

Business & Economic Development Advisory Committee

Minutes

8 April 2025

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 Garry Knoblauch
Cr Hugh Holfeld
Ms Amanda Grocock
Ms Amanda Pepe
Mr Joshua Baldwin
Mr Matt Grant
Ms Trish Hansen

Staff Mario Barone (Chief Executive Officer)
Claire Betchley (Manager, Marketing & Place Activation)
Eve Green (Co-ordinator, Place Activation & Economy.)
Akarra Klingberg (Co-ordinator, Place Activation & Economy)

APOLOGIES Cr Grant Piggott, Mr Ben Pudney

ABSENT Nil

1. CONFIRMATION OF MINUTES OF THE BUSINESS & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING HELD ON 18 FEBRUARY 2025

Ms Amanda Grocock moved that the Minutes of the Business & Economic Development Advisory Committee meeting held on 18 February 2025 be taken as read and confirmed. Seconded by Ms Amanda Pepe and carried unanimously.

2. PRESIDING MEMBER'S COMMUNICATION

Nil

3. COMMITTEE MEMBER DECLARATION OF INTEREST

Nil

4. MATTERS FOR DECISION

4.1 2025 KENT TOWN ACTIVATION

REPORT AUTHOR: Coordinator, Place Activation & Economy
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4542
FILE REFERENCE: fA37599
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to present an opportunity to activate Kent Town by partnering with local businesses for a local street activation to the Business and Economic Development Advisory Committee (BEDAC).

BACKGROUND

Situated on the edge of the Adelaide Central Business District and adjacent to the Adelaide Park Lands, Kent Town's reputation as a great place to live and do business continues to grow. Kent Town is home to approximately 13% of the City's businesses and continues to attract new developments adding to the cosmopolitan lifestyle.

With new hospitality businesses establishing and adding to the business mix, there is a growing desire to establish Kent Town as a destination during the day and evening. *The Kent Town Economic Growth Strategy 2020 -2025* sets out the strategic framework to ensure Kent Town is a connected neighbourhood that offers a unique lifestyle.

Activations are a way of creating a shared identity for an area, building community and pride for where you live and work. With new, proactive businesses moving into Kent Town, the opportunity for street activation has been identified. Through engagement with businesses in King William Street, Kent Town, there is a desire for businesses to come together to activate the street on a Saturday afternoon in spring. The key outcomes include:

- promote the profile of Kent Town;
- bring businesses together to work towards a common goal;
- connect the community through a shared space with inclusive activities for all ages;
- Showcase the local businesses – strengthening Kent Towns cultural appeal;
- Introduce Kent Town to potential investors for the growth strategy outcomes; and
- Potentially act as a pilot for ongoing future activations of the Kent Town area.

The proposed street activation would be a partnership between Council and the local Kent Town businesses it would be a strategic initiative to elevate Kent Towns reputation and a vibrant business and cultural area and will help lay the foundation for future investor growth. We can deliver this activation through the current resourcing and the proposed Economic Development budget for 2025-2026.

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 1.3
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 2.3
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.

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 1.3
Foster a local evening/night-time economy

The relevant Strategies contained in the Kent Town Economic Growth Strategy 2020 -2025 are outlined below:

Attract Investment

- **Objective: Attract investment opportunities that build on the existing strengths of Kent Town and drive business and residential population growth**
 - Strategy 4.1
Ensure that Council processes are business friendly and contribute to a well-functioning City.

Support Growth

- **Objective: To facilitate growth and equip businesses to thrive by providing support and facilitating relationships and connections that are linked to the broader well-being of the community.**
 - Strategy 2.1
Promote local businesses
 - Strategy 2.3
Build an engaged business community

Create Prosperity

- **Objective: To maximise the economic potential of Kent Town by creating a supportive business environment and a vibrant and liveable community.**
 - Strategy 3.1
Build a 'sense of place'

FINANCIAL AND BUDGET IMPLICATIONS

The street activation is proposed to be a partnership between Council and the businesses primarily located in King William Street, Kent Town. This partnership will result in a 'buy-in' with spend coming from both Council and participating business which will reduce the burden on Council's budget. It is recommended that the budget allocation from Council be set at \$7,500, which will come from the current proposed 2025-2026 financial year budget allocation.

SOCIAL ISSUES

The street activation would be held on a Saturday to limit the impact on businesses within the closure zone and would not impact access to off-street residential parking.

RESOURCE ISSUES

The street activation can be delivered within existing Council resources without impact to other projects.

CONSULTATION

- **Community**
Initial conversations have been undertaken with three (3) King William Street, Kent Town businesses to gauge interest and level of business investment, both from a time and financial perspective. All businesses indicated a strong level of commitment to the initiative and the value it would add to the Kent Town precinct and positioning.
- **Staff**
Council's Event Team have been consulted on the feasibility of the street activation. No limitations have been raised.

DISCUSSION

Following the Business and Economic Development Advisory Committee (BEDAC) meeting held 18 February 2025, the Place Activation & Economy staff considered options to position and promote Kent Town.

Through conversations with three (3) Kent Town businesses including, new café, Henry's, and thriving wine bar, Khou, the opportunity to host a street activation in partnership with the local businesses was discussed.

The street activation would:

- activate Kent Town and market the business community;
- celebrate the local community and raise the profile of Kent Town as a city-fringe destination;
- activate all businesses sectors with the idea for street yoga, breakfast and kids activities;
- bring food and beverage businesses from Kent Town together to create a sense of place on King William Street;
- create a casual setting with food, drinks, music and friends;
- be held in spring, likely September;
- close the road to create a community area and have the businesses come into the street. Neighbouring businesses would be invited to be part of the offering;
- a mix of acoustic music and DJ's to create atmosphere;

Council would work with the businesses to:

- close King William Road ;
- provide event logistic support;
- Apply for the Liquor Licence;
- Provide infrastructure support; and
- marketing support.

Businesses would be responsible for:

- business engagement and activation;
- hire of infrastructure;
- organising entertainment; and
- create branding and marketing in collaboration with Council.

Kent Town has been identified as a key growth area for the City. With its city-fringe location and ongoing private investment, it is the opportune time to create a 'sense of place' and foster better collaboration with the local business community.

Over the years, the Council has successfully worked with other areas within the Council area to establish well known destinations including The Parade, Magill Road, Glynde and Stepney.

The proposed street activation aligns with the 2020-2025 Kent Town Economic Growth Strategy to:

- foster a local evening / night-time economy;
- promote local businesses;
- build an engaged business community; and
- build a 'sense of place'.

OPTIONS

The Committee has the following options:

1. Support the Kent Town street activation investment of \$7,500.
2. Support the Kent Town street activation with an alternate financial investment.
3. Not support the Kent Town street activation.

CONCLUSION

The Kent Town street activation is a great opportunity to bring together the Kent Town business community, promote Kent Town as a key city-fringe destination and create a sense of place while also stimulating the Kent Town Economy by strengthening the areas commercial appeal.

COMMENTS

Nil

RECOMMENDATION

1. That the report be received and noted.
 2. The Committee recommends the proposed Kent Town street activation to the Council.
-

Mr Matt Grant moved:

1. *That the report be received and noted.*
2. *The Committee recommends the proposed Kent Town street activation to the Council.*

Seconded by Cr Holfeld and carried unanimously.

5. PRESENTATIONS / MATTERS FOR DISCUSSION

Nil

6. OTHER BUSINESS

Nil

7. NEXT MEETING

Tuesday 20 May 2025

8. CLOSURE

There being no further business the Presiding Member declared the meeting closed at 8.18pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on _____
(date)