

# Special Council Meeting Agenda & Reports

**11 September 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  
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City of  
Norwood  
Payneham  
& St Peters

8 September 2023

## To all Members of the Council

### NOTICE OF SPECIAL MEETING OF COUNCIL

I wish to advise that pursuant to Section 83 of the *Local Government Act 1999*, the next Special Meeting of the Norwood Payneham & St Peters Council, will be held in the Council Chambers, Norwood Town Hall, 175 The Parade, Norwood, on:

**Monday 11 September 2023, commencing at 7.00pm.**

Please advise Tina Zullo on 8366 4545 or email [tzullo@npsp.sa.gov.au](mailto:tzullo@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**

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**VENUE** Council Chambers, Norwood Town Hall

**HOUR**

**PRESENT**

**Council Members**

**Staff**

**APOLOGIES** Cr Kevin Duke, Cr Connie Granozio

**ABSENT**

1. **CONFIRMATION OF THE MINUTES OF THE COUNCIL MEETING HELD ON 4 SEPTEMBER 2023**
2. **STAFF REPORTS**  
Nil
3. **ADOPTION OF COMMITTEE MINUTES**

### 3.1 ADOPTION OF COMMITTEE MINUTES – NORWOOD PARADE PRECINCT COMMITTEE

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**REPORT AUTHOR:** General Manager, Governance & Community Affairs  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4549  
**FILE REFERENCE:** Not Applicable  
**ATTACHMENTS:** A

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#### PURPOSE OF REPORT

The purpose of the report is to present to the Council the Minutes of the Norwood Parade Precinct Committee meeting held on Tuesday 5 September 2023 for the Council's consideration and adoption of the recommendations contained within the Minutes.

The Minutes of the Norwood Parade Precinct Committee meeting held on 5 September 2023 are contained in **Attachment A**.

#### ADOPTION OF COMMITTEE MINUTES

- **Norwood Parade Precinct Committee**

That the minutes of the meeting of the Norwood Parade Precinct Committee held on 5 September 2023, be received and that the resolutions set out therein as recommendations to the Council are adopted as decisions of the Council.

# Attachment A

## Adoption of Committee Minutes

### Norwood Parade Precinct Committee 5 September 2023

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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

# Norwood Parade Precinct Committee Minutes

**5 September 2023**

## **Our Vision**

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Norwood  
Payneham  
& St Peters

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**VENUE** Mayors Parlour, Norwood Town Hall

**HOUR** 6.35pm

**PRESENT**

**Committee Members** Mayor Robert Bria (Presiding Member)  
 Cr Sue Whittington  
 Cr John Callisto  
 Cr Josh Robinson  
 Ms Hannah Waterson  
 Mr Joshua Baldwin  
 Mr Mario Boscaini  
 Mr Rik Fisher  
 Mr Tom McClure (entered the meeting at 7.28pm)  
 Mr William Swale

**Staff** Keke Michalos (Manager, Economic Development & Strategy)  
 Tyson McLean (Economic Development Officer)

**APOLOGIES** Cr Victoria McFarlane, Ms Brigitte Zonta

**ABSENT** Mr Michael Zito

**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 SPECIAL MEETING OF THE NORWOOD PARADE PRECINCT COMMITTEE HELD ON 11 JULY 2023**

*Cr Callisto moved that the minutes of the Special Meeting of the Norwood Parade Precinct Committee held on 11 July 2023 be taken as read and confirmed. Seconded by Mr Mario Boscaini and carried.*

**2. PRESIDING MEMBER'S COMMUNICATION**

Nil

**3. NORWOOD PARADE PRECINCT NEWS**

Nil

**4. STAFF PRESENTATION**

Staff presented the two (2) concepts received from Village Gate regarding Christmas decorations on The Parade.

Cr Whittington left the meeting at 6.48pm.  
 Cr Whittington returned to the meeting at 6.52pm.

**5. STAFF REPORTS**

## 5.1 SUMMARY OF EXPENDITURE & FINAL REPORT ON THE IMPLEMENTATION OF THE 2022-2023 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 - B

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### PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with a summary of expenditure and final report 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 and including the carry forward amount, totalled \$257,369.

This report provides a summary of the key strategies and initiatives that have been delivered during the 2022-2023 financial year. A summary of the overall budget and expenditure as at 30 June 2023 is contained in **Attachment A**.

For the 2023-2024 financial year, the amount raised through the Separate Rate on the Parade Precinct is \$215,000. The carry forward amount presented in the discussion section of this report will be added to the 2023-2024 budget of \$215,000 and will form the final overall budget for the 2023-2024 financial year. It is noted that at previous meetings, the Committee has considered and resolved where the remaining funds will be allocated.

### DISCUSSION

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

##### 1.1 2023 RAISING THE BAR ADELAIDE

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 sixth year, on Tuesday 8 August 2023. 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 event. The Council continues to be the only destination in South Australia that is granted a license to deliver this unique event. This year's event includes nineteen (19) insightful talks on one night; across ten (10) different venues in the City. Most venues will host two (2) sessions, the first at 6.30pm, and the second at 8.30pm.

Table 1 below lists the speakers and their topics that form the *Raising the Bar Adelaide 2023* event.

**TABLE 1: RAISING THE BAR ADELAIDE PROGRAM**

<b>Speakers</b>	<b>Topic</b>	<b>Time &amp; Location</b>
Sean Fewster & Daniel Panozzo	The four-way intersection: bias, journalism, true crime and empathy	6.30pm Alma Tavern
Lyn Barrington & Sarah Moulds	A conversation with a survivor	8.30pm Alma Tavern
Benjemen Elengovan	How working on '19 odd gigs' made me start MyGigsters	6.30pm Britannia Hotel
William Swale	The roller-coaster of a fashion start up	8.30pm Britannia Hotel
Michelle Holland	Myths at Work: business culture could be holding you back	6.30pm KHOU by Signature Wines
Simon Dawson	Body Language - what it means and how to read it	8.30pm KHOU by Signature Wines
Rick Sarre	10 things we can do tomorrow to curb crime	6.30pm Lambrook Wines
Marie Shaw KC	Miscarriages of justice and how are they exposed	8.30pm Lambrook Wines
Helen Smith	Positive Ageing: navigating change to workforce fulfillment	6.30pm Maylands Hotel
Rebecca Perry	Preventing sudden cardiac death with cutting-edge ultrasound technology	8.30pm Maylands Hotel
Wala Truscott	Why do intimate relationships either deepen or dwindle?	6.30pm Reform Distilling
Dr Evangeline Mantzioris	When it comes to diet, can we really eat everything in moderation?	8.30pm Reform Distilling
Daniel Kirk	Adapting to thrive	6.30pm The Bath Hotel
Olivia Levicki	From Balaklava to the AFL...the long way	8.30pm The Bath Hotel
Monique Bareham	10 years of cancer survivorship advocacy	6.30pm The Colonist
Nicholas Lee	Wellbeing strategies for challenging times	6.30pm The Rising Sun Inn
Dominic McAfee	How oysters made human history	8.30pm The Rising Sun Inn
John Boland	The Goldilocks House - how to make your home comfortable without skyrocketing power bills	6.30pm The Suburban Brew
Brett Aylen	What is a 'Healthy House'?	8.30pm The Suburban Brew

To view the full program including speakers, lecture descriptions and to book free tickets to the event, visit the official Raising the Bar website at <https://www.rtbevent.com/adelaide-2023>

The event is free however bookings are essential. The event is being promoted across a wide variety of channels including but not limited to, print, digital, social media and via the speaker's and venue's communication channels. *Raising the Bar Adelaide* is a Council initiative and The Parade, Norwood social media and communication channels are being utilised to specifically promote the venues (The Colonist and The Bath Hotel) within The Parade Precinct that are involved.

## 2. STRATEGY 3: IDENTITY & BRAND

### 2.1 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 pursued an overseas holiday as the competition prize due to its prior success 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 offered 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 for two (2) people.

The budget that has been allocated for this competition also covers the costs associated with two (2) return airfares 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. Taking this into account, along with the costs of marketing and promoting the competition, the budget allocation of \$50,000 was sufficient for this competition.

The competition commenced at 9.00am on Monday, 15 May 2023 and closed at 9.00am on Monday, 26 June 2023. The winner was subsequently drawn at midday on Wednesday, 28 June 2023 at the Norwood Town Hall in the presence of a Justice of the Peace. The winner was drawn by Norwood Parade Precinct Committee Independent Member, Joshua Baldwin.

The winner of the Shop The Parade & Cruise Europe competition was Mr Staltari of postcode 5093 who made a valid purchase at the Mac Centre Norwood.

In summary the competition resulted in the following:

- 2,912 entries at an average of 67.7 entries per day;
- \$482,327.73 of expenditure within The Parade Precinct with an average of \$165.63 per transaction;
- 159 different businesses received at least one (1) purchase which resulted in an entry;
- there were entrants from approximately 158 different suburbs around Australia; and
- 52.2% of entrants were aged 55 or over (this is reflective of previous competitions).

The businesses with the greatest number of entries were:

- Norwood Foodland (595);
- Dillons Bookshop (326);
- Chemist Warehouse (109);
- Blue Illusion (83);
- Gazman (83);
- Country Road (64);
- Minimax (63);
- Aqua Boutique (56);
- National Pharmacies (56); and
- Bed Bath N' Table (51).

The suburbs with the greatest number of entries were:

- Norwood (710);
- Trinity Gardens (349);
- St Peters (188);
- Burnside (149);
- Glynde (147);
- Dulwich (115);
- Magill (106);
- Tranmere (82);
- Glen Osmond (62); and
- Adelaide (48).

This competition was promoted using a diverse set of promotional avenues and platforms including:

- influencers;
- Solstice Media (InDaily, CityMag and SALife);
- radio (Southern Cross Austereo);
- bus stop signage (oOh! Media);
- Council eNewsletters;
- Council website;
- Parade website;
- various social media platforms;
- footpath decals;
- bin wraps;
- bollard wraps;
- on-street posters;
- Jolt EV Charging Stations; and
- tear away pads which were given to every business.

The influencer campaign was outsourced and managed by *Digitale*, a marketing company located in this City. The four (4) week campaign generated a 45% increase in Instagram profile visits, 697% increase in Instagram reach and 50 new Instagram followers during the period of the campaign. These statistics are compared to the previous 30-day period. The post campaign report is contained in **Attachment B**.

The Solstice Media package included ads that featured in InDaily, CityMag and the Best Life EDM. The greatest activity was generated by the article that featured on CityMag, which was then shared via the InDaily EDM.

Table 2 below depicts how the Shop The Parade & Cruise Europe competition performed, in comparison to previously held competitions:

**TABLE 2: COMPETITION COMPARISONS**

Competition	Direct Expenditure	Total Norwood Expenditure (during same time period)	Entries Per Day (Avg.)	Average Value of transaction	Social Media Reach & Impressions per \$50 Spend
Shop The Parade & Cruise Europe	\$482,327.73	\$72,064,875	67.7	\$165.63	6,863 reach 15,713 impressions
Win a FIAT 500	\$514,039.53	\$75,271,666	100.3	\$98.55	17,226 reach 40,412 impressions
Win \$15,000 of Parade Prizes	\$271,283.55	\$66,744,010	62	\$132.40	7,482 reach 14,721 impressions
Summer in Sorrento	\$502,844.33	\$62,983,312	103.5	\$112.95	Analytics Unavailable

Whilst the Shop The Parade & Cruise Europe competition performed well with respect to the average value of each entry transaction, the average daily entry numbers were significantly down compared to many of the other competitions. A range of external factors could have contributed to this, including things such as the cost of living, rising interest rates and an increase in people travelling overseas during this period.

It is recommended that a major competition be held in the 2024 calendar year. The details of the competition including the prize, budget and timing will be discussed at the Committee meeting.

## **OTHER**

Whilst the 2023 Mid-Year Networking Event and the Mayor's Business Commendation Awards do not form a part of the 2022-2023 Parade Precinct Annual Business Plan, many businesses within the precinct attended the networking event and are recognised through the Mayor's Business Commendation Awards Program.

### **2023 MID-YEAR BUSINESS NETWORKING EVENT**

On Tuesday, 27 June 2023, the Council held its Mid-Year Business Networking Event at The Suburban Brew, which is located within the food and beverage manufacturing precinct of Glynde. The Suburban Brew opened its second taproom and microbrewery in December 2022 and has since become a member of the *Eastside Wine & Ale Trail*.

The event was well attended with 115 business people representing 55 businesses within the City and from various business sectors. The event was an opportunity for new and existing business owners and employees to network with their peers, as well as Elected Members and Council Staff. The evening featured a speech from Mayor Robert Bria who outlined the Council's Economic Development programs and initiatives that are proposed for the next twelve (12) months and presented seven (7) businesses with their Business Commendation Awards.

### **3.2 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.

The seven (7) businesses that received a Mayor's Business Commendation Award are:

- Australian Medical Placements Health, Education and Training – received 10+ years;
- Adelaide Property Renovations – received 10+ years;
- Bambrick Legal – received 10+ years;
- No Strings Attached Theatre of Disability – received 10+ years;
- Taste of Nepal – received 10+ years;
- McConnell's Furnishings & Upholstery – received 25+ years; and
- Rio Coffee – received 50+ years.

Business can self-nominate at [www.npsp.sa.gov.au/mba](http://www.npsp.sa.gov.au/mba). All applications made up until 1 June 2024, will receive their award at the next Mid-Year Networking Event.

### **2022-2023 SUMMARY OF EXPENDITURE AND ALLOCATION OF FUNDS FOR THE 2023-2024 BUDGET**

As at 30 June 2023, \$83,839.46 remains unspent in the 2022-2023 Norwood Parade Precinct Budget. This amount will be carried forward to the 2023-2024 financial year with \$10,000 allocated for the design and purchase of Christmas banners, \$10,000 allocated for the purchase of Parade branded merchandise, \$20,000 for an influencer marketing campaign and a total of \$6,000, to deliver the remaining part of the 2023 major competition prize. The total amount carried forward totals \$46,000. This leaves a remaining amount of \$37,839.46.

At its meeting held on 16 May 2023, the *Norwood Parade Precinct Committee* resolved the following:

3. *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.*

The remaining amount of \$37,839.46 has been allocated to the 'Identity & Brand' Budget. A breakdown of the distribution of the carry forward budget is outlined in Table 3.

**TABLE 3: DISTRIBUTION OF CARRY FORWARD BUDGET**

Strategies	2023-2024 Endorsed Budget	Proposed Carry Forward	Total
<b>Events &amp; Placemaking</b>			
Events & Placemaking	\$40,000		\$40,000
<b>Marketing &amp; Communication</b>			
Website	\$5,000		\$5,000
Social Media	\$10,000	\$10,000	\$20,000
Advertising	\$55,000	\$10,000	\$65,000
<b>Identity &amp; Brand</b>			
Sponsorship	\$5,000		\$5,000
Signage & Street Decorations	\$40,000	\$47,839.46	\$87,839.46
Merchandise	\$5,000	\$10,000	\$15,000
Competitions	\$40,000	\$6,000	\$46,000
<b>Business Support &amp; Development</b>			
Networking Events	\$3,000		\$3,000
Training & Workshops	\$4,000		\$4,000
Business Support	\$4,000		\$4,000
<b>Administration</b>			
Catering	\$1,000		\$1,000
Precinct Documents	\$3,000		\$3,000
<b>Total</b>	<b>\$215,000</b>	<b>\$83,839.46</b>	<b>\$298,839.46</b>

## RECOMMENDATION

1. That the report be received and noted.
2. That the allocation of the \$83,839.46 carry forward amount from the 2022-2023 financial year as outlined in Table 3 below, be endorsed and that the Committee notes that the total available budget for the 2023-2024 financial year is \$298,839.46:

**TABLE 3: FINAL 2023-2024 BUDGET**

<b>Strategies</b>	<b>Budget</b>
<b>Events &amp; Placemaking</b>	
Events & Placemaking	\$40,000
	<b>\$40,000</b>
<b>Marketing &amp; Communications</b>	
Website	\$5,000
Social Media	\$20,000
Advertising	\$65,000
	<b>\$90,000</b>
<b>Identity &amp; Brand</b>	
Sponsorship	\$5,000
Signage & Street Decorations	\$87,839.46
Merchandise	\$15,000
Competitions	\$46,000
	<b>\$153,839.46</b>
<b>Business Development</b>	
Networking Events	\$3,000
Training & Workshops	\$4,000
Business Support	\$4,000
	<b>\$11,000</b>
<b>Administration</b>	
Catering	\$1,000
Precinct Documents	\$3,000
	<b>\$4,000</b>
<b>TOTAL</b>	<b>\$298,839.46</b>

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Cr Robinson moved:

1. That the report be received and noted.
2. That the allocation of the \$83,839.46 carry forward amount from the 2022-2023 financial year as outlined in Table 3 below, be endorsed and that the Committee notes that the total available budget for the 2023-2024 financial year is \$298,839.46:

**TABLE 3: FINAL 2023-2024 BUDGET**

<b>Strategies</b>	<b>Budget</b>
<b>Events &amp; Placemaking</b>	
Events & Placemaking	\$40,000
	<b>\$40,000</b>
<b>Marketing &amp; Communications</b>	
Website	\$5,000
Social Media	\$20,000
Advertising	\$65,000
	<b>\$90,000</b>
<b>Identity &amp; Brand</b>	
Sponsorship	\$5,000
Signage & Street Decorations	\$87,839.46
Merchandise	\$15,000
Competitions	\$46,000
	<b>\$153,839.46</b>
<b>Business Development</b>	
Networking Events	\$3,000
Training & Workshops	\$4,000
Business Support	\$4,000
	<b>\$11,000</b>
<b>Administration</b>	
Catering	\$1,000
Precinct Documents	\$3,000
	<b>\$4,000</b>
<b>TOTAL</b>	<b>\$298,839.46</b>

3. That staff investigate a range of competition prizes and potential traders as partners for the competition and present a report for the Committee's consideration at its next meeting.

Seconded by Mr Rik Fisher and carried unanimously.

## 5.2 PROGRESS ON THE IMPLEMENTATION OF THE 2023-2024 ANNUAL BUSINESS PLAN

**REPORT AUTHOR:** Economic Development Coordinator  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4616  
**FILE REFERENCE:** fA20799  
**ATTACHMENTS:** A – B

### PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with an update on the implementation of the *2023-2024 Norwood Parade Precinct Annual Business Plan*.

### BACKGROUND

At its meeting held on 16 May 2023, the Committee endorsed the *2023-2024 Annual Business Plan* for The Parade Precinct and resolved to forward it to the Council for its endorsement. Subsequently, the Council endorsed the Annual Business Plan at its meeting held on 10 July 2023.

For the 2023-2024 financial year, the value of the Separate Rate on The Parade Precinct Traders is \$215,000. In addition, \$83,839.46 has been carried forward from the 2022-2023 Budget, making the total of the 2023-2024 Budget \$298,839.46. Of the \$83,839.46 carried forward, a total of \$46,000 has been allocated to execute the following initiatives, which have previously been endorsed by the Committee. A total of \$10,000 has been allocated for the design and purchase of Christmas banners, \$10,000 allocated for the purchase of Parade branded merchandise, \$20,000 for an influencer marketing campaign and a total of \$6,000, to deliver the remaining part of the 2023 major competition prize.

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 1: EVENTS & PLACEMAKING

##### 1.1 2023 A DAY OF FASHION

Each year during the month of October, the Council hosts a fashion event on The Parade, to support the range of businesses in the fashion sector. This year *A Day of Fashion* has been scheduled for Saturday 14 October, the weekend before ADL Fashion Week, which is being held from Friday, 20 October to Sunday, 22 October 2023.

The Expressions of Interest period to participate in *A Day of Fashion* commenced on 26 July 2023 and is open to all businesses within The Parade Precinct. Businesses are able to host an event in store, support an initiative, provide an offer for the day or suggest other ideas to showcase their business and products. Following the closure of the Expression of Interest period, Council Staff will develop the program for the day.

As part of the 2022 event, the Council held the inaugural *Sip & Swap* event. The event was a sell-out, attracting over 100 attendees with their six (6) garments to swap. The event was held in the Don Pyatt Hall at the Norwood Town Hall. Due to its popularity and success, the event is scheduled to be held this year in the Norwood Concert Hall, which is a much larger space and can accommodate a greater number of people.

The total cost of delivering the *2022 A Day of Fashion* event, was \$30,000, which was funded as part of the 'Events & Activations' and 'Marketing & Communications' Budgets. This included brand development, event curation, management and marketing of the event. Whilst the same branding will be used this year and the *Norwood Clothing Swap* event will be managed by Council staff, it is recommended that the Committee allocates a budget of \$30,000 for the delivery of the *2023 A Day of Fashion* with \$15,000 from the 'Events & Placemaking' and \$15,000 from the 'Advertising' Budgets. This will ensure that adequate funds can be allocated to digital advertising.

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

### **2.1 INFLUENCER MARKETING CAMPAIGN**

At its meeting held on 16 May 2023, the *Norwood Parade Precinct Committee* resolved the following:

3. *That up to \$20,000 from the 'Marketing & Communications' Budget be allocated to a digital marketing campaign, which is measurable.*

This was subsequently endorsed by the Council at its meeting held on 5 June 2023.

A brief outlining the campaign requirements including the target audience, key objectives and content pillars, which include health and wellbeing, food/drink and dining and fashion/lifestyle has been prepared, however during this process it was identified that the scope was too broad for a single agency to deliver all outcomes successfully. The budget allocation has been separated to cater for the two (2) components. To ensure all outcomes are achieved, part 1 (Request for Quote 1) encompasses influencer marketing and social media management and part 2 (Request for Quote 2) entails ad spend and agency services.

#### **Request for Quote 1: Influencer Marketing and Social Media Management**

The first part of this brief is for the identification and management of influencers. Influencer marketing campaigns are a type of advertising that features and is usually created by influencers, also known as content creators. Content creators drive brand awareness and these types of campaigns capitalise on an influencer's popularity and social media following, irrelevant of how large or small. Often influencers with smaller followings, such as micro-influencers, help marketers tap into niche audiences. On the other hand, influencers with large followings are engaged to create hype and generate buzz around a place or product.

Influencers are trusted figures and are generally in close contact online with their followers, adding a sense of trust, authenticity and appeal. There are a range of different types of influencer marketing campaigns such as, sponsored posts, giveaways, account takeovers, affiliate marketing, unboxing and reviews, pre-release content and event activations, to name a few. The Parade, Norwood will focus primarily on a sponsored post campaign, which involves paying influencers to create and post.

The second part of this brief is for content creation and social media management by the agency for a period of three (3) months.

The Request for Quote brief was sent to the following three (3) businesses:

- Digitale;
- Say Cheese Social; and
- Spark Brilliance.

The above businesses were selected to quote based on Council's prior engagement with them, (Digitale prepared a similar brief for the Shop to Win & Cruise Europe competition), and also based on the reputational research for Say Cheese Social and Spark Brilliance. Spark Brilliance also has professional connections to some the hospitality venues on The Parade.

The Council has received a submission from all three (3) businesses. In accordance with the brief, all three (3) submissions included identification and management of influencers and content creation for the duration of three (3) months. This information was then used by Council Staff to assess the quotes to determine which agency could deliver the best service. Included as part of the assessment was a review of the work that these agencies have undertaken for clients (although it did not form a part of the selection criteria it assisted in understanding the quality and extent of work).

The criteria used to assess the three (3) proposals were:

- content inclusions (the number of photos and video content produced);
- influencer identification and management inclusions; and
- flexibility of the packages and cost breakdown.

On the basis that Say Cheese Social could meet the brief within budget, they have been selected to deliver the three (3) month influencer marketing and social media management element of the campaign.

A budget of \$10,000 has been allocated to deliver this portion of the digital marketing campaign.

### **Request for Quote 2: Ad Spend & Agency Services**

A budget of \$10,000 has been allocated to advertising and to engage an advertising agency to deliver the campaign. An advertising agency can help with all aspects of a Google Ads campaign as well as build links between website and social media platforms to build brand awareness and drive sales. For a brand and mainstreet like The Parade, Norwood, the goals are to build brand awareness and reach, drive traffic to the blog section of The Parade website, which features businesses and their stories, as well as to encourage people to visit The Parade as South Australia's premier mainstreet.

The Request for Quote brief was sent to the following six (6) businesses:

- Fuller Communications;
- Identity Marketing;
- Market Ease Digital;
- Online Path;
- PitStop Marketing; and
- Wavemaker.

The above businesses were selected to quote based on Council's prior engagement with them (Identity Marketing has been a presenter for our Council run Business Workshops and Online Path assisted with digital advertising for our Swimming Centres). Market Ease Digital, Fuller Communications and PitStop Marketing are businesses within the City of Norwood Payneham & St Peters and Wavemaker was suggested by Fuller Communications when they were not able to deliver a quote or proposal.

Fuller Communications, Market Ease Digital and Wavemaker were unable to present a quote or proposal. These three (3) companies weren't able to deliver the requirements for the Request to Quote (both limited budget and time restraints).

Three (3) of the six (6) businesses (namely Identity Marketing, Online Path and PitStop Marketing) have forwarded a submission in response to the Request for Quote. Of those three (3) businesses, two (2) businesses, addressed the brief, which included a breakdown of the type of ad (search, display, re-targeting) platform recommendations and clearly outlined the agency services and fee. Identity Marketing and Online Path presented similar proposals in terms of deliverables, with the main difference being the budget breakdown. Online Path has attributed an additional \$520 to deliver ads as a part of this campaign.

PitStop Marketing did not meet the requirements set out in the Request for Quote brief as the ad spend and administration fee was not included, instead additional services were submitted (i.e. an event concept and hashtag campaign) and therefore this submission was not considered.

Following the assessment, Online Path has been selected to deliver the Ad Spend and Agency Services component of this campaign based on prior workings with and a comprehensive layout of spend.

The two (2) businesses (Say Cheese Social and Online Path) that have been selected to deliver this campaign will be managed by the Council's Coordinator, Events & Marketing. This campaign will commence in September 2023, with a report on the progress of the campaign presented to the Committee at its next meeting scheduled for 24 October 2023.

## **2.2 PHOTOGRAPHY FOR THE PARADE, NORWOOD WEBSITE**

Good photography is essential for any marketing campaign, website and social media platform to effectively promote a brand and business. Good photography can also help to create a sense of trust and credibility and can be the difference between people engaging online with the brand and visiting The Parade, Norwood or not. The Parade, Norwood website has evolved over time, although the majority of the photos have not been updated for over seven (7) years.

To ensure that The Parade, Norwood website is relevant and reflective of the current market, it is recommended that \$3,000 from the 'Marketing & Communications' budget be allocated to new photography.

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

#### **3.1 CHRISTMAS DECORATIONS 2023**

At its Special Meeting held on 11 July 2023, the *Norwood Parade Precinct Committee* was presented with seven (7) concepts regarding Christmas decorations. Following consideration of the matter, the Committee resolved the following:

3. *That an additional report investigating event companies specialising in lighting and digital installations for Christmas on Parade be prepared and presented to the Committee for its consideration at its next meeting to be held on 1 August 2023.*

Following the Committee meeting, investigations into event companies specialising in lighting and digital installations commenced and new opportunities were explored within the budget, location and existing infrastructure constraints. As part of the investigation process, the Council's electrical contractor was engaged to review and test existing electrical output sources, within The Parade median and to provide a quote to re-establish connectivity or install semi-permanent output sources, if possible, without having to excavate the road or median. The advice from the Council's contractor is that it is possible to re-connect the electricity in the median strip, immediately west of the pedestrian crossing that runs between Norwood Place and Norwood Mall, should there be a need. There is no power on the eastern side of the pedestrian crossing.

Outlined below is an overview of the businesses and organisations that have been contacted in relation to lighting and Christmas decorations and the outcome of those meetings and conversations. Further details will be provided to the Committee at the meeting scheduled for Tuesday, 29 August 2023.

#### ***Illuminate Adelaide***

Illuminate Adelaide is an annual winter event held in the City of Adelaide. It includes free and ticketed events presented by local, national and international artists and companies, encompassing art, light, sound and imagination. With Illuminate Adelaide having recently concluded, it was difficult to set-up a meeting, however through a telephone conversation, staff were able to determine that an experiential light installation up to the value of \$100,000, for a six (6) week duration was unachievable.

#### ***Venue Productions***

Venue Productions offer a bespoke styling service and focus on bringing creative innovation to events and venues across Adelaide and South Australia. Venue Productions brings individual concepts, original designs, and personal aspects to each event. They were also identified by staff as a potential supplier and therefore Venue Productions has been contacted, however no response was received.

#### ***Apollo Lighting***

Apollo Lighting is experienced in planning power supply and lighting solutions for events. Council Staff met with a representative from Apollo Lighting to discuss the brief and to undertake a site visit on The Parade. It has been recommended that in order to achieve a consistent look and feel along The Parade, electricity cabling be installed along the verandas of each commercial property, with outlets linking to the street pole banners. This exercise will require approval from every commercial property that is affected, and further communication will need to be had to negotiate the utilisation of electricity sources from selected businesses. Metre boxes will be required to be installed at the selected locations to monitor the electricity usage for the Committee to reimburse the individual businesses. If street pole banners are to be used to fix decorations and lighting, approval from SAPN will also be required. The time required to further investigate and deliver this option is lengthy, which means this option can not be achieved within the available timeframe. Furthermore, the logistics associated with delivering this option make it extremely difficult. On this basis this option is not recommended.

**Novatech**

Novatech is an Adelaide owned and operated event hire and production company delivering world-class services locally, nationally and internationally. Novatech is involved in the development and production of lighting existing infrastructure and assets as well as free standing installations. A series of images have been provided to the Council and as described by Novatech Staff, they were effective due to minimal windows, verandas and there were no significant obstacles. The Parade, Norwood has been scoped and the feedback received from Novatech, is that due to the trees and the position of other permanent structures, The Parade did not lend itself to be able to deliver a consistent lighting installation along the street. However, there is the option to reach out to prominent and suitable buildings on the street with easy access to electricity, and propose to the property and business owner, that these buildings be individually lit. Examples of how this could be applied to buildings, including the Norwood Town Hall is contained in **Attachment B**. To illuminate a building, such as the Arab Steed, which has been included in **Attachment B**, for a 2-3 week period, it is estimated that this would cost approximately \$10,000 - \$12,000.

**Village Gate**

Village Gate is a collaborative, experienced and client-focused company that delivers a range of creative and production-based solutions to support clients across brand and event activations. The Council engaged Village Gate to build and install the Christmas Art Cubes, which were located at the Norwood Memorial Gardens for all to enjoy during the 2022 Christmas season.

Following the Committee's resolution, Council Staff met with a Village Gate representative to discuss the brief and to undertake a site visit on The Parade. Village Gate is currently developing some concepts for the Council. These concepts will be presented to the Committee at its meeting.

Given that there is a limited budget, and the timeframe available will impact on what can and cannot be achieved, the Committee can choose to proceed with one of the options presented at this meeting, defer purchasing any Christmas decorations until next year, revisit the options presented at the last Committee meeting, including refurbishing the three (3) existing Christmas trees, or alternatively do nothing and allocate the available budget to another initiative.

**RECOMMENDATION**

1. That the report be received and noted.
2. That a total of \$30,000 (\$15,000 from the Events & Placemaking and \$15,000 from the Advertising Budgets) be allocated to deliver the 2023 A Day of Fashion event.
3. That \$3,000 be allocated from the Marketing & Communications budget for photography.

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*Cr Robinson moved:*

1. *That the report be received and noted.*
2. *That a total of \$30,000 (\$15,000 from the Events & Placemaking and \$15,000 from the Advertising Budgets) be allocated to deliver the 2023 A Day of Fashion event.*
3. *That \$3,000 be allocated from the Marketing & Communications budget for photography.*
4. *That \$45,000 be allocated for the purchase, installation and transport of the two (2) giant walk through stars from Visual Inspirations.*
5. *That the Committee recommends to the Council that opportunities for power supply sources along The Parade and Osmond Terrace (both north and south) be explored for the purpose of installing Christmas decorations and other activations and events that require power.*

*Seconded by Cr Callisto and carried unanimously.*

**6. OTHER BUSINESS****6.1 The Parade Masterplan**

*Mr Mario Boscaini moved:*

*That the Norwood Parade Precinct Committee strongly recommends to the Council that as part its review of the major projects associated with the Long Term Financial Plan (LTFP), the Council makes The Parade Masterplan the number one priority for implementation starting in 2024/2025, based on the following factors:*

- a) *resolution of the Business & Economic Development Advisory Committee at its meeting held on 4 July 2023 recommending Council considers the implementation of The Parade Masterplan as its number one priority as part of its review of the Long Term Financial Plan;*
- b) *Stage 6 of the Burnside Village redevelopment being completed in 2025 with an additional 80 new businesses open for trade and competition from other mainstreets;*
- c) *The Parade is the 'engine room' of the local economy with Spendmapp data showing that between 1 June 2022 and 31 May 2023;*
  - *37% (\$585,458,539) of all expenditure received in the City of Norwood Payneham & St Peters (\$1,548,107,602) was in the suburb of Norwood;*
  - *42.7% (\$157,150,018) of all expenditure received in the hospitality and entertainment sector in the City of Norwood Payneham & St Peters was in the suburb of Norwood;*
- d) *The need for The Parade to be an attractive, people-friendly and 'fit for purpose' location to host major events e.g. Tour Down Under, AFL Gather Round and the Norwood Christmas Pageant;*
- e) *current and projected future growth in residential apartment living on The Parade; and*
- f) *the need to reinforce The Parade's reputation as South Australia's premier main street and one of Australia's major main streets.*

*Seconded by Mr Joshua Baldwin and carried unanimously.*

**7. NEXT MEETING**

Tuesday 24 October 2023

**8. CLOSURE**

There being no further business, the Presiding Member declared the meeting closed at 8.26pm.

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**Mayor Robert Bria**  
**PRESIDING MEMBER**

**Minutes Confirmed on** \_\_\_\_\_  
(date)

**4. CONFIDENTIAL REPORTS**  
Nil

**5. CLOSURE**