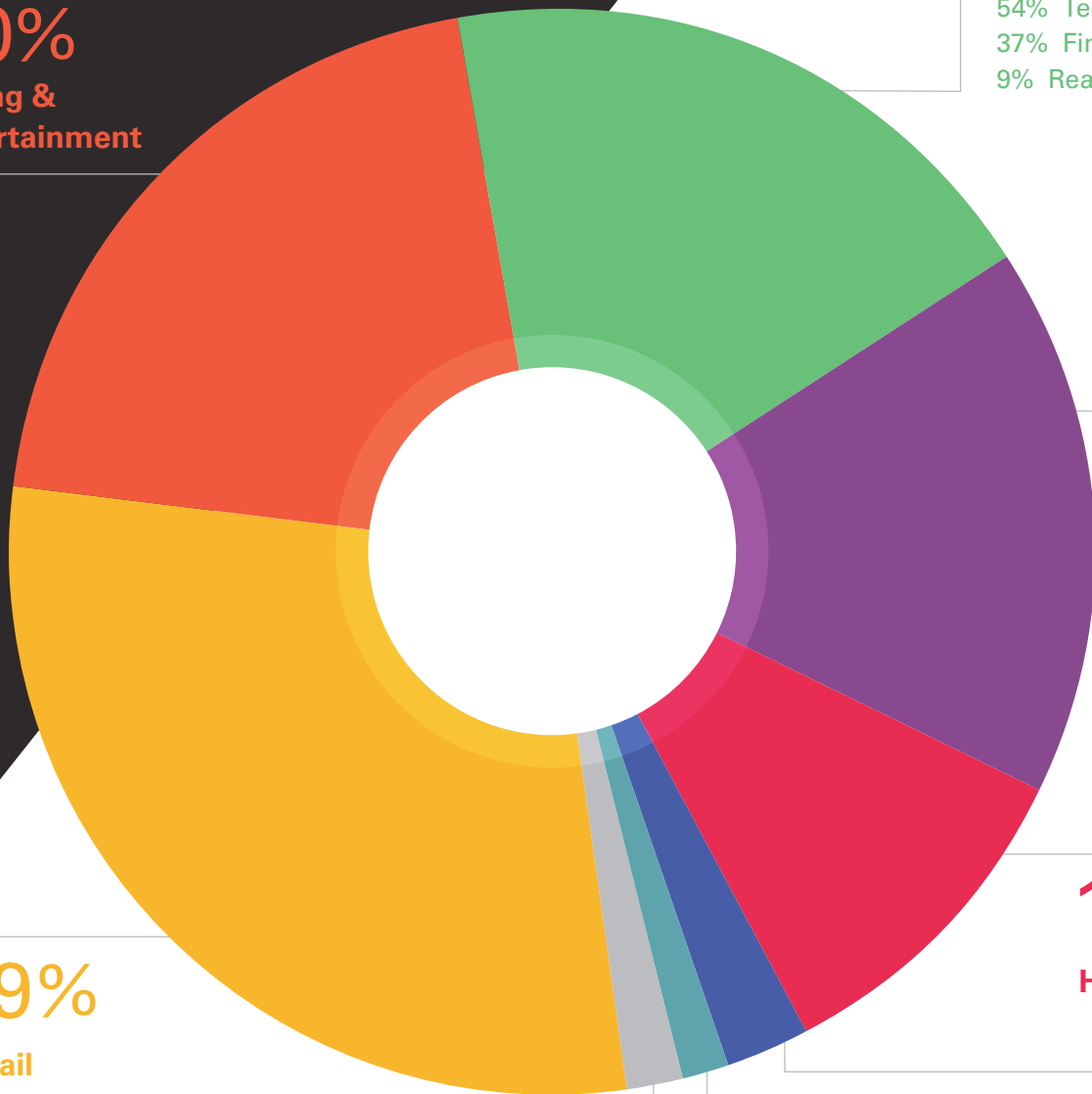
N/A

1%

Community

3%

Training/ Employment



EXPENDITURE



Norwood Total Yearly Expenditure

\$562.40m*

Compared to **\$603.97m** in 2021 and **\$540.64m** in 2020

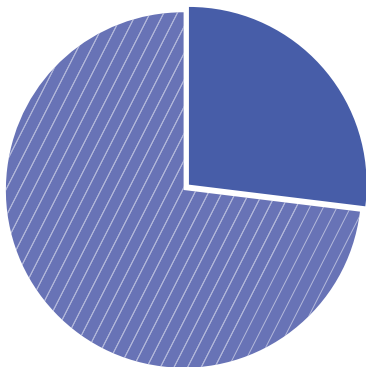


Norwood Average Daily Expenditure

\$1.541m*

Compared to **\$1.655m** in 2021 and **\$1.477m** in 2020

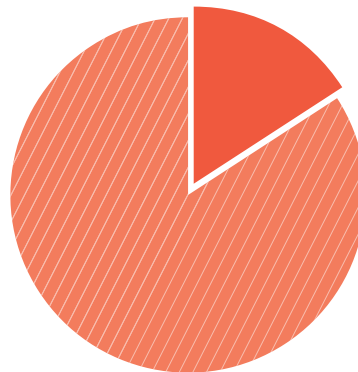
Top 3 Expenditure Categories



27%

Dining & Entertainment

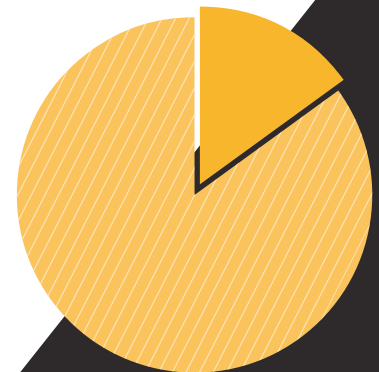
Compared to **27%** in 2021 and **23%** in 2020



16%

Grocery Stores & Supermarkets

Compared to **15%** in 2021 and **18%** in 2020



15%

Professional Services

Compared to **15%** in 2021.
In 2020 **Specialised & Luxury Goods** made up **14%**

* The data represents the activity in the entire suburb of Norwood.

DEFINITIONS

Average Expenditure

Taken from Spendmapp by Geografia and is an account of total expenditure within the suburb of Norwood (not just The Parade) during each calendar year. This expenditure is from both residents of the Council area and those from outside of it. Spendmapp data takes real banking transaction data (EFTPOS and credit/debit) and transforms it to create a comprehensive representation of the City's economy, taking into account a cash component which is informed by a survey conducted by the Reserve Bank of Australia (RBA). The process also ensures that outlier transactions do not skew the data, and seeks to maintain the privacy of merchants and cardholders by applying a degree of randomisation when there are small transaction volumes.

Industry Mix

Percentages may not add up to 100% due to rounding. Industry categorisation and inclusions are explained below.

Retail

Product: Includes businesses that retail in paint, alcohol (Parade Cellars, Dan Murphy's etc), homewares, furnishings, fuel, groceries, toys, equipment (bikes etc), jewellery, books, pet stores, dog day cares and cleaning services.

Clothing: Includes businesses that sell clothing (op shops included), footwear, lingerie as their main offering.

Dining & Entertainment

Includes cafes, restaurants, gelato/ice-cream, cinemas, theatres, pubs, bars, cellar doors, takeaway outlets and painting studios (i.e. Pinot & Picasso).

Medical, Health & Wellbeing

Includes general practitioners, dentists, supplement stores, pilates and yoga studios, gyms, physiotherapy clinics, care providers, psychologists, specialist health providers (i.e. SA Heart), health food providers, optometrists and Vet's.

Professional

Technical: Includes architects, graphic designers, IT support, engineers, business advisors, lawyers, builders, local Members of Parliament, phone providers, travel agencies, photographers, marketing agencies, taekwondo studios and car repairers.

Financial: Includes accountants, banks, mortgage brokers, financial advisers, conveyancers and tax agencies.

Real Estate: Includes real estate agencies.

Hair/Beauty

Includes women and men hairdressers, massage providers, day spas, hair removal, manicures and pedicures.

Training/Employment

Includes employment agencies, training centres and educational tutoring.

Community

Includes libraries, sporting ovals, parks, churches and community centres.

N/A

Includes tenancies that have a 'Leased' sign up, however no business has moved in, meaning no tenancy mix can be allocated. Also includes George House.

New Businesses

Businesses that have opened and were not previously within the precinct.

Occupancy Rate

Defined as a percentage of all available occupiable commercial properties (residential not included) in a particular area that have a business actively trading from the premises.

Relocated Businesses

The total number of businesses that were previously operating within the Precinct and have since moved to another tenancy within the Precinct.

Turnover Rate

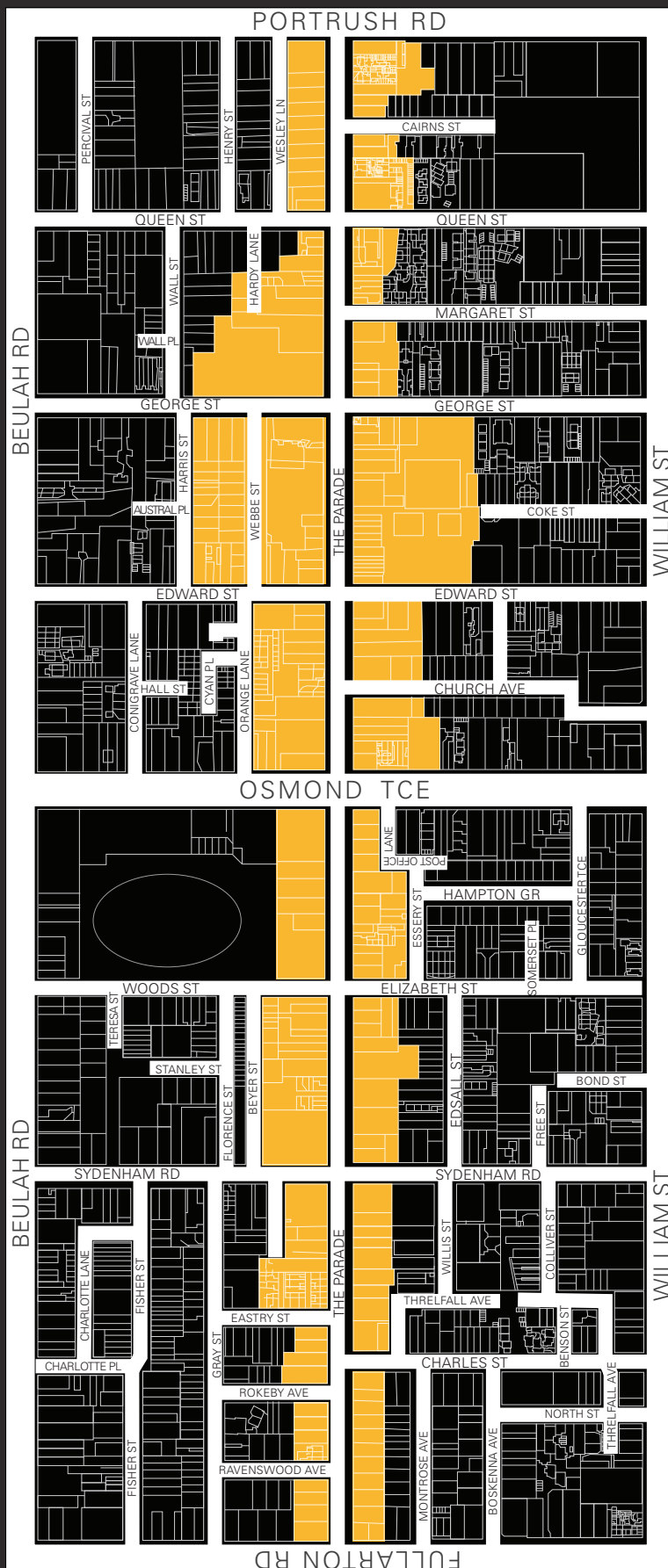
The number of new businesses and vacant tenancies as a percentage of the total number of tenancies within the Precinct.

Vacant Tenancy



Tenancies are noted as being vacant if:

- there is signage indicating that the tenancy or part of multi-tenancy building was for lease;
- the tenancy had a 'leased' sign yet the premises was still vacant and the Council was not aware of a new business preparing to occupy the space; or
- the tenancy did not have any signage indicating it was for lease, however the space was vacant and the Council was not aware of a new business preparing to occupy the space.

PRECINCT MAP



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

Telephone 8366 4555
Email townhall@npsp.sa.gov.au
Website www.npsp.sa.gov.au
Socials  /cityofnpsp  @cityofnpsp

