

Business & Economic Development Committee Agenda & Reports

16 August 2022

Our Vision

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

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

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

Telephone 8366 4555
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City of
Norwood
Payneham
& St Peters

11 August 2022

To all Members of the Business & Economic Development Committee

Committee Members

- Mayor Robert Bria (Presiding Member)
- Cr Carlo Dottore
- Cr Scott Sims
- Cr Garry Knoblauch
- Cr John Callisto
- Mr John Samartzis
- Professor Richard Blandy
- Ms Trish Hansen

Staff

- Mario Barone (Chief Executive Officer)
- Keke Michalos (Manager, Economic Development & Strategic Projects)
- Stacey Evreniadis (Economic Development Co-ordinator)
- Tyson McLean (Economic Development & Strategic Projects Officer)

NOTICE OF MEETING

I wish to advise that pursuant to Sections 87 and 88 of the *Local Government Act 1999*, the next Ordinary Meeting of the Business & Economic Development Committee, will be held in the Mayors Parlour, Norwood Town Hall, 175 The Parade, Norwood, on:

Tuesday 16 August 2022, commencing at 6.15pm

Please advise Keke Michalos on 83664509 or email kmichalos@npsp.sa.gov.au, if you are unable to attend this meeting or will be late.

A light meal will be available at the meeting.

Yours faithfully



Mario Barone
CHIEF EXECUTIVE OFFICER

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City of
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4.1 PROGRESS REPORT ON THE 2021 – 2026 ECONOMIC DEVELOPMENT STRATEGY

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: qA89121
ATTACHMENTS: A - D

PURPOSE OF REPORT

The purpose of this report is to provide the Business & Economic Development Committee, with a progress report on the *2021-2026 Economic Development Strategy*.

BACKGROUND

The Council endorsed the *2021-2026 Economic Development Strategy*, which is designed to guide economic development within the City, identify the priority areas for the five (5) year period and articulate the Council's role in supporting business and economic development.

Subsequent to research, which was undertaken, sector workshops and consultation with the business sector, the *Draft 2021-2026 Economic Development Strategy* was developed and presented to the Committee at its meeting held on 16 June 2020. At that meeting, the Committee endorsed the Draft Strategy as being suitable to present to the Council for its consideration and endorsement to be released for community consultation and engagement.

Subsequently, the *Draft 2021-2026 Economic Development Strategy* was presented to the Council at its meeting held on 6 July 2020. At that meeting, the Council endorsed the *Draft 2021-2026 Economic Development Strategy* as being suitable to release for community consultation and engagement.

Following the conclusion of the consultation period, the results of the consultation and the revised final document, were presented to the Committee at its meeting held on 15 September 2020. At that meeting the Committee resolved to present it to the Council for its endorsement. At its meeting held 6 October 2020, the Council endorsed the *2021-2026 Economic Development Strategy*.

This report provides an update on the key Strategies and Actions that have been progressed since the Committees meeting held on 14 June 2022.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The *2021-2026 Economic Development Strategy* is the Council's "blueprint" to guide the growth of the City's economy for a five (5) year period. The Strategy sits within the Council's decision-making framework and has been developed to align with other key strategic and policy documents.

The key strategies that have been used to inform, or that will work in conjunction with the *2021-2026 Economic Development Strategy* are listed below:

- *Growth State*
- *The 30-Year Plan for Greater Adelaide*
- *Norwood, Payneham and St Peters (City) Development Plan*
- *CityPlan 2030: Shaping Our Future – Mid Term Review*
- *Kent Town Economic Growth Strategy 2020 - 2025*
- *Norwood Parade Precinct Annual Business Plan*
- *Smart City Plan*

FINANCIAL AND BUDGET IMPLICATIONS

At its meeting held on 6 June 2022, the Council endorsed the Norwood Parade Precinct Annual Business Plan for the 2022-2023 financial year.

At its meeting held on 4 July 2022, the Council adopted the *Annual Business Plan, Budget and Declaration of Rates for 2022-2023*, which includes the following in respect to The Parade Precinct Separate Rate and the Economic Development Precinct Management budgets.

- a total budget of \$215,000 will be collected through The Parade Precinct Separate Rate for the 2022-2023 financial year; and
- a total budget of \$97,750 has been allocated by the Council to continue to deliver the Economic Development agenda in the 2022-2023 financial year.

In addition, *Raising the Bar Adelaide 2022* and the *Eastside Business Awards 2023*, received separate funding through the 2022-2023 Budget.

The Council's 2022-2023 Economic Development Budget will be used to deliver the remaining actions in Year 2 of the Strategy and commence the delivery of the Year 3 actions. Some of the Year 2 and Ongoing Actions are set out in the Table contained in **Attachment A**.

EXTERNAL ECONOMIC IMPLICATIONS

The successful delivery of the *2021-2026 Economic Development Strategy* may be impacted by the broader economic environment and worldly events such as the COVID-19 Pandemic and most recently the increase in the inflation rate across the country. The Australian Bureau of Statistics (ABS) data released on 27 July 2022 indicated Australia's Consumer Price Index (CPI) increased by 6.1% in twelve (12) months to the end of June, a two-decade high. This came after a significant twelve (12) month increase in the cost of housing (9%), transport (13.1%), food (5.9%) and furniture (6.3%). In addition, fuel costs increased by 32.1 per cent over the twelve (12) months.

SOCIAL ISSUES

Economic development impacts on both the business sector and the local community. Whilst the key focus of this Strategy is on the business sector, the two (2) are intrinsically linked and the prosperity of the local economy relies on creating a holistic environment where people want to invest, work, do business, live, shop and socialise.

CULTURAL ISSUES

The City is a culturally rich and diverse place, with a strong identity, history and sense of place. Cultural and creative activity is increasingly recognised as important components of economic growth. Economic growth and sustainability through employment, vibrancy and growth are all important factors in achieving cultural vitality.

RISK MANAGEMENT

In establishing the Strategic Framework for the *2021-2026 Economic Development Strategy*, the Council took into consideration the economic and demographic profile of the City, the views of the business community and partners and the key influences and trends that have, and will, impact on the City's economy. In doing so, the Council has ensured that the Strategy appropriately addresses the wide range of opportunities and challenges facing businesses and economic growth in the City. The Council will continue to work with the business community to ensure that the Strategies and Actions remain relevant and beneficial.

ENVIRONMENTAL ISSUES

A vital component in meeting the aspirations of current and future businesses located in the City of Norwood Payneham & St Peters, is ensuring that issues relating to environmental sustainability are considered together with economic sustainability. A sustainable environment impacts on business investment decisions and is a key asset in the success of local businesses. The Council will continue to promote programs aligned with environmental actions, as well as look to introduce initiatives with a sustainable focus that encourage and promote a circular economy.

RESOURCE ISSUES

The *2021-2026 Economic Development Strategy* has been prepared by the Council staff, however it will require additional support, from both internal and external resources to ensure its timely implementation. The Council's Events Unit has assisted the Economic Development Unit with logistics to deliver the *Eastside Business Awards 2022*, *Mid-Year Networking Event* and *Eastside Design for Living Publication Launch* events, which were held during April and June 2022.

DISCUSSION

The implementation of the *2021-2026 Economic Development Strategy* commenced in January 2021 and to ensure that it is delivered in a timely manner, Council staff have developed a reporting structure that will be presented to the Business & Economic Development Committee at each of its meetings, for the purpose of tracking the progress of the Strategy's implementation and to provide direction and guide the staff in its implementation.

The table contained in **Attachment A**, outlines progress on the Actions under each of the four (4) key themes that are currently being delivered in Year 2 of the Strategy or are 'Ongoing' Actions for the duration of the five (5) year Strategy. It should be noted that only the Actions that have commenced or progressed since the last Committee meeting have been included.

The Table whilst detailed, should be read in conjunction with the *2021-2026 Economic Development Strategy* to obtain a better understanding of the individual Action and the Objective that the Council is proposing to achieve.

The first annual review of the Council's *Economic Development Strategy*, which includes information on the 45 initiatives that have been delivered, was presented to the Committee at its meeting held 1 March 2022. The document is available to view and download at www.npsp.sa.gov.au

CONCLUSION

The *2021-2026 Economic Development Strategy* recognises the leadership role of the Council in setting a clear direction for economic development within the City and in supporting the business sector. Developing the Strategy with clear direction and focus provides the foundation for the Council to implement successful actions and initiatives and establish partnerships with different stakeholders (i.e. Federal and State Governments, developers, businesses and residents) in order to ensure the successful longevity of the City's business and economic sector.

RECOMMENDATION

That the report be received and noted.

Attachment A

Progress Report on the 2021-2026 Economic Development Strategy

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

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IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

1. DYNAMIC & DIVERSE CITY

Outcome: 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 based on their competitive strength and strategic priority.

ACTION	UPDATE	STATUS
<p>1.1.1: Continue to support and promote the Food & Beverage Manufacturing sector.</p>	<p>FOOD SECRETS + EASTSIDE WINE & ALE TRAIL TOURS</p> <p>The <i>Food Secrets of Glynde & Stepney</i> food tours have been running since 2015, between the months of February and November inclusive, with all bus tours each year selling out.</p>	In progress
<p>ALSO ACHIEVES</p> <p>1.1.2: Continue to host regular bus tours, initiatives and events that showcase the City's food and beverage offering.</p>	<p>In March 2020, the world was presented with one of its biggest health and economic challenges, the COVID-19 Pandemic. As a result, a number of restrictions were put in place by the Federal and State Governments, which required the temporary suspension of the food tours.</p> <p>In June 2021, restrictions started to ease, so staff contacted the business owners who were willing to participate in the 2020 tour program, as well as a couple of new businesses within the City of Norwood Payneham & St Peters to gauge their interest in participating in the tours. Of the six (6) businesses that confirmed their interest to be involved, a number of them still did not have the capacity to accommodate the entire tour, which would have had a significant impact on the schedule and quality of the tour. On this basis together with the age group of the target market, a decision was made to suspend the tours until there was an easing of restrictions.</p> <p>On 11 March 2022, businesses were allowed to return to full capacity following removal of the COVID-19 restrictions and Council Staff proceeded to contact businesses and work towards reinstating the food itinerary for the tours. To create a more diverse tour, members of the Eastside Wine & Ale Trail (EWAT) were invited to express their interest to be involved in the tours. Of the twelve (12) businesses that are a part of the EWAT, three (3) businesses were interested in joining the <i>Food Secrets of Glynde & Stepney</i> food tour. The three (3) businesses are Vineyard Road, Heartland Wines and Moorooroo Park Vineyards. With interest from these three (3) businesses, the tour includes the following eleven (11) businesses:</p>	

-
- Rio Coffee/Goodies & Grains;
 - 1645 Coffee Roasters;
 - Quinzi's Confectionary;
 - Menz Confectionary;
 - Gelato Bello;
 - Vineyard Road;
 - Heartland Wines;
 - Moorooroo Park Vineyards;
 - Scoffed Cooking School;
 - Wholly Belly; and
 - The Maid.

The *Food Secrets + Eastside Wine & Ale Trail* tours have now been reinstated and the first tour was held on Wednesday, 20 July 2022. This tour was sold out, with the maximum of fifteen (15) attendees. Those who attended this tour thoroughly enjoyed all aspects, including getting to try samples at each business, hearing from the owners and having the opportunity to make purchases at discounted prices.

The tours are scheduled to run once a month on a Wednesday, between the months of February and November, with the tours for the remainder of the year now available for booking and occurring on the following dates:

- Wednesday 17 August 2022;
- Wednesday 21 September 2022;
- Wednesday 19 October 2022 (sold out); and
- Wednesday 23 November 2022.

All tours will include a visit to four (4) businesses. First stop coffee, followed by a sweet, then a beverage at one of the EWAT businesses and will conclude at a venue for lunch. Each tour will be able to accommodate fifteen (15) guests, two (2) Council Volunteers including the bus driver and a staff member.

Staff are investigating the re-appointment of a *Food Secrets Ambassador* and alternative ways to promote the sector and to rejuvenate this initiative and invites Members to discuss this at the Committee Meeting.

More information on the *Food Secrets + Eastside Wine & Ale Trail* tours is available at www.npsp.sa.gov.au/culture_and_lifestyle/shopping_and_dining/glynde_and_stepney_bus_tours

Feedback from those who attended the July 2022 tour included the following:

Thank you so much for organising a fantastic day of food, wine and coffee. The 4 businesses that we visited were all really friendly and welcoming. What added to the experience was listening to the history of the businesses and meeting the people involved in the day to day running. The food, coffee and wine were also delicious. Our group all enjoyed the experience and agreed it was a great way to see and get a 'feel' of the Norwood/Stepney/Glynde area. We would all highly recommend this tour to others.

Feedback from a business that was involved on the July 2022 tour:

Thanks so much for bringing the group through this morning. I'm not quite sure what I was expecting, but I was very pleasantly surprised at how engaged the group was.

An image of those that attended the July tour is contained in **Attachment B**.

1.1.5: Promote Kent Town as a Cultural & Creative Industries Hub

KENT TOWN BRANDING PROJECT

In progress

Council Staff have commenced the preparation of the Project Brief, which will be released in September to engage a Consultant to deliver the Kent Town Branding Project in the 2022-2023 financial year.

1.1.7: Identify funding and/or promotional opportunities for local artists.

SALA FESTIVAL 2022

In progress

The South Australian Living Artists (SALA) Festival is a Statewide festival of visual art.

The SALA Festival was established in 1998 to promote and celebrate the many talented visual artists in South Australia. The aim was and remains to extend visual arts audiences, and as an umbrella organisation, has continued a policy of inclusiveness allowing all South Australian visual artists of any level and in any medium to be part of the annual SALA Festival every August.

There are twenty-eight (28) SALA exhibitions being held in the City of Norwood Payneham & St Peters for the duration of the festival. The Council is supporting these artists and host businesses by promoting the events via social media and e-newsletters.

The festival program can be accessed at www.salafestival.com

1.1.11: Continue to deliver marketing programs utilising a variety of channels to reinforce the position of the City as a leading and preferred retail destination

A DAY OF FASHION 2022

In progress

Each year during the month of October, the Council hosts a fashion event on The Parade, to support the range of businesses in the fashion retail sector. Fashion events over the past ten (10) years have seen the road closed for fashion parades, store discounts, hair and beauty stalls, 'meet the designer' talks and a clothing donation station, to name a few.

As Committee Members are aware, the fashion landscape has changed over the past ten (10) years and particularly in the last two (2) years since the COVID-19 pandemic swept across the world. For the fashion industry, the pandemic has disrupted retailers, forcing some to close their brick-and-mortar stores and focus on digitizing their business to keep up with the rise in online shopping. Meanwhile, people working from home, the absence of social life, and economic uncertainty has meant that clothing sales have fallen in the last two (2) years. At the same time, more and more consumers are voicing their concerns about the industry's impact on the planet and are expecting that businesses and government bodies to embrace the concept of 'circularity' – making sure resources and products stay in use for as long as possible before being regenerated into new products.

Consumer shopping habits and people's views on moving towards a circular economy have changed in the last two (2) years and continue to, which challenges Council Staff to reimagine what a fashion event that is run by the Council looks like in 2022.

The objective of the event is to encourage visitors to come to The Parade, Norwood and experience what The Parade has to offer through one or more of the events and activities held as a part of *A Day of Fashion* on The Parade. The event will be held on Saturday 15 October 2022. Backed by desktop research and with careful consideration of today's consumer, the following events and activities will form part of the *A Day of Fashion* program.

Business offers and in-store experiences

Whilst the days of cyclical seasonal discounts are gone, the Council will provide businesses the opportunity to submit an offer, discount or in-store experience for the day. Details of the businesses and their offering will be published on The Parade website for customers to view.

Entertainment at various locations along The Parade

Artists will be positioned at various locations along the street to create atmosphere for visitors on the day. Potential locations include: Aqua Boutique, The Parade crossing, Outdoors on Parade.

In Conversation with... Event

The fashion industry is one of the most significant industries in the global economy, it's also the second largest polluter worldwide. Instead of reusing and recycling our clothes, we dispose of them and they end up in landfills, where they take around 200 years to break down.

University of South Australia PhD psychology student Erin Skinner has recently led a study regarding Australian's knowledge of fast and slow fashion and aims to spread awareness of more sustainable options. Council Staff has reached out to Erin and are working in collaboration with the University of South Australia to deliver a panel style event, talking about all things fashion, community, circularity, and sustainability.

Sip & Swap Event with *The Clothing Exchange*

The Clothing Exchange was established in Melbourne in 2004, in response to the need to address Australia's problem of wasteful textile consumption, which continues to soar every year. The Clothing Exchange enlivens and excites people to amplify the simple, sustainable practice of sharing within the community. While people attend the event seeking a free wardrobe update, they often find themselves equally elated by the prospect of seeing their unwanted clothes getting a new lease on life and feel-good taking part in a collective action for sustainable development.

For its first year, the Council in partnership with *The Clothing Exchange* will bring the *Sip & Swap* event to the City. The event invites people to bring six (6) well looked after clothing garments or accessories that they value but no longer wear, to exchange for those that they will. The event is scheduled to be held in the Don Pyatt Hall, inviting attendees to check-in their garments to be assessed and hung between 1.00pm – 2.00pm. Once garments have been checked-in, guests will be treated with a glass of sparkling water or wine to be enjoyed before the clothing swap commences at 2.00pm. The clothing swap will run for an hour duration.

Each attendee receives six (6) tokens at check-in and then these tokens are used as currency to purchase six (6) new items. Attendees will be encouraged to use all six (6) tokens, however if any items are left at the end of the event, they will be donated to one (1) or more of the Op Shops located on The Parade.

The partnership fee is \$2,000 (excl GST), which includes but is not limited to *The Clothing Exchange* providing four (4) experienced members to setup and run the event, uniformed coat hangers for all garments to be displayed, address attendees and answer any queries in relation to the event and promote the event across *The Clothing Exchange* social media accounts prior and during the event.

Event capacity is 100 people. The event is free and booking are essential via the Council website.

Movie Night at Hoyts Cinema Norwood

To culminate *A Day of Fashion* and activate the night-time economy on The Parade, a movie screening of *House of Gucci* will be held at Hoyts cinema. The movie *House of Gucci* was chosen due to being the most recent fashion-related movie that has been released and it is also not currently available on streaming services, which creates desire for attendees.

The film follows Patrizia Reggiani and Maurizio Gucci, as their romance transforms into a fight for control of the Italian fashion brand Gucci. The movie night will be a ticketed event with a \$10 fee, and all proceeds will be donated to a fashion group / association / organisation to be determined by Council staff.

A Day of Fashion will run from 9.00am – 9.30pm and invites all to shop, dine and have an enjoyable experience on The Parade.

EASTSIDE | DESIGN FOR LIVING PUBLICATION

In progress

The *Eastside | Design for Living* publication is designed to promote 47 homeware and furniture businesses in the retail sector located within the Council area. It aims to inspire potential customers to shop in the City. With many new housing developments being undertaken across the City, including major projects such as Norwood Green, COMO on The Parade and Otto Townhomes to name a few, there is a buyer's market and the opportunity to heavily promote 'shop local'.

This publication was released to the public following the *Eastside | Design for Living* Launch event, which was held at Art Images Gallery on The Parade, Norwood on Wednesday 15 June 2022 from 6.00pm –

8.00pm. Invitees to the event included participating businesses, developers of local projects, media outlets and Elected Members.

The publication has been delivered to participating businesses and available for collection within their stores, at Display Centres, local real estate companies and the Norwood Town Hall and Libraries, with the opportunity for wider distribution.

The launch of the publication has been supported by a marketing campaign, which includes print and digital advertising, website and social media, and a range of paid advertising across SALIFE and South Australian Style. Participating business have been encouraged to support and leverage this publication, benefitting the sector within the City.

The City of Norwood Payneham & St Peters *Eastside | Design for Living* publication can be accessed via the Council website or at one of the pick-up locations.

THE PARADE, NORWOOD GIFT CARDS

In progress

At its meeting held on 15 February 2022, the Norwood Parade Precinct Committee discussed the idea of producing branded gift cards for The Parade Precinct, with some of the benefits of introducing gift cards for The Parade Precinct being:

- an additional mechanism to promote The Parade;
- the public can purchase one as a gift for a friend or family member;
- it encourages spend within The Parade Precinct;
- point of different from other mainstreets in South Australia;
- to deliver a product that is most commonly associated with well-known and major shopping centres;
- providing winners of Parade competitions (if the prize is a dollar amount) the opportunity to shop at any business within the Precinct, not just those that offer their own gift cards;
- opportunity for other Council Units to purchase gift cards as a gift or reward i.e., Volunteers; and
- great gift or giveaway idea from the Council i.e. a prize for an Instagram competition.

Following the Norwood Parade Precinct Committee meeting, staff investigated and arranged meetings with three (3) suppliers. Through these conversations, staff gained an understanding of each of the supplier's offering, costs and support services, and made an informed decision on the most suitable supplier to deliver this initiative, which is Cards4All.

A budget of \$3,400 has been allocated from the Norwood Parade Precinct Budget to setup this initiative.

The costs include:

- the purchase of 1,000 Parade branded gift cards;
- custom card carrier card; and
- setup and establishment fee.

The gift cards are single-load and funds can be loaded via three (3) methods. Using an eftpos terminal, internet banking services and bulk loading. All three (3) methods will be utilised, depending on how the gift card is intended to be used. (i.e. gift card purchased by the general public, Council issued card, prize for competition). Gift cards will be able to be purchased from the Council's Customer Service Centre only in the first instance. Depending on the success of the cards, Staff will look at opportunities to expand the purchasing locations.

The minimum amount that is able to be loaded to a gift card is \$10 and the maximum is \$1,000. All gift cards are valid from three (3) years from the date the gift card is activated.

The Parade, Norwood gift cards will be available to the public to purchase from September 2022, following a six (6) week trial period, which will be conducted by Council Staff. This trial period has been put in place to ensure that all Customer Service Staff are familiar and comfortable with the purchase process, that the Finance Department can identify and confirm the appropriate procedures, as well as to minimise any risks before promoting the product to the market.

Once the trial period concludes, a marketing campaign to promote the launch of The Parade gift cards will commence.

A copy of the poster promoting The Parade gift cards is contained in **Attachment C**.

1.4.1: Create opportunities for businesses to interact through business events and networking functions.

MID-YEAR BUSINESS NETWORKING EVENT

Complete

On Tuesday 28 June 2022, the Council hosted the Mid-Year Networking Event for the business community at Fine & Fettle, located on Magill Road, Stepney.

The event attracted over 80 business owners and employees from businesses located within the Council area. There were several new faces to the event, which is a great indication of new business engagement between the Council and the business community.

Business owners and employees thoroughly enjoy these networking events as it gives them the opportunity to meet other business owners in the Council area and to discuss future collaboration opportunities.

A selection of photos of the event are contained in **Attachment D** and a short video capturing the night can be accessed via the Council website at www.npsp.sa.gov.au/bne

END OF YEAR BUSINESS NETWORKING EVENT

In progress

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

Date: Tuesday 6 December 2022

Time: 6.00pm – 8.00pm

Venue: Transforma – 21 Kensington Road, Norwood

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

2. 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.

ACTION	UPDATE	STATUS
<p><i>2.2.1: Continue to develop and implement precinct marketing campaigns for the City's key precincts.</i></p>	<p>BEHIND THE BUSINESS PODCAST SERIES 2022</p> <p>In 2020, the Council, together with <i>BIEcreative</i> delivered a successful Behind the Business Podcast Series, hosted by Nick Keukenmeester, owner of local Eastside Wine & Ale Trail (EWAT) business, Heartland Wines. The first series included five (5) episodes, featuring thirteen (13) local business owners and employees. The five (5) themes for the podcasts included iconic businesses, the City's best kept secrets, new businesses to the City, businesses likely to visit and game changers.</p> <p>The Council received some great feedback from businesses that participated in the first series. Based on the success of the first Series, Staff released an expression of interest to all businesses within the City to participate in this year's series. Several businesses from across the City expressed their interest and a number were targeted by Council Staff due to being unique, new to the Council area or that they have an interesting story to tell.</p> <p>Five (5) podcasts have been recorded as a part of the 2022 series, featuring three (3) business people per episode, as well as the podcast facilitator, Nick Keukenmeester of Heartland Wines. Each episode runs for approximately 20-25 minutes. The podcasts were filmed at Reform Distilling, and Beyond Bouldering in Kent Town, in late June 2022. A number of the Series 2 participants expressed an interest in being involved, whilst the remainder were specifically targeted.</p> <p>The five (5) themes for the Series 2 podcasts include Building a Brand, Need Support, Something Different, The Parade, and Magill Road.</p> <p>The following businesses participated in the Podcase Series:</p> <ul style="list-style-type: none"> • Will Swale – ORTC Clothing Co.; • Keta Grishaj – Stonecrop; • Jackie Bayly – Bayly Real Estate; • Adrian Bambrick – Bambrick Legal; • Sophia Breust – Muscle Sense; 	<p>In progress</p>

-
- Joe Quinzi – Quinzi’s Confectionery;
 - Owen May – Beyond Bouldering;
 - Lauren Sebastiani – Studio Spring;
 - Gabriella Cavuoto – European Café;
 - Dr Derek McNair – The Parade Norwood Veterinary Clinic;
 - Darren Johnson – Exurbia;
 - John Murray – McConnell’s Furnishings & Upholstery;
 - Abs Mehio – SAHA; and
 - Steve Osborn – Identity Marketing.

Following the editing process, the episodes will be released weekly, resulting in a one (1) month campaign. The podcasts will be available to view and listen to via the Council website and also on Anchor, Spotify, Google Podcasts and Pocket Casts streaming platforms.

‘FILL ME IN’ INSTAGRAM COMPETITION

In progress

During the peak of the COVID-19 Pandemic, the Council delivered a social media campaign to encourage visitors to tag their favourite local businesses across five (5) categories on The Parade. The competition ran for a week duration and received several entries.

At its Norwood Parade Precinct Committee held on 26 July 2022, the Committee resolved to allocate \$10,000 to deliver minor competitions. The \$10,000 will be distributed to deliver one (1) competition per quarter.

The first ‘fill me in’ competition is scheduled for 15 August 2022.

3. 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.

ACTION	UPDATE	STATUS
<p><i>3.1.1 Develop an Investment Prospectus to promote the City and its opportunities</i></p>	<p>CITY OF NORWOOD PAYNEHAM & ST PETERS INVESTMENT PROSPECTUS</p> <p>Council staff have commenced desktop research, which could inform a future Investment Prospectus for the City, should the Council resolve to proceed.</p>	<p>In progress</p>
<p><i>3.2.2 Conduct the Mayor's Business Commendation Awards annually</i></p>	<p>MAYOR'S BUSINESS COMMENDATION AWARDS</p> <p>The <i>Mayor's Business Commendation Awards</i> is a program that recognises small businesses that contribute to the City's unique cosmopolitan lifestyle and sense-of-place, which makes the City so liveable.</p> <p>Applications are open for small businesses who have reached the following milestones in the City of Norwood Payneham & St Peters:</p> <ul style="list-style-type: none"> • 10+ years Bronze Commendation; • 25+ years Silver Commendation; • 50+ years Gold Commendation; and • 3+ generations Generational Family Business Commendation. <p>The three (3) businesses that received a Mayor's Business Commendation Award are:</p> <ul style="list-style-type: none"> • James Thredgold Jeweller – received 25+ years; • DeConno & Blanco Insurance Brokers – received 25+ years; and • Send a Gourmet Basket – received 10+ years. <p>Business can self-nominate at www.npsp.sa.gov.au/mba</p> <p>All applications made up until 1 June 2023 will receive their award at the next Mid-Year Networking Event.</p>	<p>Ongoing</p>

<p>3.3.1: Continue to grow the business database and communicate on a regular basis, including a process to identify new businesses.</p>	<p>The business database is one of the tools that the Council Staff use to inform, connect and communicate with the City businesses. Two (2) monthly electronic direct email (EDM) are sent to businesses. One (1) to The Norwood Parade Precinct and the other to the entire database. Both newsletters include information on upcoming events, workshops, available grants through the State and Federal Governments, as well as any other information that is relevant and affects the local business community.</p> <p>Growing the business database is a priority of the Economic Development Unit and staff ensure that business data is collected when visiting new and existing businesses, as well as recording contacts that attend business workshops and events.</p> <p>A pop-up, which encourages business owners to sign-up to the database has been applied to the 'Business & Economy' section of the Council website. This captures the 'active' business owners that are looking for information and seeking further support from the Council.</p> <p>In July 2022, Council staff used data available through REMPLAN to target home-based businesses that have opened in the City of Norwood Payneham & St Peters between 15 July 2021 and 15 July 2022 and encouraged them to sign-up to the database.</p> <p>As at 30 July 2022, the citywide business list has 777 subscribers and The Parade Precinct business list has a total of 427. Both lists have grown by approximately 10% in the last twelve (12) months.</p>	Ongoing
<p>3.5.3: Explore opportunities to develop regenerative economies</p>	<p>REGENERATING AUSTRALIA AT THE SUSTAINABLE GARDENS AWARDS 2022</p> <p>The Sustainable Gardens Awards is a biennial awards program to recognise and celebrate the importance of gardening and landscaping in the City of Norwood Payneham & St Peters.</p> <p>The Awards promote and showcase a variety of gardens, which make a positive contribution to the environment and well-being of the community, through sustainable principles, design and innovation.</p> <p>In the lead up to the Award presentation, a series of sustainability focussed workshops, tours and presentations will be held, including a screening of <i>Regenerating Australia</i>.</p> <p>The screening of <i>Regenerating Australia</i> is scheduled to be held on Saturday 8 October 2022 at the Don Pyatt Hall, in conjunction with the native plant giveaway. Based on the event held in 2020, it is expected that approximately 80 local residents will attend.</p>	In progress

Regenerating Australia is a 17-minute short film based on a four-month interview process with a diverse group of Australians who shared their hopes and dreams for the country's future.

Set on New Year's Eve of December 2029, a news anchor is ending the nightly bulletin with a look back at the decade 'that could be'; a decade that saw Australia transition to a fairer, cleaner, more community focused economy. The film is a construction of news reports and press conferences featuring high profile journalists, politicians, business leaders and citizens such as Kerry O'Brien, Sandra Sully, Gorgi Coghlan, Patrick Abboud, Larissa Behrendt and David Pocock.

More than just a film, *Regenerating Australia* is the entry point to a multi-platform impact campaign seeking to accelerate the transition to a regenerative economy that values Australia's greatest assets - First Nations' wisdom, our unique natural environment and our sense of community.

More information on *Regenerating Australia* can be accessed at <https://theregenerators.co/regenerating-australia/>

4. 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.

ACTION	UPDATE	STATUS
<p><i>4.1.1: Maintain and promote the Council's accreditation as a Small Business Friendly Council to the business community.</i></p>	<p>At its meeting held on 6 November 2017, the Council considered a report on the Small Business Friendly Council initiative and resolved to participate in the initiative. Participating Councils are required to report on their initiatives on an annual basis to the Small Business Commissioner, South Australia.</p> <p>A copy of the Small Business Friendly Council Initiative report which was submitted by the Council will be presented to the Committee at the meeting scheduled for Tuesday 15 August 2022. The report outlines the initiatives that were delivered for the period 1 June 2021 – 31 May 2022.</p>	Complete
<p><i>4.1.2: Ensure that capital works, infrastructure projects and major developments take into consideration impacts on local businesses and develop strategic solutions to mitigate them.</i></p>	<p>On 1 March 2021, the redevelopment of the former Coles property commenced and the Coles carpark was fenced off. As a result, amongst other things, this has affected foot traffic through Norwood Mall and access to the business located on the lane that faces the former carpark.</p> <p>Since the redevelopment commenced, Council staff have been working with the property owners, business owners and the Australasian Property Developments & Rocca Property Group on a range of activities to support the businesses affected, and to make it easier for visitors to traverse through to The Parade.</p> <p>In 2021, the Council removed parking signs on The Parade that direct patrons to the former Coles carpark, large parking maps were installed at the site, on both George Street and Edward Street entrances, which identify alternate parking locations. The Council, through the Norwood Parade Precinct Committee also purchased a portable flag or a-frame sign for the ten (10) businesses located in Norwood Mall.</p> <p>On 21 July 2022, Council staff met with Leasing & Transactions Manager, Australasian Property Developments to receive an update on the timing of works so that staff can provide this information to business owners. The works will include underground services, paving and installation of the canopy. The works are scheduled to commence at the beginning of September and access will be limited for a duration of two (2) months.</p> <p>Council staff have been advocating for the remaining six (6) businesses in the mall and are working to ensure that there is minimal disruption, financial compensations and new directional signage erected during this period.</p>	In progress





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4.2 SMALL BUSINESS FRIENDLY COUNCIL INITIATIVE (1 JUNE 2021 – 31 MAY 2022)

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: qA69306
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to provide the Business & Economic Development Committee with a copy of the report that was submitted to the Small Business Friendly Council (SBFC) for the period 1 June 2021 – 31 May 2022.

BACKGROUND

On 30 August 2017, the Office of the Small Business Commissioner (OSBC) in conjunction with the Member for Giles, Mr Eddie Hughes MP, launched the Small Business Friendly Council (SBFC) Initiative. The SBFC Initiative aims to recognise councils that are working to support their small business communities.

The benefits of being small business friendly and supporting the growth of small business include:

- supporting the Council's local economic area, including job opportunities;
- meeting the needs of ratepayers through the provision of local goods and services; and
- creating the right environment to establish and grow a business.

At its meeting held on 6 November 2017, the Council considered a report on the SBFC Initiative and resolved to participate in the Initiative. Shortly after the Council's resolution, the Charter Agreement was signed. The Charter outlines what the Council agrees to do, which includes the following five (5) initiatives:

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

The Charter also requires the Council to submit annual reports, which will assist the OSBC to identify best practice examples that can be shared with other participating councils.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The initiatives delivered during this reporting period, align with the following Outcome and Strategies as contained within *CityPlan2030: Shaping Our Future – Mid Term Review*:

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 3.3: Attract new enterprises and local employment opportunities to locate in our City.***
 - *Strategy 3.3.3 Promote and support local food and beverage manufacturing.*

- **Objective 3.5: A local economy supporting and supported by its community.**
 - 3.5.2 Retain accessible local shopping and services.
 - 3.5.4 Support opportunities for the community to access locally produced food and beverage produce.
 - 3.5.5 Encourage community support for and promote awareness of all businesses in our City.

The initiatives also align with the following Strategies set out in the *2021-2026 Economic Development Strategy*:

- **Objective: Support 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.
- **Objective 2: Increase the number of people who live, work and visit the City to 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.
 - Strategy 2.4 Work with local business operators to strengthen the viability of precincts and enhance the customer experience.

FINANCIAL AND BUDGET IMPLICATIONS

The three (3) initiatives which are outlined in the *Small Business Friendly Council* report and their respective budgets, which include campaign development and execution are:

- Parade Precinct Business Boost Program (\$5,000);
- Eastside Design for Living publication (\$35,000); and
- Taste of The Parade Hospitality Voucher Program (\$20,000).

The funding for the *Eastside Design for Living publication* Budget was allocated from the 2021-2022 Economic Development Precinct Management Budget and the Parade Precinct Business Boost Program and the Taste of The Parade Hospitality Voucher Program were funded through the 2021-2022 Norwood Parade Precinct Budget.

EXTERNAL ECONOMIC IMPLICATIONS

The success of the initiatives and ultimately the *2021-2026 Economic Development Strategy*, will continue to be impacted upon by the broader economic environment, which is subject to natural fluctuations in the global economy and the decisions made by the recently elected State and Federal Labor Governments. The *Taste of The Parade Hospitality Voucher Program* was developed as a result of the effects that COVID-19 and the restrictions imposed by the State Government on the hospitality sector from February through to May 2022. The Council's focus will remain on developing the local economy in order to achieve the vision in the Strategy.

RESOURCE ISSUES

The delivery of the three (3) initiatives that are outlined in this report were initiated and managed by the Council's Economic Development Unit.

COVID-19 IMPLICATIONS

The COVID-19 Pandemic and the affects that it has had and continues to have on both the business sector and the community has been challenging. Council Staff have ensured that initiatives, programs and events continue to be planned and delivered safely where and when possible.

DISCUSSION

Small business owners and operators are the backbone of the economy in the City of Norwood Payneham & St Peters. Not only do they create local employment, but they also provide essential goods and services and help create attractive, liveable communities. The right mix of small businesses within a precinct, suburb and municipal, can create a sense of vibrancy, which attracts and excites people to live, work and visit in the area.

Government bodies, particularly local councils, have a key role in the establishment process of a small business, as well as provide assistance and support throughout the lifecycle of a small business. Throughout the life cycle of a business, business owners and employees will interact with a range of service areas within the Council such as; customer service, economic development, planning department, finance and events to name a few, to support them in the delivery of their operations.

A copy of the report submitted to the *Small Business Friendly Council* for the reporting period 1 June 2021 to 20 May 2022, is contained in **Attachment A**.

OPTIONS

Nil

COMMENTS

Most interactions that business owners have with government are at a local level, which is why it is essential that the Council continues to focus on building stronger, more productive relationships, which result in better outcomes for the business and community.

Whilst the Council has always delivered a excellent services to all businesses within the City of Norwood Payneham & St Peters even prior to its commitment to the Office of the Small Business Commissioner, through the Small Business Friendly Council initiative, it is now pleasing to continue the same level of service and to be officially recognised as a Council that is business friendly.

RECOMMENDATION

That the report be received and noted.

Attachment A

Small Business Friendly Council Initiative (1 June 2021 - 31 May 2022)

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

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



City of
**Norwood
Payneham
& St Peters**

Small Business Friendly Council Reporting Template

The Small Business Friendly Council (SBFC) Initiative is an important way of connecting with small business in your local area.



Information is requested as part of the reporting process, which will assist the Office of the Small Business Commissioner to identify best practice examples that can be shared with other participating councils.

Your progress report will cover the period from 1 June to 31 May of the following year, with the annual report being due on 30 June.

REPORTS ARE DUE TO BE SUBMITTED BY 30 JUNE

Your contact details

Name: Stacey Evreniadis

Position Title: Economic Development Coordinator

Phone: 08 8366 4616

Email: sevreniadis@npsp.sa.gov.au

Council: City of Norwood Payneham & St Peters

Required Initiatives

Please provide a short summary of how your Council has met each required initiative over the past year.

Local government activities to support small business

Council agrees to implement activities to improve the operating environment for small business within its area. Details of these activities are to be included in Council's operational plans and strategies.

In 2020, Council Staff with the assistance of the Council's Business & Economic Development Committee worked on the preparation of the *2021-2026 Economic Development Strategy*, which is designed to guide economic development within the City of Norwood Payneham & St Peters, identify the priority areas for the next five (5) years and articulate the Council's role in supporting business and economic development.

To enable the Council to achieve its goals, the Economic Development Strategy was designed around the following four (4) key themes:

1. **Dynamic & Diverse City** – A City with thriving and resilient business sectors that drive employment and deliver growth.
2. **Destination City** – A destination with dynamic, cultural, vibrant and attractive precincts.
3. **Innovative City** – An innovative City that supports business and attracts investment.

4. **Business Friendly City** – A Council/City that understand the needs of business.

The Strategy was formulated through a series of discussions and from feedback received from the business community. In October 2020, the Council endorsed the *2021-2026 Economic Development Strategy*, which demonstrated the Council's ongoing commitment to recognising and celebrating businesses within the Council area.

Prior to the COVID-19 Pandemic, the development of the Council's Economic Development Strategy focused on growth, attraction and understanding the needs of the business sector. However, the effects on businesses due to the Pandemic have been substantial, and therefore it has been essential that the Economic Development Strategy takes into consideration the economic and social impacts that the Pandemic has caused and that these issues be reflected in the actions. As a result of the impacts of the Pandemic, an overarching Strategy of 'Recover & Rebuild', which cuts across all four (4) themes was included in the Strategy to assist the Norwood Payneham & St Peters business community in its recovery, acknowledging that many businesses are currently in a mode of survival, rather than growth.

The City of Norwood Payneham & St Peters *2021-2026 Economic Development Strategy* can be accessed via the Council website at:

https://www.npsp.sa.gov.au/directory_documents/0_economic_development_strategy_2021_2026

In March 2022, the first annual review of the Council's Economic Development Strategy was released, and it revealed positive data in relation to how Norwood Payneham & St Peters businesses are performing. In its first year, forty-five (45) initiatives were delivered, which have all played a key role in helping the local economy during the pandemic.

The City of Norwood Payneham & St Peters *2021-2026 Economic Development Strategy – Year 1 in Review* report can be accessed via the Council website at:

https://www.npsp.sa.gov.au/business_and_economy/economic-development-strategy-2021-2026

Business advisory group

Council agrees to establish a business advisory group (if one does not already exist) to assist its understanding of small business needs in its local area. The group should include local small business operators and members of their representative bodies.

The City of Norwood Payneham & St Peters established the Business & Economic Development Committee pursuant to Section 41 of the *Local Government Act 1999* and adopted Terms of Reference for the new committee on 2 November 2020. The Committee comprises of Nine (9) members including the Mayor, Four (4) Elected Members and Four (4) Specialist Members with a background and experience in business and economic development, multimedia, tourism, strategic planning and who are regarded as leading practitioners in their respective fields. The objectives of the Committee are:

- To assist the Council to facilitate and promote economic growth and development in the City;
- To provide advice to the Council and recommend actions, including the conduct of studies associated with business and economic development, as required, in order to facilitate the identification of opportunities, issues, strategies and actions;
- Provide advice to the Council where necessary, to facilitate the creation of business networks, which provide benefits for the City; and

- To oversee the strategic planning, the implementation of projects and marketing and promotion associated with business and economic development.

Between 1 June 2021 and 31 May 2022 four (4) meetings of the Council's Business & Economic Development Committee were held.

The City of Norwood Payneham & St Peters has also established the Norwood Parade Precinct Committee pursuant to Section 41 of the *Local Government Act 1999* and adopted its latest Terms of Reference for the Committee on 2 November 2020. The Committee comprises of Eleven (11) members including the Mayor, Four (4) Elected Members and Six (6) Representatives who must be either a current property owner/trader/business owner, currently trading or owning a Property within the Parade Precinct. The functions of the Committee are:

- To develop and recommend to the Council in each financial year, an Annual Business Plan and Budget for The Parade Precinct;
- The Budget developed by the Norwood Parade Precinct Committee must be considered in conjunction with the Annual Business Plan. The amount recommended to the Council, to be approved by the Council, should meet the objectives set out in the Annual Business Plan;
- To oversee the implementation of the Annual Business Plan as approved;
- To oversee the implementation of the approved Marketing and Promotional Plan for The Parade;
- To assist in the development and promotion of a vibrant cultural and leisure tourism destination for businesses, residents and visitors; and
- To facilitate and encourage networking and communication.

Between 1 June 2021 and 31 May 2022 six (6) meetings of the Norwood Parade Precinct Committee were held.

Procurement

Council agrees to implement a procurement policy which recognises that local small business is a significant contributor to economic development in its area and should be provided with a fair opportunity to provide goods and services to Council wherever possible.

The Council has implemented a *Procurement Policy* underpinned by a social, economic and environmental sustainability principle (amongst others). The Council is committed to maximising the positive impact of its procurement activities to the local community, its economy and the environment.

The *Procurement Policy* states that where all other considerations are equal, the Council may give preference to a local supplier to ensure local employment opportunities, economic stability and/or growth. The *Procurement Policy* was reviewed and adopted by the Council on 1 June 2020 and will be reviewed in July 2022.

A *Procurement Policy Guidelines* document was developed and the guidelines are to be applied in conjunction with the *Procurement Policy*. The Policy Guidelines provides clear direction to all Council employees when undertaking procurement activities at the City of Norwood Payneham & St Peters.

The City of Norwood Payneham & St Peters *Procurement Policy* and *Procurement Policy Guidelines* documents can be accessed via the Council website at:

https://www.npsp.sa.gov.au/directory_documents/179_procurement_policy_guidelines_policy

On-time payment policy

Council agrees to work towards ensuring all undisputed invoices from small business suppliers are paid within 30 days.

The Council became a signatory to the Australian Supplier Payment Code in November 2017, which is overseen by the Business Council of Australia, in order to show its commitment to paying small business suppliers within payment terms, or 30 days from invoice date, whichever is applicable. Details of this commitment have been included on the Council's website. Adherence to the Code is reported on annually to monitor and publish performance. The Council keeps statistics on the number of invoices processed, the average number of days from invoice date to entry and the number of days from entry to payment date, as well as the statistics on the percentages of invoices paid early, on-time or late. This performance has been compared year against year, since 2016.

During the period 1 June 2021 to 31 May 2022, the City of Norwood Payneham & St Peters paid a total of 8,622 invoices. Of the 8,622 invoices paid by the Council, 51% were paid within 30 days from the invoice date. There was an average of 22 days from when invoices were received, to when they were entered in the Council's system for payment, and an average of 8 days from entry to payment. Based on the terms and conditions of payment of the individual businesses, of the 8,622 invoices paid by the Council, 12% of invoices were paid on time, 25% were paid early and 63% of invoices were paid late with the average number of days late recorded at 15 days.

Dispute resolution

Council agrees to implement (if it does not already have one) a timely and cost-effective process to manage any disputes it may have with small business. The process may include the referral of disputes to an independent dispute resolution service (such as that offered by the OSBC).

The Council has an existing *Complaints Handling Policy & Procedure*, which provides a framework for receiving and responding to complaints from all members of the community (including small businesses), with a view to improving its services in all areas of the Council's operation. The Policy aims to ensure that issues which are the subject of complaints are addressed promptly, to the satisfaction of the complainant, where possible, and in a manner which, as far as possible, ensures that such issues will not be the subject of similar complaints in the future.

The Policy is based on five (5) principles which are fundamental to the way the Council approaches the handling of complaints – fairness, accessibility, responsiveness, efficiency and the integration of different areas of the Council where the complaint overlaps functional responsibilities.

The *Complaints Handling Policy & Procedure* was reviewed and adopted by the Council on 3 August 2020 and will be reviewed in August 2023.

The City of Norwood Payneham & St Peters *Complaints Handling Policy & Procedure* document can be accessed via the Council website at:
https://www.npsp.sa.gov.au/directory_documents/82_complaints_handling_policy_and_procedure

During the 2021-2022 financial year, no official complaints were received from businesses however the Economic Development and Accounts Teams received a number of enquiries in relation to the Council's commitment to support businesses during the COVID-19 Pandemic, which includes the Council's Financial Assistance Package that was announced in February 2022.

The Package includes a discretionary rebate for the Differential Rate of 20% to all non-residential property owners impacted by density restrictions, the waiving of fees for outdoor dining licenses for the period of the 1st of December 2021 to the 30th of June 2022, waiving all fine and interest charged on the late payment for the 2021–2022 Third and Fourth Quarter Council Rate payments for all non-residential property owners, and the waiving of the Parade Separate Rate for all property owners and businesses impacted by the density restrictions introduced by the State Government for the period commencing the 1st of December 2021 to 30th of June 2022.

Several enquiries were answered through the 'COVID-19 Information for Businesses' webpage on the Council website and others were resolved over the phone or via email. All enquiries were managed and responded to in a professional manner, which resulted in no official complaints noted.

Additional Initiatives

Please provide the title and progress for three additional initiatives

Initiative 1: Parade Precinct Business Boost Program

The City of Norwood Payneham & St Peters offered a series of business training workshops, which provide advice and mentoring to local businesses over a series of interactive workshops. To complement the business workshops, and through the Norwood Parade Precinct Separate Rate, a Business Boost Program was developed to provide eligible businesses with a one-off \$250 voucher, to put towards one of the following services:

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

The program was structured around an expression of interest method and was promoted to all businesses with the Precinct. A total of twenty (20) vouchers were available with sixteen (16) applications were received and approved during the application period.

Whilst the program was primarily designed to directly benefit businesses within The Parade Precinct, there was also the opportunity for businesses outside of The Parade Precinct to benefit by applying to become a 'service supplier' and deliver one (1) of the four (4) services included in the program. A total of seven (7) applications were received and approved to service businesses within the City.

Some of the benefits of this program structure is that it is targeted, it is assisting businesses that are seeking one-on-one help and have the drive and commitment to participate, whilst also providing them with a reputable contact that they may continue to work with in the future. It facilitates connection between local businesses, resulting in more money circling within the local economy.

The most popular service that was selected by business participants was content creation, specifically for social media and one (1) business involved their staff, by selecting the health and wellbeing service.

In summary, the businesses that participated in the *Parade Precinct Business Boost* program found it beneficial and were grateful for the opportunity to receive on-one expert advice from a local business that understood their brand and the local market.

Initiative 2: Eastside | Design for Living Publication

The City of Norwood Payneham & St Peters is perfectly placed for those wanting to refresh, remodel or reinvent their home's interior. From inspiring art, international design concepts, unique homewares and custom-made furnishings, the businesses in the City have attained a well-earned reputation for creative flair, exceptional service and a sharpened knowledge of market and design trends.

Located throughout the City of Norwood Payneham & St Peters, but predominantly on Magill Road, these establishments – from small and family owned to those recognised internationally - have a strong emphasis on inspiring and exploring individual tastes, with the ultimate aim of enhancing the beauty and style of every home. Whether customers are a discerning design aficionado looking to completely refurbish – or simply seeking an eye-catching one-off statement piece, the publication is designed to encourage people to take the time to explore all that is on offer and let the expert staff and consultants guide and inspire.

The *Eastside | Design for Living* publication is designed to promote 47 homeware and furniture businesses in the retail sector located within the City of Norwood Payneham & St Peters. It aims to inspire potential customers to shop in the City of Norwood Payneham & St Peters. With many new housing developments being undertaken across the City, including major projects such as Norwood Green, COMO on The Parade and Otto Townhomes to name a few, there is a buyer's market and the opportunity to heavily promote 'shop local'.

This publication was released to the public following the *Eastside | Design for Living* Launch event, which was held at Art Images Gallery on The Parade, Norwood on Wednesday 15 June 2022 from 6.00pm – 8.00pm. Invitees to the event included participating businesses, developers of local projects, media outlets and Elected Members.

The publication has been delivered to participating businesses and available for collection within their stores, at Display Centres, local real estate companies and the Norwood Town Hall and Libraries, with the opportunity for wider distribution.

The launch of the publication has been supported by a marketing campaign, which includes print and digital advertising, website and social media, and a range of paid advertising across SA LIFE and South Australian Style. Participating business have been encouraged to support and leverage this publication, benefitting the sector within the City.

The City of Norwood Payneham & St Peters *Eastside | Design for Living* publication can be accessed via the Council website at:

https://www.npsp.sa.gov.au/culture_and_lifestyle/shopping_and_dining/eastside-design-for-living

Initiative 3: Taste of The Parade Hospitality Vouchers

At its meeting held Tuesday, 15 February 2022, the Norwood Parade Precinct Committee endorsed *Taste of The Parade* Hospitality Voucher Program, which was made available for businesses within The Parade Precinct. The Program included campaign branding and the development of a new module on The Parade website to facilitate the voucher registration process.

The Council engaged and liaised with local web design company, Karmabunny to develop this module, which included creating the following:

- a registration form which would assign a unique code to each individual person;
- somewhere to store data from those that registered;
- an email that could be sent to the voucher recipients, which would automatically include the registrants name, the business they selected, the voucher expiry date and their unique QR code;

- the webpage that would appear when the QR code was scanned, including the 'Redeem' button; and
- tracking of who had redeemed their voucher and when.

Registrations to receive a voucher opened on Thursday, 10 March 2022 and closed on Thursday, 24 March 2022. A total of 4,309 registrations were received, noting that this figure does include some ineligible registrations that were not filtered out (i.e. people registering more than once). All of those that registered gave permission to be added to the Council's *HeadEast* eNewsletter database list and now receive further communications from the Council promoting local businesses within the City of Norwood Payneham & St Peters.

The first 500 eligible registrants received their \$25 voucher on Monday, 28 March 2022 and had until Sunday, 1 May 2022 to redeem their voucher at their selected hospitality business. The number of vouchers that were not redeemed as part of Round 1 of the program were then reallocated to those next in the registration queue on Friday, 6 May 2022 and these people then had until Sunday, 12 June 2022 to redeem their voucher at their selected hospitality business.

Overall statistics from the program were as follows:

- 372 out of the 500 vouchers were redeemed, resulting in a redemption rate of 72.9%;
- 269 out of 500 vouchers were redeemed as part of Round 1 (53.8%);
- 103 out of 241 vouchers were redeemed as part of Round 2 (42.7%), with an additional 10 vouchers allocated as part of this round due to a number of other factors;
- Inclusive of the contribution from the Council to cover each \$25 voucher, the program resulted in an approximate expenditure of \$26,877.17 at hospitality businesses along The Parade; and
- 50 out of a possible 56 hospitality businesses within The Parade Precinct were nominated for at least one (1) voucher.

The overall success of the voucher program was positive, based upon an overall voucher redemption rate of 72.9% and an approximate expenditure of \$26,877.17 into Parade Precinct hospitality businesses, one of the hardest hit sectors by the COVID-19 Pandemic. The twelve (12) week period, which included the two (2) rounds of the voucher program, contained a significant number of reminders that were sent to both those that had received a voucher and not yet redeemed it, as well as to businesses reminding them to submit their collected receipts so that they could receive reimbursement.

Spendmapp data indicates that the largest expenditure day in the 'Dining & Entertainment' sector in Norwood during the time of the voucher program (excluding June as the data is not yet available) was Saturday, 7 May 2022, which was day 2 of the second round of voucher allocations.

In summary, the *Taste of The Parade* voucher program achieved its intended goal by providing short-term relief to the hospitality sector along The Parade Precinct. With *Spendmapp* data indicating that from October 2021 through until January 2022, this sector in Norwood suffered a significant expenditure decline, the data is now indicating a resurgence in this industry, with every month since January 2022 representing growth and a return to pre-pandemic levels of expenditure.

Completed forms with their attachments can be forwarded to:

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

6. **NEXT MEETING**
To be advised.

7. **CLOSURE**