

Norwood Parade Precinct Committee Agenda & Reports

6 July 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.*

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

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



City of
Norwood
Payneham
& St Peters

2 July 2021

To all Members of the Norwood Parade Precinct Committee

Committee Members

- Mayor Robert Bria (Presiding Member)
- Cr Sue Whittington
- Cr Fay Patterson
- Cr John Callisto
- Cr Carlo Dottore
- Ms Annie Lovejoy
- Mr Terry Dalkos
- Mr Joshua Baldwin
- Mr Ross Dillon
- Mr Rimu Good
- Mr Hao Wu
- Mr Phillip Rollas

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 Norwood Parade Precinct Committee, will be held in the Mayors Parlour, Norwood Town Hall, 175 The Parade, Norwood, on:

Tuesday 6 July 2021, commencing at 6.15pm

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

Yours faithfully



Mario Barone
CHIEF EXECUTIVE OFFICER

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Facsimile 8332 6338
Email townhall@npsp.sa.gov.au
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City of
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4.1 SUMMARY OF EXPENDITURE & FINAL REPORT ON THE IMPLEMENTATION OF THE 2020-2021 ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: qA59232
ATTACHMENTS: A - C

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with a summary of expenditure and final report on the implementation of the 2020-2021 Annual Business Plan.

BACKGROUND

At its meeting held on Tuesday 17 March 2020, the Committee endorsed the Draft 2020-2021 Annual Business Plan for the Norwood Parade Precinct and resolved to forward it to the Council for its endorsement. Subsequently, at its meeting held Monday 6 April 2020 the Council endorsed the Draft 2020-2021 Annual Business Plan 'in principle' for the purposes of consultation with The Parade business community, which was temporarily suspended in light of the COVID-19 Pandemic.

At its meeting held Monday 6 July 2020, the Council adopted the 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.

This report provides an update of the key strategies and deliverables that have been progressed by staff. A summary of the overall budget and expenditure as at 30 June 2021, is contained in **Attachment A**. As the Council resolved not to collect the Separate Rate for the 2020-2021 financial year, there is no funds to carry forward to the 2021-2022 financial year.

A separate document outlining the initiatives that have been delivered for the 2020-2021 financial year is contained in **Attachment B**.

DISCUSSION

1. STRATEGY: EVENTS & ACTIVATIONS

1.1 EASTSIDE HAPPY HOUR LIVE & LOCAL SESSIONS

Council Staff have been working with local business *BIcreative* since August 2020, to bring live music back into the pubs and into the homes of many across the State through live streams on Facebook. To date, the Council has sponsored thirteen (13) events, with a further three (3) scheduled for the months of July, August and October 2021.

The final event of the 'Happy Hour Live & Local' series will be held on Saturday 23 October 2021 at *Lambrook Wines* on Magill Road. The event will be ticketed and the cost will include pizza and paella by *Wholly Belly*, hourly drink offers by local beverage manufacturers and entertainment which will include a line-up of up to five (5) acts.

All past performances in the series are still available to be viewed on Facebook and on the Happy Hour Live website www.happyhourlive.com.au

2. STRATEGY: MARKETING & COMMUNICATIONS

2.1 UPDATE ON COMO NORWOOD DEVELOPMENT

On 1 March 2021, the redevelopment of the former Coles property commenced and the Coles carpark was fenced off. As a result, amongst other things, this has affected foot traffic through Norwood Mall, which in turn has affected consumer spending within the retail businesses located in Norwood Mall, which do not form part of the redevelopment.

Council Staff are working in partnership with the property owners, business owners and the Australasian Property Development & Rocca Property Group on a range of activities to support the businesses affected, and to make it easier for visitors to traverse through to The Parade.

The Council has removed parking signs on The Parade that direct patrons to the former Coles carpark, large parking maps have been installed at the site, on both the George Street and Edward Street entrances, which identify alternate parking locations. A copy of the map has been distributed to all businesses within Norwood Mall and is available on The Parade website to view and download.

The Council has also purchased a portable flag or a-frame sign for the ten (10) businesses located in Norwood Mall. A 'Stop, Shop and Save' double-sided postcard, including six (6) business offers has been printed and distributed locally, including several copies provided to the City of Burnside, to hand-out to passengers that visit The Parade on their community bus shopping trips.

The roll out of the 'Meet the Traders of Norwood Mall' Series continues, which includes ten (10) articles, with accompanying photos of each of the following businesses:

- Pasta Chef;
- OptoMED Norwood;
- Hanger Lane;
- Uncle Albert's Café;
- One Systems;
- J'adore Lingerie;
- Norwood Shoe Repairs;
- Ford Dry Cleaners;
- Norwood Health Foods; and
- Diamond Nails & Beauty.

The articles will continue to be published on The Parade website, and shared across The Parade's social media accounts to remind people of the variety of businesses within the Norwood Mall and encourage people to continue to support these businesses.

The initiative outlined above concludes the initiatives that the Committee has agreed to deliver for the Norwood Mall traders in the 2020-2021 financial year. Notwithstanding this, Council Staff will continue to support these businesses as a part of general marketing through the *2021-2022 Parade Precinct Annual Business Plan*.

3. STRATEGY: IDENTITY & BRAND

3.1 MERCHANDISE

A budget of \$5,000 has been allocated in the *2020-2021 Norwood Parade Annual Business Plan* for merchandise. At its meeting held on 23 March 2021, the Committee brainstormed a list of merchandise items for Council Staff to investigate. A list of ten (10) items were presented to the Committee for a vote, and the two (2) most popular merchandise items were the double wine cooler bag and the environmentally friendly cutlery set.

The Council has received these branded merchandise items and they will be presented to the Committee at the meeting.

3.2 BOOK A HOLIDAY – WIN A HOLIDAY COMPETITION

At its meeting held on 23 March 2021, the Committee 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.

- 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. Council Staff and the four (4) travel agencies are pleased with the outcome, considering a Victorian lockdown occurred during this period, which had a significant impact on travel.

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 received 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 C**.

3.3 INSTAGRAM COMPETITION

At its meeting held 23 March 2021, the Committee endorsed the 'Post a Pic & Win' Instagram competition. At that stage, it was proposed to run the competition in May 2021, but due to the timing of the 'Book a Holiday – Win a Holiday' competition, it was decided to postpone the start date until the holiday competition had concluded.

The Instagram competition will encourage visitors to The Parade to post a photo or video at a business within The Parade precinct, via the Story function on Instagram. The user must tag the business that they visit / experience and 'The Parade, Norwood', so that the Council is notified of the post and will be able to share it to The Parade Instagram profile.

All users that participate in this initiative and adhere to the Terms and Conditions, will go in the draw to receive one of twenty (20) \$30 gift voucher to a business of their choice on The Parade. This will be limited to strictly one entry per person.

The competition is scheduled to run from Monday 12 July – Monday 17 July 2021. At the conclusion of the week, Council Staff will discuss the success of the competition and determine if this competition is suitable to run in bursts during the year.

4. STRATEGY: BUSINESS DEVELOPMENT

4.1 MID-YEAR BUSINESS NETWORKING DRINKS

The Council-run business networking events continue to be popular and well attended by business and property owners across the Council area. For each event, the Council staff aim to host the event at a different business, in a different location, and utilise different local suppliers, where possible.

The details of the Mid-Year Business Networking Drinks event are as follows:

Date: Wednesday 21 July 2021

Time: 6.00pm – 8.00pm

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

The invitations to the event have been distributed to all businesses within the Council area. There has been eighty-two (82) RSVPs to date.

As you are aware, the Mayor's Business Commendation Awards will be presented at the networking event to the qualifying businesses who have reached the following milestones in the City of Norwood Payneham & St Peters:

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

Businesses that submitted their application before 30 June 2021, will receive their award at this year's mid-year event. All applications made from 1 July 2021 will receive their award at the 2022 mid-year networking event.

4.2 BUSINESS EVENTS & WORKSHOPS

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.

Since its last Committee meeting held on 4 May 2021, the following events have taken place:

- Social media: times are a-changin';
- Creating a world class startup business; and
- How to present yourself to absolutely anyone in under 60 seconds.

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 www.npsp.sa.gov.au/workshops

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.

RECOMMENDATION

That the report be received and noted.

Attachment A

Summary of Expenditure & Final Report on the Implementation of the 2020-2021 Annual Business Plan

City of Norwood Payneham & St Peters
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2020-2021 NPPC Annual Business Plan and Budget

All expenditure is exclusive of GST

Strategy 01 - Events and Activation	
1.1 Events and Activation	
SPRING BACK TO THE PARADE (INCLUDING SHOPPING DAY)	
Motiv Creative Development & Asset Rollout	\$ 16,980.00
Rawsons Electrical Equipment Hire for Shopping Day	\$ 80.00
Solstice Media (CityMag, InDaily)	\$ 2,860.00
Solstice Media (CityMag, InDaily)	\$ 990.00
Solstice Media (CityMag, InDaily)	\$ 150.00
SA Life Full Page Advertorial	\$ 2,100.00
City Brief Spring 2020 Edition (print and digital)	\$ 1,600.00
Clockworks Bollard Wraps	\$ 850.00
Hit 107 Radio Live Reads	\$ 1,550.00
Adshel Bus Shelters (2 sites)	\$ 3,168.10
Adshel Bus Shelters (5 sites)	\$ 831.90
SA Style Instagram Promotion	\$ 1,000.00
Arte Grafica Shopping Day Map	\$ 1,040.00
Arte Grafica A4 Posters	\$ 60.00
Arte Grafica A6 Postcards	\$ 490.00
Clockworks Rediscover The Parade A1 Posters	\$ 230.00
Clockworks Rediscover The Parade Roadside Corflutes	\$ 479.00
CreativiTek Christmas Augmented Reality Activation x 1 (50% deposit)	\$ 2,225.00
CreativiTek Christmas Augmented Reality Activation x 2 (50% deposit)	\$ 3,200.00
CreativiTek Christmas Augmented Reality Activation x 1 (remainder)	\$ 2,225.00
CreativiTek Christmas Augmented Reality Activation x 2 (remainder)	\$ 3,200.00
TOTAL	\$ 45,309.00
Strategy 02 - Marketing and Communications	
2.1 Website	
King Pixel Digital Marketing Digital Results Action Plan	\$ 3,000.00
Planoly Instagram Scheduling Subscription	\$ 250.00
TOTAL	\$ 3,250.00
2.3 Advertising & Social Media	
Alexis Buxton-Collins Monthly Blog Content Creation	\$ 10,500.00
Alexis Buxton-Collins Norwood Mall Aricles (10)	\$ 4,000.00
APN Bus Backs	\$ 13,856.00
Ochre Bin Wraps	\$ 4,700.00
CBS Lottery Licence Travel Sector Competition (Book a Holiday - Win a Holiday)	\$ 1,607.00
Sarah Cain Artwork - Travel Sector Competition	\$ 3,200.00
Parade Parking Map - A4 (500)	\$ 230.00
Clockworks Parade Parking Corflutes (4)	\$ 326.00
Social Media - The Parade, Norwood	\$ 1,875.18
TOTAL	\$ 40,294.18
Strategy 03 - Identity and Brand	
3.1 Sponsorship	
Festive Gallery on Osmond Terrace - Sponsor Winner - Donated to Mumkind	\$ 1,000.00
Art on Parade 2021 Program	\$ 5,000.00
TOTAL	\$ 6,000.00
3.2 Signage and Street Decorations	
Chas Clarkson 2020 Installation & Dismantle Christmas Decorations (remainder owing)	\$ 18,034.09
Clockworks NP Banner Installation	\$ 3,890.00
Clockworks Christmas Banners (installation)	\$ 3,210.00
Clockworks Christmas Banners (dismantle)	\$ 3,210.00

Rawsons Christmas Decorations (dismantle)	\$ 268.00
Arte Grafica Christmas on Parade Poster	\$ 40.00
White Marquee New Year's Resolution Wall (Build & Install)	\$ 1,200.00
Clockworks Happy Lunar New Year Decals (8)	\$ 420.00
Design Lab Norwood Mall Banner Design	\$ 520.00
Add Value Signage for Norwood Mall	\$ 2,207.48
Chas Clarkson 2021 Installation & Dismantle Christmas Decorations (deposit)	\$ 20,000.00
TOTAL	\$ 52,999.57
3.3 Merchandise	
Add Value NP Branded Notebooks	\$ 1,610.00
Add Value Double Wine Cooler Bags (300)	\$ 2,547.00
Add Value Cutlery Sets (800)	\$ 2,058.00
TOTAL	\$ 6,215.00
3.4 Competitions and Promotions	
REDISCOVER THE PARADE - SHOP TO WIN COMPETITION 2020	
NPPC Winner Investment - (\$5k, \$3k, \$2k, \$1.5k, \$1k)	\$ 12,500.00
NPPC x5 Vouchers for Influencers	\$ 250.60
Solstice Media (CityMag, InDaily) -July & August 56 touchpoints	\$ 2,600.00
City Brief Winter 2020 Edition (print and digital)	\$ 800.00
Girl About Town Influencer Engagement	\$ 1,250.00
SA Style Instagram Promotion	\$ 750.00
Hit 107 Radio Live Reads	\$ 1,425.00
Arte Grafica Rediscover The Parade A6 Postcards	\$ 1,270.00
Clockworks Rediscover The Parade A1 Posters	\$ 160.00
Clockworks Rediscover The Parade Roadside Corflutes	\$ 473.00
Clockworks Rediscover The Parade Footpath Stickers	\$ 686.00
Clockworks Rediscover The Parade Window Decals	\$ 713.00
Clockworks Rediscover The Parade Decal Removal	\$ 85.00
Event Day Catering	\$ 160.00
BOOK A HOLIDAY TO WIN A HOLIDAY	
Clockworks Bollard Wraps (15)	\$ 652.00
Clockworks A1 Posters (2)	\$ 75.00
Arte Grafica Posters & Postcards	\$ 250.00
Clockworks Footpath Decals	\$ 480.00
SAFM Radio Ads	\$ 3,000.00
Sarah Cain - Concept & Design	\$ 3,200.00
Phil Hoffmann Travel - Week 1	\$ 1,000.00
Top Deck Travel - Week 1	\$ 1,000.00
Helloworld Travel - Week 1	\$ 1,000.00
Phil Hoffmann Travel - Week 2	\$ 1,000.00
Top Deck Travel - Week 2	\$ 1,000.00
Helloworld Travel - Week 2	\$ 1,000.00
Phil Hoffmann Travel - Week 3	\$ 1,000.00
Top Deck Travel - Week 3	\$ 1,000.00
Helloworld Travel - Week 3	\$ 1,000.00
Helloworld Travel - Week 4	\$ 1,000.00
Phil Hoffmann Travel - Week 4	\$ 1,000.00
Top Deck Travel - Week 4	\$ 1,000.00
Travel Associates - Weeks 1 - 4	\$ 4,000.00
TOTAL	\$ 46,779.60
Strategy 04 - Business Development	
4.2 Business Training & Networking	
Heidi Who Photos February Event	\$ 550.00
Elena Franco February Event	\$ 500.00
Sarah-Jane Picton-King April Event	\$ 250.00
LeapSheep June Event	\$ 1,100.00
Identity Marketing June Event	\$ 1,000.00
Identity Marketing Event	\$ 1,000.00
TOTAL	\$ 4,400.00

Strategy 05 - Administration	
5.1 Catering	
July (Special) Committee Meeting	\$ 162.73
August Committee Meeting	\$ 154.91
September (Special) Committee Meeting	\$ 132.73
December Committee Meeting	\$ 218.18
February Committee Meeting	\$ 164.27
March (Special) Committee Meeting	\$ 230.00
May Committee Meeting	\$ 176.36
TOTAL	\$ 1,239.18
5.2 Print, Post and Distribution	
BlueTongue NPPC Nomination Letter Distribution	\$ 184.25
Arte Grafica Committee Member Name Plates	\$ 60.00
Newscorp NPPC Nominations	\$ 1,223.64
Design Lab Draft 2021-2022 ABP	\$ 260.00
Blue Tongue Separate Rate & ABP Letters Distribution	\$ 210.65
The Advertiser Separate Rate & ABP Ad	\$ 2,313.64
Arte Grafica Separate Rate & ABP Postcard Print	\$ 60.00
TOTAL	\$ 4,312.18
GRAND TOTAL	\$ 210,798.71

Attachment B

Summary of Expenditure & Final Report on the Implementation of the 2020-2021 Annual Business Plan

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THE PARADE NORWOOD

2020–2021 ANNUAL BUSINESS PLAN DELIVERY

NORWOOD PARADE PRECINCT COMMITTEE

The 2020–2021 Annual Business Plan focuses on developing marketing and promotional activities to stimulate visitation and spending on The Parade, as well as supporting businesses through networking and business training events.

The total budget for the 2020–2021 Annual Business Plan is \$215,000. Due to the COVID-19 Pandemic and the significant affects that it has had on The Parade businesses, the Council did not collect this amount through the Separate Rate.

This document sets out the initiatives delivered for the 2020–2021 financial year.



City of
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EVENTS & ACTIVATIONS



RAISING THE BAR ADELAIDE

3 Parade pubs hosted
talks for the event

EASTSIDE HAPPY HOUR LIVE & LOCAL

3 Parade pubs hosted a
live music session

SPRING BACK TO THE PARADE

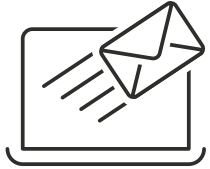
Hosted a VIP Shopping
Day event

LUNAR NEW YEAR

Supported Lunar New
Year celebrations

STRATEGY 02

MARKETING & COMMUNICATIONS



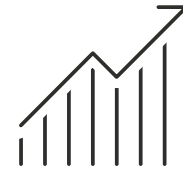
ELECTRONIC DIRECT MAIL

Monthly emails delivered to The Parade business list. **34.2%** average open rate



THE PARADE BLOG

30 articles produced promoting **109** businesses



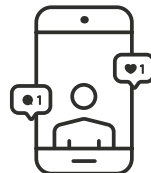
WEBSITE USERS

9.23% increase in website users
(July 2019–May 2020 compared to July 2020–May 2021 period)



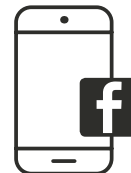
AVERAGE TIME ON PAGE

6% increase for average time on page
(July 2019–May 2020 compared to July 2020–May 2021 period)



SOCIAL MEDIA FOLLOWERS

2.3% increase in Facebook followers and **183.5%** increase in Instagram followers
(May 2020 – May 2021)



WEBSITE REFERRALS

Facebook mobile is the number one source of referrals to The Parade website



BEHIND THE BUSINESS PODCAST

6 Parade businesses promoted as a part of the series



EASTSIDE BUSINESS AWARDS

6 Parade businesses named a winner in the 2021 Awards



SPRING BACK TO THE PARADE

Delivered an 8 week campaign, which encouraged visitors back to experience all The Parade has to offer



BRIGHTEN THE PARADE

8 Parade businesses showcased children's drawings from local schools

STRATEGY 03

IDENTITY & BRAND



BOOK A HOLIDAY - WIN A HOLIDAY

Direct support to the 4 travel agencies located on The Parade.
180 competition entries

REDISCOVER THE PARADE

3,062 competition entries



FESTIVE GALLERY ON OSMOND

Sponsored the initiative by donating \$1,000 to a charity of the winner's choice, MumKIND

AUGMENTED REALITY

440 Christmas Augmented Reality activations on The Parade, in 17 days

CHRISTMAS ON PARADE

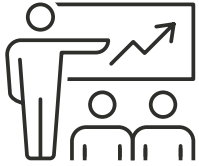
Installed the decoration suite along The Parade

DIGITAL ADVENT CALENDAR

28 Parade businesses involved in the city wide initiative

STRATEGY 04

BUSINESS DEVELOPMENT



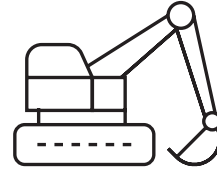
BUSINESS WORKSHOPS

Delivered **10** business training events



NETWORKING

65 attendees to the Business Networking & Christmas Drinks event



BUSINESS SUPPORT

Support and promotion of the businesses directly affected by the COMO Redevelopment



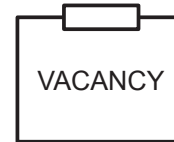
CONSULTATION

Conducted consultation for The Parade Separate Rate and 2021 – 2022 Annual Business Plan



NORWOOD PARADE PRECINCT COMMITTEE

Advertised and appointed a new Committee in November 2020



VACANCY RATE

10.5% vacancy rate recorded for The Parade Precinct in October 2020



Business Networking & Christmas Drinks event

Attachment C

Summary of Expenditure & Final Report on the Implementation of the 2020-2021 Annual Business Plan

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4.2 SPENDMAPP DATA UPDATE

REPORT AUTHOR: Economic Development & Strategic Projects Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA69610
ATTACHMENTS: A

PURPOSE OF REPORT

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

BACKGROUND

The Council purchased the *Spendmapp* tool in August 2020 and currently has a subscription until September 2021. The benefit of purchasing a year long subscription has been that the Council is able to access 24 months of historical expenditure data throughout 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.

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 the marketing and promotion that is undertaken for various business sectors. 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 for the purposes of understanding people's spending behaviour, especially pre, during and post (in terms of restrictions easing) the COVID-19 Pandemic. The data demonstrates how people have 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

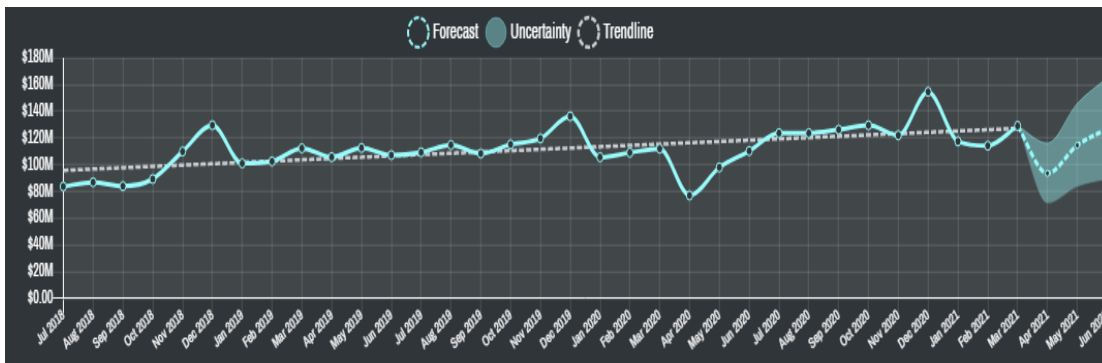
The *Spendmapp* data released post August 2020, has been extremely positive across the City as expenditure and transaction numbers have increased. A series of graphs and tables exported from *Spendmapp*, help showcase these increases in expenditure and transactions. It is interesting to note that much 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**.

Total Expenditure

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 illustrates 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; and
- **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 this spend.

The reason why these two (2) categories have been separated from the other three (3) categories is to highlight the Escape and Online spend and to be able to compare the current figures to the 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 the 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 buyers were hesitant to buy online due to overseas shipping dates being lengthy periods of time and the concerns regarding the risk of contracting COVID-19. 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 that have been scheduled for the second half of 2021.

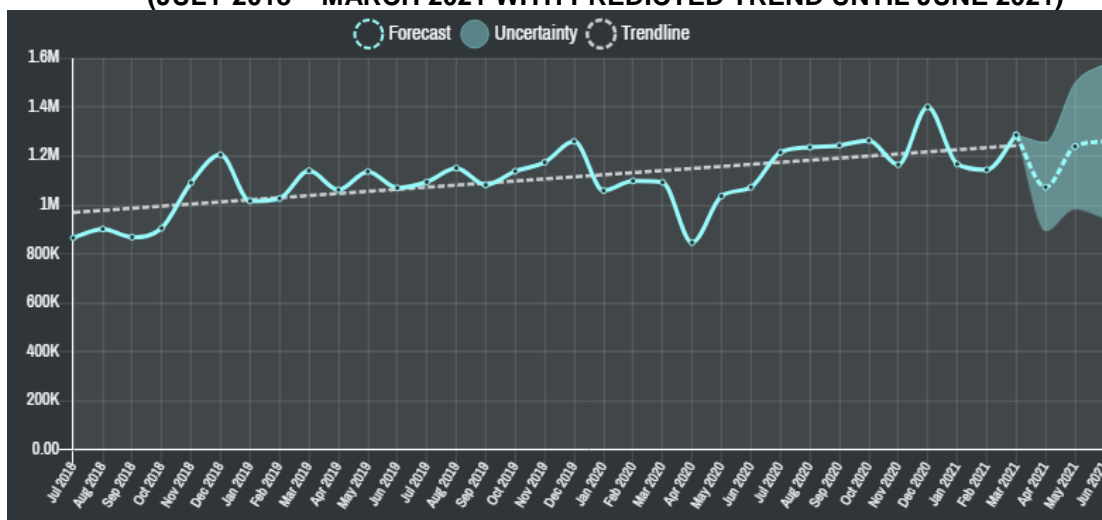
**TABLE 2: YEAR-ON-YEAR CHANGES TO CERTAIN EXPENDITURE CATEGORIES
 (MARCH 2019 COMPARED TO MARCH 2021)**

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

Transactions

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)**



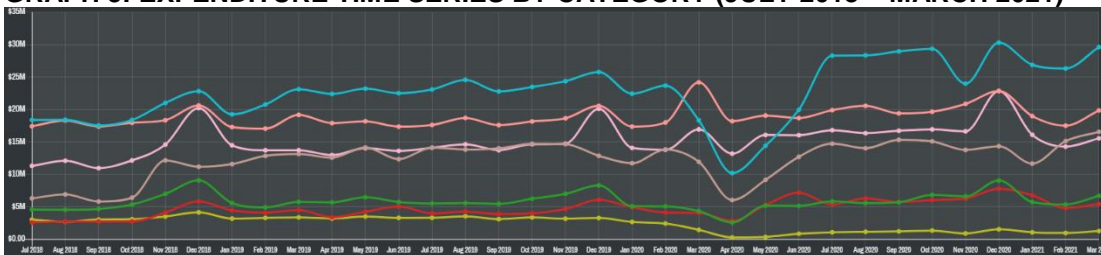
The ability to break down expenditure by industry sectors is also a great tool within *Spendmapp*. The following industry sectors and their representative colours are shown in Graph 3 below (and in the enlarged version contained in **Attachment A**):

- 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, sixteen (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)



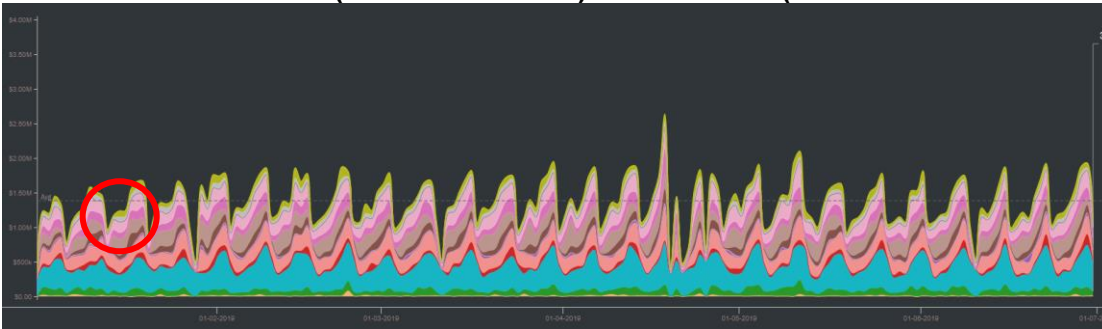
Event Analysis

Having provided a high level overview of expenditure patterns and transaction numbers throughout the City, it is worthwhile using the data to highlight the impact that a number of Parade based events have had on expenditure.

Tour Down Under 2019 & 2020

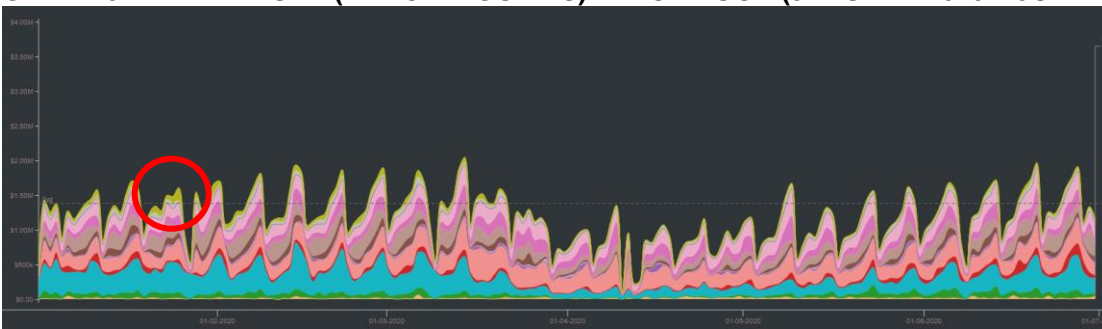
The Tour Down Under Street Party and Stage Start are large State, National and International events and are seen as great opportunities to promote the Council area and more specifically, The Parade, especially with regards to increasing expenditure in the 'Dining & Entertainment' category. The circle on Graph 4, below, indicates the time that the 2019 Tour Down Under Street Party and Stage Start occurred. Looking at the expenditure during this period there is no significant spike in the graph, however a key reason for this is likely to be that the Street Party was held on a Monday night and the Stage Start was held mid-morning on a Wednesday. These days of the week make it difficult to attract large visitation.

GRAPH 4: EXPENDITURE (ALL CATEGORIES) IN NORWOOD (JANUARY 2019 – JUNE 2019)



In 2020 the Street Party was held on a Thursday night and the Stage Start was mid-morning on the Friday. Graph 5, below, indicates more expenditure in all categories in Norwood during this period, which emphasises the role that the day of the week plays with regards to attracting visitation and encouraging spending.

GRAPH 5: EXPENDITURE (ALL CATEGORIES) IN NORWOOD (JANUARY 2020 – JUNE 2020)



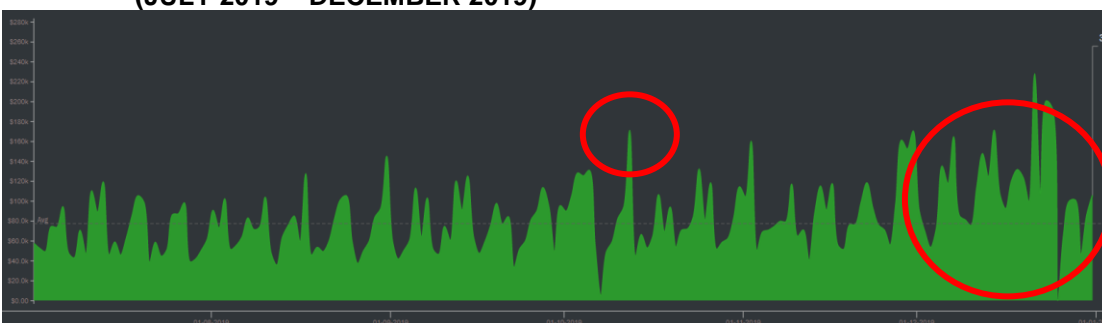
Notwithstanding this, the reason for these types of events is to:

- (a) Provide the community with alternative entertainment options; and
- (b) Use these events to promote The Parade as a destination, with longer term financial benefits.

A Day of Fashion 2019 & VIP Shopping Day 2020

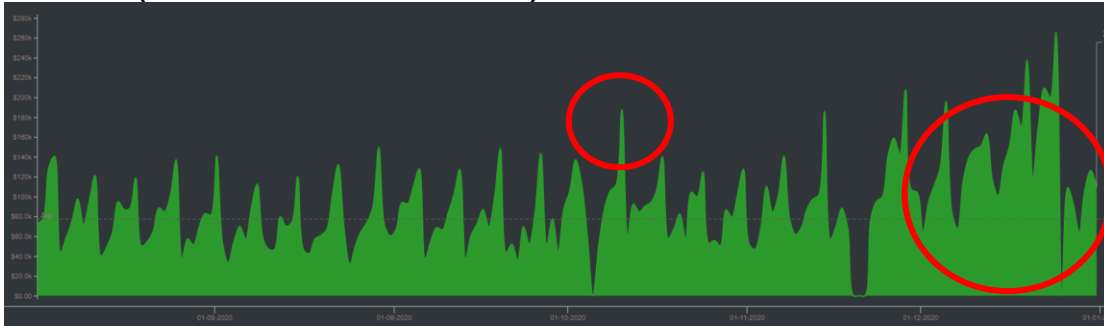
The way in which the fashion event has been delivered has changed slightly year-after-year following the Adelaide Fashion Festival leaving Norwood. Notwithstanding this, the events that have been run in 2019 and 2020 have had a positive impact for the fashion businesses along The Parade. Graph 6, below, highlights the impact that the 2019 *A Day of Fashion* event had on expenditure in the 'Department Stores & Clothing' category. The small red circle indicates a clear spike in expenditure and even shows that this day resulted in expenditure similar to numbers seen at Christmas time a couple months later (large red circle).

GRAPH 6: EXPENDITURE (DEPARTMENT STORES & CLOTHING) IN NORWOOD (JULY 2019 – DECEMBER 2019)



Similarly, Graph 7, below, indicates that the *VIP Shopping Day & Sidewalk Sale* held in 2020, follows the same trend whereby the event causes a spike in expenditure, again similar to the Christmas period of the same year.

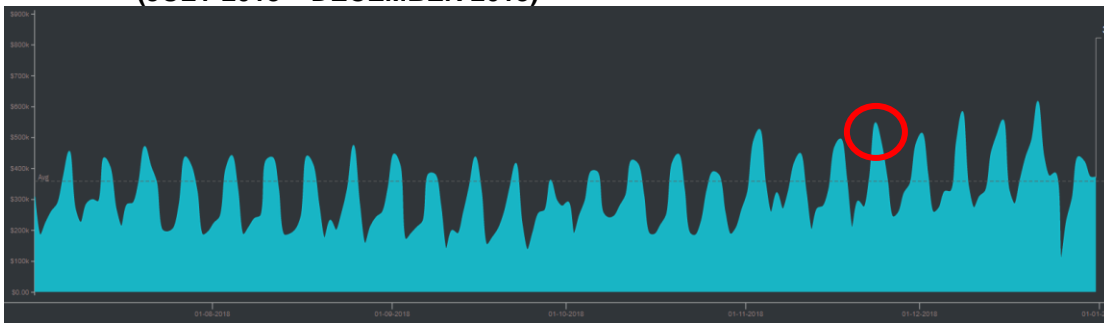
**GRAPH 7: EXPENDITURE (DEPARTMENT STORES & CLOTHING) IN NORWOOD
(JULY 2020 – DECEMBER 2020)**



Christmas Pageant 2018 & 2019

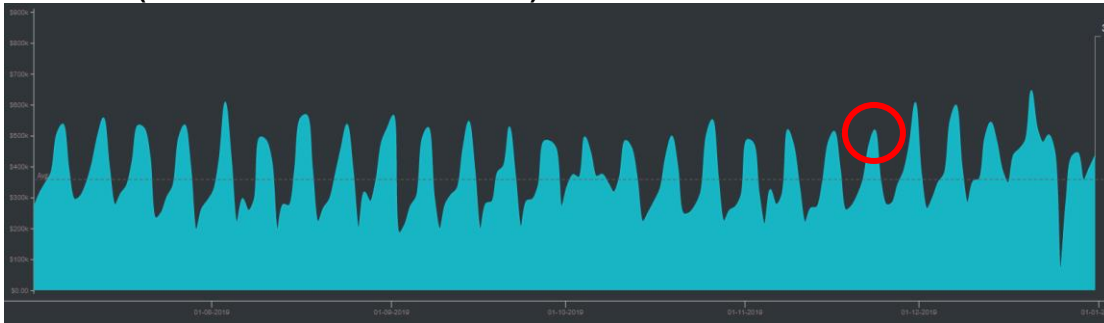
The annual Christmas Pageant has continued to grow before being cancelled in 2020 due to the COVID-19 Pandemic and given its strong Parade focus, it is worthwhile assessing the impact of large visitation on the 'Dining & Entertainment' category. Whilst the biggest challenge for the Council has been finding ways to keep families and attendees on The Parade once the pageant is completed, to either enjoy a lunch or get a coffee. The common trend has generally been a mass exodus following the conclusion of the Pageant. Interestingly, whilst a number of Parade businesses have indicated that Pageant day is a slow trading day, Graph 8, below, indicates a small spike on the day of the 2018 pageant.

**GRAPH 8: EXPENDITURE (DINING & ENTERTAINMENT) IN NORWOOD
(JULY 2018 – DECEMBER 2018)**



The 2019 pageant didn't result in as big of a spike in the 'Dining & Entertainment' category, instead Graph 9, below, indicates consistent Saturday expenditure. The challenge is for the Council to determine ways to retain pageant attendees and encourage them to spend. This could be done in various ways such as getting offers from food and drink businesses, social media promotion and more activities in the Precinct following the Pageant.

**GRAPH 9: EXPENDITURE (DINING & ENTERTAINMENT) IN NORWOOD
(JULY 2019 – DECEMBER 2019)**



It should be noted that not all events are implemented with the primary objective of achieving economic benefit, some events are delivered by the Council with social and cultural objectives.

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.

The event analysis provides a useful visual guide as to how certain sectors benefit from a Council run event.

All of this information will assist the Council to continue making decisions on direct assistance, initiatives and events accordingly.

COMMENTS

The data highlighted in this report and presented to the Committee provides a high level overview of a number of different applications of the *Spendmapp* tool, which will help to support the Council's decision making in the future.

RECOMMENDATION

That the report be received and noted.

Attachment A

Spendmapp Data Update

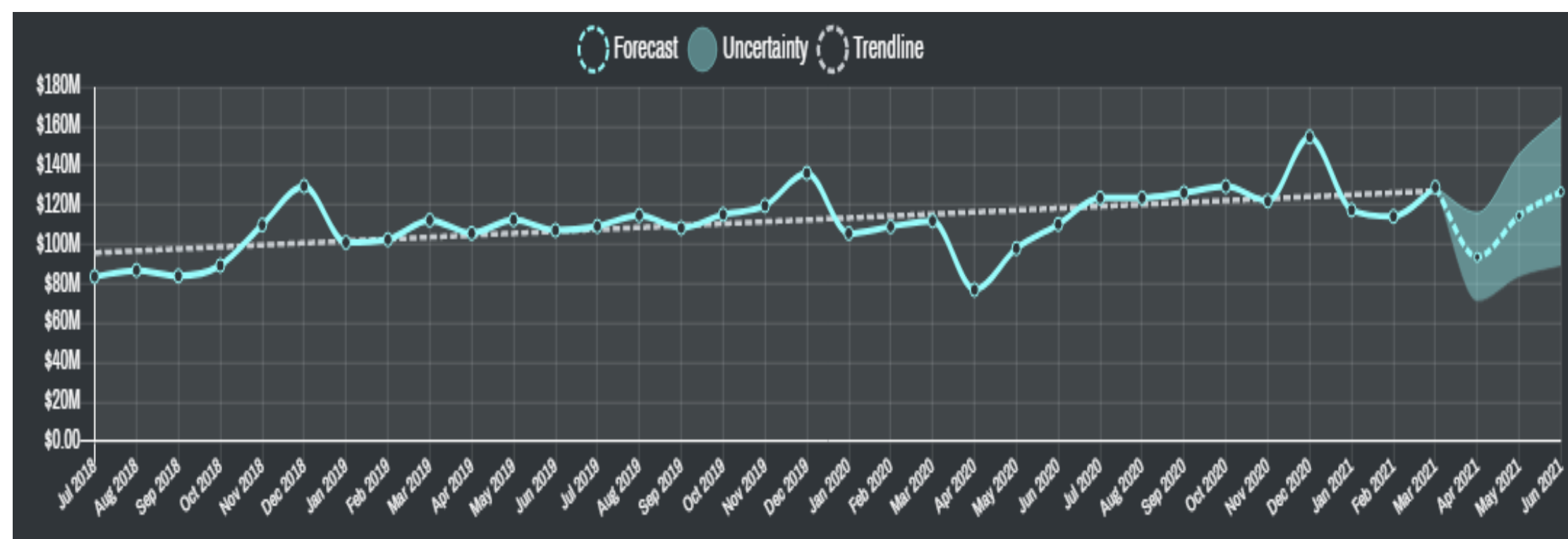
City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067

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

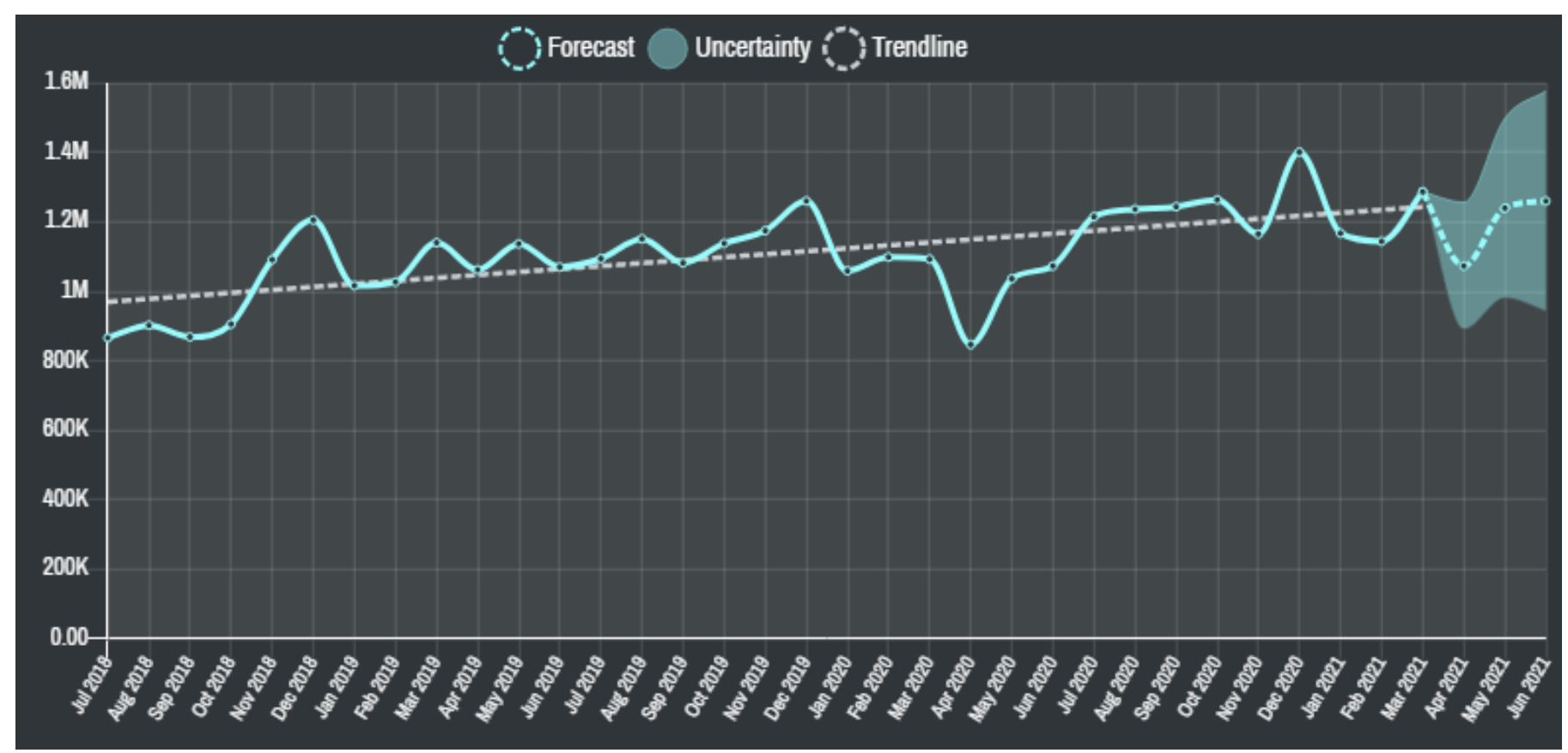


City of
**Norwood
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& St Peters**

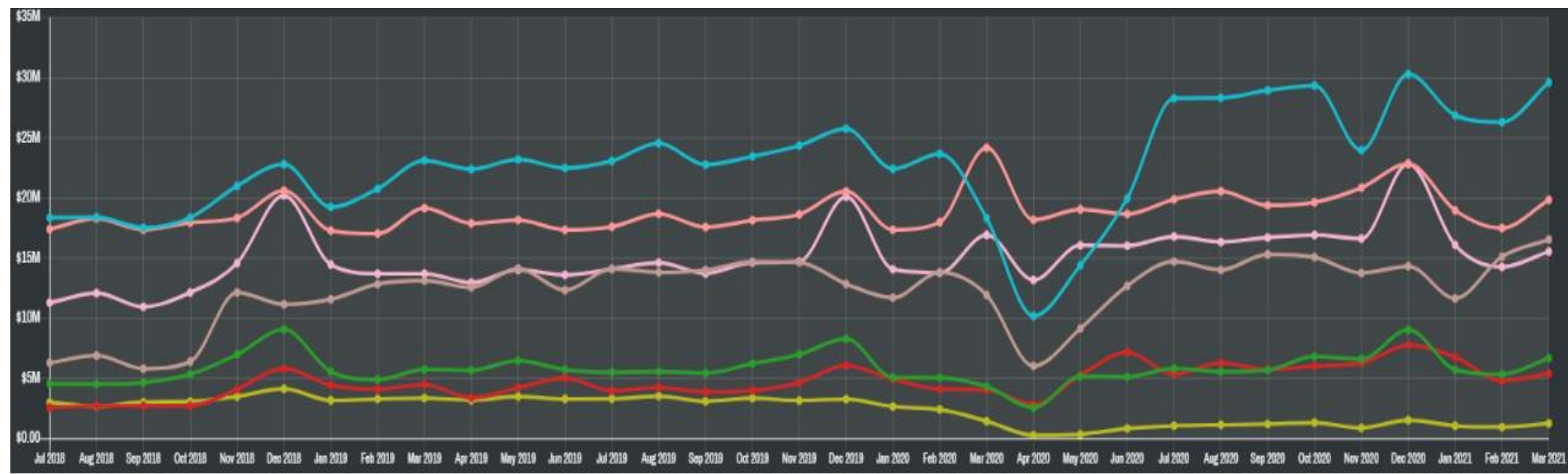
GRAPH 1: EXPENDITURE TIME SERIES (JULY 2018 – MARCH 2021 WITH PREDICTED TREND UNTIL JUNE 2021)



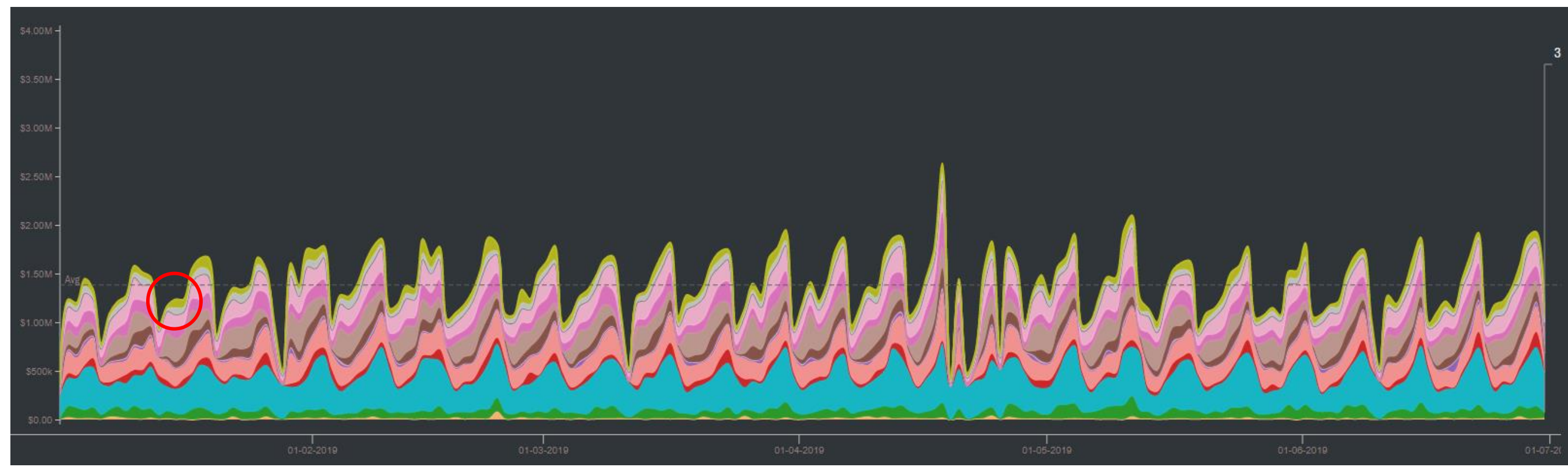
GRAPH 2: TRANSACTIONS PER MONTH (JULY 2018 – MARCH 2021 WITH PREDICTED TREND UNTIL JUNE 2021)



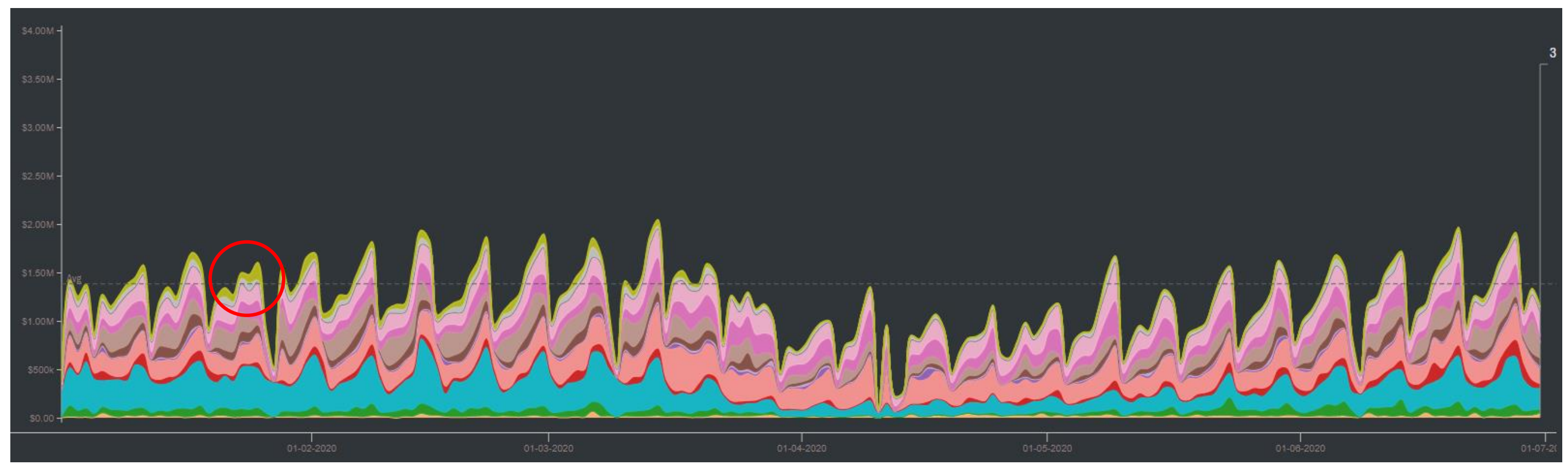
GRAPH 3: EXPENDITURE TIME SERIES BY CATEGORY (JULY 2018 – MARCH 2021)



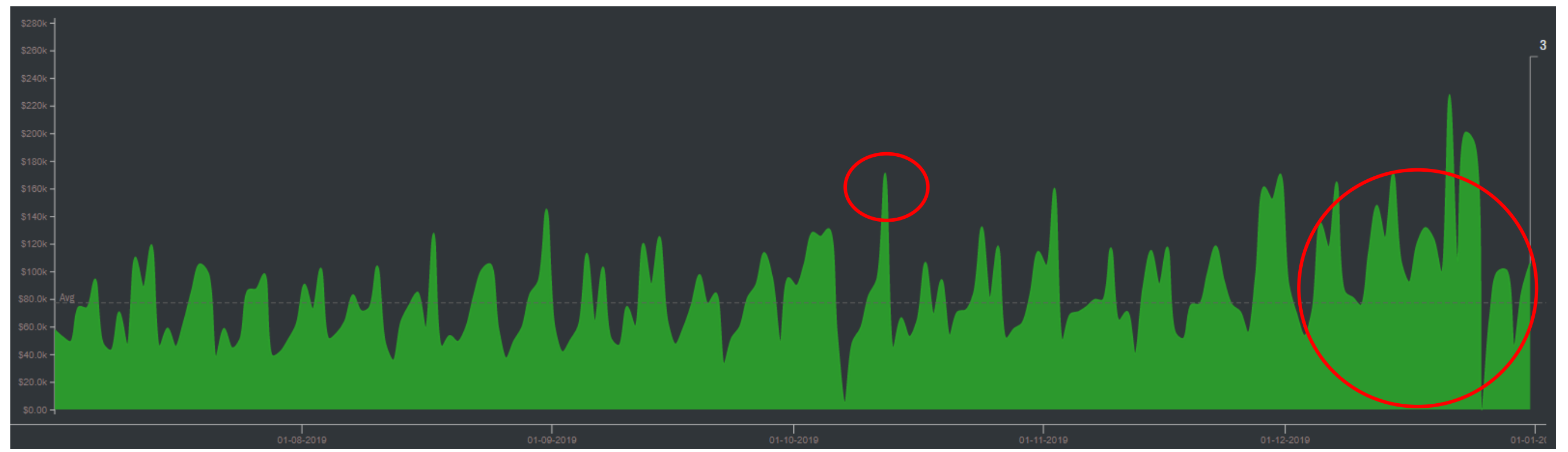
GRAPH 4: EXPENDITURE (ALL CATEGORIES) IN NORWOOD (JANUARY 2019 – JUNE 2019)



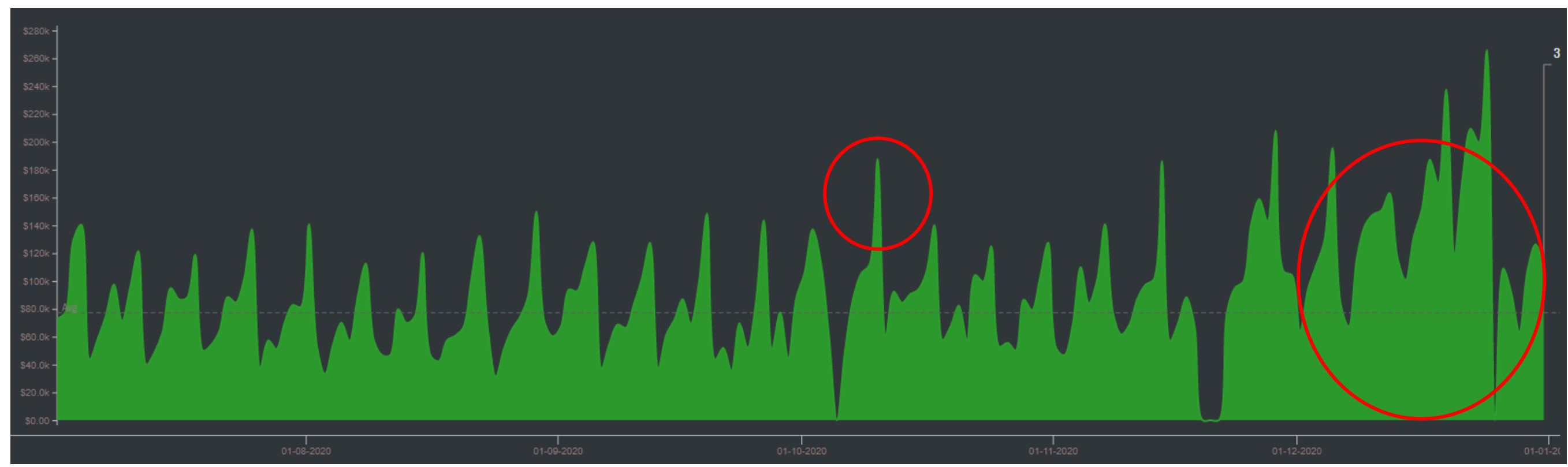
GRAPH 5: EXPENDITURE (ALL CATEGORIES) IN NORWOOD (JANUARY 2020 – JUNE 2020)



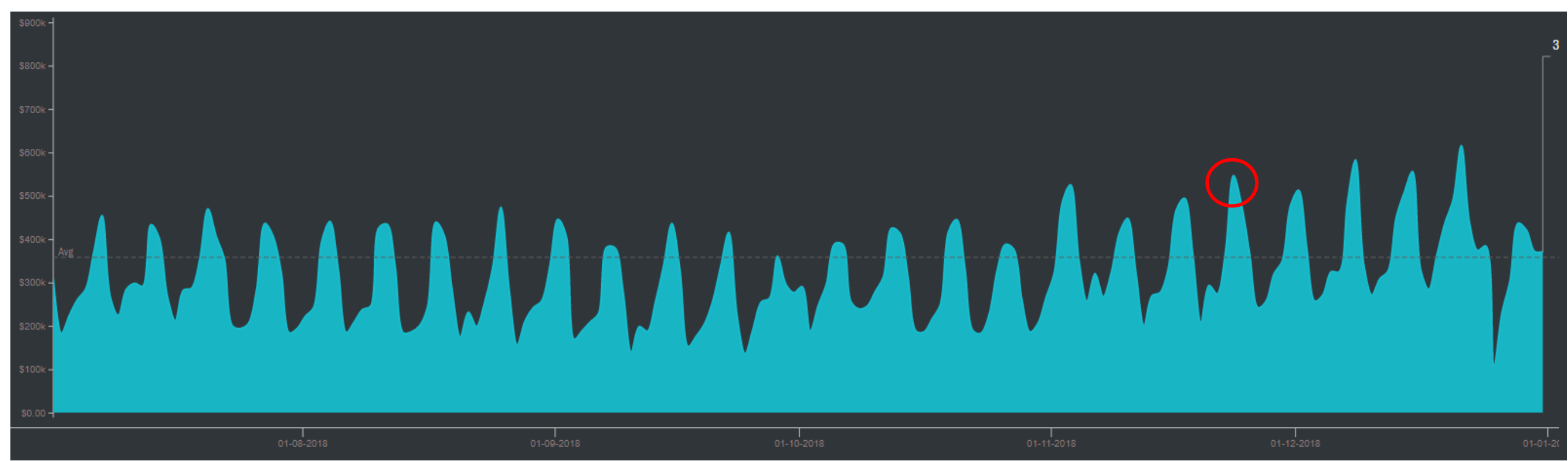
GRAPH 6: EXPENDITURE (DEPARTMENT STORES & CLOTHING) IN NORWOOD (JULY 2019 – DECEMBER 2019)



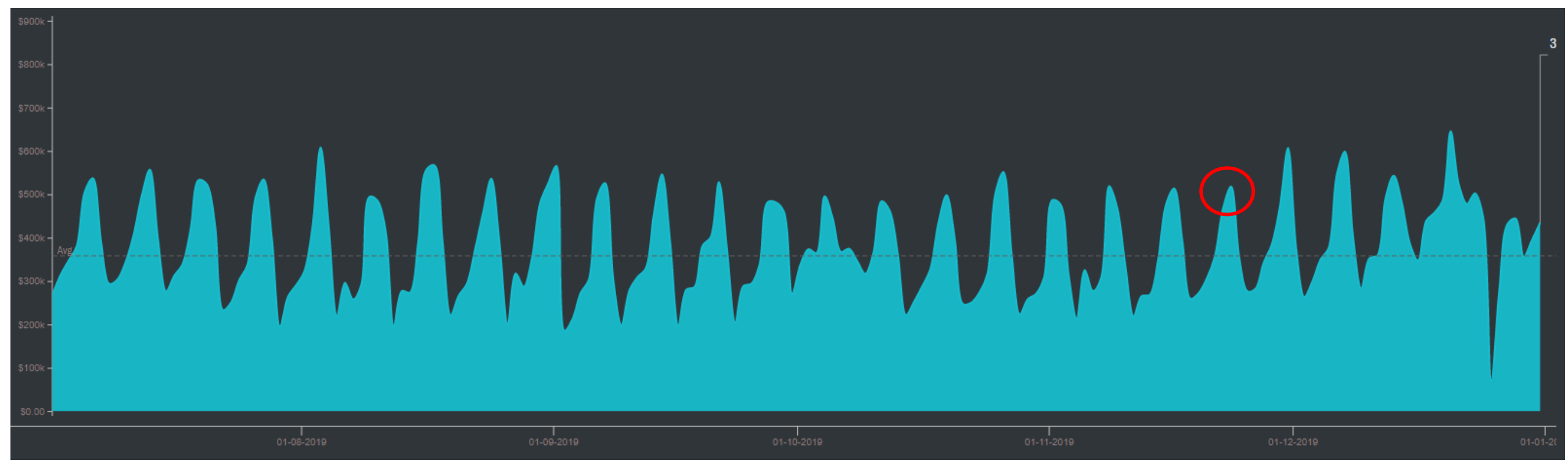
GRAPH 7: EXPENDITURE (DEPARTMENT STORES & CLOTHING) IN NORWOOD (JULY 2020 – DECEMBER 2020)



GRAPH 8: EXPENDITURE (DINING & ENTERTAINMENT) IN NORWOOD (JULY 2018 – DECEMBER 2018)



GRAPH 9: EXPENDITURE (DINING & ENTERTAINMENT) IN NORWOOD (JULY 2019 – DECEMBER 2019)



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

6. **NEXT MEETING**
Tuesday 14 September 2021

7. **CLOSURE**