

# Business & Economic Development Committee Agenda & Reports

**15 June 2021**

## **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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City of  
Norwood  
Payneham  
& St Peters

10 June 2021

## 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
- Ms Skana Gallery

### 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 15 June 2021, commencing at 6.15pm**

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

Yours faithfully



Mario Barone  
**CHIEF EXECUTIVE OFFICER**

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City of  
**Norwood  
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**VENUE**                                      Mayors Parlour, Norwood Town Hall

**HOUR**

**PRESENT**

**Committee Members**

**Staff**

**APOLOGIES**

**ABSENT**

**TERMS OF REFERENCE:**

*The Business & Economic Development Committee is established to fulfil the following functions:*

- *To assist the Council to facilitate and promote economic growth and development in the City of Norwood Payneham & St Peters.*
- *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 (both within South Australia and Australia), which provide benefits for the City of Norwood Payneham & St Peters.*
- *To oversee the strategic planning, the implementation of projects (including those identified in the Council's Business & Economic Development Strategy) and marketing and promotion associated with businesses and economic development.*

**1. CONFIRMATION OF MINUTES OF THE BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD ON 16 MARCH 2021**

**2. PRESIDING MEMBER'S COMMUNICATION**

**3. PRESENTATION**

3.1 People, Place & Activities Strategy – Presentation by Nicole Rolfe, Strategic Planner

**4. STAFF REPORTS**



## 4.1 PROGRESS REPORT ON THE 2021–2026 ECONOMIC DEVELOPMENT STRATEGY

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

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

Following significant research, sector workshops and consultation with the business community, 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. The Committee resolved to forward 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 by the Council Staff since its last meeting held on 16 March 2021.

### RELEVANT STRATEGIC DIRECTIONS & POLICIES

The *2021-2026 Economic Development Strategy* is the Council's blueprint to guide the growth of the City's economy over the next five (5) years. 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 Annual Business Plan*
- *Smart City Plan*

## FINANCIAL AND BUDGET IMPLICATIONS

The Council's 2020-2021 Economic Development budget has been used to deliver some of the actions set out in the Table contained in **Attachment A**. Due to the significant concerns regarding the economic implications of the COVID-19 Pandemic, the Council allocated an additional \$150,000 in the 2020-2021 financial year, bringing the total budget for Economic Development to \$250,000.

At its meeting held on Monday 6 July 2020, the Council adopted the *2020-2021 Norwood Parade Precinct Annual Business Plan*, Budget and Declaration of Rates for 2020-2021, which includes the following in respect to The Parade Separate Rate:

*Waiving of The Parade Development Separate Rate for businesses within the Norwood Parade Business Precinct.*

As a result of the Council waiving The Parade Separate Rate, the *Draft 2020-2021 Annual Business Plan* was not released for consultation with The Parade business community. For the 2020-2021 financial year, the Council has allocated an amount of \$215,000, which is equivalent to the Separate Rate amount raised in the 2019-2020 financial year.

A total budget of \$100,000 to continue to deliver the Economic Development Agenda in the 2021-2022 financial year, is being proposed by the Council. The intent is that this budget will be used to fund the remaining actions in Year 1 of the Strategy and commence the delivery of the Year 2 actions.

At its meeting held on 7 June 2021, the Council endorsed the continuation of the Separate Rate for the Norwood Parade Precinct and endorsed its Annual Business Plan for the 2021-2022 financial year.

## EXTERNAL ECONOMIC IMPLICATIONS

The success of the *2021-2026 Economic Development Strategy* may be impacted by the broader economic environment and worldly events such as the COVID-19 Pandemic. Whilst the Strategy acknowledges and addresses the Pandemic, specifically in Year 1, it does not state that COVID related initiatives cannot be delivered in Years 2-5 if the support in those areas is still required. This is why the Strategy needs to remain flexible and be able to respond to external economic issues as they arise.

## 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

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 biggest risk to the Council and the business community is not delivering on the Actions outlined in the Strategy.

## ENVIRONMENTAL ISSUES

A vital component in meeting the aspirations of current and future businesses 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 such as 'Plastic Free SA' to local businesses and is leading by example with the Norwood Concert Hall being one (1) of the twenty-six (26) 'Plastic Free Champions' in South Australia. Plastic Free Champions are members that have eliminated all of the key plastic items (straws, coffee cups and lids, takeaway containers and lids, water bottles and bags, plus food ware which includes cutlery, plates and cups). Furthermore, from 1 March 2021, single-use plastic straws, cutlery and stirrers were prohibited from sale, supply and distribution in South Australia including bioplastic alternatives. The second phase of the legislation will be implemented on 1 March 2022.

The Council will continue to promote programs such as 'Plastic Free SA' to local businesses and aims to increase the awareness amongst businesses of sustainable business practices and the importance of the circular economy.

## RESOURCE ISSUES

The *2021-2026 Economic Development Strategy* has been prepared internally by the Staff in the Economic Development & Strategic Projects Unit, however it will require additional support, from both internal and external resources to ensure its timely implementation.

Since its meeting held 16 March 2021, the Council's Events Unit has assisted the Economic Development Unit to deliver the following economic development initiatives. Further information on these initiatives is contained in **Attachment A**:

- *Food Secrets at the Green* (as a part of the *Adelaide Food Fringe* festival);
- *2021 Art on Parade*; and
- *2021 Eastside Business Awards*.

## COVID-19 IMPLICATIONS

Prior to the COVID-19 Pandemic, the Council's *Economic Development Strategy* focused on growth, attraction and understanding the needs of business. However, the effects on businesses due to the Pandemic have been substantial, and for this reason it was essential that the *Economic Development Strategy* took into consideration the economic and social impacts that the Pandemic has caused and that these issues be reflected in the Actions.

The Council's *2021-2026 Economic Development Strategy* will play a significant role in the rebounding ability of the business community for a long period of time. The Strategy including its Vision, Outcomes, Objectives, Strategies and Actions, has been designed to help businesses recover and rebuild from the COVID-19 Pandemic and plan for sustainability and growth for when the economy reaches some level of normality. As a result of the impacts of the COVID-19 Pandemic, the *2021-2026 Economic Development Strategy* includes the overarching strategy of *Recover and Rebuild*, which cuts across all four (4) themes. This has been designed to assist the Norwood Payneham & St Peters business community in its recovery and rebuild phase and acknowledges that many businesses are currently in a mode of survival, rather than growth.

The fourteen (14) Actions set out in the *Recover and Rebuild* stage, are of the highest priority. The intent is that these actions will be delivered as part of Year 1 of the Strategy's implementation and does not state that COVID related initiatives cannot be delivered in Years 2-5 if the support in those areas is still required.

## 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 to track 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 1 of the Strategy or are 'Ongoing' Actions for the duration of the five (5) year Strategy. It should be noted that Actions that are yet to commence have not been included in the table, and if there is no update or additional information to report on, it is referenced against the Action.

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.

## 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.

## COMMENTS

Notwithstanding that the COVID-19 Pandemic has had a significant impact on the economy at a local, national and international level, there is a significant opportunity for the Council to now implement its Vision for the City's business and economic sector. The primary focus at this stage is on recovery, growth, attraction and understanding the needs of business during the transition out of the COVID-19 Pandemic and beyond.

## RECOMMENDATION

That the report be received and noted.

# Attachment A

## Progress Report on the 2021-2026 Economic Development Strategy

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*City of*  
**Norwood  
Payneham  
& St Peters**

# 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><b>CV.1.0.1: Strengthen the promotion of 'Buy Local' initiatives to support key sector businesses.</b></p>	<p>The principle 'Buy Local' is at the forefront, when designing and promoting initiatives to support key sectors within the City. The initiatives that have been delivered, or are being considered by Council Staff are outlined below.</p> <p>On Sunday 16 May 2021, the Council hosted its inaugural <i>Food Secrets at the Green</i> event at Norwood Green on Magill Road. This event was run as part of the <i>Adelaide Food Fringe</i> and was designed to showcase the amazing food and beverage manufacturers located within the City, in a market style configuration. Seventeen (17) businesses participated in the event which was able to attract approximately 600 members of the public to the venue to take advantage of the four (4) hour event. Comments from some of the participating businesses includes:</p> <p><i>"...thank you so much for supporting small businesses again. I thought it was a good turn out on Sunday."</i> – Kimchi Club</p> <p><i>"Thanks for the event yesterday. It was great to meet people in the area and talk about our products. We had some really good conversations with some of the mums and felt like we added some value. With our new product range it was great to see some interest and sell something. We have done a few markets now and yours was the best one! We love the support from you guys at the Council. Keep up the great work!!"</i> – Baby Boosters</p> <p><b>SHOP LOCAL SA</b></p> <p>In June 2021, Council Staff were contacted by <i>Shop Local SA</i>, which is a collaborative online marketplace where South Australian business can collectively market and sell to consumers 24/7, leveraging the economies of scale achieved through working together. This program commenced following the effects of the COVID-19 Pandemic and has attracted over thirty (30) businesses, including local business Robern Menz. The website allows you to browse by region, town or product category, or you can find your favourite vendor through the SA vendors page.</p>	<p>In progress</p>

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

The financial investment for businesses that wish to sign up to the website, is a one-off payment of \$1,990 exl GST. This cost includes the businesses setup fee, website training and marketing support. Shop Local SA will then take a 5% commission on all orders transacted through the website. Whilst it is important that businesses have an online presence and particularly an online store if they sell tangible products, many businesses still don't have the resources to be able to setup and manage an e-commerce website.

In order to reduce the upfront costs for businesses, *Shop Local SA* have contacted local councils to support this initiative by pledging an amount to the program, which will off-set the on boarding fee for businesses within their council area.

The Rural City of Murray Bridge have collaborated with *Shop Local SA* and have contributed \$12,750 exl GST, which will assist fifteen (15) businesses to launch their online store on the Shop Local SA website. A Case Study for the Rural City of Murray Bridge is contained in **Attachment B** Council staff are currently exploring this initiative and will contact the Rural City of Murray Bridge and participating businesses for further information, which will assist the Council staff to make an informed decision on whether this initiative is a suitable investment.

**CV.1.0.2: Develop a downloadable marketing and events calendar which also identifies how businesses can get involved.**

Council Staff are currently collating background information to inform the basis of the *People Place & Activity Strategy*. One of the data sets that is being collated is a list of events and festivals that are run, facilitated and support by the Council.

In progress

This action is currently in progress and a brief will be prepared once the events that will be listed on this calendar have been finalised.

**1.1.1: Continue to support and promote the Food & Beverage Manufacturing sector.**

At its meeting held on 20 January 2020, the Council endorsed to register the *Food Secrets at the Green* event, as part of the inaugural Adelaide Food Fringe (AFF) Festival that was scheduled to be held in April 2020. Unfortunately due to the COVID-19 Pandemic, the festival and program of events was cancelled only a few weeks before the event was to take place.

In progress

**ALSO ACHIEVES**

**2.2.1: Continue to develop and implement marketing campaigns for the City's key precincts including Kent Town, Payneham Road, Magill**

On 20 January 2021, the AFF announced that the Festival will return with an expanded festival program of nine (9) days, from Friday 7 May – Sunday 16 May 2021. The vision of the event organisers is to build the AFF festival to become a fixture on the Adelaide Festival's calendar, which establishes a food cluster event in April each year, similar to the arts cluster of events that run in March, (i.e. Adelaide Fringe, *Adelaide Festival*, WOMAD and Writers Week). For this reason, the organisers have scheduled the event to cross over with the *2021 Tasting Australia* event, which will run from 30 April – 9 May 2021.

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

### **Road and The Parade, and the Glynde and Stepney suburbs.**

The AFF is South Australia's newest open-access food festival – “created by the people, for the people”. The Festival is intended to be an inclusive and family-friendly festival celebrating the diverse and vibrant food cultures that all South Australians feel a connection to. The festival is about family, community and sharing food in South Australia.

Given the strong history and long standing food manufacturers located in the City of Norwood Payneham & St Peters, combined with the opportunity to reinvigorate a food event in the area, the Council, together with Norwood Green ran an event in this year's AFF. This year's *Food Secrets at the Green* event was held on **Sunday 16 May 2021, from 11am – 3pm**. Seventeen (17) businesses from within the Council area participated, with a range of products available for attendees to purchase including coffee, confectionery, health food, desserts, hot food, beer, wine, glass products and flowers. With approximately 600 members of the public attending the four (4) hour event, all of the participating businesses received some benefit from the day, whether it was sales and/or promotion/exposure.

A selection of photos from the *Food Secrets at the Green* event is contained in **Attachment C**.

### **BABY BOOSTERS**

In February 2021, the Council's Economic Development Unit was contacted by a new food manufacturing business to the City, *Baby Boosters*. Founders Kate and Thomas Rischmueller launched *Baby Boosters* in 2020, with its first product 'Wonder Wheels' and has since added a range of fruit, vegetable and seed powders to its product line. Kate and Thomas use their passion for nutrition and good food to drive them to develop nutrient-dense food for babies and children.

Baby Boosters is located within the Glynde Precinct and is operating out of the same private commercial kitchen as well-known business Kimchi Club. Both businesses participated in the *Food Secrets at the Green* event and found the event beneficial in expanding their networks. The Council Staff have also assisted Baby Boosters by connecting them to local café business owners that have health driven menu options.

### **1.1.5: Promote Kent Town as a Cultural & Creative Industries hub.**

The Committee was provided an update on this action at its meeting held on 16 March 2021.

In progress



## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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

#### 2021 ART ON PARADE

In progress

The *2021 Art on Parade* event provided an opportunity to invite new audiences to The Parade whilst at the same time supporting local artists and promoting The Parade as an arts-friendly precinct. All businesses within The Parade Precinct were invited to express their interest in being a host venue for the event, which was held from 1 – 30 April 2021.

There were twenty-five (25) premises located on The Parade featuring forty-seven (47) artists and one hundred and twenty six (126) artworks which included paintings, illustrations, photography and indoor sculptures.

A new initiative as part of the 2021 event was *Meet the Artist*, which provided people with the opportunity to meet the participating artists. These events were held in the following venues:

- Eamonn Vereker Glass;
- Bendigo Bank; and
- Collective Haunt.

In order to gather some feedback on the event, viewers of the artwork were encouraged to fill out a feedback form. Viewers that submitted their form, were included in a draw to win a \$100.00 *Parade Pack*, which included vouchers from The Parade traders. Ten (10) feedback forms were received and some of the comments that were made include the following:

- *Thanks so much for all the hard work you all do to produce this event! It is much appreciated by all involved. It provides much needed exposure and support for us artists, and is a bonus to businesses. Thanks again to the Council for this fine community event, it's a great opportunity for all involved.* - Anne Johnson, artist
- *'I particularly enjoyed the works by Marelee White at Argo. The piece 'Tea anyone' really spoke to me, it illustrates the uplifting feeling a lovely cup of tea can bring!'* - Christine, Prospect
- *'Great way to showcase shops on offer on The Parade. Loved the Mixed Media Mavens the most!'* - Karen, Goodwood
- *'Fantastic, do it every year'* - Elliott, Norwood

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

- *'A wonderful surprise when looking into the windows. Felt like being on a treasure hunt trying to find the next artwork'* - Maria, Mile End
- *'We went to no 6 – Eamonn Vereker last night to see his glass blowing and purchase a piece to take home'* - Glenys Jones, St Morris
- *'Had a lovely time with my daughter and grandchildren seeing all the different art styles'* - Christine, Hampstead Gardens
- *'It was a great way to get our kids out during the holidays and see great and different types of art'* - Rebecca, Para Vista.

Given the positive response from the traders, artists and viewers of the artwork, *Art on Parade* will be run again in 2022.

A selection of images are contained in **Attachment D**.

**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.**

The Council is home to three (3) major precincts which have a significant retail focus, with Payneham Road being the preferred destination for bridal gowns and wedding related items.

In progress

To promote these products and particularly the businesses in this sector, the Council has partnered with *South Australian Style* magazine, to deliver a wedding feature including the flip cover, six (6) page internal feature, two (2) website blog features and supporting social media activity.

The magazine will be released on 18 June 2021. Copies of the magazine will be distributed at the next Committee meeting held on 17 August 2021.

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

On 1 March 2021, the two (2) year Norwood Mall Redevelopment commenced and the Coles carpark was fenced off. As a result, amongst other things, this has significantly affected foot traffic through Norwood Mall, which in-turn has affected consumer spending for the retail businesses located in Norwood Mall. Council Staff are working in partnership with the property owners, business owners and the Australasian Property Development & Rocca Property Group to design and install new directional signage, and will explore other temporary infrastructure options as issues arise in an attempt to support the businesses affected.

In progress

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

A 'Meet the Traders in Norwood Mall' series of articles has been prepared, which includes a profile on each business that is situated within the Mall or facing the pre-existing Coles carpark. Some of the articles have been published on The Parade website, and shared across The Parade's social media accounts. The remaining articles will be published over the coming weeks.

To read the articles that have been published to date visit [www.theparadenorwood.com/blog](http://www.theparadenorwood.com/blog)

**1.2.3: Explore ways to support future growth opportunities for small to medium allied health businesses that are focusing on emerging services and technologies including home-based care and tele-health.**

Allied health care is the broad range of health care services and professionals who are not part of the medical, dental or nursing professions. Society has and continues to rely heavily on health professionals. In Australia, allied healthcare workers represents more than a quarter of the overall healthcare workforce and is the largest employer in the City of Norwood Payneham & St Peters with more than 3,800 workers.

So far this year, Council staff have welcomed three (3) new allied health care businesses to the City. The first, *Adelaide Health Co*, which is a share space for independent allied health professionals located on Magill Road, Stepney. Also located on Magill Road, is *The Injury Lab*, which focus on rehabilitation for elite athletes. *The Injury Lab* is a forward thinking business with a niche offering. The machines that are used at *The Injury Lab* use emerging technology and are based on scientific evidence.

The aim of allied health services is to improve overall quality of life in patients and this is *YumBumTum's* mission. *YumBumTum* are located within the food manufacturing precinct of Glynde and provide tasty food, mindfulness exercised and short workout programs starting at just three (3) minute duration, making a lifelong difference to health and wellbeing.

Council staff have supported these businesses to date through promotion on the Magill Road website and social media channels, the *Eastside Business Awards 2021*, in which *Adelaide Health Co* was a finalist in the Best Emerging/ Startup Business category as well as encouraging them to express their interest to be involved in Council-run initiatives and events.

Council staff will continue to explore ways to support future growth opportunities for allied health care businesses within the City of Norwood Payneham & St Peters.

In progress

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

The Council has committed to schedule two (2) networking events each calendar year. The next networking event is the mid-year event, which is scheduled for:

Date: Wednesday 21 July 2021

Ongoing

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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Time: 6.00pm – 8.00pm

Venue: Adelaide Appliance Gallery, 155 Payneham Road, St Peters

A hard copy invitation will be distributed to all business and property owners within the Council area, and will also be communicated via the Council's '*YourBusiness*' electronic newsletter.

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 copy of the invitation is contained in **Attachment E**.

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

### 2. DESTINATION CITY

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

*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><b>CV.2.0.2: Increase precinct website capabilities that facilitate and encourage visitors to the street.</b></p>	<p>In order to attract current and potential new customers to the City's precincts, it is important to create engaging content, which highlights, informs or celebrates what the City has to offer. One of the most common ways to share this content is through developing articles that are housed on the precinct websites.</p> <p>In the past two (2) years, at least two (2) articles per month have been published on The Parade website, which can then be shared to the Facebook and Instagram associated accounts. As a result of this, the website and social media accounts have received an increase in views, more time on page and have overall generated greater awareness of the precinct and the businesses that form the street.</p> <p>This initiative has now been replicated on the Magill Road website and is receiving a similar positive response from both business owners and followers of the Magill Road social media accounts.</p>	<p>In progress</p>
<p><b>CV.2.0.4: Increase the social media presence of the various precincts across the City.</b></p>	<p>Social Media is an ever-changing beast and so it is important to keep social media news relevant to the audience and to post daily, which includes business and user-generated content. This, combined with a modest amount of paid advertising to support the KPIs, is almost guaranteed to see an increase in reach as well as user engagement.</p> <p>In April 2021, as a part of the Council's "Reflect. Refuel. Restart." business workshop series, Sarah-Jane Picton-King of King Pixel Marketing presented on 'How to harness the power of the Facebook algorithm guaranteeing you results'. Council Staff attended this workshop, and realised that there were several aspects within 'Facebook Business Manager' that are being underutilised and with some small, and other significant changes made, The Parade and Magill Road Facebook pages could be performing a lot better.</p> <p>Following this workshop, Council Staff engaged King Pixel Marketing to perform an audit of the two (2) precinct websites and Facebook pages. A Digital Results Action Plan was prepared for the websites, which was broken down into four (4) sections, including:</p>	

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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- Who you are – business intelligence;
- What we found – business discovery deep dive;
- Where you want to be – your goals; and
- Recommendations.

The recommendations set out in the document are currently being considered and the Council Staff will action those of the highest priority. Further information will be provided to the Committee at its meeting scheduled for 17 August 2021.

**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.**

### THE PARADE

In progress

#### **BOOK A HOLIDAY – WIN A HOLIDAY COMPETITION**

At its meeting held on 23 March 2021, the Norwood Parade Precinct Committee (NPPC) endorsed the concept of a mini-competition initiative to support the travel agencies on The Parade.

The intent of the four (4) week competition, was to encourage customers to visit one of the four (4) travel agencies along The Parade to book a trip, to then go in the running to win a \$1,000 voucher with that business to spend at a later date.

The four (4) travel agencies are:

- Helloworld - (3/198-200 The Parade Norwood);
- Phil Hoffmann Travel - (151 The Parade Norwood);
- Top Deck Travel - (260 The Parade Norwood – Entry via rear of building); and
- Travel Associates - (Shop 9/10 161 The Parade Norwood – Norwood Place).

To enter the competition, customers were required to spend a minimum of \$200 or more in one transaction, keep their receipt as proof of payment and enter online via The Parade website. In doing so they then went into a draw to win one (1) of four (4) weekly vouchers valued at \$1,000 each. Each week over the four (4) week period there was a \$1,000 voucher winner for HelloWorld Norwood, Top Deck Travel, Travel Associates Norwood and Phil Hoffmann Travel Norwood. The total prize pool for this competition equated to \$16,000. This amount excluded creative development, printing and the marketing and promotions of the competition.

The four (4) week competition ran from Monday 10 May – Monday 7 June 2021 with the winners drawn at the end of each week.

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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- Week 1: Monday 10 – Sunday 16 May. Winner Draws: Monday 17 May
- Week 2: Monday 17 – Sunday 23 May. Winner Draws: Monday 24 May
- Week 3: Monday 24 – Sunday 30 May. Winner Draws: Monday 31 May
- Week 4: Monday 31 May – Monday 7 June. Winner Draws: Tuesday 8 June

The weekly winners were:

- HelloWorld – Jade Shepherdson (W1) / Jennifer McGrath (W2) / Judy Porter (W3) / Gillian Mibus (W4)
- Phil Hoffmann Travel – Raymond Mengersen (W1) / Josephine Cranwell (W2) / Kathleen Toms (W3) / Lyn Harris (W4)
- Top Deck Travel – Leanne Sausse (W1) / Stacey O'Loughlin (W2) / Grant Wilson (W3) / Anthony Fawcett (W4)
- Travel Associates Norwood – John White (W1) / Donna Forbes (W2) / Marion Hunter (W3) / Peter Jolly (W4)

In total, 178 entries were received across the four (4) week competition.

In support of the initiative, multiple articles featured in the Adelaide East Herald as well as promotional material appearing on various Solstice Media platforms, footpath decals, bollard wraps and social media marketing.

The following is an example of the feedback that the Council is receiving in regards to the initiative: *“She was so grateful that I put her into the draw, she is picking up the prize today from the Council...Now that this new client to me has won this voucher it has exposed our business to another potential 4 clients going to Tassie with them! How good is that.”*

An image of one of the winners is contained in **Attachment F**.

### MAGILL ROAD

#### **ADELADY TV**

Adelady showcases the best of South Australia and encourages locals and visitors to support SA. In five (5) short years, Adelady has grown from a fun and friendly local website, to all-round South Australian media brand, including website, social media, TV, events and consulting services.

Ten (10) businesses within the Magill Road Precinct have been selected to take part in the Adelady TV episode including:

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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- SAHA (Café);
- Ambrosini's (Restaurant);
- Wolfies (Record Store);
- Some Days are Diamonds (One-Off Furniture Store);
- Wholly Belly (Unique Woodfire & Catering);
- Asser & Co (Homewares);
- Flourish on Magill Road (Homewares);
- Two Pairs (Homewares);
- Everflowers Collective (Florist & Plant Shop); and
- Abbode Interiors (Interior Design & Decorators).

The businesses that have been selected are both Magill Road drawcards and are locations that Hayley and Lauren visit or are likely to visit in the future. It was extremely important that the businesses selected are in-line with the Adelady brand, to ensure that the content is genuine and translates to the audience in a trustworthy and authentic way.

Filming took place on Tuesday 16 and Wednesday 17 March 2021 and the full Adelady episode will air on Sunday 13 June 2021 at 4.30pm on Channel 9.

### **MAGILL ROAD GUIDE – CITY BRIEF**

The Committee was briefed on this initiative at the meeting held on 16 March 2021.

The free Magill Road Guide features thirty-six (36) Magill Road businesses and includes a simplified map of the precinct and neighbouring main streets, to make it easy for locals and visitors to read.

*City Brief* has distributed 10,000 copies of the Autumn Guide (with a Magill Road Guide inserted into each copy of the Autumn *City Brief*) to over 190 cafes, stores and services, eateries and bars, hotels and visitor centres, and culture and attraction businesses in the CBD and surrounding suburbs. An additional 1,000 copies of the Magill Road Guide that were printed, have been distributed to the participating businesses and are available in the Council-run facilities for customers to pick up. The remainder of the Guides were included in the *Food Secrets at the Green* gift bags, which were distributed at the event on Sunday 16 May 2021.

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

Due to the popularity of the Guides, and the demand from the Magill Road traders, a further 8,000 copies have been printed. These will be distributed to the businesses along Magill Road, as well as be made available for Council-run events and initiatives such as the proposed Concierge Program.

Copies of the Magill Road Guide will be available for pick-up at the Committee Meeting.

### **2.2.2: Manage the Norwood Parade Precinct Separate Levy and deliver and implement an Annual Business Plan for the Committee.**

At its meeting held on 16 February 2021, the Norwood Parade Precinct Committee was presented with the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* for its consideration and approval. In progress

The *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* and the Committee's resolution were subsequently presented to the Council at its meeting held on Tuesday 6 April 2021. Following the Council's consideration, the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* was released for consultation for a period of twenty-one (21) days, from Wednesday 7 April until Wednesday 28 April 2021. Letters were distributed to all businesses and property owners within The Parade Precinct. Posters and postcards were placed at the Norwood Town Hall and Norwood Library and a notice was also placed in *The Advertiser* on the first day of the consultation period. In addition to this, information was published on the Council and The Parade websites and an Electronic Direct Marketing (EDM) advising The Parade traders of the consultation was also distributed.

Consultation on the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* was conducted in conjunction with the consultation on the continuation of *The Parade Separate Rate* and comments on both were invited via email and in writing. A total of eight (8) submissions were received in response to the consultation on both items.

The results of the consultation together with the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* were considered and endorsed by the Norwood Parade Precinct Committee at its meeting held on Tuesday 4 May 2021 and subsequently considered and endorsed by the Council at its meeting held on Monday 7 June 2021.

The budget which has been allocated in the Annual Business Plan for the 2021-2022 financial year is \$215,000.

A copy of the *2021-2022 Norwood Parade Precinct Annual Business Plan*, which sets out the Strategies and Deliverables and associated funding under each of the above categories, is contained in **Attachment G**.

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

<p><b>2.2.3: Monitor vacancy rates on The Parade by undertaking annual audits.</b></p>	<p>The next audit on The Parade Precinct's occupancy levels will be conducted in October 2021 and a report will be presented to the Business &amp; Economic Development Committee at its meeting scheduled for 2 November 2021.</p>	<p>Not yet started</p>
<p><b>2.3.1: Develop a People, Place and Activity Strategy.</b></p>	<p>Creating vibrant and successful spaces, and facilitating connections with those places, is at the core of activation, subsequently offering economic, social and environmental benefits for the community. Having a vibrant, active and interactive City not only increases the pride of the local community but it also attracts investment, visitation and engagement from the broader region.</p> <p>The Council is therefore seeking to prepare a strategic document that will guide Council initiatives and external partnerships in the long and short term activation of the Council's places and spaces. <i>The People, Place and Activity Strategy</i> will guide the Council's practices and be a catalyst for place activation initiatives at key sites across the City, using where possible the artistic, creative and cultural assets of the City. The Strategy will establish a clear direction for connecting people to the City's community spaces, through the sharing of stories, memories and experiences, to create places that are welcoming, safe and fun for all.</p> <p>The purpose of the <i>People Place and Activity Strategy</i> is to further shape the identity of the City of Norwood Payneham &amp; St Peters by creating vibrant places for diverse activities and opportunities for enhanced social connection.</p> <p>Council Staff are currently collating background information to inform the Project's direction and a presentation will be made to the Business &amp; Economic Development Committee at its meeting held on Tuesday 15 June 2021.</p>	<p>In progress</p>
<p><b>2.3.3: Assist businesses to leverage the City of Norwood Payneham &amp; St Peters, City of Adelaide and State Government event calendars.</b></p>	<p>An update on this initiative was provided to the Committee at its meeting held on 16 March 2021.</p>	<p>Ongoing</p>

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

**2.3.5: Support live music by promoting local venues and local artists as well as engaging emerging musicians for Council organised events.**

### EASTSIDE HAPPY HOUR LIVE & LOCAL SESSIONS

In progress

During the COVID-19 Pandemic, *BIEcreative* launched the 'Happy Hour Live' Series, which aims to bring live music into the homes of many across the State through a live stream on Facebook. Building on this concept, the Council in partnership with *BIEcreative*, took the initiative "on the road" in the City of Norwood Payneham & St Peters. During August and September, the Council sponsored four (4) events in an attempt to breathe life back into local venues in the Council area and provide musicians with the opportunity to perform again. Due to the success of the series, the Council continued this initiative on the first Friday night of the month from October 2020, and will run it through to October 2021.

The event which was held on Friday 16 April 2021 at the Bath Hotel has been the most successful event to date. All outdoor seating was occupied with patrons having to stand to enjoy the performance. The performance was lived streamed on The Parade Facebook page and received over 1,000 views, 43 comments, plus several shares and likes and attracted listeners from the United States, Canada and the United Kingdom.

This performance together with all of the performances in the series are still available to be viewed on Facebook and on the Happy Hour Live website [www.happyhourlive.com.au](http://www.happyhourlive.com.au)

The 'Happy Hour Live' Series has recently been reviewed by the Council staff, host venues and *BIEcreative* and the decision has been made that this initiative has served its purpose and will not continue beyond October 2021.

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

### 3. INNOVATIVE CITY

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

*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><b>CV.3.0.2: Increase the number of training and events and deliver them in a variety of formats, easily accessible for the business community.</b></p> <p><b>AND</b></p> <p><b>3.3.2: Deliver a program of forums, networking and training events for new and existing businesses collaborating with specialist providers.</b></p>	<p><b>BUSINESS TRAINING &amp; WORKSHOPS</b></p> <p>The 'Reflect. Refuel. Restart.' series of events and workshops has been tailored to retailers, hospitality owners, fitness and wellness centres, start-up entrepreneurs, creatives and professional service businesses. The majority of the events will be free of charge for business owners and employees operating within the City.</p> <p>Since its last Committee meeting held on 16 March 2021, the following events have taken place:</p> <ul style="list-style-type: none"> <li>• How to harness the power of the Facebook algorithm guaranteeing you results;</li> <li>• Social media: times are a-changin'; and</li> <li>• Creating a world class startup business.</li> </ul> <p>A selection of recordings from past events and a list of the remaining speakers and their topics is available on the Council's website at <a href="http://www.npsp.sa.gov.au/workshops">www.npsp.sa.gov.au/workshops</a></p> <p>The 'Reflect. Refuel. Restart.' series of events has and will continue to be promoted to all businesses within the Council area via targeted social and digital channels including electronic newsletters and printed collateral delivered to their door, plus posters and postcards visible and available for collection at all Council-run facilities.</p>	<p>In progress</p>
<p><b>CV.3.0.3: Explore opportunities for the Council to provide a Business Advisory Service Program</b></p>	<p>The need for a <i>Business Advisory Service Program</i> was discussed prior to being included in the 2021-2026 Economic Development Strategy. The COVID-19 Pandemic has highlighted to a number of businesses, key areas of their business operations are in need of support and assistance, especially with regards to financial management and pivoting to an online presence. For this reason, research has been undertaken and four (4) business advisory service providers have been contacted to discuss a potential <i>Business Advisory Service Program</i> for the City of Norwood Payneham &amp; St Peters.</p> <p>At its meeting held Tuesday 16 March 2021, the Business &amp; Economic Development Committee resolved the following:</p>	<p>In progress</p>

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

*That the Business & Economic Development Committee supports the introduction of a Business Advisory Service for the City of Norwood Payneham & St Peters through an external provider and notes that a procurement process will now be undertaken.*

A detailed Project Brief is currently being created and will be released for tender once it has been completed.

**3.2.1: Conduct an Annual Business Awards program that gives customers, business owners and employees the chance to recognise and celebrate their favourite City businesses.**

### 2021 EASTSIDE BUSINESS AWARDS

In progress

For the first time this year, the Council partnered with *Solstice Media* to deliver these Awards and the outcome was positive. The Awards proved more popular than ever with 9584 public votes being cast, up from 6877 last year. The public voted for 311 businesses in eleven (11) different categories, with 26 business being shortlisted as finalists in eleven (11) categories. These businesses are recognised for providing an outstanding experience, product or service to their customers and community.

To encourage public vote, a 'Vote & Win' competition was run concurrently and the winner that was drawn at random, chose to receive a \$250 voucher to OV Hair on The Parade.

The eleven (11) winners across the twelve (12) categories are listed below:

<b>Hall of Fame (20+ years)</b>	<b>Best Hair/Beauty Salon</b>
The Parade Veterinary Clinic	Johnny Slicks Barber Shop
<b>Best Café</b>	<b>Best Customer Experience</b>
The Lab Food + Coffee	GR Phones Norwood
<b>Best Fashion Retailer</b>	<b>Best Independent Retailer</b>
Shouz Boutique	GR Phones Norwood
<b>Best Restaurant</b>	<b>Best Entertainment Venue</b>
Taste of Nepal	Little Bang Brewery
<b>Best Coffee</b>	<b>Best Emerging/Startup Business</b>
Pave Café	Cheeky Grin Coffee

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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### Best Pub/Bar

The Colonist

### Best Food/Beverage Manufacturer

Chefs of Wheels

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The winner of each category received a digital advertising package with Solstice Media to the value of \$1,000 (excl GST) and a choice of a business advisory service (business planning, budget and forecasting or bookkeeping training) with BIAS to the value of \$1,000 (excl GST).

For more information about the Program, to view the winners and six (6) articles relating to the awards, visit: [www.solsticemedia.com.au/eastsidebusinessawards/](http://www.solsticemedia.com.au/eastsidebusinessawards/)

A selection of photos from the event are contained in **Attachment H**.

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### **3.2.2 Conduct the Mayor's Business Commendation Awards annually.**

In 2019, a review of the Council's Civic Recognition Policy was conducted. At that time, Council Staff investigated the idea of a Mayor's Business Commendation Awards, which was introduced and now forms a part of the Policy.

In progress

The Mayor's Business Commendation Awards recognise small businesses that make a significant contribution to the City, and that have been operating in the City for a minimum of ten (10) years.

The four (4) award categories are:

- 10+ Years Bronze Commendation
- 25+ Years Silver Commendation
- 50+ Years Gold Commendation
- 3+ Generational Family Business Commendation

The Awards will be presented on an annual basis at the Mid-Year Business Networking Event.

Due to the COVID-19 Pandemic, the 2020 Mid-Year Networking Event was not scheduled and therefore all Awards will be presented at this year's event. However, as S.E Waite & Son celebrated their 100<sup>th</sup> Anniversary last year, the Events Coordinators organised a certificate, which was presented at the celebration.

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

A three (3) week Facebook advertising campaign has been scheduled, to encourage businesses to self-nominate for a Commendation Award. All applications will be considered, and certificates will be prepared to present at the 2021 Business Networking Event that is scheduled for Wednesday 21 July 2021.

**3.3.1: Continue to grow the business database and communicate on a regular basis, including a process to identify new businesses.**

The Committee was briefed on this action at its meeting held on 16 March 2021.

Ongoing

**3.5.1: Promote environmentally sustainable programs such as 'Plastic Free SA'.**

### CITY WIDE E-SCOOTER TRIAL

At its meeting held on 5 August 2019, the Council endorsed a shared mobility device framework. This framework allows the Council to explore low-emission micro mobility options to provide its community with a more diverse, convenient and accessible transportation network and may also assist to reduce congestion and parking issues in the City. Subsequently the Council endorsed the establishment of a shared e-scooter trial on 8 October 2019.

The Council worked with the Department of Infrastructure and Transport (DIT) to create a Use Case addressing various matters including safety standards and ensuring insurance for users was provided. The Use Case was approved by the Minister on 29 April 2021.

The e-scooter trial within the City of Norwood Payneham St Peters commenced on 14 May 2021 and will run for a six (6) month period.

E-scooters are seen as a low cost, convenient and accessible transport option for citizens living, working or traversing through the City of Norwood Payneham & St Peters. They can provide an alternative mode of transport that can replace short car trips, expanding citizens travel distance which could assist to reduce traffic and parking congestion in the City.

E-scooter also fosters a healthy, creative and connected community, creating lively and safe places. They can diversify and develop the local economy, alleviate parking worries and increase accessibility to public transport stops, ultimately improving the quality of life for our citizens.

E-scooters are geofenced, meaning they will only be able to be ridden in the City of Norwood Payneham & St Peters (and into the City of Adelaide trial area). If a user tries to ride elsewhere the e-scooter will stop and audio-direct the user back to the geofenced area.



## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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They are dockless and can be parked where a user chooses to end their trip. In response to possible concerns about high pedestrian zones, e-scooters will be unable to be ridden or parked along The Parade, Norwood between Osmond Terrace and Portrush Road as it is an 'exclusion' and 'no parking' zone. Users are encouraged to walk along The Parade.

The e-scooter speed is limited to 15 km/h for the duration of the trial and restricted even further to 10km/hr along arterial roads which are 'go slow' zones required under Government Gazette.

Users must be at least 18 years old to ride an e-scooter and must wear a helmet and ride on footpaths under SA Road Rules.

The Council has worked with the e-scooter operators to ensure a high level of customer response can be provided. Concerns regarding poorly parked e-scooters, user behaviour, and accidents will be responded to by operator's customer service centres.

Further information about the trial and how to operate the e-scooters is available at:  
[https://www.npsp.sa.gov.au/culture\\_and\\_lifestyle/visit\\_us/getting\\_here\\_and\\_around](https://www.npsp.sa.gov.au/culture_and_lifestyle/visit_us/getting_here_and_around)

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

### 4. BUSINESS FRIENDLY CITY

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

*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.*

<b>ACTION</b>	<b>UPDATE</b>	<b>STATUS</b>
<b>CV.4.0.1: Provide financial support to traders in The Parade Precinct in 2020-2021 through the introduction of a Discretionary Rebate of The Parade Separate Rate.</b>	This action was reported on at the Committee meeting held on 16 March 2021.	Complete
<b>CV.4.0.2: Provide financial relief to hospitality businesses through the waiving of Outdoor Dining fees.</b>	This action was reported on at the Committee meeting held on 16 March 2021.	Complete
<b>CV.4.0.3: Provide information on health and well-being services to businesses.</b>	<p>As a part of the 'Reflect. Refuel. Restart.' series, a workshop titled 'Practical solutions for improving workplace well-being' has been scheduled. The workshop will teach attendees ten (10) practical solutions that every business should be doing to ensure greater well-being at work. This includes ways to build resilience, increase employee and customer satisfaction, and how to hold on to your best people.</p> <p>The workshop will be facilitated by local business owner, Rebecca Weatherill of The Wellbeing Workshop.</p>	In progress
<b>CV.4.0.4: Update the 'COVID-19 Information for Businesses' webpage as new information and resources become available.</b>	This webpage includes a range of links to advice, updates and support services available to businesses affected by COVID-19 conditions. For the last year now, the Council Staff have made it a priority to monitor the webpage and make sure that it is updated with the most recent and relevant information available to businesses. As new information is released, it is shared with the Council's business database via electronic direct mail (EDM).	In progress

**AND ACHIEVES**

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

**CV.3.0.1: Assist businesses to navigate the impacts of the COVID-19 Pandemic by providing ongoing communication and education on the support services available to them.**

Since its meeting held on 16 March 2021, information on the COVID-19 Consumer Travel Support Program has been added to the webpage. The Program provides eligible travel agents, inbound tour operators and tour wholesalers with a one-off payment of up to \$100,000. Round two is now open and applications close on 12 June 2021.

**4.1.3: Review the Council's 'Business & Economy' webpage to ensure it is easy to use and is informative for businesses.**

A review of the information on the 'Business & Economy' section of the website is scheduled to be completed in stages. Since its last Committee meeting held on 16 March 2021, the focus has been on the 'Supporting Local Business' section, which includes the following pages:

Ongoing

- Mayor's Business Commendation Awards;
- Business Workshops;
- Eastside Business Awards;
- Raising the Bar Adelaide; and
- COVID-19 Information for Businesses.

The next section that is scheduled to be reviewed is the 'Doing Business' section. This section includes a business snapshot on the City, home based businesses and co-working spaces.

# Shop Local SA Local Government Collaboration

Strengthening regional business

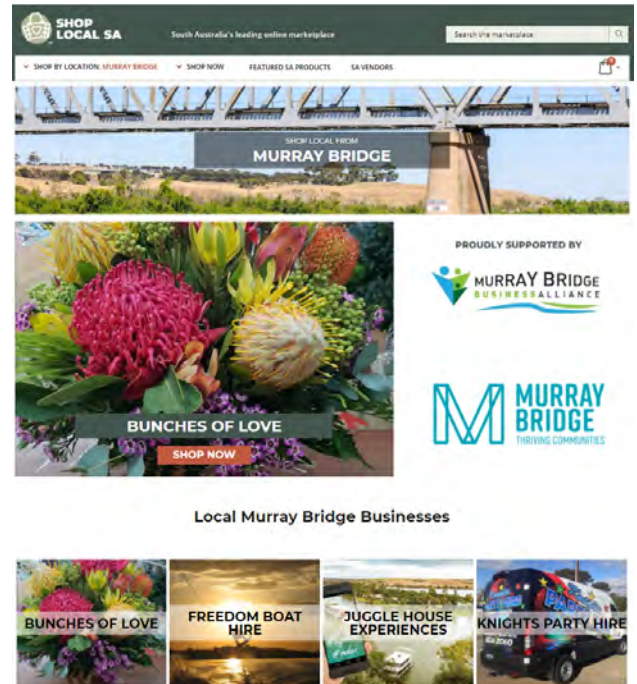


## CASE STUDY: RURAL CITY OF MURRAY BRIDGE

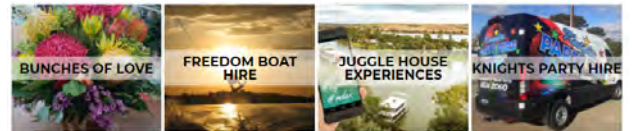
Shop Local SA has recently partnered with the Rural City of Murray Bridge and the Murray Bridge Business Alliance to support local businesses in making the transition to selling online in a marketplace environment.

The objectives of the partnership were:

- to provide Council with a tangible way to support local businesses;
- Build digital literacy skills for local businesses;
- Strengthen the local business chamber by providing additional value to membership;
- Remove the barriers for local businesses to try something new;
- Ensure a strong representation of Murray Bridge businesses on Shop Local SA - South Australia's online market place.



Local Murray Bridge Businesses



Murray Bridge Shop Local SA Page



The results:

- We have successfully recruited businesses in the Murray Bridge local government area to sell on Shop Local SA.
- Industries represented include tourism experiences, party supplies, florists, cosmetics, water sports equipment, camping supplies, and food.

The mechanics:

- Council provided a financial subsidy for businesses to join Shop Local SA.
- Businesses received 6 months complimentary membership to the Murray Bridge Business Alliance
- Businesses received the Shop Local SA fully supported onboarding package including their own branded store in the Shop Local SA marketplace, training on how to manage their store, and introductory marketing support to promote their listing.





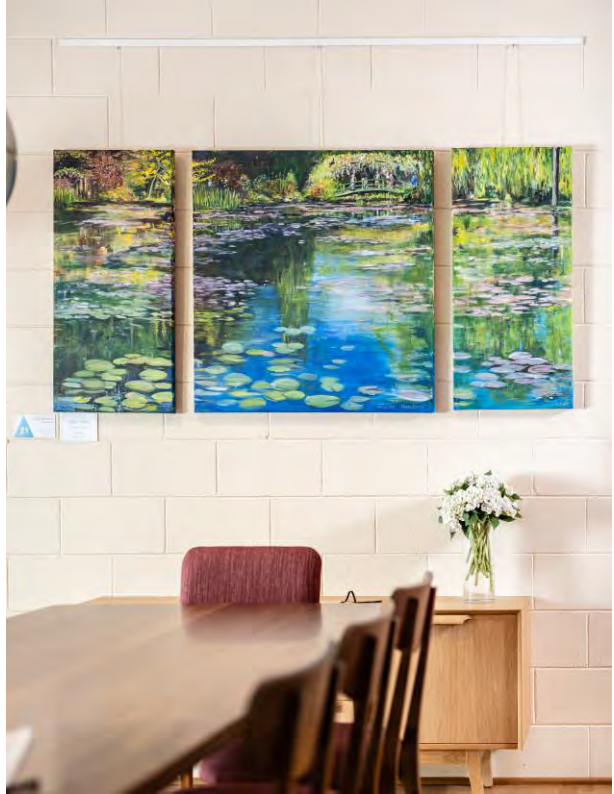














*City of Norwood Payneham & St Peters*

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# Business Networking Event



The City of Norwood Payneham & St Peters invites you to attend its mid-year networking event. This is an opportunity to connect with other business owners and staff from within the Council area.

Canapes and light refreshments will be provided.

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**Date:** Wednesday 21 July 2021

**Time:** 6:00pm–8:00pm



**Venue:** Adelaide Appliance Gallery,  
155 Payneham Road, St Peters

**RSVP** by Monday 19 July 2021  
Online: [trybooking.com/BPCAV](https://trybooking.com/BPCAV)  
Phone: Skye Grinter-Falzun 8366 4539

Bookings are essential.

Please note there is only capacity for four people from each business due to COVID requirements.

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

**Telephone** 8366 4555  
**Email** [townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)  
**Website** [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)  
**Socials**  /cityofnpsp  @cityofnpsp



**City of  
Norwood  
Payneham  
& St Peters**



DRAFT 2021-2022  
ANNUAL BUSINESS PLAN  
NORWOOD PARADE PRECINCT COMMITTEE



TASTE  
STYLE  
SHOP  
LIVE  
PLAY  
VISIT











OVERVIEW	4
PURPOSE	4
VISION	5
OBJECTIVES	6
BUDGET	6
ALLOCATED SPEND	9
STRATEGIES	11
EVENTS & ACTIVATIONS	11
MARKETING & COMMUNICATION	12
IDENTITY & BRAND	13
BUSINESS DEVELOPMENT	14
ADMINISTRATION	15
MEASUREMENT	17





## OVERVIEW

The City of Norwood Payneham & St Peters established the Norwood Parade Precinct Committee pursuant to Section 41 of the *Local Government Act 1999*. The Norwood Parade Precinct Committee is governed by Terms of Reference, which were adopted by the Council on the 2 November 2020.

The Norwood Parade Precinct Committee is responsible for delivering exciting initiatives to develop and promote The Parade, Norwood as a vibrant cultural and leisure tourism destination for businesses, residents and visitors.

The Committee consists of the Mayor, four Elected Members and eight independent members who represent the interests of commercial landlords and business owners trading within the Norwood Parade Precinct.

The key role of the Committee is to develop and recommend to the Council an Annual Business Plan and Budget for The Parade Precinct, while overseeing its implementation once approved by the Council.

The Committee also facilitates networking and communication between The Parade business community and the Council.

## PURPOSE

The purpose of the 2021-2022 Annual Business Plan is to promote and capitalise on the current retail and commercial activity generated within The Parade Precinct to ensure future growth and the potential of the Precinct.

This Business Plan focuses on developing marketing and promotional activities to stimulate visitation, activate the area and encourage retail, services, leisure and dining patronage to The Parade.

The Business Plan outlines a series of objectives and strategies that will achieve The Parade's overall vision.



A VIBRANT MEETING  
PLACE AND BUSINESS  
PRECINCT WHERE RESIDENTS  
AND VISITORS CAN  
EXPERIENCE AND ENJOY  
A PLACE TO EAT, MEET,  
SHOP AND DO BUSINESS.



## OBJECTIVES

The objectives of the 2021-2022 Annual Business Plan are to:

- Attract new customers.
- Promote the Precinct.
- Build on the Precinct's unique atmosphere, culture and 'sense of place'.
- Strengthen relationships amongst businesses and provide support.

## BUDGET

The total budget for the 2021-2022 Annual Business Plan is **\$215,000** which is the amount the Council will collect through the Separate Rate.













# ALLOCATED SPEND



ITEM NUMBER	STRATEGY	ALLOCATED FUNDS
1.1	Events & Activations	\$40,000
2.1	Website	\$4,000
2.2	Social Media	\$20,000
2.3	Advertising	\$50,000
3.1	Sponsorship	\$7,500
3.2	Signage & Street Decorations	\$50,000
3.3	Merchandise	\$1,000
3.4	Competitions & Promotions	\$35,000
4.1	Networking	\$3,000
4.2	Business Training	\$3,000
5.1	Catering	\$1,000
5.2	Print, Post & Distribution	\$500
	<b>TOTAL</b>	<b>\$215,000</b>







# EVENTS & ACTIVATIONS

01



Develop, support and implement events and activations on The Parade to attract customers, provide a unique experience and grow the Precinct's reputation as a leading cultural Precinct.

## 1.1 EVENTS & ACTIVATIONS

Support the Council's current major events held on The Parade including; Tour Down Under, Norwood Christmas Pageant and an annual fashion event and investigate options to host smaller events and activations throughout the year.

**BUDGET — \$40,000**

# MARKETING & COMMUNICATION



Implement a range of marketing initiatives that communicate and promote the positive strengths of The Parade to all markets.

## 2.1 WEBSITE

Regularly maintain and promote The Parade's website and improve functionality. Ensure that all businesses within the Precinct have a presence on the website and continue to update their information and utilise the 'offers' page to advise customers of any special promotions in store.

**BUDGET — \$4,000**

## 2.2 SOCIAL MEDIA

Develop a social media strategy to maximise effectiveness of current social media channels, increase engagement with current followers and attract new ones.

**BUDGET — \$20,000**

## 2.3 ADVERTISING

Develop and implement advertising campaigns promoting The Parade across a wide variety of mediums to increase visitation from the wider Adelaide region.

**BUDGET — \$50,000**

# IDENTITY & BRAND

# 03



Further develop The Parade’s brand and implement initiatives that define and communicate The Parade’s identity and raise the community’s appreciation of the Precinct.

### 3.1 SPONSORSHIP

Provide targeted sponsorship to external events and activities aimed at increasing patronage to The Parade for the benefit of all businesses in the Precinct.

**BUDGET — \$7,500**

### 3.2 SIGNAGE & STREET DECORATIONS

Implement signage and street decorations to promote specific campaigns, events and activities associated with the Precinct, in particular during the Christmas period.

**BUDGET — \$50,000**

### 3.4 COMPETITIONS & PROMOTIONS

Coordinate a major competition for The Parade that engages businesses and encourages community participation.

**BUDGET — \$35,000**

### 3.3 MERCHANDISE

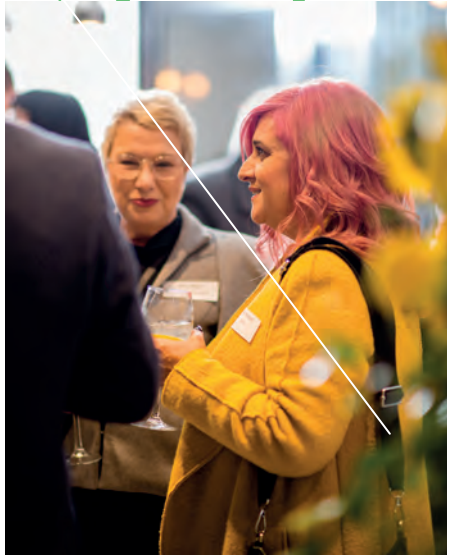
Investigate options and purchase appropriate branded merchandise and distribute to businesses.

**BUDGET — \$1,000**



# BUSINESS DEVELOPMENT

# 04



Foster improved business presentation, appearance and cooperation and support business capability and sustainability through education, training and networking.

### 4.1 NETWORKING

Host networking forums for Parade businesses and property owners to build and strengthen relationships. Focus on increasing numbers through the use of informative speakers, topics and venues.

**BUDGET — \$3,000**

### 4.2 BUSINESS TRAINING

Develop a business training and workshop program for businesses to educate traders on a range of topics such as marketing, social media and customer service.

**BUDGET — \$3,000**



# ADMINISTRATION

# 05



Ensure the ongoing and effective administration of the Committee.

## 5.1 CATERING

Catering for Committee and special meetings.

TIMELINE — ONGOING

BUDGET — \$1,000

## 5.2 PRINT, POST & DISTRIBUTION

BUDGET — \$500









## MEASUREMENT

In order to assess the success of the 2021-2022 Annual Business Plan, the various Strategies need to be measured. Methods of measurement may include:

- Recording attendance numbers at events.
- Analysing data from competition entries.
- Conducting feedback surveys.
- Evaluating the performance of businesses after a major activity or event.
- Website and social media reports.

**City of Norwood Payneham & St Peters**

Economic Development & Strategic Projects Unit  
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## 4.2 SPENDMAPP DATA UPDATE

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**REPORT AUTHOR:** Economic Development & Strategic Projects Officer  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4512  
**FILE REFERENCE:** qA69306  
**ATTACHMENTS:** A

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### PURPOSE OF REPORT

The purpose of this report is to update the Business & Economic Development Committee on the most recent expenditure and purchase trends within the City of Norwood Payneham & St Peters using *Spendmapp* data.

### BACKGROUND

At its meeting held on Tuesday 10 November 2020, the Business & Economic Development Committee was provided with a report which outlined the Council's purchase of the online application, *Spendmapp*. After considering the report, the Committee resolved the following:

*The Business & Economic Development Committee notes that regular reporting will be provided to the Committee on expenditure patterns in the City of Norwood Payneham & St Peters.*

The *Spendmapp* application provides an accurate, up-to-date and detailed picture of expenditure and purchase activity in, to and from a region. It does this by taking real banking transaction data (EFTPOS and credit/debit) and transforming it to create a comprehensive representation of the City's economy, taking into account a cash component which is informed by a survey conducted by the Reserve Bank of Australia (RBA). The process also ensures that "outlier" transactions do not skew the data and seeks to maintain the privacy of merchants and cardholders by applying a degree of randomisation when there are small transaction volumes. This transformation ensures that *Spendmapp* is detailed, trustworthy, and most importantly, safe.

At the Committee meeting held on 10 November 2020, the Committee was presented with *Spendmapp* data from July 2018 through until August 2020. The purpose of this report is to present the updated data to the Committee to show the trends and progression in the City of Norwood Payneham & St Peters economy, particularly since the beginning of 2021 as COVID-19 restrictions have progressively been eased in South Australia.

### FINANCIAL AND BUDGET IMPLICATIONS

The Council purchased the *Spendmapp* application in August 2020, as a tool to assist in understanding the impacts of the COVID-19 Pandemic and associated restrictions and to identify opportunities for targeting marketing and promotion. The licence is for a period of twelve (12) months, at which time a decision will need to be made as to whether or not to extend the licence.

### COVID-19 IMPLICATIONS

*Spendmapp* is a useful tool to better understand people's spending behaviour, especially pre, during and post (in terms of restrictions easing) the COVID-19 Pandemic. The data demonstrates how people reacted and responded financially to the economic conditions that have been continually changing as a result of the Pandemic and facilitates a better understanding of these behaviours to allow decisions to be made accordingly.



**DISCUSSION**

The *Spendmapp* data released since August 2020, has been extremely positive across the City as expenditure and transaction numbers have increased. A series of graphs and tables exported from *Spendmapp*, help showcase these increases in expenditure and transactions. It is interesting to note that much of this data also reflects an improved economic position in expenditure and transaction numbers to what was recorded prior to the Pandemic. All graphs and tables are presented in a larger scale in **Attachment A**.

As illustrated in Graph 1 below, the Total Expenditure in the City of Norwood Payneham & St Peters has continued to steadily increase, notwithstanding an obvious decline when the COVID-19 Pandemic began in Australia in March/April of 2020. However, the spike in the graph in December 2020, indicates a very successful Christmas and New Year’s period for businesses within the City of Norwood Payneham & St Peters. Interestingly, December 2020 has been the most successful month of the expenditure time series (July 2018 – March 2021), far exceeding both December 2018 and December 2019.

The forecast is for a slight decline before expenditure again rises through the second half of 2021. In summary, the overall trend line (white dotted line) indicates continual growth in total expenditure.

**GRAPH 1: EXPENDITURE TIME SERIES (JULY 2018 – MARCH 2021 WITH PREDICTED TREND UNTIL JUNE 2021)**



Another *Spendmapp* data set that emphasises the positive nature of expenditure in the City is shown in Table 1 below. This breaks the expenditure into five (5) overarching categories. Three (3) of these are referred to in Table 1:

- **Total Local Spend** which refers to all spend (Resident and Visitor Local Spend, including international visitor spends) in the region at local merchants;
- **Resident Local Spend** which refers to expenditure by cardholders and businesses located in the region spending at merchants also located in the region;
- **Visitor Local Spend** which refers to expenditure by cardholders and businesses located outside the region and spend at merchants located inside the region, representing the amount of external demand met by local supply:

**TABLE 1: YEAR-ON-YEAR CHANGES TO CERTAIN EXPENDITURE CATEGORIES (MARCH 2020 COMPARED TO MARCH 2021)**

Expenditure Type	March 2020	March 2021	Change
Total Local Spend	\$112M	\$129M	15.21%
Resident Local Spend	\$24.5M	\$26.2M	6.84%
Visitor Local Spend	\$87.5M	\$103M	17.55%

The remaining two (2) categories of expenditure are referred to in Table 2 and these are:

- **Resident Escape Spend** which refers to spend based on cardholders and businesses based in the region, spending outside of the region. This is useful for capturing and recognising the amount of local demand that is not adequately served by local supply; and
- **Resident Online Spend** which refers to the spend by local cardholders and businesses on online goods and services. As supply chains globalise and the cost of online shopping and e-commerce decreases, this figure is already forming a significant part of local expenditure and is likely to keep rising. The biggest challenge for the businesses in the City of Norwood Payneham & St Peters is to try and capture some of that spend.

These two (2) categories have been separated from the other three (3) categories because it is important that the Escape and Online spend be compared to pre-COVID figures to better understand if COVID-19 has changed the way that people shop and spend their money. The data shows that in March 2021, expenditure in these categories compared to March 2020, is substantially higher. There are a number of possible reasons for this. At the start of the COVID-19 Pandemic, people were not spending at all, or if they were spending, they were not doing it outside of what may be considered 'local' and / or were hesitant to buy online due to overseas shipping dates being lengthy periods of time etc. However, when comparing the March 2021 data to March 2019, the expenditure in Escape and Online spending, appears to be very similar. This indicates that people who live in the City of Norwood Payneham & St Peters are once again confident to move outside of the Council area to make purchases or do this online. Whilst this is not necessarily a positive for businesses in the Council area, it does reflect a confidence in buyers that was seen pre-Pandemic.

What is positive from analysing this data, is that a trend towards online shopping has not occurred as a result of the COVID-19 Pandemic. The Council has been trying to take advantage of this confidence through a number of events and initiatives such as the *'Book a Holiday – Win a Holiday'* competition on The Parade, *Eastside Happy Hour Series*, *Food Secrets at the Green*, *Concerts in the Park Series* and a number of events and initiatives scheduled for the second half of 2021.

**TABLE 2: YEAR-ON-YEAR CHANGES TO CERTAIN EXPENDITURE CATEGORIES  
 (MARCH 2019 COMPARED TO MARCH 2021)**

Expenditure Type	March 2019	March 2021
Resident Escape Spend	\$43.4M	\$48.1M
Resident Online Spend	\$30.2M	\$33M

Similarly, the number of transactions made throughout the City has followed the same trend as expenditure, as highlighted in Graph 2 below (and in the enlarged version contained in **Attachment A**). This is to be expected given that the increase in expenditure in the City is not as a result of an increase in the average value per individual transaction, but instead is as a result of more individual transactions.

**GRAPH 2: TRANSACTIONS PER MONTH (JULY 2018 – MARCH 2021 WITH PREDICTED TREND UNTIL JUNE 2021)**



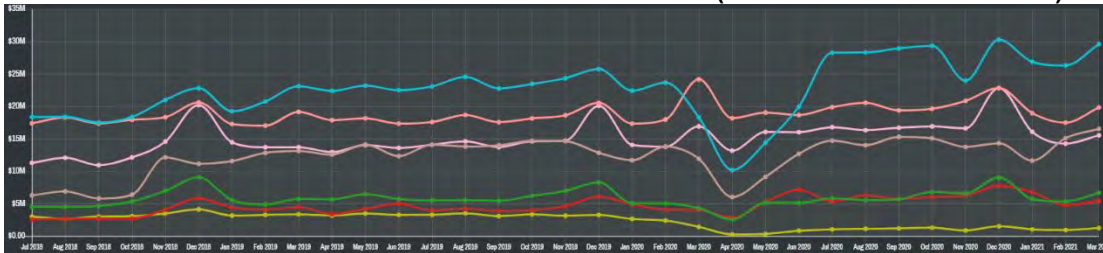
The ability to break down expenditure by industry sectors is also a great tool within *Spendmapp*. The following industry sectors and their representative colours are shown in Graph 3 below (and in the enlarged version contained in **Attachment A**):

- Dining & Entertainment (Blue);
- Grocery Stores & Supermarkets (Salmon);
- Specialised & Luxury Goods (Light Purple);
- Professional Services (Brown);
- Department Stores & Clothing (Green);
- Furniture & Other Household Goods (Red); and
- Travel (Yellow).

The visible decline in all of these sectors in March and April of 2020, shows that the COVID-19 Pandemic severely impacted upon expenditure in all sectors, except for 'Grocery Stores & Supermarkets' which increased as a result of 'panic buying'. The positive following the declines in almost all sectors, is that six (6) out of the seven (7) sectors highlighted in Graph 3, rebounded quickly and have even begun to see more transactions than pre-Pandemic.

Unfortunately and as expected, this is not the case for the 'Travel' sector which continues to be severely hindered by the lack of international travel and even the uncertainty surrounding interstate borders within Australia. It is for this reason that the Norwood Parade Precinct Committee (NPPC) endorsed to allocate a budget to run a competition specifically for the four (4) travel agencies located along The Parade. The purpose of this competition was to encourage people to book a holiday with one of the travel agencies for a chance to win a \$1,000 travel voucher. With the competition running for four (4) weeks and having four (4) weekly winners, 16 \$1,000 vouchers were given away as prizes. With the prizes being extremely enticing, the travel agencies noted the competition as a success and were extremely grateful for the support during what has been a difficult time for them.

**GRAPH 3: EXPENDITURE TIME SERIES BY CATEGORY (JULY 2018 – MARCH 2021)**



## OPTIONS

Nil

## CONCLUSION

The seven (7) months of data released on the *Spendmapp* application since the last presentation to the Committee, has shown some extremely positive for the City. The data demonstrates that consumer confidence has returned and has resulted in increases in expenditure and transaction numbers. Whilst the majority of the key industry sectors within the City have rebounded well from the peak of the COVID-19 Pandemic, the data has reinforced that there are a few sectors that are continuing to feel the impacts of the Pandemic. This information will assist the Council to make decisions on direct assistance, initiatives and events accordingly.

## COMMENTS

The data highlighted in this report and presented to the Committee refers to City-wide expenditure across the City of Norwood Payneham & St Peters, however *Spendmapp* also has the capability to display data at a suburb level. This more localised data is used in project specific matters but can be provided to the Committee is desired.

## RECOMMENDATION

1. That the report be received and noted.
2. The Business & Economic Development Committee notes that regular reporting continue to be provided to the Committee on expenditure patterns in the City of Norwood Payneham & St Peters.

# Attachment A

## Spendmapp Data Update

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

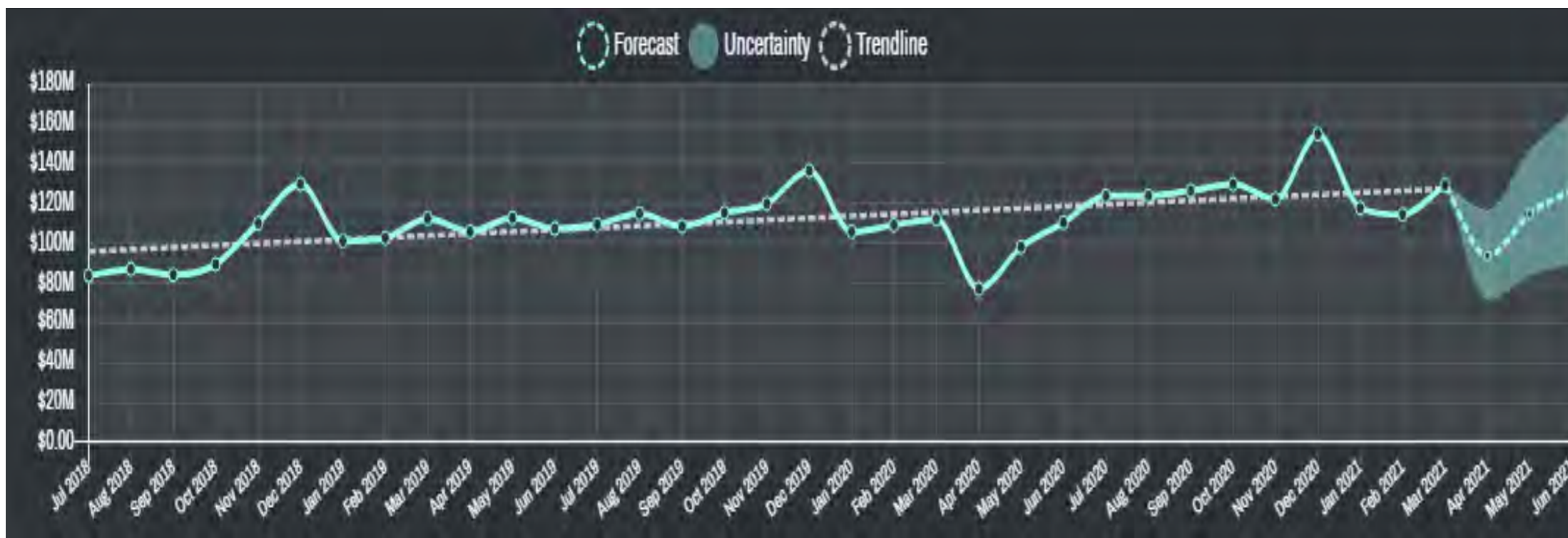
Telephone 8366 4555  
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Email [townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)  
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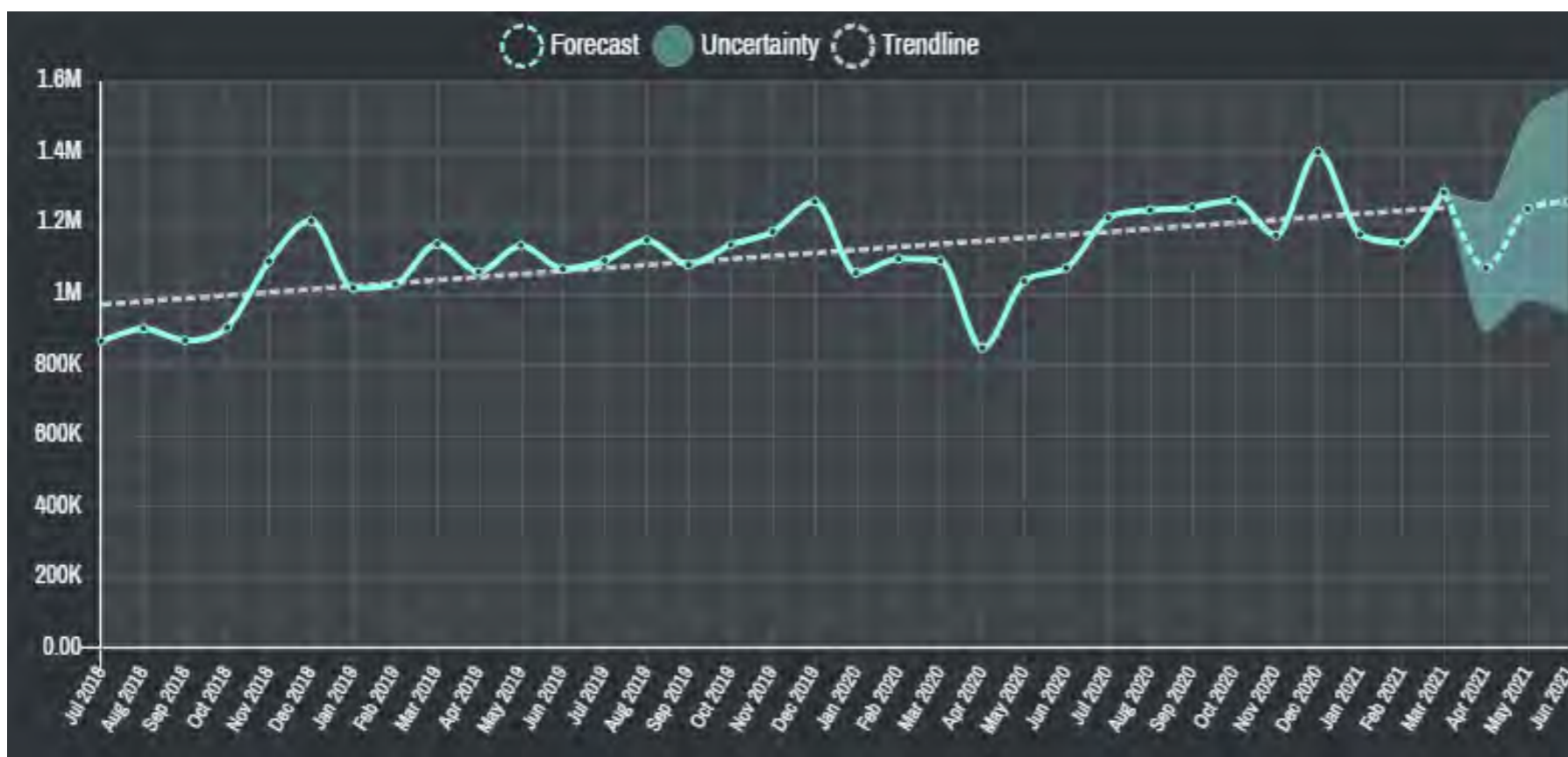
*City of*  
**Norwood  
Payneham  
& St Peters**



GRAPH 1: EXPENDITURE TIME SERIES (JULY 2018 – MARCH 2021 WITH PREDICTED TREND UNTIL JUNE 2021)

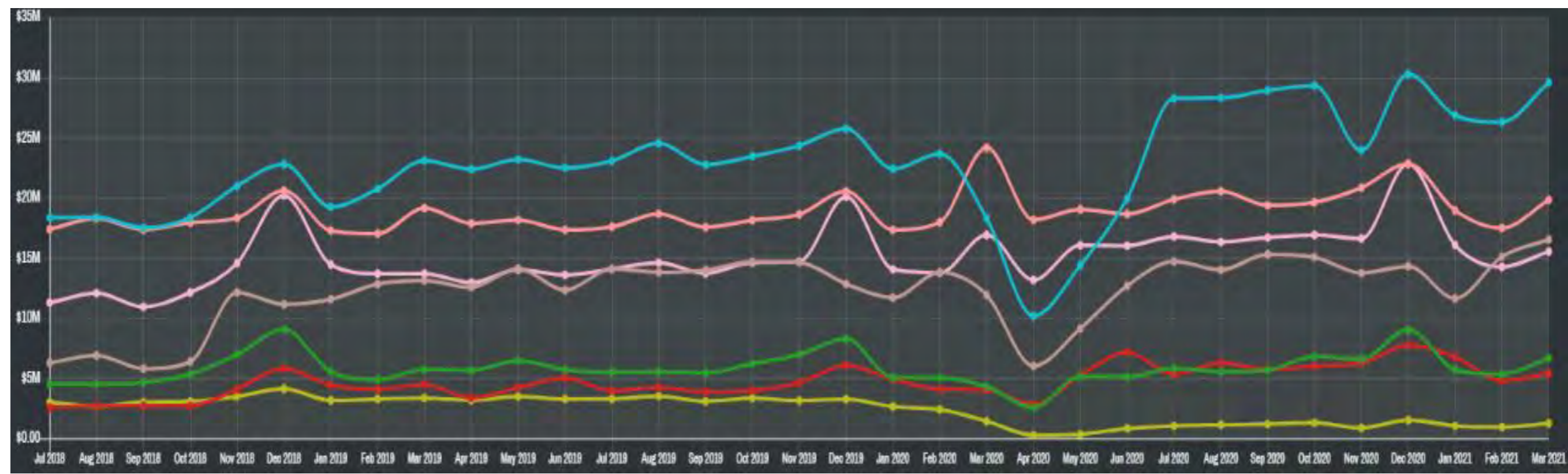


GRAPH 2: TRANSACTIONS PER MONTH (JULY 2018 – MARCH 2021 WITH PREDICTED TREND UNTIL JUNE 2021)





GRAPH 3: EXPENDITURE TIME SERIES BY CATEGORY (JULY 2018 – MARCH 2021)



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

**6. NEXT MEETING**  
Tuesday 17 August 2021

**7. CLOSURE**