

# Council Meeting Minutes

**4 March 2024**

## **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

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**VENUE** Council Chambers, Norwood Town Hall

**HOUR** 7.00pm

**PRESENT**

**Council Members** Mayor Robert Bria  
Cr Kester Moorhouse  
Cr Garry Knoblauch  
Cr Hugh Holfeld  
Cr Josh Robinson  
Cr Kevin Duke  
Cr Connie Granozio  
Cr Victoria McFarlane  
Cr Scott Sims  
Cr Grant Piggott  
Cr Sue Whittington  
Cr John Callisto  
Cr Christel Mex

**Staff** Mario Barone (Chief Executive Officer)  
Derek Langman (General Manager, Infrastructure & Major Projects)  
Lisa Mara (General Manager, Governance & Civic Affairs)  
Andrew Hamilton (General Manager, Community Development)  
Simonne Whitlock (Manager, Communications & Community Relations)  
Keke Michalos (Manager, Economic Development & Strategy)  
Navian Iseut (Manager, Arts, Culture & Community Connections)  
Nigel Jordan (Co-ordinator, Volunteer Services)  
Lucinda Knight (Executive Assistant, Chief Executive's Office)

**APOLOGIES** Cr Claire Clutterham

**ABSENT** Nil

**1. KAURNA ACKNOWLEDGEMENT**

**2. OPENING PRAYER**

The Opening Prayer was read by Cr Victoria McFarlane.

**3. CONFIRMATION OF THE MINUTES OF THE COUNCIL MEETING HELD ON 5 FEBRUARY 2024**

*Cr Holfeld moved that the Minutes of the Council meeting held on 5 February 2024 be taken as read and confirmed. Seconded by Cr Whittington and carried unanimously.*

**4. MAYOR'S COMMUNICATION**

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Monday 5 February	<ul style="list-style-type: none"><li>Presided over a Council meeting, Council Chamber, Norwood Town Hall.</li></ul>
Thursday 8 February	<ul style="list-style-type: none"><li>Attended dinner with the Chief Executive Officer and Mr Theo Maras AO, Adelaide.</li></ul>
Friday 9 February	<ul style="list-style-type: none"><li>Attended the Official Opening of the Flinders University City Campus, Festival Plaza, Adelaide.</li></ul>
Saturday 10 February	<ul style="list-style-type: none"><li>Attended the 'Jazz in the Park' event, Koster's Reserve, Trinity Gardens.</li></ul>

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Monday 12 February	<ul style="list-style-type: none"> <li>• Attended an on-site meeting with a Parade trader.</li> </ul>
Tuesday 13 February	<ul style="list-style-type: none"> <li>• Attended a meeting with the Council's Executive Leadership Team, Norwood Town Hall.</li> </ul>
Tuesday 13 February	<ul style="list-style-type: none"> <li>• Presided over a meeting of the Norwood Parade Precinct Committee, Mayor's Parlour, Norwood Town Hall.</li> </ul>
Wednesday 14 February	<ul style="list-style-type: none"> <li>• Participated in an Economic Development Australia Webinar: Economic Development Initiatives - Getting Buy-in.</li> </ul>
Wednesday 14 February	<ul style="list-style-type: none"> <li>• Attended the Pre-planning meeting for the AFL Gather Round Traders Forum, Mayor's Office, Norwood Town Hall.</li> </ul>
Thursday 15 February	<ul style="list-style-type: none"> <li>• Presided over the Eastern Region Alliance (ERA) Mayor's and Chief Executive Officer's group, Mayor's Parlour, Norwood Town Hall.</li> </ul>
Monday 19 February	<ul style="list-style-type: none"> <li>• Presided over a meeting of the Chief Executive Officer's Performance Review Committee, Mayor's Office, Norwood Town Hall.</li> </ul>
Tuesday 20 February	<ul style="list-style-type: none"> <li>• Participated in the Mainstreet SA Committee meeting (Zoom).</li> </ul>
Tuesday 20 February	<ul style="list-style-type: none"> <li>• Attended the 2024 AFL Gather Round Traders Forum, Mayor's Parlour, Norwood Town Hall.</li> </ul>
Friday 23 February	<ul style="list-style-type: none"> <li>• Attended the 2023 Citizen of the Year Awards Ceremony, Government House, Adelaide.</li> </ul>
Saturday 24 February	<ul style="list-style-type: none"> <li>• Attended the Norwood Greek Festival, Greek Orthodox Parish of Prophet Elias for Norwood and the Eastern Suburbs, Norwood.</li> </ul>
Monday 26 February	<ul style="list-style-type: none"> <li>• Attended a meeting with the Chief Executive Officer; Co-ordinator, Events &amp; Marketing; Mr Andrew Killey and Peter Whitley, Mayor's Office, Norwood Town Hall.</li> </ul>
Monday 26 February	<ul style="list-style-type: none"> <li>• Attended a presentation: Council's Rating Policy, Mayor's Parlour, Norwood Town Hall.</li> </ul>
Monday 26 February	<ul style="list-style-type: none"> <li>• Attended an Information Session: St Peters Billabong, Mayor's Parlour, Norwood Town Hall.</li> </ul>
Thursday 29 February	<ul style="list-style-type: none"> <li>• Provided a tour of the Norwood Concert Hall with Hon Andrea Michaels MP, Minister for the Arts, Norwood Concert Hall.</li> </ul>
Friday, 1 March	<ul style="list-style-type: none"> <li>• Attended the Eastern Region Alliance (ERA) Mayor's Breakfast meeting, Luigi Delicatessen, Adelaide.</li> </ul>
Sunday 3 March	<ul style="list-style-type: none"> <li>• Radio interview with Sandy Verschoor, 5aa.</li> </ul>
Monday 4 March	<ul style="list-style-type: none"> <li>• Attended a meeting with Cr Christel Mex and Cr John Callisto, Mayor's Office, Norwood Town Hall.</li> </ul>

- **Jazz in the Park and Melodies in the Park**

Mayor Bria thanked and congratulated all Council staff involved in organising 'Jazz in the Park;' and 'Melodies in the Park' events. He also thanked the performers at the event. Mayor Bria advised he received many compliments for the Council about the event from attendees, with some coming from as far away as the outer southern suburbs.

- **AFL Gather Round Trader Forum**

Mayor Bria briefed the Council regarding the 2024 AFL Gather Round Traders Forum held in the Mayor's Parlour on 20 February 2024. A total of 25 traders from various businesses within the City attended the forum. Mayor Bria thanked Ms Hitaf Rasheed and Ms Laura Robinson (South Australian Tourism Commission) and Ms Jodie Pfitzner, Mr Jarred Styles and Ms Eleanor Taylor (Event Management Australia) for their presentation and providing information to traders interested in participating in Gather Round activities on The Parade.

- **Meeting with Hon Andrea Michaels MP, Minister for the Arts**

Mayor Bria briefed the Council regarding his meeting with Hon Andrea Michaels MP, Minister for the Arts. He said he provided a tour of the Norwood Concert Hall after the Minister expressed an interest with him to visit the facility. Mayor Bria advised that he and the Chief Executive Officer briefed the Minister about the long-term plans to upgrade the Norwood Concert Hall.

- **Citizenship Ceremonies**

Mayor Bria advised that Council staff have been approached by the Department of Home Affairs with a request for the Council to increase the number of candidates at its Citizenship Ceremonies or increase the number of ceremonies it holds. It is understood the Department is expecting an increase in the number of people becoming eligible Australian Citizens in the coming months. Mayor Bria advised the Council will hold two (2) Citizenship ceremonies on the same night in April and June, prior to re-assessing the frequency and timing of other Citizenship ceremonies for the remainder of the year.

- **Catch-up Meetings with Councillors**

Mayor Bria said he will arrange catch-up meetings with Councillors from each Ward over the coming months to discuss issues relevant to specific Wards.

- **Invitation from the Local Government Association of South Australia (LGA) for a tour of the six Eastern Region Alliance (ERA) Member Councils**

Mayor Bria advised the Council he has received correspondence from Mr Clinton Jury, Chief Executive Officer of the Local Government Association of South Australia, to ask the ERA Councils to consider hosting the LGA Board of Directors and SAROC Committee for a bus tour of locations or projects of interest at each of the six (6) ERA Councils. Mr Jury has suggested Friday 19 July 2024 as the date for the bus tour. Mayor Bria said he will write to the Mayors of the Member Councils of ERA bringing this matter to their attention, which will also be placed on the agenda for discussion at the next ERA Mayors and Chief Executive Officers Group meeting.

**5. DELEGATES COMMUNICATION**

Nil

**6. QUESTIONS WITHOUT NOTICE**

Nil

**7. QUESTIONS WITH NOTICE**

**7.1 QUESTIONS WITH NOTICE – WEEKLY KERBSIDE FOOD AND GARDEN ORGANICS WASTE COLLECTION AND BUNNINGS DEVELOPMENT, GLYNBURN ROAD, GLYNDE - SUBMITTED BY CR JOSH ROBINSON**

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**QUESTION WITH NOTICE:** Weekly Kerbside Food and Garden Organics Waste Collection and Bunnings Development, Glynburn Road, Glynde  
**SUBMITTED BY:** Cr Josh Robinson  
**FILE REFERENCE:** qA1040  
**ATTACHMENTS:** A

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**BACKGROUND**

Cr Robinson has submitted the following Questions with Notice:

1. Cr Moorhouse previously raised the opportunity to increase green bin collection to a weekly occurrence, can the Council please provide an update on when this will come into effect?
2. Can the Council please provide an update, if any, on the proposed Bunnings on Glynburn Road in Glynde?

**REASONS IN SUPPORT OF QUESTION**

Nil

**RESPONSE TO QUESTION NO. 1  
PREPARED BY GENERAL MANAGER, INFRASTRUCTURE & MAJOR PROJECTS**

***Cr Moorhouse previously raised the opportunity to increase green bin collection to a weekly occurrence, can the Council please provide an update on when this will come into effect?***

Council staff have met with representatives of East Waste to discuss the potential to participate in a trial of a fortnightly general waste collection and weekly green bin collection. In summary, the conclusion that was reached following this discussion, is that as East Waste is currently undertaking similar trials for a number of its Member Councils, there would be no additional benefits gained in terms of the data that has been obtained through the trials that are currently being conducted.

In addition, given the number of trials that East Waste are currently undertaking, it is not feasible for East Waste to implement another trial, given the resources that are required to do so.

East Waste is currently in discussions with the Member Councils who have commenced and/or have undertaken a trial regarding the results.

In addition, given the recent announcement by the Minister for Climate, Environment & Water, regarding waste management (copy contained in **Attachment A**), East Waste has advised that the proposed legislation will most likely curtail a number of innovative waste related projects and mitigate against the overall environmental performance of kerbside collections.

A report regarding this matter will be presented to the Council at its meeting to be held on 2 April 2024.

**RESPONSE TO QUESTION NO. 2  
PREPARED BY SENIOR URBAN PLANNER**

***Can the Council please provide an update, if any, on the proposed Bunnings on Glynburn Road in Glynde?***

On 25 May 2021, Development Application 21008794 was lodged with the Council for a Bulky Goods Outlet at 37-43 Glynburn Road, 3-5 Penna Avenue, 37 Provident Avenue and 35 Barnett Avenue, Glynde (the Bunnings Application).

On 9 November 2021, the Development Application was refused by the Council Assessment Panel.

In December 2021, the Applicant filed an Appeal against the Refusal with the Environment, Resources and Development Court.

On 6 May 2022, whilst the Appeal was before the Court with a status of pending, a second Development Application (ID: 22014444), was lodged with the Council for a slightly amended proposal.

On 26 July 2022, the second Development Application (ID: 22014444), was granted Planning Consent by the Council Assessment Panel.

However, to date, the second Development Application (ID: 22014444), has not progressed further (ie Building Consent has not been applied for by the Applicant).

On 2 February 2024, the ERD Court issued Consent Orders in respect to the first Development Application 21008794, subject to the following Reserved Matters:

**Reserved Matters**

*The following detailed information shall be submitted for further assessment and approval by the Assessment Manager (as delegate of the Council Assessment Panel) as reserved matters pursuant to Section 102(3) of the Planning, Development & Infrastructure Act 2016 (Act):*

1. *A Stormwater Management Plan shall be provided to the Council for approval prior to the grant of Development Approval which meets the Council's minimum requirements including that:*
  - 1.1 *the site detain the post development 1 in 100 year ARI storm event, with discharge being at the pre development 1 in 5 year ARI rate;*
  - 1.2 *the design take account of any preventative measures needed to avoid the risk of the site being subject to inundation;*
  - 1.3 *the Stormwater Management Plan reflects the principles in the document called Water Sensitive Urban Design produced by the Department for Environment and Water (formerly Department of Environment, Water and Natural Resources).*
2. *A final Pedestrian Movement / Public Realm Plan be supplied showing the pedestrian areas (ie. all footpaths) in the public realm and providing the detail concerning the reconstruction of such infrastructure following the road widening works.*

Essentially, Bunnings now have two (2) Development Applications which have been granted planning consent.

At this stage, the Council has not been formally advised (ie. via an Application for Building Consent) in respect to which application Bunnings will be progressing.

8. **DEPUTATIONS**  
Nil

9. **PETITIONS**  
Nil

10. **WRITTEN NOTICES OF MOTION**



**10.1 WRITTEN NOTICE OF MOTION – REDUCTION OF SPEED LIMIT (STEPHEN TERRACE AND NELSON STREET) AND ROAD CORRIDOR PLANNING STUDIES FOR PORTRUSH ROAD AND PAYNEHAM ROAD – SUBMITTED BY CR KESTER MOORHOUSE**

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**NOTICE OF MOTION:** Reduction of Speed Limit (Stephen Terrace and Nelson Street) and Road Corridor Planning Studies for Portrush Road and Payneham Road  
**SUBMITTED BY:** Cr Kester Moorhouse  
**FILE REFERENCE:** qA1039  
**ATTACHMENTS:** Nil

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Pursuant to Regulation 12(1) of the *Local Government (Procedures at Meetings) Regulations 2013*, the following Notice of Motion has been submitted by Cr Kester Moorhouse.

**NOTICE OF MOTION**

That the Council write a letter to The Hon Tom Koutsantonis MP, Minister for Infrastructure and Transport, and The Hon Joe Szakacs MP, Minister for Police, Emergency Services and Correctional Services (with responsibility for road safety) requesting:

1. the public release of the Intersection Efficiency and Road Corridor Planning Studies for Portrush Road and Payneham Road that commenced in 2020 and for Council to be consulted on implementation of any recommendations to improve road safety and pedestrian crossings stemming from these reports; and
2. the reduction of the speed limit along Stephen Terrace and Nelson Street from 60km/h to 50km/h, as well as the introduction of additional safe crossing points for pedestrians and cyclists.

**REASONS IN SUPPORT OF MOTION**

There have been ninety (90) crashes in the last five years at the Payneham/Portrush Roads intersection. Payneham Road has no median strip at which pedestrians can safely wait for a pause in traffic and there are some significant distances between pedestrian activated crossings. It is therefore in the public interest, for the Department for Infrastructure and Transport to finally release the Road Corridor Planning Study results commenced in 2020 and engage with the community on implementing any road safety improvement recommendations contained therein.

The present traffic speeds and volumes along the predominantly residential Stephen Terrace sever the two sides of St Peters. Pedestrians are often seen hovering by the road, waiting for their chance to make the perilous crossing. In the last five years there have been casualty crashes at nine (9) out of the ten (10) four-way junctions along the Norwood Payneham & St Peters section of Stephen Terrace. The First Avenue junction has had thirteen (13) crashes alone. Reducing the speed limit would also make it easier for the Adelaide Metro bus to cross Sixth Avenue during peak hours. Council recently signed off on 40km/h for nearby streets and, as such, this would be an opportune time to change Stephen Terrace's speed limit as well.

As there is understandable public concern regarding both of these issues, the Council should use its influence to advocate for our community's safety.

## STAFF COMMENT

### PREPARED BY GENERAL MANAGER, URBAN PLANNING & ENVIRONMENT

A letter, as requested, can be prepared for Minister's consideration. With respect to speeding and safety concerns on Stephen Terrace, it should be noted that the Council has previously advocated for improved safety and reduced speed limits along Stephen Terrace and other Arterial Roads through its submission on the draft *South Australia's Road Safety Strategy* in October 2020. The following text is an extract from the Council's submission:

*The key safety concerns are speeding and vulnerable road users as discussed below.*

*Stephen Terrace is a sub-arterial road maintained by DIT and runs through the historic-residential and residential areas of St Peters. It carries 22,000 vehicles per day, consists of one lane in each direction, auxiliary right turn lanes and bicycle lanes and is signed at 60km/h. There are sixteen 4-way intersections on this 1.3 kilometre stretch of road that lies within this Council, all controlled by either Give Way or Stop signs in the local streets. Traffic signals are located 2.6 kilometres apart (Payneham Road and Walkerville Terrace), and there is one pedestrian actuated crossing between these. The long distance between signalised crossings means that there is a lack of vehicle platooning. This, together with high volumes, a 60km/h speed limit and 4-way intersections combines to create safety hazards for all road users and an environment that is contrary to its residential surroundings. The Council has discussed the possibility of improving safety by reducing the speed limit of Stephen Terrace to 50km/h, but this request was refused by DIT.*

#### **What the Council sees as the goals for improving road safety over the next ten years**

- Reduce speed to 40km/h or less in urban areas;
- Reduce speed to 50km/h or less on arterial roads through residential areas and activity precincts;
- Increase frequency of safe pedestrian and cyclist crossings along arterial roads;
- Significantly reduce hoon driver behaviour in local streets;
- Improve protection for cyclists and pedestrians; and
- Implement traffic calming measures in the local road network that is used by through traffic to avoid delays on arterial roads.

#### **Where the Council sees the priority issues to be addressed in the road safety strategy**

- Introduce a default Urban Speed Limit of 40km/h;
- Introduce a default arterial road speed limit of 50km/h (or less) through residential and activity areas;
- Install additional pedestrian and cyclist crossings on arterial roads to connect destinations and cycle routes;
- Partner with Councils to implement traffic calming on local streets that carry through traffic;
- Resource SAPOL to address hoon driver behaviour in local streets;
- Ensure separation of cyclists from traffic on busy roads that do not have sufficient space for a Safe Systems Approach (invest in alternative routes/ infrastructure and wayfinding); and
- Provide ongoing advertising campaigns to:
  - Inform the community of the benefits of lower traffic speeds in urban areas; and
  - Increase mode shift to walking, cycling and public transport.

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Cr Moorhouse moved:

That the Council write a letter to The Hon Tom Koutsantonis MP, Minister for Infrastructure and Transport, and The Hon Joe Szakacs MP, Minister for Police, Emergency Services and Correctional Services (with responsibility for road safety) requesting:

1. the public release of the *Intersection Efficiency and Road Corridor Planning Studies for Portrush Road and Payneham Road* that commenced in 2020 and for Council to be consulted on implementation of any recommendations to improve road safety and pedestrian crossings stemming from these reports; and
2. the reduction of the speed limit along Stephen Terrace and Nelson Street from 60km/h to 50km/h, as well as the introduction of additional safe crossing points for pedestrians and cyclists.

Seconded by Cr Whittington and carried.

**11. STAFF REPORTS**

## **Section 1 – Strategy & Policy**

### **Reports**

## 11.1 DRAFT VOLUNTEER STRATEGY 2024-2028

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**REPORT AUTHOR:** Coordinator, Volunteer Services  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4631  
**FILE REFERENCE:** A796143  
**ATTACHMENTS:** A - B

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### PURPOSE OF REPORT

The purpose of this report is to present the draft *2024-2028 Volunteer Strategy* for the Council's consideration and endorsement prior to the release of the draft document for community consultation.

### BACKGROUND

The draft *2024-2028 Volunteer Strategy* has been developed with the aim of setting the Council's strategic direction for volunteering activities and the development of the Council's Volunteer Service over the next four years.

The draft *2024-2028 Volunteer Strategy* is contained in **Attachment A**.

The Strategy is an expression of the Council's commitment to supporting Volunteering within the organisation and the community. Through translating the Social Equity objectives and strategies that are contained in the Council's Strategic Management Plan *CityPlan 2030: Shaping Our Future* into achievable short to medium term actions, progress is being made in respect to achieving the 2030 goal of '*an inclusive, connected, accessible and friendly community*'.

To inform the development of the draft Strategy, Council Volunteers, Staff and Program Coordinators, were invited to complete an online survey, to share their ideas for short to medium term actions to improve Council's Volunteer Programs and Service. 72 Volunteers (approximately 35%) of Volunteers completed the 34-question survey, as contained in **Attachment B**.

Subsequently, Elected Members, at the workshop held on 09 October 2023, were apprised and provided feedback on the *Volunteer Strategy* project and draft plan.

The purpose of this report is therefore to present the draft *2024-2028 Volunteer Strategy* to the Council for its endorsement to proceed to community consultation, whereby, our community will be invited to provide comments on the draft Strategy to inform the development of the final version.

### RELEVANT STRATEGIC DIRECTIONS & POLICIES

#### City Plan 2030: Shaping Our Future

The relevant Strategic Outcomes and Objectives as set out in the Council's Strategic Management Plan *City Plan 2030: Shaping Our Future* are as follows;

#### Outcome 1: Social Equity

- Objective 1.1: Convenient and accessible services, information, and facilities.
- Strategy 1.1.2 Maximise access to services, facilities, information, and activities.
  
- Objective 1.2: A people-friendly, integrated, and sustainable transport network
- Strategy 1.2.2 Provide safe and accessible movement for all people.
  
- Objective 1.3: An engaged and participating community.
- Strategy 1.3.1 Promote and facilitate volunteering opportunities in the community and within the Council.
- Strategy 1.3.2 Provide opportunities for community input in decision making and program development.

- Strategy 1.3.3 Recognise and use the skills, knowledge, and resources of the community.
- Strategy 1.3.4 Facilitate community support networks and partnerships for the sharing of resources and skills in order to build community capacity.
- Strategy 1.3.5 Inform and connect new residents to the community and its resources.
  
- Objective 1.4 A strong, healthy, resilient, and inclusive community.
- Strategy 1.4.1 Encourage physical activity and support mental health to achieve healthier lifestyles and well-being.
- Strategy 1.4.2 Encourage and provide opportunities for lifelong learning.
- Strategy 1.4.3 Encourage the use of spaces and facilities for people to meet, share knowledge and connect with each other.

## **FINANCIAL AND BUDGET IMPLICATIONS**

There are no financial and budget implications associated with the development of the Strategy. Consultation as well as the development of the draft document, have been prepared and delivered internally by the Councils Volunteer Service.

The final hard copy and digital version of the Strategy will be designed by the Council's Creative Digital Designer.

## **EXTERNAL ECONOMIC IMPLICATIONS**

There are no external economic implications associated with the development of the Strategy.

## **SOCIAL ISSUES**

The Council has an active role to play in facilitating volunteering opportunities to increase community participation and connection. The development and implementation of the *2024-2029 Volunteer Strategy* recognises the vital importance of volunteering, social impact within our community and the wellbeing benefits that volunteering provides for our Citizens.

## **CULTURAL ISSUES**

Volunteering is important to our community values and the Council is committed to providing the best possible structure and leadership for our community. The Strategy will provide the enabling environment required for Volunteers to continue engaging in activities that provide invaluable support and services both to our organisation and the community.

## **ENVIRONMENTAL ISSUES**

The Council's desire to be a leader in environmental sustainability requires assistance from Citizens and community groups to achieve its goal. Any growth in environmental volunteering requires a planned approach that aligns with community needs and implemented to a high standard. To this end, it is the Council's responsibility to foster community involvement and initiatives in environmental volunteering.

## **RESOURCE ISSUES**

The Strategy has been prepared using existing staff resources.

## **RISK MANAGEMENT**

A Project team was established to oversee the Project and mitigate risks. The Project Team (Stage 1) consisted of the Council's Manager, Organisational Development & Performance and Coordinator, Volunteer Services. Following the Volunteer Service being transferred to the Arts, Culture & Community Connections Unit, the Council's Manager, Arts, Culture & Community Connections, along with the Coordinator, Volunteer Services, will oversee the community consultation and the development of the final version of the Strategy.

The Project team have consulted with staff from across the organisation to ensure that actions contained within the draft Strategy are achievable within the current staff resources and capacity and embedded within future Departmental annual business plans.

The risk ratings for the top four (4) risks associated with this stage of the draft 2024-2028 Volunteer Strategy are summarised in **Table 1** below.

**TABLE 1: KEY RISKS ASSOCIATED WITH THE DRAFT VOLUNTEERING STRATEGY**

Risk #	Risk Event	Impact Category	Risk Rating	Primary Mitigation	Impact Category	Residual Rating
1	Council not endorsing the draft Strategy for consultation	Service/ Programs	Substantial 13	Council Information briefing and opportunity to ask questions and provide feedback on draft Strategy.	Service/ Programs	Medium 17
		Reputation	Medium 19	Provision of detailed Council report.	Reputation	Low 21
2	Broader community not supporting the proposed Strategy	Service/ Programs	Substantial 13	Develop a community engagement approach. Evaluate community feedback to ensure a common understanding of community views, concerns, and aspirations and that these are reflected in the development of the Strategy.	Service/ Programs	Medium 17
		Reputation	Medium 19		Reputation	Low 21
3	Council policies and procedures prevent implementing actions contained within the Strategy.	Service/ Programs	Substantial 13	Review policies and procedures during preliminary project stage and include identified policy and procedure action recommendations within the Strategy.	Service/ Programs	Low 21
4	Volunteering rates could decrease across the life of the Strategy, impacting the number of programs and services provided for our community.	Service/ Programs	Medium 19	Invest in supporting a positive culture of volunteering. Adopt best practice recruitment, induction, training and development; reward, and recognition; communication and continuous improvement practices, policies, and procedures.	Service/ Programs	Low 21

The potential risks to the successful development and delivery of the Strategy, highlight that the community engagement approach, ongoing updates, and communication regarding the outcomes of the Strategy, will need to be well executed. Therefore, it is essential that staff continue to work directly with our Volunteers throughout the development and implementation stages to ensure that any concerns and aspirations are understood and taken into consideration.

## CONSULTATION

- **Elected Members**

Elected Members have been apprised and consulted on the development of the *2024-2028 Draft Volunteer Strategy* at the Elected Members workshop held on 9 October 2023.

- **Community**

All Council Volunteers were invited to complete a comprehensive online survey from 30 May to 16 June 2023. The survey focused on the Volunteer experience, program development and Volunteer recognition and support. A summary of the engagement findings can be found within the draft Strategy, **Attachment A**.

- **Staff**

All staff were invited to complete a comprehensive online survey from 30 May to 16 June 2023. The survey focused on the Volunteer experience, program development and Volunteer recognition and support.

Focus group feedback sessions was conducted with the following functional areas:

- Urban Planning & Sustainability
- Community Care Services
- Libraries (Lifelong Learning, Children's & Youth Services & Coordinator Norwood Library & Community Facilities).
- City Services

- **Other Agencies**

The Local Government Volunteer Managers Network was consulted via an in-person open forum and online request for feedback.

## DISCUSSION

The draft *2024-2028 Volunteer Strategy* provides the enabling environment to support Volunteering activity across the organisation and the City. The Strategy articulates both short to medium term priorities and initiatives to realise the Social Equity objectives contained within the Council's Strategic Management Plan *CityPlan:2030: Shaping Our Future* and will assist the Council in fostering an engaged, committed, diverse and connected Volunteer Service and lift the profile of Volunteering across the City.

Given the significance of this project in respect to contributing to the Outcomes and Objectives as set out in the Council's Strategic Management Plan *City Plan 2030: Shaping Our Future*, a two-stage community engagement approach was adopted to meaningfully engage with the community and Councils Volunteer stakeholders.

### Stage 1: Developing the Volunteer Strategy

The key objective of Stage 1 was to research current Volunteer initiatives that are delivered by the Council, relevant State and Federal peak bodies and to understand volunteering ideas and aspirations of our Volunteers.

In accordance with the Council's *Consultation Policy*, Stage 1 stakeholder engagement commenced on 30 May 2023 and concluded on 16 June 2023, (a period of 18 days), as summarised in the consultation section above.

A review of Local, State and Federal strategies and plans during Stage 1 of the Project identified the following recurring volunteering trends:

- The Volunteer experience is key to Volunteer attraction and retention.
- There is an increasing focus on more inclusive and accessible forms or volunteering opportunities.
- Young Volunteers are looking for cause based volunteering opportunities.
- Volunteers are seeking episodic volunteering opportunities that are flexible and have low barriers to entry.
- Formal Volunteering in Australia has been steadily declining nationwide.
- The City of Norwood Payneham & St Peters has an ageing population that presents both opportunities and threats to volunteering.
- Our City's ageing population is higher than greater Adelaide.



## Guiding Principles

To assist the Council to operationalise its shared vision of volunteering, as well as shape and prioritise decisions and actions, the Strategy is guided by the following principles:

- *Access & Participation*

We believe everyone has the right to access volunteering participation opportunities. We will seek to engage people of all abilities and ages in meaningful experiences and will support equitable access, active participation, and contribution to our community.

- *Collaboration*

We appreciate that the work of many organisations, clubs, local government, and peak bodies, can overlap or help to inform volunteering programs and initiatives. Taking a broad view of these interconnections we will identify partnership opportunities to work as a coherent system to achieve our shared goals.

- *Continuous Improvement*

We recognise that volunteering requires innovative initiatives to meet the challenges Volunteer Involving Organisations face. With Volunteer needs and wants continually evolving, the Volunteer management must also change and adapt to keep Volunteers engaged through experiences that match their expectations.

- *Recognition & Support*

We understand and appreciate the value Volunteers contribute to our organisation and the community. It is our responsibility to ensure Volunteers are provided adequate support to perform their role and the impact of our volunteers' efforts is celebrated.

### Stage 2: Public Consultation on draft Strategy

Stage 2 will make publicly available the draft Strategy. It is proposed that community consultation on the draft Strategy will commence on 5 March 2024 and will be open for a period of 21 days.

### Final 2024–2028 Volunteer Strategy

The development of the final version of the *2024-2028 Volunteer Strategy* will take into consideration the comments that are received from the community during the public consultation.

## OPTIONS

Taking into consideration Social Equity is one of the Pillars of the *CityPlan 2030*, the Council has two (2) options available in relation to the draft *Volunteer Strategy 2024-2028*:

1. **Endorse the *draft 2024-2028 Volunteer Strategy for Community Consultation***

With this option, the Council can resolve to endorse the draft *2024-2029 Volunteer Strategy* contained in **Attachment A**, for community consultation as described in the Discussion Section of this report.

2. **Amend and endorse the *draft 2024-2028 Volunteer Strategy for Community Consultation***

With this option, the Council would make amendments to the draft *Volunteer Strategy* prior to releasing it for community consultation. Noting that the development of the draft Strategy has been informed by Volunteer engagement, robust research, consideration of resource priorities and achievable actions within a four-year timeframe to support the delivery of Social Equity Objectives contained within the *City Plan 2030: Shaping Our Future*.

## CONCLUSION

Whilst the Council has a strong history of Volunteer involvement that support outcomes contained in the *CityPlan 2030: Shaping Our Future*, the draft *2024-2028 Volunteer Strategy* will consolidate and continue to build upon these efforts to create a clear shared path forward. Providing a roadmap for sequential actions to ensure maximisation of resources, increased efficiency, collaboration, transparency, and accountability.

Community engagement is an essential component for the Council to collectively plan and develop a strategic foundation for achieving the Council's Volunteering and Social Equity vision and objectives. Seeking community feedback on the draft Strategy in a timely manner and continuing the dialogue with our Citizens on how we have translated their input into the *what, when and how* of the Strategy can foster deeper levels of community understanding, engagement and ownership.

## COMMENTS

The *2024-2028 Volunteer Strategy* will guide the direction and priorities of Council's Volunteer Services and assist Council in realising its Social Equity Objectives.

## RECOMMENDATION

1. That the draft *2024-2028 Volunteer Strategy*, as contained in **Attachment A**, be endorsed for release for community consultation for a period of twenty-one (21) days.
  2. That the Chief Executive Officer be authorised to make any minor amendments to the draft *2024-2028 Volunteer Strategy* resulting from consideration of this report and as necessary to finalise the document in a form suitable for release for community consultation.
  3. That the Council notes that the results of the community consultation and engagement together with the final draft *2024-2028 Volunteer Strategy* will be presented to the Council for consideration at its May or June 2024 meeting.
- 

*Cr Mex moved:*

*That the Council defers consideration of the draft 2024-2028 Volunteer Strategy pending consideration of the following information as part of the Strategy, including, but not limited to:*

1. *additional background detail to be provided within the Strategy;*
2. *additional actions to be considered;*
3. *articulate additional key themes arising from the Volunteer Survey;*
4. *detail about how young people will be recruited under the age of 24;*
5. *how community groups will be supported with their volunteering activity;*
6. *the full impact of COVID and what can be done to recruit and retain volunteer services; and*
7. *how volunteering can be promoted generally across the City.*

*Seconded by Cr McFarlane carried.*

## 11.2 FELIXSTOW RESERVE BASKETBALL COURT

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**REPORT AUTHOR:** General Manager, Infrastructure & Major Projects  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 83664523  
**FILE REFERENCE:** qA59925  
**ATTACHMENTS:** Nil

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### PURPOSE OF REPORT

The purpose of this report is to provide information to the Council regarding the status of the basketball ring at Felixstow Reserve for the Council's consideration.

### BACKGROUND

The Council's Open Space Strategy designates Felixstow Reserve as a *Regional Level Reserve*, principally due to its size and proximity to the River Torrens / Karrawirra Pari Linear Park. This means that there is an expectation that visitors from outside the City will visit Felixstow Reserve to use the facilities.

The need to prepare a Masterplan for Felixstow Reserve was recognised by the Council as part of the Eastern Region Alliance (ERA) Waterproofing Eastern Adelaide Stormwater Harvesting and Re-Use Project (ERA Water). To this end, at its meeting held on 2 December 2013, the Council resolved, amongst other things, to undertake the preparation of a Masterplan for Felixstow Reserve.

Prior to the redevelopment, Felixstow Reserve was an un-irrigated, featureless and underutilised site.

The redevelopment of Felixstow Reserve was completed and officially opened in February 2019.

As a result of the redevelopment, Felixstow Reserve now provides a variety of active and passive recreation opportunities including walking, running, cycling, basketball, table tennis, bocce, birdwatching and nature play. The large, grassed open space is ideal for picnicking, throwing a Frisbee, or an informal game of cricket, football or soccer. A large number of people of all ages and abilities and differing cultural backgrounds have been using the park on a daily basis for physical activity and social interaction.

In March 2019, less than one (1) month following the opening of Felixstow Reserve, one of the adjacent property owners wrote to the Council expressing concerns regarding the level of noise associated with the use of the basketball early in the morning and late at night and proposed that the Council relocate the basketball court.

Since that time, the Council has received numerous complaints from the same resident, together with two (2) neighbouring residents, regarding the noise associated with the use of the basketball ring.

In order to address these concerns, a number of measures have been undertaken, including the installation of signage to promote the rules associated with the use of the basketball ring (ie times of operation, etc), and the lighting has been adjusted via a timer in line with the hours of operation.

Noise testing has also been undertaken by the Council to determine the levels of noise at various locations within the vicinity of the basketball court. Following the noise testing, the determination was that the level of noise (ie the level of decibels), is not considered to be a nuisance.

Notwithstanding the above, the Council has continued to receive complaints from the three (3) local residents.

Following a number of Deputations to the Council and the receipt of a petition in respect to the matter, the Council, at its meeting held on 6 December 2021, considered a report regarding the use of the basketball ring at Felixstow Reserve.

Following consideration of the matter, the Council resolved the following:

1. *That the Council undertake consultation with the residents of Felixstow and users of the basketball court, to enable the Council to understand the issues and determine the best outcome in respect to the basketball court.*
2. *That CCTV be installed around the basketball court at Felixstow Reserve to monitor the activity at the basketball court, particularly during the hours of 8:00pm to 8:00am.*
3. *The Council notes that a report on the outcome of the consultation together with the results of the surveillance will be prepared for the Council's consideration.*
4. *That staff investigate the installation of a mass loaded acoustic barrier.*

In accordance with the Council's decision as set out above, a report was presented to the Council at its meeting held on 1 August 2022.

Following consideration of the report, the Council resolved the following:

1. *That the results of the CCTV monitoring and community consultation in respect to the use of the basketball court at Felixstow Reserve, as contained in Attachments A, B and C, be received and noted.*
2. *That the CCTV monitoring of the basketball court at Felixstow Reserve, be discontinued.*
3. *That the basketball court at Felixstow Reserve be retained in its current location.*
4. *That additional measures be implemented by the Council to further discourage the late evening and early morning use of the basketball court at Felixstow Reserve, including, but not limited to:*
  - a. *the installation of improved signage and a motion activated warning light, which flashes as a visual signal to persons using the court after dark; and*
  - b. *the installation of an automatic device to block the basketball ring, such as the one currently being developed by Monash University students, as soon as it becomes available to trial or purchase, and that the automatic device is programmed to block the ring from 8:00pm to 8:00am.*
5. *That affected residents and other community consultation participants be advised in writing of the Council's decision regarding this matter.*

In accordance with the Council's decision as set out above, the installation of improved signage, a motion activated warning light and the automatic device to block the basketball ring has been undertaken.

## **RELEVANT STRATEGIC DIRECTIONS & POLICIES**

The relevant Outcomes and Objectives of the Council's *City Plan 2030, Shaping Our Future: Mid Term Review 2020* are provided below.

### **Outcome 1: Social Equity - An inclusive, connected, accessible and friendly community.**

Objective 1.1: Convenient and accessible services, information and facilities.

Strategy 1.1.1: Design and provide safe, high-quality facilities and spaces for all people.

### **Outcome 2: Cultural Vitality - A culturally rich and diverse City, with a strong identity, history and sense of place.**

Objective 2.5: Dynamic community life in public spaces and precincts.

Strategy 2.5.2: Create and provide interesting and vibrant public spaces to encourage interaction and gatherings.

The Council's *Parks & Reserves Community Land Management Plan* (updated May 2022), states that the purposes of Felixstow Reserve are to:

- provide public open space for the use, enjoyment and benefit of the community;
- provide opportunities for informal recreational, community and sporting activities;
- provide opportunities for social interaction and connection, relaxation and physical activity;
- protect and enhance the lifestyle, amenity and sense of place in the City;
- protect and enhance the natural environment, including areas of remnant vegetation, biodiversity, waterways, wetlands and riparian zones;
- facilitate the harvesting, treatment, storage and re-use of stormwater;
- protect, enhance and promote areas of cultural heritage and Aboriginal heritage and history within the City; and

- provide regional open space as part of the River Torrens Linear Park for the use, enjoyment and benefit of the community as a recreational and educational resource and a tourism asset.

### **FINANCIAL AND BUDGET IMPLICATIONS**

To date, in addition to considerable staff time, the Council has spent considerable funds in response to the complaints, including:

- \$4,560 for CCTV hire;
- \$14,250 on the various community consultation processes;
- \$4,468 in relation to the basketball ring signage and decals etc;
- \$2,000 for the installation of timed lighting;
- \$400 for the installation of the motion activated warning light; and
- \$3,000 for the installation of the blocking device.

### **EXTERNAL ECONOMIC IMPLICATIONS**

Not Applicable.

### **SOCIAL ISSUES**

The basketball court at Felixstow Reserve is very well used by the community. Key aspects that people like about the basketball court include its accessibility to the local residential area, visibility and the perceptions of safety (particularly for use by children and young people), the quality of the basketball court and its integration with other facilities at the Reserve such as the pavilion and toilets, picnic shelters and barbeques, bocce court and table tennis table. Finally, it promotes physical and social activity which are important components of community life.

However, the use of the basketball court has continued to be a source of complaint for some residents and has, in their view, impacted on their quality of life. Differing opinions regarding the proper use of the basketball court as well as the frequency and magnitude of the noise impacts has also caused some tension, negative feelings and verbal conflict amongst some neighbours towards basketball court users.

Significant investigations have occurred regarding this issue, including installation of CCTV and noise monitoring which has shown the impacts outside of 8.00am and 8.00pm are minimal and that noise is not an issue based on noise meter readings.

### **CULTURAL ISSUES**

Not Applicable.

### **ENVIRONMENTAL ISSUES**

Not Applicable.

### **RESOURCE ISSUES**

This matter has consumed considerable resources both from a financial and staff perspective. The Council has undertaken numerous investigations to address the concerns which have been raised and all options have been considered. It is important from a resource management perspective that this matter is resolved.

### **RISK MANAGEMENT**

This matter has been ongoing for some time. Essentially the Council has considered every option, including the relocation of the basketball court within Felixstow Reserve.

The evidence has highlighted that the level of noise as a result of the use of the basketball, whilst acknowledging that it may be excessive for noise sensitive people, is within the recommended noise limits for a residential area.

In addition, the majority of adjacent property owners support the retention of the basketball ring.

Whilst this issue does not present a physical risk to the Council, the situation presents a reputational risk for the Council on the basis that this matter has been ongoing for some time.

## CONSULTATION

- **Elected Members**

The Council has considered the matter of the use of the basketball ring on numerous occasions since March 2019.

Elected Members have been updated in relation to the status of the automatic blocking device through memorandums dated 16 December 2022, 24 February 2023 and 3 November 2023, via the Elected Member Communique.

- **Community**

In May-June 2022, community consultation was undertaken to obtain information to enable the Council to understand the issues and determine the best outcome in respect to the basketball court at Felixstow Reserve. The community consultation was designed to foster participation from local residents and users of the Felixstow Reserve basketball court through a variety of methods, which included a survey and conducting two (2) group and three (3) one-to-one discussions.

The results of the consultation survey identify that:

- 63.3% or 38 of the 60 respondents wanted the basketball court to remain in the current location;
- 18.3% or 11 of the 60 respondents wanted the basketball court to remain in the current location and additional efforts undertaken to manage impacts on nearby residents;
- 13.3% or eight (8) of the 60 respondents wanted the basketball court relocated elsewhere in Felixstow Reserve;
- 1.6% or one (1) of the 60 respondent wanted the basketball court relocated elsewhere in the Council area; and
- 3.3% or two (2) of the 60 respondents wanted it removed completely and not relocated.

Overall, 95% or 57 respondents supported a basketball court in Felixstow Reserve, whether remaining at its current location or relocated elsewhere within the Reserve.

Only 5% or three (3) respondents did not support a basketball court in Felixstow Reserve.

Notwithstanding the above, Participants in the community consultation process identified and suggested several measures to help address the impacts of the basketball court on nearby residents, which included:

- sound attenuation;
- installation of a device that prevents the after-hours use of the basketball ring;
- installation of additional signage;
- installation of timed lighting;
- surveillance and compliance;
- education of users;
- fencing and locking the court;
- change curfew hours to align with daylight saving; and
- pay for the installation of double glazing to windows of residents' dwellings.

These measures were considered by the Council at its meeting held on 1 August 2022.

- **Staff**  
Manager, City Projects  
Manager, City Services
- **Other Agencies**  
Not Applicable.

## **DISCUSSION**

As set out above, following consideration of the outcome of the community consultation and the CCTV monitoring which was undertaken in May to June 2022, improved signage, a motion activated warning light and an automatic device to block the basketball ring has been installed to address the concerns regarding the noise associated with the use of the basketball ring.

The improved signage clearly displays the rules associated with the use of the basketball ring and the activated warning light acts on a sensor action which flashes where the use of ring is detected by the sensor.

There have however been a number of issues associated with the automatic device to block the basketball ring (after 8.00pm), in addition to vandalism of the device which has impacted on its performance.

The automatic device was developed as a prototype by Monash University (Victoria) students which at the time, had been trialled with success by the City of Moreland in Victoria. The students were intending to undertake further trials and potentially turn it into a commercial product.

Whilst there are various products on the market that discourage the unauthorised use of a basketball ring by preventing a basketball from being able to pass through the ring, these products require a resource to manually lock and unlock the device each day.

On this basis, the Council resolved to trial or purchase the automatic device produced by the Monash University students and program the device to block the ring from 8:00pm to 8:00am.

The automatic device was installed in December 2022.

Approximately three (3) weeks after the device was installed, the device was vandalised. As a result, a new device was installed in February 2023.

Whilst a new device was installed, unfortunately, there have been a number of design and operational issues associated with the device since the new device was installed, which have included issues associated with the battery, operation and performance.

Staff have worked with the developers of the device over the last 12 months to resolve the issues, however it has been determined that the device cannot be repaired and therefore cannot be relied upon to perform its intended purpose.

During this period, the basketball ring was removed and therefore the basketball ring has not been operational for some time. The decision to remove the basketball ring was made following the failure of the ring blocking device.

It was intended to repair the device and re-install the basketball ring at the same time, however the device could not be repaired.

The playing of basketball at Felixstow Reserve is clearly important to some people as it has been brought to the Council's attention that some citizens have been bringing ladders to the basketball court and installing their own basketball ring so they can play basketball.

In terms of managing the playing of basketball outside the designated usage times, signage has been installed, lighting is controlled via a timer and an activated warning light has been installed.

In other words, the Council has put in place a number of measures in response to the complaints which have been received, noting that the complaints have been raised by three (3) residents.

## **OPTIONS**

A number of options have been considered by the Council in respect to this matter which has included relocating the basketball court to another location within Felixstow Reserve and constructing mass earth barriers.

Essentially, there are only two (2) options remaining. That is either to reinstate the basketball ring or not.

Based on the background information and extensive investigations which have been undertaken, it is recommended that the basketball ring be reinstated at Felixstow Reserve.

## **CONCLUSION**

The Council has installed basketball courts at eight (8) other reserves within the City.

Undesirable noise associated with basketball play does not appear to be an issue at any other of the Council's reserves with basketball courts, even though there are basketball courts located in similar proximity to residences throughout the City as Council staff are not aware of any complaints related to the use of the basketball courts at any of the other eight (8) locations.

Notwithstanding this, based on the data which has been received in terms of the noise levels (which were just above background noises and well below the frequent noise associated with passing vehicles), and CCTV monitoring which confirmed that generally the public utilise the basketball facility in daylight hours, with minor exceptions, there is no reason why the basketball ring cannot be reinstated at Felixstow Reserve.

Noise level monitoring also demonstrated that noise levels on the street due to basketball activity were barely above background noise levels, and well below the frequent noise of passing cars.

## **COMMENTS**

Nil.

## **RECOMMENDATION**

Noting that the actions set out in the Council's resolution made at its meeting held on 1 August 2022, have been implemented, the basketball ring at Felixstow Reserve be reinstated.

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Mayor Bria declared a conflict of interest in this matter based on his previous engagement with specific members of the Felixstow community regarding the use of the basketball court at Felixstow Reserve and left the meeting at 7.40pm.

### Appointment of Acting Mayor

*At 7.41pm Cr Robinson moved:*

*That Cr Kevin Duke be appointed as Acting Mayor.*

*Seconded by Cr Holfeld and carried.*

Cr Duke assumed the Chair.



*Cr Piggott moved:*

*Noting that the actions set out in the Council's resolution made at its meeting held on 1 August 2022, have been implemented, the basketball ring at Felixstow Reserve be reinstated.*

*Seconded by Cr Granozio.*

*Amendment:*

*Cr Holfeld moved:*

- 1. Noting that the actions set out in the Council's resolution made at its meeting held on 1 August 2022, have been implemented, the basketball ring at Felixstow Reserve be reinstated.*
- 2. That the Council investigates the option of landscaping around the basketball court for screening purposes while maintaining visibility.*

*Seconded by Cr Moorhouse.*

Cr Robinson left the meeting at 7.57pm.

Cr Robinson returned to the meeting at 8.00pm.

*The amendment was put and carried and on becoming the motion was again put and carried.*

Resumption of Chair

Mayor Bria returned to the meeting at 8.01pm and resumed the Chair.

**Section 2 – Corporate & Finance**  
**Reports**

### 11.3 2024-2025 SCHEDULE OF FEES & CHARGES

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**REPORT AUTHOR:** Finance Business Partner  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 83664549  
**FILE REFERENCE:**  
**ATTACHMENTS:** A

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#### PURPOSE OF REPORT

The purpose of this report is to provide the Council with the *draft 2024-2025 Schedule of Fees & Charges*, which, following its adoption “in principle”, will be used as a basis for calculating the revenue components for the draft 2024-2025 Annual Budget.

#### BACKGROUND

Section 188 of the *Local Government Act 1999* (the Act), states the following in respect to fees and charges:

- (1) *A council may impose fees and charges—*
- (a) *for the use of any property or facility owned, controlled, managed or maintained by the council;*
  - (b) *for services supplied to a person at his or her request;*
  - (c) *for carrying out work at a person's request;*
  - (d) *for providing information or materials, or copies of, or extracts from, council records;*
  - (e) *in respect of any application to the council;*
  - (f) *in respect of any authorisation, licence or permit granted by the council;*
  - (g) *in respect of any matter for which another Act provides that a fee fixed under this Act is to be payable;*
  - (h) *in relation to any other prescribed matter.*

The majority of fees and charges which are administered by the Council, are levied under various pieces of legislation (ie statutory charges), such as the *Development Act 1993*, the *Dog and Cat Management Act 1995* and the *Local Government Act 1999*. Other fees and charges arise from various policies which have been adopted by the Council. For example, the *Outdoor Dining Policy* and *On-Street Parking Permit Policy*, are based on a user pays principle with respect to the provision of those particular services or on a commercial basis.

Pursuant to Section 188(6) of the Act, the Council must keep a list of the fees and charges on public display at the Principal Office of the Council. The Council publishes the schedule of fees and charges on the Council's website.

As part of the annual budget preparation process, a review is undertaken of the fees and charges which are levied by the Council for the use of facilities and the provision of services. Any increases (or decrease) in fees and charges which are set by legislation are determined by the State Government and will be incorporated upon gazetting.

#### RELEVANT POLICIES & STRATEGIC DIRECTIONS

In line with the Council's *Fees & Charges Policy*, the Council adopts a *Fees & Charges Schedule* on an annual basis and these are separated into Statutory and User Charges. Where the Council's Fees and Charges are not of a statutory nature (i.e. discretionary fees), the Council applies the principle of “user pays” where possible, in order to recover the full cost of operating or providing the service or goods to ensure that there is reasonable level of “user pays”, which in turn reduces the charge on ratepayers for the cost of providing these facilities and services. Where it can be demonstrated that citizens are unable to meet the full cost, concessions may apply.

The Outcomes and Objectives of *City Plan 2030: Shaping our Future* do not specifically address fees and charges; however, the general principles of Community Well-Being are taken into account in setting the discretionary fees and charges.

## FINANCIAL IMPLICATIONS

Where the Council has the power to set the fees and charges (discretionary fees and charges), as endorsed by the Council at its meeting held on 22 January 2024, it is adopted that discretionary fees and charges are increased by 5% at a minimum, or at market value.

Generally, the recommended increases are in line with the Budget Parameters which have been set by the Council at its meeting held on 22 January 2024. In the cases where the minimum increase has not been met, the reasons for the lower increase are:

- rounding, for ease of cash handling;
- the fee in question is rarely charged but required to be set pursuant to the *Local Government Act 1999*;
- the proposed increase would result in a minor increase. In these instances, the fee is increased on a cyclical basis of every three (3) to five (5) years; and
- determination that the market could not sustain an increase.

## EXTERNAL ECONOMIC IMPLICATIONS

This report provides information on the fees and charges of the Council for the year ended 30 June 2025 and are not expected to have any significant external economic impact.

## SOCIAL ISSUES

Nil

## CULTURAL ISSUES

Nil

## ENVIRONMENTAL ISSUES

Nil

## RESOURCE ISSUES

Nil

## RISK MANAGEMENT

Nil

## CONSULTATION

- **Elected Members**  
The Council considered the parameters for the Fees & Charges Schedule at its meeting held on 22 January 2024.
- **Community**  
Not Applicable.
- **Staff**  
Responsible Officers and General Managers.
- **Other Agencies**  
Not Applicable.

**DISCUSSION**

In general, user fees and charges are reviewed taking into consideration the anticipated inflation rate and the cost which is incurred by the Council to provide the service or the facility, market rates for similar services and ease of cash handling, through rounding of any proposed increases or deferring increases.

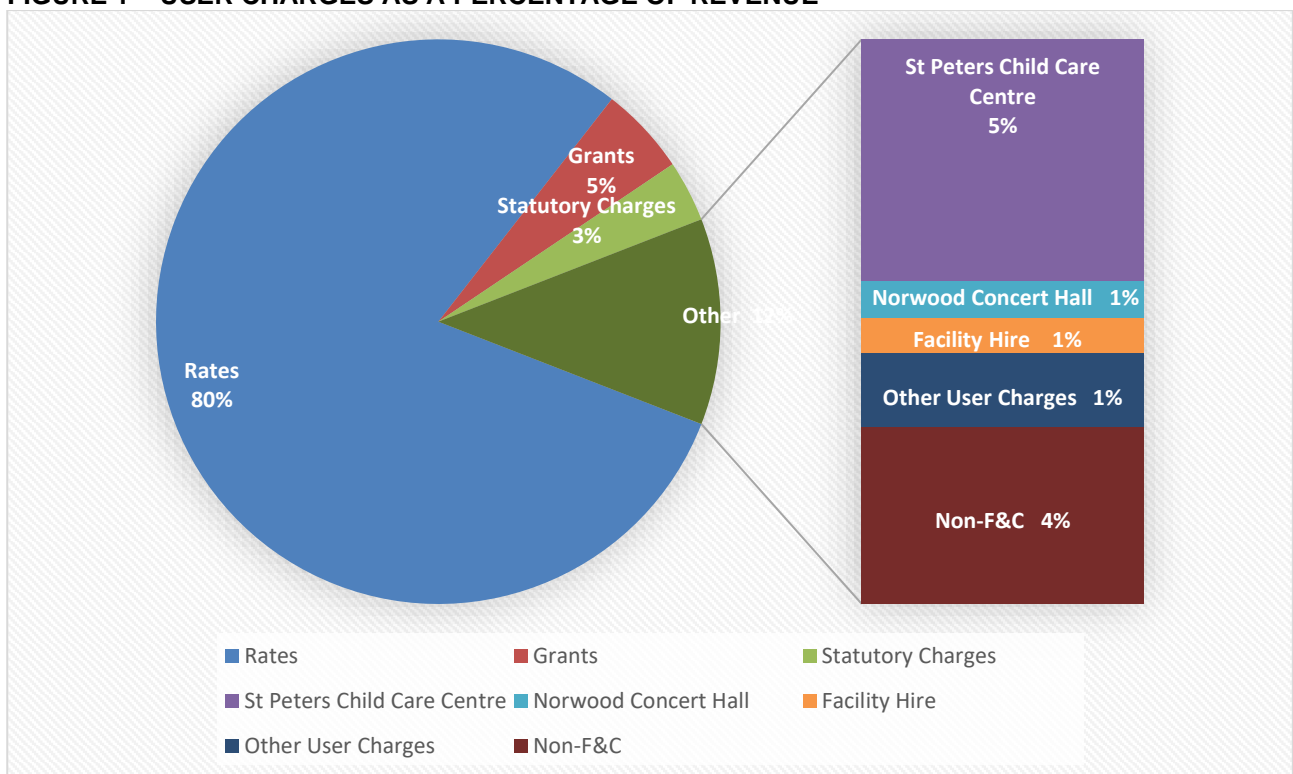
At its meeting held on 22 January 2024, the Council adopted the general guideline that user fees and charges be increased by 5% at a minimum, or at market value. The proposed general increase of 5% was determined with reference to the anticipated combined impact of the inflation rate associated with goods and services and salaries and wages increase for the 2024-2025 Financial Year.

A copy of the proposed 2024-2025 Fees & Charges is contained in **Attachment A**.

Fees and Charges incorporate statutory charges which are set by legislation or by Policies which are adopted by the Council and discretionary user fees and charges which are based on user pay principles.

As detailed in Figure 1 below, for the 2023-2024 financial year, discretionary user charges represent 8% of total revenue, which includes user fees which are charged by the St Peters Child Care Centre & Pre-school (5%), Norwood Concert Hall (1%), other Community Facilities Hire (1%) and other User Charges (1%). The major portion of this revenue from the fees and charges are set by the Council.

**FIGURE 1 – USER CHARGES AS A PERCENTAGE OF REVENUE**



As set out above, for the most part, the recommended increases are in line with the Budget Parameters which were endorsed by the Council at its meeting held on 22 January 2024. The proposed changes which are not in line with the Budget parameter of 5% (excluding rounding) and the reasons for not applying the budget parameter are detailed below.

### **Resident & Visitor Parking Permits**

A new fee for the *Visitor Parking Permit Booklet* is proposed for 2024-2025 at a cost of \$10.00 per booklet. Each Booklet contains 25 Visitor Parking Permits. Each Permit allows on-street parking for up to a maximum of four (4) hours. Residents can purchase books of Visitor Permits as required.

The Parking Register Fee is proposed to be removed from the list of Fees & Charges for the 2024-2025 Financial year. The Parking Register was required by the *Local Government (Parking) Regulations 1999*, which has been replaced by the *Australian Road Rules* and is no longer required.

### **Retrieval of Council Documents**

It is proposed to increase the Normal Archived Material Retrieval fee from \$26.50 to \$30 per file and the Urgent Archived Material Retrieval Fee from \$52.50 to \$60 per file. The increase is higher than the recommended 5% due to the increased cost to the Council to retrieve documents from the Council's external storage facility.

### **Council Documents**

The Complete Development Plans charge is proposed to be removed as this charge is replaced by the Archived Material Retrieval fee.

The Printing charge for Council documents is proposed to be removed as this charge is no longer applicable.

A new fee is proposed to manage requests from citizens who require access to information from the Council's Assessment Book Record.

Pursuant to Section 174(2) of the *Local Government Act 1999*, "A person is entitled, on payment of a fee fixed by the council, to a copy of an entry made in the assessment record."

Following a review of other charges that are applied by other Councils for this purpose, (which vary from \$10 to \$3 per entry), it is recommended that the Council set a fee of \$4 per entry.

### **Community Facilities Hire**

With the introduction of the new hire fee structure in 2023-2024 for the Council's Community Facilities, a number of old hire fee items are no longer applicable and replaced with new fee items. They are listed on the current Council's Schedule of Fees & Charges as "N/A". It is proposed to remove these items from the Council's Schedule of Fees & Charges for the 2024-2025 financial year. These fee items include:

- Private Celebrations and Workshops, Training and Meetings hire fees for the Payneham Community Facilities, St Peters Library and St Peters Youth Centre;
- Weekend and Public Holidays Daily Rate and Hourly Rate for the Payneham Community Centre and St Peters Youth Centre; and
- Daily Rate and Hourly Rate for the Don Pyatt Hall which was set up for community organisations.

### **St Peters Child Care Centre & Preschool**

It is proposed to increase the daily charges from \$114 to \$125, in line with industry fees that are charged by other Centres.

### **Community Services Charges**

Several community services charges are proposed to increase by more than 5%, on the basis that these charges have not been increased for a number of years (noting that the proposed increase in the fee, with the exception of the Specialist Gutter Cleaning fee, equates to an increase of \$1.00). Details of the Community Services charges which are proposed to increase by more than 5% are set out in Table 1.

**TABLE 1: COMMUNITY SERVICES**

Community Services Charges	2023-2024 Current Fees (\$)	2024-2025 Proposed Fees (\$)	Charges Increase (%)
Donne E Benessere Session – Stretch & Fitness Exercise	6	7	16.7%
Domestic Assistance (CHSP) Cancellation Fee	6	7	16.7%
Personal Care (CHSP) Cancellation Fee	6	7	16.7%
Over 50s Fitness (Gentle Exercise) (CHSP)	6	7	16.7%
Community Transport Car (CHSP)	7	8	14.3%
Shopping List (CHSP)	8	9	12.5%
Specialist Gutter Cleaning	20	22	10.0%

### Library Services

The Replacement Item Processing Fee is proposed to increase from \$4.00 to \$6.50 for the 2024-2025 financial year. This fee has not been increased for the past five (5) years. The State Government currently charges \$6.00 and it has been confirmed by the State Government that the CPI index will apply to the State Government fee in 2024-2025.

It is proposed to increase the fee associated with earphones from \$2.00 to \$5.00 for each pair of earphones. The previous supplier of earphones for libraries is no longer in business. The cost of each pair earphones is increased due to the change of supplier.

It is also proposed to reduce the cost of Library bags from \$5.00 to \$3.00 to encourage more library patrons to purchase the bags.

The Yoga Program which has previously been included as part of the Library’s Lifelong Learning Program will not continue in 2024-2025 due to the low attendance. The Council is currently considering the other possible replacement program, therefore this fee has been removed.

### OPTIONS

The Council can adopt the proposed fees and charges “in principle” as contained in Attachment A or make amendments to the proposed fees and charges as the Council sees fit.

### CONCLUSION

The recommended 2024-2025 Schedule of Fees & Charges have been set at an appropriate level for users and consumers and are not expected to ‘price’ the hire of facilities or the cost of services out of the market and beyond the reach of citizens.

### COMMENTS

This report does not cover statutory fees that are charged under legislation as the Council cannot vary these fees and charges.

In relation to Statutory Fees and Charges, the actual fee increases imposed under various Acts will remain unknown until the State Government has set its 2024-2025 Budget, which is expected to be in May 2024.

### RECOMMENDATION

That the *Draft 2024-2025 Schedule of Fees & Charges*, contained in **Attachment A** be adopted “in principle”.

*Cr Mex moved:*

*That the Draft 2024-2025 Schedule of Fees & Charges, contained in Attachment A, be adopted “in principle” with the following amendment:*

- *That the fee for Park and Reserve Gatherings and Events for Not-for-Profit/Community Events be ‘Nil’ per day.*

*Seconded by Cr Duke and carried unanimously.*



## 11.4 CONTINUATION OF THE SEPARATE RATE FOR THE NORWOOD PARADE PRECINCT

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**REPORT AUTHOR:** Economic Development Officer  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4512  
**FILE REFERENCE:** qA119911  
**ATTACHMENTS:** A – C

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### PURPOSE OF REPORT

The purpose of this report is to seek the Council's endorsement, to undertake consultation to continue to levy a Separate Rate on The Parade Precinct for the 2024-2025 financial year.

### BACKGROUND

At its meeting held on Tuesday, 13 February 2024, the Norwood Parade Precinct Committee (NPPC) considered a report regarding the continuation of the Separate Rate for The Parade Precinct and resolved the following:

1. *That the Committee advises and recommends to the Council that it supports the continuation of the Separate Rate for The Parade for one (1) financial year.*
2. *That the Committee supports the amount of revenue raised by the Separate Rate on The Parade to be set at \$225,000 for the 2024-2025 financial year.*

This Separate Rate has been applied by the Council since 2008 and the practice has been to implement the Separate Rate for three (3) terms. At the end of the three (3) year term, the matter is reviewed and a decision made to extend or not extend the Separate Rate. Based upon this practice, it was recommended that the Separate Rate be extended by a further term of three (3) financial years, however the Committee resolved to recommend the extension of the Separate Rate for one (1) financial year..

In making this decision, the Committee acknowledged the importance of continuing the Separate Rate, highlighting the need for coordinated marketing and promotion together with implementing initiatives for The Parade. Prior to making its decision the Committee considered a number of options, including extending the Separate Rate for three (3) years, but decided to recommend to the Council an extension of the rate at \$225,000 for only one (1) year. The reason for this decision was to provide the Committee and the Council the opportunity to assess the progress of the Burnside Village redevelopment and the extent of marketing once the redevelopment is completed and prior to determining an appropriate rate for The Parade beyond 2024-2025.

### RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Objectives and Strategies contained in *CityPlan2030* are outlined below:

#### **Outcome 3: Economic Prosperity**

##### **A dynamic and thriving centre for business and services.**

- **Objective 3.1 A diverse range of businesses and services.**
  - *Strategy 3.1.1*  
*Support and encourage local small, specialty, independent and family-owned businesses.*
- **Objective 3.2 Cosmopolitan business precincts contributing to the prosperity of the City.**
  - *Strategy 3.2.1*  
*Retain, enhance and promote the unique character of all our City's business precincts.*
  - *Strategy 3.2.3*  
*Promote the City as a visitor destination.*

- **Objective 3.5 A local economy supporting and supported by its community.**
  - Strategy 3.5.1  
*Support opportunities for people to collaborate and interact in business precincts.*
  - Strategy 3.5.2  
*Retain accessible local shopping and services.*

The relevant Strategies contained in the 2021-2026 Economic Development Strategy are outlined below:

#### **Dynamic & Diverse City**

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

- **Objective: Support the growth and viability of the City's business sectors that drive employment and deliver growth.**
  - Strategy 1.1  
*Focus on the support and growth of the City's priority sectors.*
  - Strategy 1.3  
*Identify emerging trends and support opportunities for economic growth.*
  - Strategy 1.4  
*Promote opportunity and collaboration across the sectors.*
  - Strategy 1.5  
*Identify and promote local competitive advantage.*

#### **Destination City**

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

- **Objective: Increase the number of people who live, work and visit the City and enhance the community well-being of existing residents, workers and visitors.**
  - Strategy 2.1  
*Showcase and promote the City's attractions and events to facilitate growth and visitation.*
  - Strategy 2.2  
*Support the City's vibrant mainstreet precincts.*
  - Strategy 2.3  
*Facilitate the activation of key spaces and precinct in the City.*
  - Strategy 2.4  
*Work with local business operators to strengthen the viability of precincts and enhance the customer experience.*

#### **Innovative City**

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

- **Objective: Attract and maintain competitive businesses with the capacity for resilience and ongoing sustainability, innovation and growth.**
  - Strategy 3.2  
*Recognise businesses and business sectors that make a significant contribution to the City.*
  - Strategy 3.3  
*Facilitate communication, education and networking programs to support businesses.*
  - Strategy 3.5  
*Encourage sustainable working methods in all aspects of business.*

#### **Business Friendly City**

**A City that understands the needs of business.**

- **Objective: Remove barriers and make it easy for business owner to start, run and grow a business.**
  - Strategy 4.1  
*Ensure that Council processes are business friendly and contribute to a well-functioning City.*

## FINANCIAL AND BUDGET IMPLICATIONS

Prior to the most recent three (3) year period, the revenue collected through the Separate Rate was based on raising \$205,000 in its base year, which was then increased in line with the Consumer Price Index (CPI) annually. However, in order to simplify the process and provide The Parade businesses and property owners with a level of certainty the decision was made to apply a fixed rate of \$215,000 for the three (3) financial years of 2021-2022, 2022-2023 and 2023-2024.

To assist the Council, **Table 1** below sets out a comparison of the Separate Rate for similar mainstreet precincts within Metropolitan Adelaide, noting that the amount collected by the City of Holdfast Bay for Jetty Road, includes the payment of employee costs for two (2) Staff Members.

**TABLE 1: COMPARISON OF THE SEPARATE RATE COLLECTED FOR SIMILAR MAINSTREET PRECINCTS IN METROPOLITAN ADELAIDE**

Year	Mainstreet / Precinct	Separate Rate Revenue
2023-2024	The Parade Precinct, Norwood	\$215,000
2023-2024	Goodwood Road, Goodwood	\$57,225
2023-2024	Unley Road, Unley	\$122,294
2023-2024	King William Road, Hyde Park	\$150,350
2023-2024	Fullarton Road	\$16,500
2023-2024	Jetty Road, Glenelg	\$660,245
2023-2024	Village Heart-Prospect Road, Prospect	\$19,500

This comparison demonstrates that the quantum of the Separate Rate that is collected from The Parade Precinct, is commensurate for the size of the Precinct and the number of businesses that are located within the Precinct.

Should the Council resolve to extend the Separate Rate, it is recommended that the Separate Rate be increased by \$10,000 and set at \$225,000 for the 2024-2025 financial year. This proposal would ultimately result in an increase of approximately 4.65% from the current amount of revenue collected. In the event that the Council resolves to extend the Separate Rate for a period of two (2) or three (3) years, the Council could maintain the total revenue at \$225,000. Maintaining the revenue at \$225,000 would reflect a zero revenue increase over the subsequent two (2) year period.

The application of a Separate Rate for The Parade has been designed to ensure that the Precinct remains viable in the increasingly competitive mainstreet and indoor shopping centre markets. Despite The Parade Precinct having the reputation of being South Australia's Premier Mainstreet and delivering the best performing occupancy rate across all metropolitan mainstreets, the next 12-24 months will place significant pressure on The Parade and its businesses. The redevelopment of Burnside Village is likely to impact The Parade in the short term. However, it is important for The Parade Precinct and the Council to focus on promoting the uniqueness of The Parade and its diverse offering and identify ways in which to capture the increased number of visitors that are expected to visit and shop at Burnside Village.

A Separate Rate revenue of \$225,000 would ensure that the Council, through the Committee, is able to continue to deliver initiatives for the size and diversity of the businesses, properties and visitors to the Precinct. The reasons for proposing an increase to the amount that is collected is explained in the Discussion section of this report.

## EXTERNAL ECONOMIC IMPLICATIONS

The success of the *2024-2025 Norwood Parade Precinct Annual Business Plan* may be impacted by external broader economic conditions such as interest rates and inflation. Whilst the Annual Business Plan does not make specific reference to these, it will be considered during the development stage of programs and initiatives as well as marketing and promotional campaigns.

## **SOCIAL ISSUES**

Economic development and social issues are invariably intertwined. Business and economic development impacts on both the business sector and the local community, and the future development of key business precincts such as The Parade also impacts on the broader community. The collection of a Separate Rate that enables a range of incentives to be delivered will not only assist in delivering economic benefits but will also assist in developing social capital and substantially contribute to the ongoing development of a vibrant local community.

The Norwood Parade Precinct Committee is working to maintain and enhance The Parade as the Premier Mainstreet in South Australia, providing a single precinct where residents and visitors can access a variety of services including major banks and credit unions, employment agencies and a Centrelink office, amongst the extensive commercial and retail offerings. One of the greatest challenges for the Precinct in the short to medium term will be the potential closure of retail banks, which will represent a significant gap in the business offering along the street. The need for banking institutions to be retained in the Precinct and for them to re-invent themselves and remain as key anchors within the Precinct will be a critical factor in their survival and in their contribution to Community Well-being.

## **CULTURAL ISSUES**

Many of the initiatives that are delivered as part of the Annual Business Plan aim to enhance the unique character of The Parade and its sense of place, reinforcing its cultural significance.

## **ENVIRONMENTAL ISSUES**

Not applicable.

## **RESOURCE ISSUES**

All of the Separate Rate revenue is used to deliver the various initiatives and programs that are contained in the Annual Business Plan (the details of which are contained in a separate report in this Agenda). The Council provides all of the required staffing to service the Committee and to deliver various initiatives and programs that the Committee has approved within its funding from the Separate Rate levy of The Parade Precinct. The resourcing provided by the Council includes Economic Development Staff, Marketing & Events Staff and Communications Staff.

## **RISK MANAGEMENT**

Prior to implementing a Separate Rate, the Council must comply with the provisions of the *Local Government Act 1999*, in respect to the consultation requirements regarding a Separate Rate. For this reason it is important that the Council undertakes comprehensive consultation with the business and property owners regarding the extension of the Separate Rate and the proposed increase in revenue collected prior to resolving to extend the application of a Separate Rate.

## **CONSULTATION**

- **Elected Members**  
Mayor Robert Bria and Councillors Sue Whittington, John Callisto, Joshua Robinson and Victoria McFarlane are members of the Norwood Parade Precinct Committee and are aware of this matter.
- **Business Community**  
If the Council resolves to continue to collect a Separate Rate, consultation is required to be undertaken with the key stakeholders (The Parade businesses and property owners) in accordance with the provisions set out in the *Local Government Act 1999*.

To ensure that all affected stakeholders are informed of the Council's proposal to extend the Separate Rate, a variety of different platforms will be used to communicate with the key stakeholders, including written letters sent to all businesses located within the Precinct and information posted on both The Parade and Council websites. In addition, the monthly eNewsletter, *Business on Parade*, will also be used to inform The Parade businesses of the Council's intentions.

It should be noted that in addition to the consultation regarding the Separate Rate, the business and property owners within The Parade Precinct are consulted annually on the development of the Annual Business Plan for the Precinct. The *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* will be released for consultation at the same time as the Separate Rate, to demonstrate what the Council proposes to do with the revenue which is collected through the Separate Rate.

- **Staff**  
Manager, Economic Development & Strategy  
Chief Financial Officer  
Finance Business Partner
- **Other Agencies**  
Not Applicable.

## DISCUSSION

In accordance with the *Local Government Act 1999*, the revenue that is collected by the Council as part of the Separate Rate, is required to be used expressly for the benefit of the area from which it is raised and for the business and property owners who pay the Separate Rate. To further assist with understanding the role of the Separate Rate, a fact sheet is contained in **Attachment A**. A copy of the fact sheet will be provided to all business and property owners within The Parade Precinct.

More specifically, the revenue raised through the Separate Rate, is allocated by the Council to the Norwood Parade Precinct Committee, which was established to perform the following functions:

- to develop and recommend to the Council in each financial year, an Annual Business Plan and budget for The Parade Precinct;
- to have oversight of the implementation of the Annual Business Plan as approved by the Council;
- to deliver initiatives as set out in the Annual Business Plan that contribute to the development and promotion of The Parade as a vibrant shopping, leisure and cultural destination for businesses, residents and visitors, and
- to initiate and encourage communication between businesses within the Precinct.

Each financial year, the Norwood Parade Precinct Committee is required to present an Annual Business Plan to the Council for its consideration and approval, outlining how the Committee intends to use the revenue that is generated by the Separate Rate to market and promote The Parade Precinct.

In general, the Norwood Parade Precinct Annual Business Plans contain strategies to promote and market The Parade with the overarching objective of attracting more people to The Parade, which will ultimately enhance the prosperity and sustainability of The Parade. This in turn is likely to attract additional business opportunities, which contributes to the diversity of the businesses and services available and has the spinoff effect of increasing local employment opportunities.

Through the establishment of the Norwood Parade Precinct Committee and the revenue collected through the Separate Rate, the Council is ensuring that The Parade continues to maintain its status as South Australia's Premier Mainstreet. Achieving a dynamic and thriving commercial centre, which in turn creates a community hub and a sense of pride for residents, business owners and employees.

An overview of the key programs and initiatives that were delivered by the Norwood Parade Precinct Committee using the Separate Rate, over the past three (3) financial years is contained in **Attachment B**.

Measuring the success of the marketing and promotion initiatives that have been delivered for The Parade Precinct involves tracking various key performance indicators and assessing both quantitative and qualitative data. While there are a range of indicators that can be used, staff use information which is readily available to determine whether or not the investment in marketing, promotion and deliverables has been working and whether or not, it has delivered a positive outcome. These indicators include:

1. **Foot Traffic through Sales:** By using *Spendmapp by Geografia data*, staff are able to track the amount of expenditure in the Precinct on any given day, which provides a good indication of whether or not an event or initiative has had any significant impact. For example, using the data available, staff have been able to assess the impact of the most recent 'A Day of Fashion' event and compare that with the expenditure on the day of the event in previous years. Whilst the results indicate a boost in expenditure on that day, compared to a normal Saturday, the results for the 2023 Day of Fashion show a smaller return than in previous years. This together with the lower numbers of foot traffic and the significantly lower participation from the businesses within the Precinct, suggests that the continuation of this event in its current format may no longer be effective.
2. **Surveys and Feedback:** Following the delivery of key events and initiatives, surveys have been used to collect feedback from businesses. In the past there has not been a sufficiently strong emphasis placed on undertaking surveys of the visitors to The Parade to determine their awareness of the promotions, their perceptions, and whether these promotions/initiatives have influenced their visit or purchase. Collecting this data will help to inform the development of future initiatives and will be critical in determining whether or not the promotion/initiatives are hitting the target market.
3. **Social Media Engagement:** This is one area where the Council does have an abundance of information available through the engagement metrics on the social media platforms. Through these platforms the Council is able to use metrics such as likes, shares, comments, and new followers to determine the success or failure of different initiatives. Increased engagement generally indicates a positive response to the marketing efforts.

Over the last 12 months, a significant percentage of the Separate Rate revenue has been allocated to boosting The Parade's social media presence. In the nine (9) month period (March to December 2023), The Parade Facebook followers increased from 17,676 to 18,119, Instagram followers increased from 4,212 to 4,908. However the most significant results have been in relation to the reach of various posts and reels, with the highest organic post reaching an audience of 1.5K and the highest paid post reaching an audience of 110,603. In relation to reels the highest reach of an in-house reel was the Jenny's Bakery Reel - 187 interactions and 4,214 plays. The highest reach of the paid reach was Flower Parade - 1,749 interactions and 32,844 plays.

In comparison, Prospect Road's Instagram has 7,269 followers, Jetty Road's Instagram has 20.8k followers and King William Road's Instagram has 7,285 followers. Therefore The Parade still has some way to go to build a following that competes with other metropolitan Adelaide mainstreets.

4. **Website Analytics:** Tracking website traffic, user behaviour and conversion rates also provides a good understanding of the success or failure of different initiatives. While not as widely used as the social media platforms, which deliver more direct engagement, the directing of customers to the website to enter competitions and to seek specific information has resulted in greater awareness of The Parade website and a significant increase in the number of visitors to the website. On this basis, the investment in the website has proven to be valuable.
5. **Occupancy Rates and Vacancy Rates:** Each year, an occupancy survey is undertaken by staff to assess the utilisation of the available commercial properties within The Parade Precinct. The occupancy level measures the state of the local property market by representing the level of activity and demand for properties within the Precinct.

In an attempt to build on the data that is collected, staff have also commenced monitoring and reporting on the tenancy mix within The Parade Precinct, as it is important to understand the diversity of businesses, as well as any trends that are becoming apparent. Too many of a particular type of business can impact on the Precinct's attractiveness as a destination. In contrast, the establishment of some types of business clusters can also create competition, which is a positive outcome for visitors. **Table 2** below, illustrates the tenancy mix within the Precinct in 2022 and 2023:

**TABLE 2: TENANCY MIX OF THE PARADE PRECINCT – 2022 AND 2023**

Sector	Number (2022)	Percentage (%) (2022)	Number (2023)	Percentage (%) (2023)
Retail	101	29.3	103	28.4
Dining & Entertainment	70	20.3	71	19.6
Professional	65	18.8	76	20.9
Medical, Health & Wellbeing	55	16.2	58	16.0
Hair/Beauty	35	10.1	41	11.3
Training/Employment	9	2.6	8	2.2
Community	5	1.4	5	1.3
N/A (i.e. Leased signage but no business yet)	5	1.4	N/A	N/A
<b>TOTAL</b>	<b>345</b>	<b>100%</b>	<b>362</b>	<b>100%</b>

The results of the occupancy survey have demonstrated that there is an increase in the number of food and beverage related businesses principally, as a result of the COMO (Norwood Mall) development, however the number of dining/entertainment businesses overall has remained fairly stable.

Given the importance of having a good mix of businesses in the Precinct, it will be critical for the Council fundamentally to continue to monitor the number of businesses in each sector within the Precinct, as an oversupply in any one (1) sector could have a detrimental impact on the longevity of The Parade. This data also helps to identify any obvious trends or significant shifts in the market. It is anticipated that in the future this information will be used to target specific businesses and attract them to The Parade Precinct.

6. **Brand Visibility:** One of the Council’s key objectives for The Parade Precinct has been the establishment of The Parade brand. While there has been significant investment in promoting The Parade, there has been little work done on evaluating the visibility and recognition of The Parade’s brand and the overall perception of the Precinct in the community. One way that Brand Visibility can be measured is through the investment of third parties in the Precinct. This includes the attraction of large scale development and investment through other means including the upcoming State Government investment in Gather Round and the Food and Wine Festival. Using these examples and trends as measures, suggests that The Parade brand is performing well and is resulting in positive outcomes. The question is whether the brand itself has helped to attract these investments or whether the investment has been organic and would have occurred regardless of the marketing and promotion delivered over the years through the collection of the Separate Rate. Moving forward, it is recognised that more analysis needs to be undertaken to determine the value of marketing and promotion initiatives that contribute to the brand’s visibility.

In considering whether to recommend an extension of the Separate Rate and to increase the revenue that is collected, the Council must consider whether it supports the proposal of a Separate Rate in the first instance. A summary of these reasons along with some of the successful outcomes which have been achieved as a result of charging a Separate Rate, are set out below:

- The Parade is constantly facing increased competition from master planned, shopping centres, in particular Burnside Village, which is currently undergoing a multi-million dollar redevelopment. Other centres such as Westfields and Rundle Mall (with the Rundle Mall Management Authority having a budget of more than \$2 million for marketing, promotion and initiatives) are also in competition with The Parade. These centres enjoy coordinated management, which includes a compulsory marketing levy along with maintenance of centre infrastructure and management of tenancy mix. While the charm and unique character of mainstreets like The Parade act as a significant drawcard, they simply cannot continue to compete in this increasingly competitive retail environment without applicable budgeting and strategic approach. It has been determined that a clear 3-Year Strategy for The Parade needs to be developed to help define The Parade’s role and determine the priorities for investment. With the redevelopment of Burnside Village currently underway, defining and promoting The Parade’s uniqueness will be critical;

- continuous and consistent marketing and the delivery of various initiatives has resulted in expenditure increasing throughout the Precinct as highlighted by *Spendmapp by Geografia* data. In particular, annual expenditure in Norwood in 2019 was recorded as being \$547,353,065, where as the annual expenditure in Norwood in 2023 was recorded as being \$660,173,549, an increase of 17.1%. While it can be argued that there may be a number of factors that have contributed to this increase in expenditure (ie inflation), given the scale of the overall increase in overall expenditure on The Parade it is clear that The Parade Precinct is attracting more customers. Even more importantly is that the average value of each transaction has remained consistent at around \$100 per transaction, which suggests that there are more transactions occurring each year – more transactions means more people spending money;
- other Council's in Metropolitan Adelaide are continuing to implement a Separate Rate to ensure they are able to implement new initiatives and strong marketing and promotional campaigns to encourage visitation and expenditure (i.e. Jetty Road, Glenelg – who collect \$660,245 and King William Road, Hyde Park – who collect \$150,350). Without a separate rate, the Precinct will be unable to implement new initiatives and invest in an integrated marketing and promotion strategy;
- each financial year, a shopping competition is conducted within The Parade Precinct to encourage greater visitation and expenditure within the Precinct. An attractive prize is often successful at achieving an increase in visitation and expenditure and is generally the reason why main streets around Australia run an annual shopping competition. Previous Parade Precinct shopping competition prizes have included:
  - Shop The Parade & Cruise Europe (2022-2023);
  - Win a FIAT 500 on The Parade (2021-2022);
  - Book a Holiday – Win a Holiday (2020-2021);
  - Rediscover The Parade – Shop to Win (2019-2020);
  - Summer in Sorrento (2018-2019);
  - Caroma Bathroom Makeover (2017-2018); and
  - Parade to Paris (2016-2017).

Table 3 below provides a comparison of the last four (4) major competitions:

**TABLE 3: COMPETITION COMPARISONS**

Competition	Direct Expenditure (from competition entries)	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

*Note: Impressions refer to the number of times something is seen and is inclusive of multiple views by the same person.*

Through these competitions, staff are able to monitor the number of entries, which provides insights into the effectiveness of specific campaigns. The information collected also enables staff to determine the level of interest, the amount of each transaction, the age group of the entrants, The Parade's main catchment areas (suburbs), as well as people's shopping habits. Interestingly over the last five (5) years the level of interest in the competition has varied significantly based on the prize.



In determining whether the annual competition has been successful, the measures that are used include the number of entries and data from these entries (as listed above) as well as the *Spendmapp by Geografia* data. While the annual competition is a large investment and consumes a large portion of the annual Separate Rate budget, the data collected is extremely valuable and has been used in defining other marketing and promotional investment. For example, the data from the most recent competition outlined that 52.2% of entrants were aged 55 or older and that the average value of a transaction was \$165.63 with majority of the entries coming from transactions at Foodland Norwood and Dillons Bookshop. One of the greatest challenges for staff has been the engagement and promotion from the businesses. While some businesses are very proactive in promoting initiatives, such as the competition, others fail to show any interest and do little to encourage shoppers to enter the competition. This has and continues to be one of the greatest challenges in delivering many of the initiatives;

- the Norwood Parade Precinct Committee has recently endorsed the creation of a Christmas Decoration Strategy to acquire and install assets over a period of time. The purpose of the Strategy is to provide direction on the location, theme and suite of assets that the Committee should look to purchase in order to increase the Christmas display within the Precinct and ultimately attract more visitors. The ability to continue to add to the suite of decorations that are purchased and installed, will require additional budget allocation.

Despite all of the mechanisms available to measure success, the two most reliable and accurate tools that the Council has in measuring the success of implementing a Separate Rate for The Parade Precinct is the positive trend in spending patterns within the Precinct and the strong occupancy level within the Precinct, acknowledged by both the Council and JLL Australia through the various methods of data collection. In 2019 The Parade occupancy rate was 91.3% and in 2023 this was recorded as being 96.5%, resulting in The Parade Precinct being the tightest held tenancies among all Metropolitan Adelaide mainstreets.

## OPTIONS

The Council has a number of options available to it, including determining that a Separate Rate no longer be collected. However, given that a Separate Rate has now been collected for five (5) three (3) year periods (i.e. fifteen (15) years in total) each time following consultation with The Parade business community and property owners, the option of no longer collecting the Separate Rate is **not recommended**. Recommending to no longer collect the Separate Rate would be detrimental to the long-term survival and sustainability of The Parade. In the absence of a single owner or single managing entity, the collection of a Separate Rate is the only way to provide a unified brand and consistent marketing.

Currently, each business/property owner pays on average \$576 per annum. This amount varies depending on the size and value of each property. Increasing the value of the Separate Rate to a total of \$225,000, would increase the average payment for each property to \$603, which equates to an increase of approximately \$27 per annum, or 4.65%. A Value Sheet outlining the approximate amount a business/property owner would pay based on their property value, is contained in **Attachment C**.

Alternatively, the Council can endorse to increase the revenue that is collected through the Separate Rate, for example to \$250,000 or \$300,000. Whilst this is an option, it would add an additional cost to the businesses and property owners. Given the current cost of living pressures and the current state of interest rates, a greater increase is **not recommended**.

The Council could also endorse staggering an increase over the three (3) year period. For example, Year 1 - \$225,000, Year 2 - \$235,000, Year 3 - \$245,000. This option would be more palatable and would better align with the reduced cost of living pressures predicted to occur in late 2024. Given that the Committee has recommended the increase of \$225,000 for one (1) financial year with another review in twelve (12) months, this option could once again be reviewed in a year's time when the Council reconsiders this matter.

As such, it is **recommended** that the Council endorses that it supports the proposal to extend the Separate Rate for the 2024-2025 financial year only (as recommended by the Norwood Parade Precinct Committee) at a rate of \$225,000 and that The Parade business community be consulted with regard to again declaring a Separate rate for the Precinct.

## CONCLUSION

The Separate Rate enables the Council to raise sufficient revenue to ensure integrated marketing and promotion and the implementation of initiatives for The Parade Precinct can occur. In previous years, a safeguard has been built in with the three (3) year timeframe. This year, with the proposal to only extend the Separate Rate for one (1) financial year, the Council will once again have the opportunity to evaluate the effectiveness of the Separate Rate, and business and property owners will also be given the opportunity to once again determine its value to their business.

The proposal presented by the Norwood Parade Precinct Committee, to only continue with the Separate Rate for one (1) financial year, brings with it the risk of creating uncertainty. Conversely, it may provide a level of comfort for business and property owners, in that the Council will once again review the effectiveness of the Separate Rate in twelve (12) months time, making the Council's decision on this matter more relevant and responsive to external factors.

## COMMENTS

The Separate Rate model for The Parade has been designed to ensure that the Precinct remains viable in Metropolitan Adelaide's increasingly competitive market. Nearby centres are undergoing, or have recently undergone, major redevelopments and The Parade's mainstreet peers have all implemented a Separate Rate for many years.

## RECOMMENDATION

1. That the Council supports the continuation of the Separate Rate for The Parade Precinct for one (1) financial year as recommended by the Norwood Parade Precinct Committee.
  2. That the revenue raised by the Separate Rate for The Parade Precinct to be set at \$225,000 for the 2024-2025 financial year.
  3. That consultation with business and commercial property owners located within The Parade Precinct be undertaken on the proposal to extend the application of a Separate Rate for The Parade Precinct into the 2024-2025 financial year, for a period of twenty-one (21) days minimum.
- 

*Cr Callisto moved:*

1. *That the Council supports the continuation of the Separate Rate for The Parade Precinct for one (1) financial year as recommended by the Norwood Parade Precinct Committee.*
2. *That the revenue raised by the Separate Rate for The Parade Precinct to be set at \$225,000 for the 2024-2025 financial year.*
3. *That consultation with business and commercial property owners located within The Parade Precinct be undertaken on the proposal to extend the application of a Separate Rate for The Parade Precinct into the 2024-2025 financial year, for a period of twenty-one (21) days minimum.*

*Seconded by Cr Whittington and carried unanimously.*

## 11.5 DEVELOPMENT OF THE DRAFT 2024-2025 NORWOOD PARADE PRECINCT ANNUAL BUSINESS PLAN

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**REPORT AUTHOR:** Economic Development Officer  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4512  
**FILE REFERENCE:** qA119911  
**ATTACHMENTS:** A

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### PURPOSE OF REPORT

The purpose of this report is to present to the Council, the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan*, for its endorsement to release the document for consultation.

### BACKGROUND

At its meeting held on 13 February 2024, the Norwood Parade Precinct Committee (NPPC) resolved the following:

1. *That the Draft 2024-2025 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.*

Pursuant to the Committee's Terms of Reference, which have been 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 programs and initiatives for the ensuing financial year and to assist in determining the funding requirements for consideration and approval by the Council.

The draft Plan is based on collecting \$225,000 in revenue through The Parade Separate Rate in 2024-2025, details of which are contained in a separate report in this Agenda.

### RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Objectives and Strategies contained in *CityPlan 2030* are outlined below:

#### Outcome 3: Economic Prosperity

**A dynamic and thriving centre for business and services.**

- **Objective 3.1 A diverse range of business and services.**
  - *Strategy 3.1.1 – Support and encourage local small, speciality, independent and family-owned businesses.*
- **Objective 3.2 Cosmopolitan business precincts contributing to the prosperity of the City.**
  - *Strategy 3.2.1 – Retain, enhance and promote the unique character of all our City's business precincts*
  - *Strategy 3.2.3 – Promote the City as a tourist destination.*
- **Objective 3.5 A local economy supporting and supported by its community.**
  - *Strategy 3.5.1 – Support opportunities for people to collaborate and interact in business precincts.*
  - *Strategy 3.5.2 – Retail accessible local shopping and services.*

The relevant Strategies contained in the *201-2026 Economic Development Strategy* are outlined below:

### **Dynamic & Diverse City**

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

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

- *Strategy 1.1 – Focus on the support and growth of the City's priority sectors.*
- *Strategy 1.3 – Identify emerging trends and support opportunities for economic growth.*
- *Strategy 1.4 – Promote opportunity and collaboration across all sectors.*
- *Strategy 1.5 – Identify and promote local competitive advantage.*

### **Destination City**

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

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

- *Strategy 2.1 – Showcase and promote the City's attractions and events to facilitate growth in visitation and spending.*
- *Strategy 2.2 – Support the City's vibrant mainstreet precincts.*
- *Strategy 2.3 – Facilitate the activation of key spaces and precincts in the City.*
- *Strategy 2.4 – Work with local business operators to strengthen the viability of precincts and enhance the customer experience.*

### **Innovative City**

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

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

- *Strategy 3.2 – Recognise businesses and business sectors that make a significant contribution to the City.*
- *Strategy 3.3 – Facilitate communication, education and networking programs to support businesses.*
- *Strategy 3.5 – Encourage sustainable working methods in all aspects of business.*

### **Business Friendly City**

**Outcome: A City that understands the needs of business.**

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

- *Strategy 4.1 – Ensure that Council processes are business friendly and contribute to a well-functioning City.*

## **FINANCIAL AND BUDGET IMPLICATIONS**

The *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* is based on a total budget of \$225,000, which is the total amount that the Council will collect through the Separate Rate, if it resolves to continue to apply the differential rate to the property and business owners within The Parade Precinct.

The 2023-2024 NPPC budget will be used to cover the costs associated with the consultation process, which will include:

- letter distribution to The Parade Precinct businesses and property owners;
- Electronic Direct Marketing (EDM) communications to businesses; and
- posters.

## **EXTERNAL ECONOMIC IMPLICATIONS**

The *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan*, includes strategies and initiatives which are intended to improve the economy of the Norwood Parade Precinct in areas including, but not limited to:

- increasing diversity of businesses and services;
- prosperity and development of The Parade Precinct;
- attracting investment and business opportunities to the area;
- increasing local employment opportunities;
- development and support of appropriate industry clusters;
- building community support;
- attracting visitors to The Parade; and
- creating a cohesive brand for The Parade.

The Annual Business Plan is a high-level document and will remain flexible to respond to external economic opportunities and issues as they arise. The budget allocations set out in the Annual Business Plan are fluid and funds can be re-allocated by the Committee if required and approved by the Council through recommendations and endorsement.

## **SOCIAL ISSUES**

The future development of key business precincts such as The Parade, Norwood impacts positively on the City. A vibrant local economy contributes significantly to creating a vibrant local community and assists in developing social capital.

## **CULTURAL ISSUES**

Many of the initiatives highlighted as part of the *2024-2025 Norwood Parade Precinct Annual Business Plan* aim to enhance the unique character of The Parade and its 'sense of place' and reinforces its critical cultural significance.

## **ENVIRONMENTAL ISSUES**

Not Applicable.

## **RESOURCE ISSUES**

The implementation of the *2024-2025 Norwood Parade Precinct Annual Business Plan* will be undertaken by Council staff and managed by the Manager, Economic Development & Strategy. Input and involvement from other Council staff and/or external contractors will be sought as required. Direction on expenditure will come from the Norwood Parade Precinct Committee.

## **RISK MANAGEMENT**

Not Applicable.

## CONSULTATION

- **Elected Members**

Mayor Robert Bria and Councillors Sue Whittington, John Callisto, Victoria McFarlane and Josh Robinson, are members of the Norwood Parade Precinct Committee and have considered the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* when it was presented to the Committee.

- **Community**

The *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* will be released for consultation on Thursday, 14 March 2024, with comments sought in writing by no later than 5.00pm, Wednesday, 10 April 2024.

A letter will be sent to all business and property owners within The Parade Precinct advising them of the Draft Plan and the consultation process. Posters will be placed within the Precinct for the duration of the consultation period. In addition to this, information will be published on the Council and The Parade websites and be sent via an Electronic Direct Marketing (EDM) advising The Parade traders of the consultation period. Copies of the Draft Plan will also be made available at the Norwood Town Hall.

- **Staff**

Not Applicable.

- **Other Agencies**

Not Applicable.

## DISCUSSION

The Vision for The Parade is:

*To maintain the status of Adelaide's premier mainstreet as a vibrant destination where residents and visitors can experience and enjoy a place to dine, shop, play and do business.*

Based on the Vision, staff have identified the following four (4) Objectives, which form the basis of the Draft 2024-2025 Annual Business Plan:

- Courageously promote the Precinct and its businesses;
- Increase visitation and encourage expenditure;
- Increase business engagement and collaboration; and
- Provide strategic direction on the future growth and development of the Precinct.

To achieve these Objectives, it is recommended that the proposed Strategies and Deliverables be grouped into the following five (5) categories, all of which have been developed with the aim of meeting the four (4) Objectives outlined above:

- **Events & Placemaking**

Develop, deliver and support meaningful experiences that create remarkable memories on The Parade.

- **Marketing & Communications**

Backed by research and analytics, implement a range of marketing campaigns and communication strategies that promote the strengths of The Parade to target markets.

- **Identity & Brand**

Ensure The Parade, Norwood remains Adelaide's premier mainstreet through delivering initiatives that create connections, improve loyalty and drive brand awareness and visitation.

- **Business Support & Development**

Create a conducive business environment where people flourish through education, training and networking.

- **Administration**

Ensure the ongoing and effective administration of the Committee (i.e. consultation material development for each financial year Annual Business Plan).

With regards to the funding of the abovementioned categories, **Table 1** outlines the allocations.

**TABLE 1: NORWOOD PARADE PRECINCT COMMITTEE 2024-2025 ANNUAL BUSINESS PLAN**

<b>Strategy</b>	<b>Budget</b>
Events & Placemaking	\$35,000
Marketing & Communications	\$70,000
Identity & Brand	\$110,000
Business Support & Development	\$5,000
Administration	\$5,000
<b>TOTAL</b>	<b>\$225,000</b>

A copy of the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* is contained in **Attachment A**.

## **OPTIONS**

The Council can endorse the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* contained in **Attachment A** as suitable for consultation to occur with The Parade Precinct business and property owner community. Alternatively, the Council can amend or delete strategies and respective budget allocations.

## **CONCLUSION**

The Parade business community wants to see initiatives and programs planned by the Norwood Parade Precinct Committee that create tangible outcomes and an increase in the number of visitors to and expenditure within The Parade Precinct. As such it is important that the Strategies and Deliverables are measurable so that the results can be communicated.

## **COMMENTS**

It is important to note that any change to the Separate Rate will alter the content within the Annual Business Plan. Both the Separate Rate and the Annual Business Plan will be released for consultation at the same time, should the Council endorse them as being suitable for consultation and engagement.

## **RECOMMENDATION**

1. That the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* be endorsed as being suitable to release for consultation with The Parade Precinct business and property owner 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.

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*Cr Duke moved:*

1. *That the Draft 2024-2025 Norwood Parade Precinct Annual Business Plan be endorsed as being suitable to release for consultation with The Parade Precinct business and property owner 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.*

*Seconded by Cr Whittington and carried unanimously.*

## **Section 3 – Governance & General Reports**



## 11.6 LOCAL GOVERNMENT ASSOCIATION (LGA) 2024 ORDINARY GENERAL MEETING – APPOINTMENT OF COUNCIL DELEGATE

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**REPORT AUTHOR:** General Manager, Governance & Civic Affairs  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4549  
**FILE REFERENCE:** qA2219  
**ATTACHMENTS:** Nil

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### PURPOSE OF REPORT

The purpose of the report is to advise the Council of the Local Government Association of South Australia's (LGA) 2024 Ordinary General Meeting and the requirement, in accordance with the LGA Constitution, to appoint a Council Delegate to represent the Council and vote at the General Meeting.

### BACKGROUND

The Local Government Association (LGA) 2024 Ordinary General Meeting will be held on Friday 23 May 2024. The agenda will be issued to all Councils in the near future.

Pursuant to the LGA Constitution, Councils are required to appoint a Council Delegate to represent the Council and vote at the LGA General Meeting, if the Council wishes to be represented and have voting rights at the Local Government Association 2024 Ordinary General Meeting. The Council may also appoint a Proxy Delegate in the event the Delegate is unable to attend the Ordinary General Meeting.

A Council Officer cannot be a Delegate, however, they can attend the LGA Ordinary General Meeting.

Traditionally, the Mayor has been appointed as the Delegate for the LGA Ordinary General Meeting.

It is considered appropriate that the Council also appoints a Deputy Council Delegate in the event that the appointed Delegate is unable to attend the Ordinary General Meeting.

### RELEVANT POLICIES & STRATEGIC DIRECTIONS

Not Applicable.

### RECOMMENDATION

1. That Mayor Robert Bria be appointed as the Council Delegate for the Local Government Association 2024 Ordinary General Meeting.
2. That Councillor \_\_\_\_\_ be appointed as the Deputy Council Delegate for the Local Government Association 2024 Ordinary General Meeting.

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*Cr Whittington moved:*

*That Mayor Robert Bria be appointed as the Council Delegate for the Local Government Association 2024 Ordinary General Meeting.*

*Seconded by Cr Knoblauch and carried unanimously.*

*Cr Holfeld moved:*

*That Cr Grant Piggott be appointed as the Deputy Council Delegate for the Local Government Association 2024 Ordinary General Meeting.*

*Seconded by Cr Whittington and carried unanimously.*

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## 11.7 2024 AUSTRALIAN LOCAL GOVERNMENT ASSOCIATION NATIONAL GENERAL ASSEMBLY & NOTICES OF MOTION

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**REPORT AUTHOR:** General Manager, Governance & Civic Affairs  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4549  
**FILE REFERENCE:** qA2190  
**ATTACHMENTS:** A

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### **PURPOSE OF REPORT**

The purpose of this report is to advise the Council of the 2024 Australian Local Government Association (ALGA) National General Assembly.

### **BACKGROUND**

The ALGA holds a National General Assembly (the NGA), each year. The NGA will be held in Canberra from 2-4 July 2024.

The purpose of the National General Assembly is to bring together delegates from Local Government to debate issues of national significance to Local Government. It provides an opportunity for Local Government to develop and express a united position on core issues affecting their communities, with access to influential decision makers (ie Federal Government), at both the political and staff level.

As well as providing planning sessions and workshops, the National General Assembly provides an opportunity for Councils to put forward motions for debate.

As such, a significant component of the NGA, comprises of discussion, debate and voting on motions which are submitted by Councils from across Australia.

### **RELEVANT STRATEGIC DIRECTIONS & POLICIES**

Not Applicable.

### **FINANCIAL AND BUDGET IMPLICATIONS**

\$10,000.00 has been set aside for Elected Member training and attendance at conferences and seminars each financial year (\$5,000 for training and \$5,000 for conferences/seminars) as part of the Council's Operating Budget.

At the time of writing this report, a total of \$1,750 has been spent on Elected Member attendances at conferences and seminars and training.

### **EXTERNAL ECONOMIC IMPLICATIONS**

Not Applicable.

### **SOCIAL ISSUES**

Not Applicable.

### **CULTURAL ISSUES**

Not Applicable.

### **ENVIRONMENTAL ISSUES**

Not Applicable.

## RESOURCE ISSUES

Not Applicable.

## RISK MANAGEMENT

Not Applicable.

## CONSULTATION

- **Elected Members**  
Elected Members were previously advised of the date of the ALGA National General Assembly and invitation to submit a Notice of Motion to the ALGA via a Memorandum from the General Manager, Governance & Civic Affairs, dated 12 January 2024.
- **Community**  
Not Applicable.
- **Staff**  
Not Applicable.
- **Other Agencies**  
Not Applicable.

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## DISCUSSION

The theme of the 2024 NGA is *Building Community Trust*. This theme aims to *explore the critical importance of trust in governments, between governments, its institutions, and its citizens*. At the time of writing this report, the program for the NGA was not finalised.

In accordance with the Council's *Elected Member Training & Development Policy*, Elected Members wishing to attend an Interstate or International conference and/or seminar are required to complete and submit an Expression of Interest to the General Manager, Governance & Civic Affairs.

No Expressions of Interest to attend the 2024 NGA have been received.

### Notices of Motion

As stated above, the NGA also provides an opportunity for the NGA to consider matters of national significance via Notices of Motion which are submitted by councils across the country. The ALGA has advised that Notices of Motion must be submitted to the ALGA by 30 April 2024.

Once again, the ALGA has advised that all motions which are submitted for consideration at the NGA, will undergo strict assessment against the criteria of national significance. This is to ensure that councils do not submit motions which deal with specific local issues, have no relevance to other councils or are not of national importance. All motions that do not meet the criteria will be forwarded to the relevant State association for consideration.

A Discussion Paper which provides background information on the theme has been prepared by the ALGA to assist Councils.

A copy of the Discussion Paper is contained within **Attachment A**.

The issues presented in the Discussion Paper are designed to stimulate ideas that may form the basis of Notices of Motions to be considered at the NGA.

To be eligible for inclusion in the National General Assembly Business Papers, motions must:

1. fall under one of the themes of the NGA;
2. be relevant to the work of local government nationally;
3. propose a clear action and outcome; and
4. complement or build on the policy objectives of state or territory association.

Motions which are submitted will be reviewed against these principles by the General Assembly Review Committee and State/Territory associations, as to the eligibility of the Motions for inclusion in the General Assembly Business Papers.

A Memorandum dated 12 January 2024, was forwarded to all Elected Members inviting them to contact the General Manager, Governance & Civic Affairs, if they wished to submit a Notice of Motion to the Assembly to enable the matter to be investigated and, if required, a report to be prepared for the Council's consideration of the matter.

At the time of writing this report, the General Manager, Governance & Civic Affairs had not been contacted by any Elected Member wishing to submit a Notice of Motion.

### **OPTIONS**

The Council can choose to submit a Notice of Motion to the Australian Local Government Association for consideration at the 2024 National General Assembly or decline the invitation to submit a Notice of Motion.

### **CONCLUSION**

Notices of Motion must be submitted to the Australian Local Government Association by 30 April 2024, if the Motions are to be considered at the National General Assembly.

### **COMMENTS**

Nil.

### **RECOMMENDATION**

That the report be received and noted.

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*Cr Moorhouse moved:*

*That the report be received and noted.*

*Seconded by Cr Robinson and carried unanimously.*

## 12. ADOPTION OF COMMITTEE MINUTES

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

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### PURPOSE OF REPORT

The purpose of the report is to present to the Council the Minutes of the following Committee Meetings for the Council's consideration and adoption of the recommendations contained within the Minutes:

- Norwood Parade Precinct Committee – (13 February 2024)  
(A copy of the Minutes of the Norwood Parade Precinct Committee meeting is contained within **Attachment A**)
- Chief Executive Officer's Performance Review Committee – (19 February 2024)  
(A copy of the Public Minutes of the Chief Executive Officer's Performance Review Committee meeting is contained within **Attachment B**)

### ADOPTION OF COMMITTEE MINUTES

- **Norwood Parade Precinct Committee**

*Cr Callisto moved that the minutes of the meeting of the Norwood Parade Precinct Committee held on 13 February 2024, be received and that the resolutions set out therein as recommendations to the Council are adopted as decisions of the Council. Seconded by Cr Robinson and carried unanimously.*

- **Chief Executive Officer's Performance Review Committee**

*Cr Knoblauch moved that the minutes of the meeting of the Chief Executive Officer's Performance Review Committee held on 19 February 2024, be received and that the resolutions set out therein as recommendations to the Council are adopted as decisions of the Council. Seconded by Cr Duke and carried unanimously.*

13. **OTHER BUSINESS**  
Nil

14. **CONFIDENTIAL REPORTS**  
Nil

15. **CLOSURE**

There being no further business, the Mayor declared the meeting closed at 8.29pm.

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**Mayor Robert Bria**

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