

# Norwood Parade Precinct Committee Minutes

**23 July 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** Mayors Parlour, Norwood Town Hall

**HOUR** 6.30pm

**PRESENT**

**Committee Members** Mayor Robert Bria (Presiding Member)  
Cr John Callisto  
Ms Hannah Waterson  
Mr Joshua Baldwin  
Mr Mario Boscaini  
Mr Rik Fisher  
Mr Tom McClure (entered the meeting at 6.41pm)

**Staff** Mario Barone (Chief Executive Officer)  
Claire Betchley (Manager, Marketing & Place Activation)

**APOLOGIES** Cr Sue Whittington, Cr Victoria McFarlane, Cr Josh Robinson

**ABSENT** Mr Michael Zito

**TERMS OF REFERENCE:**

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

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

**1. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 30 APRIL 2024**

*Cr Callisto moved that the Minutes of the Norwood Parade Precinct Committee meeting held on 30 April 2024 be taken as read and confirmed. Seconded by Mr Mario Boscaini and carried unanimously.*

**2. PRESIDING MEMBER'S COMMUNICATION**

Nil

**3. NORWOOD PARADE PRECINCT NEWS**

Nil

**4. STAFF PRESENTATIONS**

Mr Tom McClure entered the meeting at 6.41pm.

- The Chief Executive Officer provided an update to the Committee on the re-organisation of the Council's Economic Development function.
- The Project Manager, City Projects provided an update to the Committee on the George Street Upgrade Project.
- The Manager, Marketing & Place Activation made a presentation to the Committee on the 2025 AFL Gather Round.

**5. STAFF REPORTS**

## 5.1 ANNUAL SHOPPING COMPETITION 2024

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**REPORT AUTHOR:** Manager, Marketing & Place Activation  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4582  
**FILE REFERENCE:** qA69610  
**ATTACHMENTS:** Nil

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### PURPOSE OF REPORT

The purpose of this report is to update the *Norwood Parade Precinct Committee*, on the outcomes of the Annual Shopping Competition.

### BACKGROUND

At its meeting held on Tuesday 24 October 2023, the Committee endorsed the following:

1. *That the Committee recommends that a motor vehicle be progressed as the major prize for the Norwood Parade Precinct Annual Shopping Competition 2024.*
2. *That a local holiday up to the value of \$10,000 be offered as the second prize.*
3. *That \$1,200 be allocated for twelve (12) \$100 Parade Gift Card prizes to be drawn over the course of the Norwood Parade Precinct Annual Shopping Competition 2024.*

Subsequent to the Committee meeting, Jarvis Ford at Trinity Gardens were secured to sponsor the major prize for the Norwood Parade Precinct Annual Shopping Competition, which was a Ford Puma ST-Line.

Council Staff secured Sequoia Lodge and Prancing Horse Luxury Driving Experience, as second prize of a stay for 2 people and a Driving Experience.

### RELEVANT STRATEGIC DIRECTIONS & POLICIES

#### CityPlan 2030: Shaping Our Future

*Outcome 3: Economic Prosperity – A Dynamic and thriving centre for business and services.*

*Objective 3.2: Cosmopolitan business precincts contributing to the prosperity of the City.*

- *Strategy 3.2.3 Promote the City as a visitor destination.*

#### Economic Development Strategy 2021-2026

*Dynamic & Diverse City: Support the growth and viability of the City's business sectors based on their competitive strength and strategic priority.*

- *Action 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.*
- *Action 1.1.13: Continue to work in partnership with the business owners and property owners within the City's retail precincts to encourage greater consumer spending in the Retail sector.*

*Destination City: Increase the number of people who live, work and visit the City to enhance the community.*

- *Action 2.2.1: Continue to develop and implement precinct marketing campaigns for the City's key precincts including Kent Town, Payneham Road, Magill Road and The Parade, and the Glynde and Stepney suburbs.*

#### 2023-2024 Norwood Parade Precinct Annual Business Plan

*Strategy 3.4 – Competitions: Develop and deliver competitions for The Parade that engage businesses and encourage additional expenditure within The Parade Precinct.*

## FINANCIAL AND BUDGET IMPLICATIONS

As previously endorsed at the Committee meeting held 24 October 2023, all costs associated with the competition, as well as all of the associated marketing and promotion, are funded through the 2023-2024 Norwood Parade Precinct Annual Business Plan.

To this end, at the Committee meeting held on 24 October 2023, the Committee resolved the following:

4. *That the Committee allocates up to \$65,000 in total for the major Norwood Parade Precinct Annual Shopping Competition 2024, comprising of \$50,000 from the "Identity & Brand – Competitions" and \$15,000 from the "Marketing & Communications – Advertising" budgets. This budget is inclusive of a financial contribution towards the major prize (if applicable), all operational elements and all marketing and promotion associated with the competition.*

## RISK MANAGEMENT

Not Applicable.

## DISCUSSION

The *Shop to Win* competition concluded on Sunday 16 June 2024. The winner was drawn at midday on Thursday 20 June by Norwood Parade Precinct Member, Mario Boscaini, in the presence of a Justice of the Peace and Council staff.

This competition is designed to attract visitation and expenditure to The Parade. To enter the competition, a minimum of \$25 was required to be spent at any business located within the Parade Precinct and an online entry had to be submitted, including a valid image of the purchase receipt.

Throughout the duration of the six (6) week competition, 4,509 entries were received at an average of 107 entries per day. Noting that over 1,000 entries were submitted in the last 2 days of the Competition.

During this period, a direct expenditure of \$562,996.80 was recorded at 213 businesses within The Parade Precinct. This is an increase from the 2023 Competition, which recorded a spend of \$482,327.73 at 159 businesses.

In comparison to other competitions that have been previously run, the *Cruise Europe* and the *Win a FIAT 500 on The Parade* competitions had an average of 67.7 and 100.3 entries per day, respectively. The *Cruise Europe* Competition resulted in a direct expenditure of \$482,327.73 at 159 businesses within The Parade Precinct.

At its meeting held 24 October 2023, the Committee endorsed a major prize with a second and third prize. Therefore, when a visitor to The Parade Precinct spends \$25 or more at any Parade Precinct business, they can enter online for a chance to win one (1) of three (3) competition prizes. The first prize would be the major prize and would be the prize with the highest value, with the subsequent prizes declining in value.

The winner of the first prize was Gail Casey of Norwood, who made a valid purchase at Chemist Warehouse.

The winner of the second prize was Melissa Colombo also of Norwood, who made a valid purchase at the National Pharmacies.

This year's competition also saw additional prizes that were drawn each week, gifting a Parade Gift Card with a value of \$100 for two (2) winners a total of 12 gift cards were awarded.

Data from the entries included the following:

Businesses with the most entries

1. Norwood Foodland (728)
2. Coles (392)
3. Chemist Warehouse (166)
4. Dillons Bookshop (139)
5. National Pharmacies (95)
6. Aqua Boutique (87)
7. Priceline Pharmacy (70)
8. Country Road (68)
9. Gazman (58)
10. Peter Alexander (56)

Age Demographic of the entrants

- 18-24 - 91
- 25-34 - 298
- 35-44 - 554
- 45-54 - 1076
- 55 and over – 1677

Given the value of the prizes that were on offer, this competition was widely marketed and promoted in the following ways:

- radio (Southern Cross Austereo and ListenR app);
- solstice Media (InDaily and CityMag);
- Council eNewsletters;
- Council website;
- Parade website;
- various social media platforms;
- footpath decals;
- bin wraps;
- bollard wraps;
- on-street posters; and
- tear away pads which were positioned at every business.

**OPTIONS**

A number of competitions have been conducted over the past seven (7) years. In developing the range and type of competitions, a number of factors have been considered, including but not limited to – the prize, the time of year and the duration of the competition.

In respect to future competitions, it is recommended that the following be taken into consideration:

• **Timing of the competition**

It is proposed to continue to run the competition for six (6) weeks with the dates based on a few factors such as:

- a. The Competition can run earlier and end during the weekend of the *AFL Gather Round* April 2025 (Monday 3 March – Sunday 13 April); or
- b. The Competition can run during similar timing as per recent years (Monday 5 May – Sunday 15 June).

The recommendation to change the date, is based on the injection of money spent on The Parade during the weekend of the *AFL Gather Round*, which will contribute to overall spend for the Competition and based on the proposed option for prizes such as shown below, if the option of a travel/holiday prize from a Parade business, additional expenditure is expected.

- **Prizes**

The majority of prizes for the competition have been arranged through businesses within The Parade Precinct, except for the competitions conducted in 2022 and 2024, when the Committee resolved to pursue a car as the prize for the competition specifically a FIAT 500 and the second prize in 2024, a stay in the well-regarded Sequoia Lodge in Crafers.

Council staff will research options for the 2025 competition, as competition has been endorsed as part of the Parade Annual Business Plan.

The budget allocation for the 2025 Competition is \$50,000.

Depending on the timing of the competition, the prize will need to be determined keeping in mind that if it is conducted during the *AFL Gather Round*, transporting a car or object may incur additional logistics.

If a travel prize is selected, it is recommended that all four (4) travel agents located within The Parade Precinct (Helloworld, Phil Hoffmann, Top Deck Travel and Travel Associates Norwood) be approached for an international flight/travel package.

- **Budget**

The Committee endorsed a total of \$50,000 towards the Competition prizes with an additional \$15,000 to promote the competition. The overall spend was \$58,402.41 for the 2024 competition, including marketing, promotional material, the Trade Promotion License and purchase of the car from Jarvis Ford. The Holiday package with Sequoia Lodge Stay for 2 people and a Luxury Driving Experience was kindly donated at no cost.

## **CONCLUSION**

There are still a number of discussions and tasks that need to be addressed, resolved and delivered to enable the next competition to proceed. On this basis, it is recommended that the competition details are agreed to so that Council staff can commence research before the next Norwood Parade Precinct Committee meeting.

## **COMMENTS**

Nil.

## **RECOMMENDATION**

1. That the report be received and noted.
2. That the next Parade Precinct competition be conducted from Monday 3 March 2025 – Sunday 13 April 2025, to coincide with the *2025 AFL Gather Round* weekend.
3. That marketing and promotion options, including a budget, be presented to the Committee at its next meeting on Tuesday 25 November 2024.

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*Mr Joshua Baldwin moved:*

1. *That the report be received and noted.*
2. *That the next Parade Precinct competition be conducted from Monday 7 April 2025 – Sunday 18 May 2025, to coincide with the 2025 AFL Gather Round weekend.*
3. *That marketing and promotion options, including a budget, be presented to the Committee at its next meeting on Tuesday 1 October 2024.*

*Seconded by Mr Mario Boscaini and carried unanimously.*

**5.2 SUMMARY OF EXPENDITURE OF THE 2023-2024 ANNUAL BUSINESS PLAN & 2024-2025 BUDGET ALLOCATION**

**REPORT AUTHOR:** Manager, Marketing & Place Activation  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4582  
**FILE REFERENCE:** qA155814  
**ATTACHMENTS:** A

**PURPOSE OF REPORT**

The purpose of this report is to provide the Norwood Parade Precinct Committee with a summary of expenditure associated with the *2023-2024 Norwood Parade Precinct Annual Business Plan* and Budget.

**BACKGROUND**

At its meeting held on 30 April 2024, the Committee considered and endorsed the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* and the continuation of the Norwood Parade Precinct Separate Rate and resolved to recommend its endorsement to the Council.

The final *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* and the continuation of the Norwood Parade Precinct Separate Rate was presented to the Council for its endorsement at its meeting held on 1 July 2024.

For the 2024-2025 financial year, the amount that will be raised through the Separate Rate is \$225,000.

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

**DISCUSSION**

Shop to Win: Annual Parade Precinct Competition – 2023-2024

Each financial year the Norwood Parade Precinct conducts a shopping competition designed to encourage greater visitation and expenditure at businesses within The Parade Precinct.

For the 2023-2024 financial year, the prizes were set as follows:

- 1st Prize: Ford Puma from local City of Norwood Payneham & St Peters business, Jarvis Ford;
- 2nd Prize: Holiday package for two (2) at Sequoia Lodge, with Prancing Horse driving experience included; and
- Weekly Prizes: 2 winners x \$100 Parade Gift Cards per week for the duration of the competition.

These prizes were endorsed by the Norwood Parade Precinct Committee, with details negotiated and finalised by Council Staff.

On Sunday, 16 June 2024, the *Shop to Win* competition came to an end with a high direct expenditure recorded. Please refer to Agenda Item 2 for the full report on the 2024 Competition.

**TABLE 1: COMPETITION STATISTICS**

<b>Campaigns</b>	<b>Direct Expenditure</b>	<b>Entries Per Day (average)</b>
<i>Shop to Win</i>	\$562,996.80	107
Shop The Parade & Cruise Europe	\$482,327.73	67.7
Win a FIAT 500	\$514,039.53	100.3
Win \$15,000 of Parade Prizes	\$271,283.55	62
Summer in Sorrento	\$502,844.33	103.5



Budget

As at 30 June 2023, \$83,839.46 remained unspent in the 2022-2023 Norwood Parade Precinct Budget and as a result this amount was carried forward to the 2023-2024 financial year. The total available budget for 2023-2024 was therefore \$298,839.46.

A breakdown of the distribution of the 2023-2024 Budget is outlined in Table 2 below.

**TABLE 2: SUMMARY OF EXPENDITURE AND ALLOCATION OF FUNDS FOR THE 2023-2024 BUDGET**

<b>Strategies</b>	<b>Expenditure</b>	<b>Allocation</b>
Events & Placemaking	\$26,000	\$40,000
Marketing & Communication	\$123,000	\$70,000
Identity & Brand	\$147,000	\$90,000
Business Support & Development	\$1,100	\$11,000
Administration	\$790	\$4,000
<b>Total</b>	<b>\$297,890.00</b>	<b>\$215,000</b>
		(\$298,839.46 including carry forward of \$83,839.46)

At its meeting held on Tuesday 30 April 2024, the *Norwood Parade Precinct Committee* resolved the following allocation for the *2024-2025 Norwood Parade Precinct Budget* outlined in Table 3:

**TABLE 3: ALLOCATION OF FUNDS FOR THE NORWOOD PARADE PRECINCT 2024-2025 BUDGET**

<b>Strategies</b>	<b>Allocation</b>
Events & Placemaking	\$35,000
Marketing & Communication	\$70,000
Identity & Brand	\$110,000
Business Support & Development	\$5,000
Administration	\$5,000
<b>Total</b>	<b>\$225,000</b>

A report recommending how this funding will be allocated to various initiatives will be provided to the Committee at a special meeting which will be coordinated with Committee members.

**RECOMMENDATION**

That the report be received and noted.

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*Cr Callisto moved:*

*That the report be received and noted.*

*Seconded by Mr Tom McClure and carried unanimously.*

**6. OTHER BUSINESS**  
Nil

**7. NEXT MEETING**

Tuesday 1 October 2024

**8. CLOSURE**

There being no further business, the Presiding Member declared the meeting closed at 7.44pm.

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

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