

Norwood Parade Precinct Committee Minutes

16 May 2023

Our Vision

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

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

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

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



City of
Norwood
Payneham
& St Peters

1.	CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 21 FEBRUARY 2023	1
2.	PRESIDING MEMBER’S COMMUNICATION	1
3.	NORWOOD PARADE PRECINCT NEWS.....	1
5.1	PROGRESS ON THE IMPLEMENTATION OF THE 2022-2023 ANNUAL BUSINESS PLAN <i>[This Item was dealt with out of sequence]</i>	2
5.2	ENDORSEMENT OF THE DRAFT 2023-2024 NORWOOD PARADE PRECINCT ANNUAL BUSINESS PLAN <i>[This Item was dealt with out of sequence]</i>	9
4.	STAFF PRESENTATION	12
5.	STAFF REPORTS.....	12
5.1	PROGRESS ON THE IMPLEMENTATION OF THE 2022-2023 ANNUAL BUSINESS PLAN <i>[This Item was dealt with out of sequence - Refer to page 2 for the minutes relating to this Item]</i>	13
5.2	ENDORSEMENT OF THE DRAFT 2023-2024 NORWOOD PARADE PRECINCT ANNUAL BUSINESS PLAN <i>[This Item was dealt with out of sequence - Refer to page 9 for the minutes relating to this Item]</i> .	14
6.	OTHER BUSINESS.....	15
7.	NEXT MEETING.....	15
8.	CLOSURE	15

VENUE Mayors Parlour, Norwood Town Hall

HOUR 6.30pm

PRESENT

Committee Members Mayor Robert Bria (Presiding Member)
Cr Sue Whittington
Cr John Callisto
Cr Josh Robinson (entered the meeting at 6.32pm)
Cr Victoria McFarlane
Ms Brigitte Zonta
Ms Hannah Waterson
Mr Joshua Baldwin
Mr Mario Boscaini
Mr Rik Fisher
Mr Tom McClure
Mr William Swale

Staff Mario Barone (Chief Executive Officer)
Keke Michalos (Manager, Economic Development & Strategy)
Tyson McLean (Economic Development Officer)

APOLOGIES Mr Michael Zito

ABSENT Nil

TERMS OF REFERENCE:

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

- *To develop and have oversight of the Annual Business Plan and Budget based on the Separate Rate for The Parade Precinct.*
- *The Budget developed by the Norwood Parade Precinct Committee must be considered in conjunction with the Annual Business Plan and the amount recommended to the Council for approval by the Council, is required to meet the objectives set out in the Annual Business Plan.*
- *To have oversight of the implementation of the Annual Business Plan as approved by the Council.*
- *Through the initiatives as set out in the Annual Business Plan ensure the development and promotion of The Parade as a vibrant shopping, leisure and cultural destination for businesses, residents and visitors.*
- *To initiate and encourage communication between businesses within the Precinct.*

1. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 21 FEBRUARY 2023

Cr McFarlane moved that the minutes of the Norwood Parade Precinct Committee meeting held on 21 February 2023 be taken as read and confirmed. Seconded by Mr Mario Boscaini and carried unanimously.

Cr Robinson entered the meeting at 6.32pm.

2. PRESIDING MEMBER'S COMMUNICATION

Nil

3. NORWOOD PARADE PRECINCT NEWS

Nil

Mr Mario Boscaini moved that Items 5.1 and 5.2 be brought forward for consideration. Seconded by Cr McFarlane and carried unanimously.

5.1 PROGRESS ON THE IMPLEMENTATION OF THE 2022-2023 ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA85811
ATTACHMENTS: A – F

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with an update on the implementation of the *2022-2023 Norwood Parade Precinct Annual Business Plan*.

BACKGROUND

At its meeting held on 15 February 2022, the Committee considered and endorsed the *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* for The Parade Precinct and resolved to forward it 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.

A report setting out the results of the consultation was prepared and included in the Norwood Parade Precinct Committee Agenda for the meeting scheduled for Tuesday, 10 May 2022. Due to a lack of quorum the meeting was cancelled. The Norwood Parade Precinct Committee meeting was then re-scheduled for Tuesday, 17 May 2022, however, due to a lack of quorum for the second time. This meeting was also subsequently cancelled.

On the basis that only one (1) submission was lodged, which did not impact on the contents of the draft Annual Business Plan, or the proposed distribution of the budget and that the Annual Business Plan is used to inform the Council's Budget, a decision was made to present the final *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* directly to the Council for its endorsement. The Council endorsed the Annual Business Plan as being suitable at its meeting held on 6 June 2022.

For the 2022-2023 financial year, the value of the Separate Rate on The Parade Precinct traders is \$215,000 and the carry forward amount from 2021-2022 is \$42,369, totalling \$257,369.

Investigations have progressed in respect to a number of deliverables and a summary of the overall budget, expenditure and amount currently allocated is contained in **Attachment A**.

DISCUSSION

1. STRATEGY: EVENTS & ACTIVATIONS

1.1 ART ON PARADE 2023

During the month of April, over 140 pieces of artwork created by forty-five (45) local artists were exhibited in businesses within The Parade Precinct. This year's collection included sculptures, paintings, drawings, glass and photographic work.

Twenty-four (24) Parade Precinct businesses/venues showcased artwork, with the month-long spectacle concluding with a closing event held at 30 Acres on Friday, 28 April 2023, which was attended by approximately sixty (60) guests. A new feature of this year's program, were the two (2) separate prizes on offer. The Art on Parade Prize, worth \$500 which was awarded to one of the exhibiting artists judged by two (2) industry professionals – and the People's Choice Prize, worth \$250 which was awarded to a member of the public who voted for their favourite artwork.

The program was curated by the Council's Arts Officer, Emma Comley, with the *Norwood Parade Precinct Committee* budget of \$5,000 being allocated towards the marketing and promotion of this event.

1.2 EASTSIDE BUSINESS AWARDS

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 manufactures within the City of Norwood Payneham & St Peters.

More specifically, the *Eastside Business Awards 2023* aim 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 choice for shopping, dining and services;
- increase patronage for businesses within the City; and
- associate the Council with a high-profile awards program.

The 2023 Awards Program was launched on Thursday, 16 February 2023 and the voting period concluded on Thursday, 16 March 2023. At the conclusion of the voting stage, the top (3) businesses in each category as determined by the public vote and the judging panel, became the finalists in each category. The winner of each category was also selected by the judging panel, which included Mayor Robert Bria and two (2) Solstice Media representatives.

Solstice Media was once again the major partner and assisted in delivering the awards program.

The *2023 Eastside Business Awards* received a record number of 11,062 public votes, as well as a record number of individual businesses being nominated, 316 (up 20% on 2022). This year’s winners have been recognised for providing an outstanding experience, product or service to their customers and the community. The finalists and winners in each of the eleven (11) categories are outlined in **Table 1** below:

TABLE 1: 2023 EASTSIDE BUSINESS AWARD WINNERS AND FINALISTS

<p>Best Arts & Culture / Entertainment Experience Winner: Mary MacKillop Museum Finalist: Art Images Gallery Finalist: Three D Radio</p>	<p>Best Food / Beverage Manufacturer Winner: Reform Distilling Finalist: Bos Taurus Butchery Finalist: Little Bang Brewing Co.</p>
<p>Best Café / Restaurant Winner: Taste of Nepal Finalist: Argo on The Parade Finalist: Café La Corp</p>	<p>Best Hair / Beauty Salon Winner: Sueno Hair Finalist: Prestige Beauty Bar Finalist: Untangled Hairstylists</p>
<p>Best Coffee Winner: Cheeky Grin Coffee Finalist: Pave Café Finalist: The Nourish’d Kitchen</p>	<p>Best Independent Small Business Winner: Marden Continental Finalist: Hearing Sense Finalist: Leaver & Son</p>
<p>Best Customer Experience Winner: Wheel&Barrow Homewares Finalist: Sanare Wellness Finalist: T Life</p>	<p>Best Professional Service Winner: Explore Potential Consulting Finalist: Adelaide Health Co. Finalist: Bambrick Legal</p>
<p>Best Fashion Retailer Winner: Boutique Mon Ami Finalist: Exurbia Finalist: ortc Clothing Co.</p>	<p>Best Pub / Bar Winner: The Colonist Finalist: Rising Sun Inn Finalist: The Maylands Hotel</p>

Hall of Fame (20+ Years): Gelato Bello

The winner of each category was announced at an Awards Night, which was held on Wednesday, 19 April 2023, at the St Peters Banquet Hall at which the Hon Andrea Michaels, Minister for Small and Family Business, Minister for Consumer and Business Affairs and Minister for the Arts attended, together with the finalists, Elected Members. 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 business advisory service to the value of \$1,000 provided by Norwood business, AFM Services. The food and beverages at the event were purchased and provided from a variety of local businesses including, Indulgence, Lambrook Wines, Signature Wines, Heartland Wines and The Suburban Brew.

Eleven (11) of the businesses named as finalists are located within The Parade Precinct.

During the initial stage of the campaign, communication was focussed on the business community via The Parade, Magill Road and the Council's websites, associated social media platforms and via EDM's, 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 via the Eastside Business Awards website. To encourage the public to vote, a 'Vote & Win' competition was run with the winner receiving a voucher to the value of \$350 to the business of their choice. The winner of the competition, Mr Jade Eley, was selected at random and chose to receive a voucher to spend at Willie Stewart Interiors on Magill Road.

More information about the program, the winner and to read the articles relating to the Awards, visit www.eastsidebusinessawards.com.au

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

2. STRATEGY: MARKETING & COMMUNICATION

2.1 AFL GATHER ROUND PARADE FACEBOOK COMPETITION

At its meeting held on 21 February 2023, the *Norwood Parade Precinct Committee* resolved as follows:

That up to \$15,000 from a combination of the 'Events & Activations', 'Marketing & Communication', 'Identity & Brand' Strategies in the 2022-2023 Norwood Parade Precinct Annual Business Plan be allocated to assist with the competition, general marketing, promotion and activation of The Parade Precinct as part of the 2023 AFL Gather Round.

In its discussions with the AFL, the Council was successful in obtaining signed Adelaide Crows and Port Adelaide guernseys. Two (2) separate competitions were run on The Parade Facebook page to target both supporter bases. To complement the guernseys, each competition also offered five (5) \$100 Parade Gift Cards, in order to encourage a greater number of participants.

In relation to the entries for the competitions, the Adelaide Crows competition received 101 comments and the Port Adelaide competition received 70 comments. Although the entries were low, there was a significantly large engagement with the Facebook posts, which has resulted in an increase in The Parade Facebook following.

3. STRATEGY: IDENTITY & BRAND

3.1 AFL GATHER ROUND

As Members of the Committee are aware, on Friday, 14 and Sunday, 16 April 2023, Norwood Oval hosted two (2) AFL matches as part of the inaugural AFL Gather Round, which included all nine (9) games being played in South Australia. Norwood Oval became just the third location in South Australia to host an official home and away game of AFL.

The Friday twilight game featured Fremantle and Gold Coast. This match was attended by approximately 9,600 people and the Sunday afternoon match included Greater Western Sydney and Hawthorn, again in front of just over 9,000 people. Both matches were close finishes and were two (2) out of the closest (3) games for the entire round, ensuring fans were treated to a great spectacle.

In total, twenty-five (25) businesses from across the City of Norwood Payneham & St Peters participated in the event through an in-store offer/discount or other activation. Some of the feedback which has been received from the businesses included:

“Hope you enjoyed the game Friday night. You guys [the Council] put on a great show. Best Footy game I have been too. I will admit that I was mostly in the beer garden outside talking to random people.” – Tomas Evan (The Engraving Crew in Glynde)

“Thank you for your email and for the opportunity to be a part of the AFL Gather Round event. It was a pleasure to be involved in such an exciting event, and we were thrilled to see such a positive response from the community.”

As for feedback, we would like to provide some comments on our experience during the event. We were happy with the level of participation and interest in our business during the event. However, we found that some attendees were not aware of the specific offers and activations we had available for the AFL Gather Round event, and we would recommend clearer post or signage in the future.

Overall, we are grateful for the opportunity to be involved in this event, and we look forward to the possibility of Norwood Oval hosting future matches in the AFL Gather Round.

We hope that our feedback will be useful in improving future events and promoting a positive experience for all participants. Thank you again for your support and for the opportunity to provide feedback.” – Jerry Liu (Rain Modern Asian Bistro)

The full list of feedback received to date is contained in **Attachment C**.

The Memorial Gardens, located immediately in front of Norwood Oval, was activated by the Council and the Norwood Football Club and included Eastside Wine & Ale Trail pop-up stands, food trucks, seating, live music, AFL goal post entries, a giant screen showing the games and various merchandise trucks. The Memorial Gardens also included a giant cube which featured The Parade branding and used the ‘Discover The Parade’ campaign. This cube included directions, walking distances, driving distances and travel times to businesses who were offering ticket holders unique discounts/offers. One side of the cube featured pubs and hotels and the opposite side included restaurants and takeaway outlets. The cube also contained generic ‘Discover The Parade’ flyers containing information about the types of businesses they could find along The Parade. Which people could take.

The Parade’ campaign and flyers were kept fairly generic so they could be used in the future. An image of the cube as well as the flyer are contained in **Attachment D** and **Attachment E**, respectively.

As Committee Members may also be aware, South Australia has been successful in obtaining the AFL Gather Round for the next three (3) years. Whilst no decision has been made regarding what venues (outside of Adelaide Oval) will host games, the Council is hopeful of games continuing to be played at Norwood Oval due to the resounding success of the inaugural offering. The Council has been advised that a decision regarding the venues will be made within the next couple of months.

3.2 SHOP THE PARADE & CRUISE EUROPE COMPETITION

At its meeting held on 21 February 2023, the *Norwood Parade Precinct Committee* resolved the following:

3. That \$50,000 is allocated from the Identity & Brand Budget to deliver the Annual Major Competition in 2023, including the prize and all marketing and promotion associated with the competition.

As resolved by the Committee, staff have pursued an overseas holiday as the competition prize due to its prior success as the competition prize (with respect to the number of entries and enticement to enter).

Following the Committee Meeting, a proposal was sent to all four (4) travel agents located within The Parade Precinct (*Helloworld, Phil Hoffmann, Top Deck Travel and Travel Associates Norwood*). *Travel Associates Norwood* was the only Travel Agent to respond with an offer of an overseas holiday. Through their partner company, Avalon Waterways, *Travel Associates Norwood* has been able to offer a six (6) day, five (5) night cruise along the Danube River from Hungary through to Germany, passing through Austria and Slovakia staying in a Category E Cabin. This has been provided by *Travel Associates Norwood*.

The Committee's budget will cover the costs associated with two (2) return fares flying with Qatar Airways in 'O' Class, airport transfers, one (1) night accommodation prior to the cruise commencing and contribute \$2,000 in spending money.

In total, the prize is valued at approximately \$14,218.

The competition has been named *Shop The Parade & Cruise Europe* and had a soft launch on Monday, 8 May 2023 to create awareness, before the official competition commencement date of Monday, 15 May 2023 at 9.00am. The competition will conclude on Monday, 26 June 2023 with the winner to be drawn by Mayor Bria (or another delegate of the *Norwood Parade Precinct Committee*) on Wednesday, 28 June 2023.

A substantial marketing and promotional campaign for the competition has already commenced and is scheduled for the remainder of the competition period, including print advertising in SA Life, Fifty+ SA, on-street posters, tear-away pads in each business, footpath decals, bin wraps, bollard wraps, digital advertising on the Council and The Parade websites, various Facebook and Instagram platforms, JOLT charging stations, SA Life, InDaily, CityMag, Fifty+ SA, radio advertising through Hit 107 and Influencer Marketing, including engaging with six (6) influencers to have them promote shopping on The Parade and entering the competition. These influencers have been provided with a Parade Gift Card each, which they will also promote to their various online audiences. The base artwork for the competition is contained in **Attachment F**.

A detailed summary of the results from the competition will be presented to the Committee at its next meeting, scheduled for 1 August 2023.

3.3 MERCHANDISE OPTIONS FOR THE PARADE

The budget of \$1,000 for 'Merchandise' has been fully spent as part of the overarching 'Identity & Brand' Strategy for the 2022-2023 financial year. This occurred when 68 Parade branded Wireless Orbit Charger units were purchased from local business, *Add Value*, back in August 2022. These have subsequently been allocated throughout the community at various Council events. Given there is available budget overall as part of the *2022-2023 Norwood Parade Precinct Annual Business Plan*, it is recommended that an additional allocation be made for the purchase of more Parade branded merchandise.

Merchandise is a simple, yet effective way of promoting The Parade Precinct to the wider community, especially when the branded items are something that is constantly used. In the past, Parade branded merchandise has included:

- wireless orbit phone charger;
- sustainable portable cutlery set;
- double wine cooler bag;
- face masks (during COVID-19 peak);
- reusable coffee cup (and due to popularity, this concept has again been recommended); and
- fridge magnet clip.

Possible options for future merchandise include:

- Parade branded umbrella (Nimbus Umbrella | Hydra Sports Umbrella);
- Parade branded lunch box (Zest Lunch Box | Brawny Insulated Lunch Bag);
- Parade branded reusable coffee cup (Java Vacuum Cup | Express Cup); and
- Parade branded power bank for phone and portable device charging (Slider Power Bank | Tesla Power Bank).

Each of these options will be presented at the Committee Meeting.

Alternative merchandise options can be investigated.

It is proposed that up to \$5,000 from the 'Marketing & Communications' budget be allocated to the 'Identity & Brand' budget to be used to purchase additional Parade branded merchandise.

4. STRATEGY: BUSINESS DEVELOPMENT

4.1 MID-YEAR BUSINESS NETWORKING EVENT

The Council-run business networking events continue to be popular and well attended by businesses and property owners. Each event is held at a different business, in a different location, throughout the City, utilising different local suppliers, where possible. Each event includes music, drinks and canapés as well as an update from the Mayor.

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

Date: Tuesday, 27 June 2023

Time: 6.00pm – 8.00pm

Venue: The Suburban Brew, 26/30 Provident Avenue, Glynde

A printed invitation to the event will be distributed to all businesses within the City and will be included in the June edition of *YourBusiness* and *Business on Parade* eNewsletters. Bookings to attend this event will open later this month.

4.2 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 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.

Businesses can self-nominate at www.npsp.sa.gov.au/mba

Recipients of a *Mayor's Business Commendation Award* will be presented at the Mid-Year Networking Event.

RECOMMENDATION

1. That the report be received and noted.
2. That up to \$5,000 from the 'Marketing & Communications' budget be allocated to the 'Identity & Brand' budget, which is to be used to purchase Parade branded merchandise.

Mr Mario Boscaini moved:

- 1. That the report be received and noted.*
- 2. That up to \$10,000 from the 'Marketing & Communications' budget be allocated to the 'Identity & Brand' budget, which is to be used to purchase Parade branded merchandise.*
- 3. That \$20,000 from the 'Marketing & Communications' budget be allocated to a digital marketing campaign, which is measurable.*
- 4. That the remaining 2022-2023 Norwood Parade Precinct budget be carried forward and allocated for Christmas events, decorations and activations and that a report outlining the options be prepared and presented to the Committee for its consideration at a Special Meeting to be held in June 2023.*

Seconded by Cr Robinson and carried unanimously.

5.2 ENDORSEMENT OF THE DRAFT 2023-2024 NORWOOD PARADE PRECINCT ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA104342
ATTACHMENTS: A - B

PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee (NPPC), the final *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan*, for final review and endorsement prior to the Council's consideration and approval at its meeting to be held on 5 June 2023.

BACKGROUND

At its meeting held on 21 February 2023, the Committee resolved the following:

1. *That the Draft 2023-2024 Norwood Parade Precinct Annual Business Plan be endorsed as being suitable to present to the Council for its endorsement and approval prior to its release for consultation with The Parade Precinct business community for a period of twenty-one (21) days.*
2. *That the Chief Executive Officer be authorised to make any editorial changes to the document prior to the document being released for consultation.*

The *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* was presented to the Council at its meeting held on 6 March 2023 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 through The Parade Separate Rate which is applied by the Council.

The *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* was released for consultation with The Parade Precinct business community from Monday, 20 March 2023 until Wednesday, 12 April 2023 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**.

A copy of the final *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* is contained in **Attachment B**.

FINANCIAL AND BUDGET IMPLICATIONS

The *Draft 2023-2024 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.

RESOURCE ISSUES

The *Draft 2023-2024 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, external contractors and the Norwood Parade Precinct Committee.

CONSULTATION

The *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* was released for consultation on Monday, 20 March 2023, with comments sought in writing by no later than 5.00pm, Wednesday 12 April 2023.

A letter was sent to all business and property owners within The Parade Precinct advising them of the Draft Plan and the consultation process. A poster was placed in The Parade lightbox in front of Nordburger 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 to all businesses. Copies of the Draft Plan were also made available at the Norwood Town Hall.

In response, the Council received one (1) submission.

DISCUSSION

The submission which has been received has raised the following concerns regarding the appearance of The Parade and its operations:

- untidy and dirty streetscape;
- adding colour and appeal to The Parade (in particular from Sydenham Road to Fullarton Road) via things such as planter boxes; and
- parking (2-hour limits get abused - would suggest making it 1-hour parking).

As the Committee is aware, the Council is currently in the process of implementing The Parade Masterplan which will address the amenity and appeal issues which were raised. Similarly, the Norwood Parade Precinct Committee has focussed efforts to brighten the western section of The Parade by installing promotional material, such as bin decals on existing street assets. While planter boxes will deliver on instant change to the appearance of The Parade – they require a significant amount of ongoing maintenance and upkeep. The Norwood Parade Precinct Committee will continue to consider ways and initiatives to activate The Parade’s western end from Osmond Terrace to Fullarton Road.

In terms of the car parking, the Council will take on board the comments received and ensure that this issue is better managed through better policing. In this respect, the span of the time limit is irrelevant. The issue relates to policing of the time limits. To this end, the Council’s draft *2023-2024 Budget* contains a proposal to employ additional resources for this purpose.

Given that the focus of the submission is based on the amenity of The Parade and car parking, both of which are outside the scope of the *2023-2024 Norwood Parade Precinct Annual Business Plan*, it is recommended that no changes be made to the draft Annual Business Plan and on the allocation of 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 2023-2024 ANNUAL BUSINESS PLAN

STRATEGY	BUDGET
<i>Events & Placemaking</i>	\$40,000
<i>Marketing & Communications</i>	\$70,000
<i>Identity & Brand</i>	\$90,000
<i>Business Support & Development</i>	\$11,000
<i>Administration</i>	\$4,000
TOTAL	\$215,000

OPTIONS

The Committee can endorse the draft Annual Business Plan contained in **Attachment B** 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

A response will be provided to the business owner who has made the submission.

COMMENTS

Nil.

RECOMMENDATION

1. That the *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan*, as contained in **Attachment B**, be endorsed and recommended to the Council for its approval.
 2. The Committee notes that a response will be provided to the property owner who made a submission.
-

Cr Robinson moved:

1. *That the Draft 2023-2024 Norwood Parade Precinct Annual Business Plan, as contained in Attachment B, be endorsed and recommended to the Council for its approval.*
2. *The Committee notes that a response will be provided to the property owner who made a submission.*

Seconded by Cr Callisto and carried unanimously.

4. STAFF PRESENTATION

The staff presentation focussed on the development of a three (3) year Strategy for The Parade and in identifying the Strengths, Weaknesses, Opportunities and Threats relating to The Parade.

5. STAFF REPORTS

[This Item was dealt with out of sequence – Refer to Page 2 for the Minutes relating to this Item]

5.1 PROGRESS ON THE IMPLEMENTATION OF THE 2022-2023 ANNUAL BUSINESS PLAN

[This Item was dealt with out of sequence – Refer to Page 2 for the Minutes relating to this Item]

[This Item was dealt with out of sequence – Refer to Page 9 for the Minutes relating to this Item]

**5.2 ENDORSEMENT OF THE DRAFT 2023-2024 NORWOOD PARADE PRECINCT ANNUAL
BUSINESS PLAN**

[This Item was dealt with out of sequence – Refer to Page 9 for the Minutes relating to this Item]

6. OTHER BUSINESS

Nil

Cr Robinson left the meeting at 8.28pm.
Cr Robinson returned to the meeting at 8.29pm.

7. NEXT MEETING

Special Meeting of the Norwood Parade Precinct Committee - Tuesday 20 June 2023

8. CLOSURE

There being no further business, the Presiding Member declared the meeting closed at 8.33pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on _____
(date)