

# Business & Economic Development Committee Agenda & Reports

**17 August 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

12 August 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 17 August 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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### 3.1 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 - C

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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 Council has 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 15 June 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

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.

At its meeting held 5 July 2021, the Council adopted the *Annual Business Plan, Budget and Declaration of Rates for 2021-2022*, which includes the following in respect to The Parade Precinct Development Separate Rate and Economic Development Precinct Management budgets.

- A total budget of \$215,000 will be collected through The Parade Precinct Development Separate Rate for the 2021-2022 financial year.
- A total budget of \$97,750 to continue to deliver the Economic Development agenda in the 2021-2022 financial year.

In addition, *Raising the Bar Adelaide 2021* and the *Eastside Business Awards 2022* received separate project funding through the 2021-2022 Endorsed Initiatives & Projects.

The Council's 2021-2022 Economic Development budget will be used to deliver the remaining actions in Year 1 of the Strategy and commence the delivery of the Year 2 actions. Some of the actions are set out in the Table contained in **Attachment A**.

## 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. The South Australian business community was affected by a seven-day lockdown in June 2021, and some restrictions still remain in place, which continue to affect the function and economic state of businesses in the City. 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 aligned with environmental actions, as well as look to introduce initiatives with a sustainable focus.

## RESOURCE ISSUES

The *2021-2026 Economic Development Strategy* has been prepared by the Council Staff, however it will require additional support, from both internal and external resources to ensure its timely implementation. The Council's Events Unit will assist the Economic Development Unit to deliver the following economic development initiatives in the upcoming months. Further information on these initiatives is contained in **Attachment A**:

- Mid-year business networking event (rescheduled from 21 July to 18 August);
- *Raising the Bar Adelaide 2021*;
- *VIP Shopping Day 2021*; and
- *The Extended - Eastside Happy Hour Live*.

## 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 implement its Vision for the City's business and economic sector. The focus at this stage is understanding the needs of business during this time and developing programs and initiatives that will assist with recovery and with the hope of future growth.

## **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.1.0.2: Develop a downloadable marketing and events calendar which also identifies how businesses can get involved.</b></p>	<p>The COVID-19 Pandemic and the impacts that it has on planning and delivering events, has made it challenging to develop a one-off annual downloadable calendar to share with the business community.</p> <p>In order to display and deliver this information in a more flexible way, Council Staff will design a new webpage on the Council's website, under the 'Supporting Local Business' page. This page will showcase the upcoming initiatives and campaigns and identify how businesses can get involved.</p> <p>Information that will be available on this page will be communicated to business owners via the business database and through word of mouth. Council Staff will ensure that the information on this page is up to date, and will start to encourage business owners to check this page on a regular basis.</p>	<p>In progress</p>
<p><b>1.1.1: Continue to support and promote the Food &amp; Beverage Manufacturing sector.</b></p> <p><b>ALSO ACHIEVES</b></p> <p><b>1.1.2: Continue to host regular bus tours, initiatives and events that showcase the City's food and beverage offering.</b></p>	<p>As the Committee is aware, the <i>Food Secrets of Glynde &amp; Stepney</i> food tours have been running since 2015, between the months of February and November inclusive, with each and every year the bus tours sell out.</p> <p>Between 2015 and 2019, over 800 people have participated in the tours, with many attendees returning to the City of Norwood Payneham &amp; St Peters, and specifically the businesses visited on the tour. During these months, the tour was held on the second or third Wednesday of each month from 9am – 2pm, and was attended by people aged 50 – 70 years, predominately. This is the primary demographic due to the timing of the event, with the exception of a group of senior school students, which attended as a part of their school curriculum.</p> <p>The tour continues to be popular, with several patrons attending the event for a second time, inviting another friendship group to the tour. Due to the popularity and word of mouth around this event, the Council Staff has done very little promotion around this tour, and whilst it is flattering that patrons enjoy the tour enough to attend for a second time, it does reduce the number of tickets available to those who have not attended the tour before, and in-turn limits the exposure of the tour.</p>	<p>In progress</p>

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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In 2015, when the tours commenced, there was fifteen (15) food and beverage manufacturing businesses that participated in the tours. Since then, a number of these businesses are no longer involved in the tour due to various reasons, including business relocation, change in ownership / staffing, or closure. In August 2019, Staff looked to restructure and reinvent the tour for 2020 as a result of the reduced number of business participation. The reduction in numbers caused several logistical issues and affected the quality and variety of businesses that the tour once offered.

Staff met participating business owners face-to-face to brainstorm and discuss opportunities for 2020. Following the meetings, a survey was designed and sent to the existing participating businesses to identify their preferences and understand their commitment and offering to attendees on the tour. The results revealed at the time that only three (3) businesses were interested or capable of offering a 'tour experience', which included a view of the production area. The majority of the other businesses agreed to provide a very brief spiel on their business and the opportunity for attendees to shop their product.

Due to the results which were received, staff approached Scoffed Cooking School and Wholly Belly (both located on Magill Road and outside of the Glynde and Stepney precincts) to join the tour as both businesses offer a cooking demonstration / experience, with sufficient seating for the attendees to stay and enjoy a meal.

In February 2020, the first tour in the new format was held. Overall, the attendees enjoyed the tour, but the cooking demonstration and meal at Scoffed Cooking School went overtime, resulting in arriving at the final stop quite late, inconveniencing the retailer.

As a result of the COVID-19 Pandemic, a number of restrictions were put in place by the Federal and State Governments, and so the Council Staff temporarily suspended the food tours until further notice.

In June 2021, staff contacted the business owners who were willing to participate in the 2020 tour program, as well as a couple of new businesses within the City of Norwood Payneham & St Peters.

Of the six (6) businesses that have confirmed their interest to be involved, all except for La Casa have indoor capacity to accommodate the entire tour of sixteen (16) people. La Casa has capacity for ten (10) people, based on 75% capacity meaning that the group will need to be split and half wait outside. Based on this information, two (2) different schedules could be created, and run every alternate month.

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

Whilst the guided bus tours is an important part of the *Food Secrets* and the program of events, it has been a challenge to maintain businesses interest in the program, with some owners believing that they receive very little benefit for the time invested.

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

**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

### **SOUTH AUSTRALIAN STYLE**

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 was released on 25 June 2021, followed by supporting digital and social media.

Copies of the magazine will be available at the Committee meeting.

### **PARADE POST A PIC & WIN COMPETITION**

The Parade is South Australia's leading mainstreet, offering a diverse range of brands, products and services. To showcase the businesses and all that they have to offer, a '*Post a Pic & Win*' Instagram competition ran for a week in July via The Parade Instagram account. The competition encouraged visitors to The Parade to post a photo or video at a business or on the street, via the Story function on Instagram. The user must tag 'The Parade, Norwood', so that the Council was notified of the post and then able to share it to The Parade Instagram profile. Information on user-generated content and the benefits are discussed below.

User-generated content is any form of content, such as photos, text, audio, that has been posted by users on online platforms such as social media, accounts and other marketing channels. For many brands, Instagram is the primary platform for user-generated content. Users create and share posts featuring brands, exposing products and services to their audience. The majority of content that is shared on The Parade Instagram account is generated by the businesses, but what is more powerful is customers and visitors to The Parade sharing content, which boosts the credibility of The Parade.

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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Statistics show that consumers are 2.4 times more likely to view user-generated content as authentic compared to content created by brands. Whether it's a product, a service or an experience, consumers want to know what to expect before they order. For example, 30 percent of millennials would not go to a restaurant if the location's Instagram presence was unprofessional or non-existent. The main benefit of user-generated content is the impact on purchasing decisions, with nearly 80 percent of people saying that it has a high impact on their own behaviours.

The Instagram story function allows content to be live on a profile for 24 hours, and has the staying power if the content is saved to a 'Highlights' album, which remains on the profile, until removed. This allows people to view the user-generated content at any time and is a powerful marketing tool for the brand.

Users who participated in this initiative and adhered to the Terms and Conditions, had the opportunity to receive a \$30 voucher to a business of their choice on The Parade. Strictly one entry per person.

The competition artwork that was developed is timeless, making it easy to roll out week competitions again in the future. The next '*Post a Pic & Win*' competition is scheduled for Monday 16 – Monday 23 August 2021.

### **CITY WIDE VIP SHOPPING DAY**

On Saturday 16 October, the VIP Shopping Day will be held for businesses within The Parade Precinct, and those that are located along other key streets including Magill, Payneham and Kensington Roads.

The event will run from 9.00am to 5.00pm (or businesses current trading hours) and will include a program of events including all day offers and entertainment at various locations along The Parade, as well as at concentrated retail hubs along Magill Road. Whilst the event has traditionally had a fashion retail focus, all businesses have been invited to participate, as many offer complementary services to a shopping experience.

For those who will visit for the fashion, a 'donation station' will be organised, which will be located on The Parade, and will allow customers to drop-off their pre-loved clothes that can be worn again. All donations will be given to Op Shops within the City of Norwood Payneham & St Peters.

The Shopping Day will be supported by a comprehensive marketing and promotional plan.

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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### *EASTSIDE | DESIGN FOR LIVING PUBLICATION*

The City of Norwood Payneham & St Peters is recognised as a hub for creatives and is home to a vast amount of interior design, styling and homeware businesses. It is important, now more than ever to showcase this sector and its diverse offering. The Parade and Magill Road specifically, are known as destinations for homewares in the east. With a range of unique and quirky independent stores, the precincts attracts those looking for something a little different for their home.

The *Eastside | Design for Living* publication is designed to promote the homeware and furniture businesses in the retail sector, and it will aim to inspire customers to shop in the City. With many new housing developments in the Council area, including major projects such as Norwood Green and the Beulah Road / George Street residential development project, there is a buyer's market and the opportunity to heavily promote 'shop local'.

This publication will be complete by November 2021 and will be distributed to participating businesses, be on display and be available for pickup at Display Centres and the Council's Customer Service Centres, with the opportunity for wider distribution.

Marketing and promotion will coincide with the launch of the publication, which will be timely with the festive season and gift giving.

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#### ***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 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.

In progress

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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

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*.

### **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. Due to South Australia's seven-day lockdown in July, the mid-year networking event that was scheduled for Wednesday 21 July has been rescheduled.

Ongoing

The new event details are outlined below.



## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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Date: Wednesday 18 August 2021

Time: 6.00pm – 8.00pm

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

A hard copy invitation was distributed to all business and property owners within the Council area, and 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.

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# IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

## 2. DESTINATION CITY

*Outcome: A destination with dynamic, cultural, vibrant and attractive precincts.*

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

ACTION	UPDATE	STATUS
<p><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>The Parade and Magill Road websites continue to have a minimum of two (2) articles published per month on The Parade website, which can then be shared to the Facebook and Instagram associated accounts. Posting continuously ensures that information remains current and relevant, which is important to build a brand.</p>	<p>In progress</p>
<p><b>2.3.5: Support live music by promoting local venues and local artists as well as engaging musicians for Council organised events.</b></p>	<p><b>EASTSIDE HAPPY HOUR LIVE &amp; LOCAL SESSIONS</b></p> <p>During the COVID-19 Pandemic, <i>BIEcreative</i> launched the ‘<i>Happy Hour Live</i>’ 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 <i>BIEcreative</i>, took the initiative “on the road” in the City of Norwood Payneham &amp; St Peters. During August and September 2020, 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 has continued this initiative once a month on a Friday night from October 2020 through to August 2021.</p> <p>The ‘<i>Happy Hour Live</i>’ Series is a much-loved program and has received positive feedback from the venues that have hosted an event, the artists and the local community. All stakeholders have reviewed the program and whilst it has been a success overall, the decision has been made that this initiative has served its purpose and will not continue beyond October 2021.</p> <p>To culminate the Series, the Council will host ‘<i>The Extended – Happy Hour Live</i>’ event, which will feature five (5) performances from musicians who have participated in the Series. The artists include:</p> <ul style="list-style-type: none"> <li>• Zkye &amp; Damo;</li> <li>• Mason Llyode;</li> </ul>	<p>In progress</p>

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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- Billy Bob & Alice;
- Breezin; and
- The Cast.

The event will be held on Saturday 23 October 2021, from 4.00pm – 11.00pm at Lambrook Wines, located on Magill Road.

The event will be ticketed and includes unlimited wood over pizza and paella from Wholly Belly and drink specials every hour. Tickets cost \$40 and can be purchased at [www.lambrook.com.au](http://www.lambrook.com.au). A copy of the poster is contained in **Attachment B**.

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 final event at Lambrook Wines will also be streamed live.

### CITYGUIDE WEBSITE & APP

In July 2021, Council Staff met with Founder & Director of *Cityguide*, Mr Danny Brookes, to discuss the new website and mobile app that is set to launch this September.

*Cityguide* is being pitched as Adelaide's premier event discovery platform that connects audiences with artists, promoters, venues, festival and ticketing agencies. The platform appears professional, very intuitive for the user and has capabilities to curate events to the users' liking.

Whilst the Council and the Norwood Concert Hall may have limited use for this app at the moment, Council Staff will promote the platform to local venues, artists and other relevant people within the City of Norwood Payneham & St Peters business community.

*Cityguide* is offering Adelaide venues free listings until February 2022.

**2.3.8: Promote the role of key precincts as focal points for the evening and night-time economy.**

### RAISING THE BAR ADELAIDE 2021

In progress

For one night only, the City of Norwood Payneham & St Peters will be transformed into a campus where top academics, industry experts and thought leaders will gather in some of the best local pubs for one-of-a-kind, knowledge-driven events. The Council area continues to be the only destination in South Australia that delivers this unique event.

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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From its beginnings in 2018, Raising the Bar has continued to grow in popularity and will be returning again this year on Tuesday 12 October, with twenty (20) insightful talks on one night; across ten (10) different venues in the City. Each venue will host two (2) sessions, the first at 6.30pm, and the second at 8.30pm. The event will be designed to ensure that it adheres to all social distancing restrictions applicable at the time.

Past events saw a range of notable speakers including Forensic Psychologist Mr Luke Broomhall, Founder of The NeuroTech Institute Ms Fiona Kerr and local resident and Australian of the Year for 2020, Mr James Muecke.

Expressions of interest to be a speaker for this year's event is now closed, and the submissions are currently being considered. The Council is committed to curate another standout program for the local community to enjoy in the pubs across the City, while contributing to the evening economy.

Marketing and promotions of the event will launch on 1 September 2021 and free registrations to the talks will open. The Council is committed to hosting a safe event and will therefore ensure that all social distancing and restrictions at the time will be managed and adhered to appropriately.

Beyond promoting the event to the local community, *Raising the Bar Adelaide* will give the Council a platform to promote Adelaide on the world stage, and highlight the initiatives that are being delivered to support businesses during this challenging time.

A copy of the full page ad that was published in *CityMag* to encouraging speakers to express their interest, is contained in **Attachment C**.

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

### 3. INNOVATIVE CITY

*Outcome: An innovative City that supports business and attracts investment.*

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

ACTION	UPDATE	STATUS
<p><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 the last Committee meeting held on 15 June 2021, the following workshops have taken place:</p> <ul style="list-style-type: none"> <li>• How to present yourself to anyone in under 60 seconds; and</li> <li>• From unknown to unforgettable: the brand journey.</li> </ul> <p>Both of these events have been delivered by Magill Road business, Identity Marketing.</p> <p>There are three (3) workshops scheduled for the remainder of the year.</p> <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. The Series information has been shared amongst the Eastern Region Alliance (ERA), and the Council encourage all businesses within these jurisdictions to sign up to the workshops.</p>	<p>In progress</p>
<p><b>CV.3.0.3: Explore opportunities for the Council</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</p>	<p>In progress</p>

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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### **to provide a Business Advisory Service Program**

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 *Business Advisory Service Program* for the City of Norwood Payneham & St Peters.

At its meeting held Tuesday 16 March 2021, the Business & Economic Development Committee resolved the following:

*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.

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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 cancelled and similarly this year's event that was scheduled for Wednesday 21 July was postponed.

The event is now scheduled to take place on Wednesday 18 August and the businesses that will receive a Mayor's Business Commendation Award at the event are as follows:

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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### 10+ Years Bronze Commendation

- Granite Kitchen Makeovers
- Heidelberg Cakes
- Leaver and Son Piano & Furniture Specialists
- Numberworks Norwood
- Well2

### 25+ Years Silver Commendation

- Ambrosini's Restaurant
- Caléche Bridal House
- European Café
- Natural Floors
- Venture Corporate Recharge

Nominations for the Mayor's Business Commendation Awards remain open and a marketing campaign has been designed to promote the awards throughout the year.

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

The business database is one of the tools that the Council Staff use to inform, connect and communicate with City businesses. A monthly electronic direct email (EDM) is sent to the entire database, which includes information on upcoming events, workshops, available grants through the State Government, COVID-19 related information, as well as any other information that is relevant and affects the local business community.

Ongoing

Growing the business database is a priority of the Economic Development Unit and Staff ensure that business data is collected when visiting new and existing businesses, as well as recording contacts that attend business workshops and events.

A pop-up, which encourages business owners to sign-up to the database has been created and added to the 'Business & Economy' section of the Council website. This captures the 'active' business owners that are looking for information and seeking further support from the Council.

In July 2021, Council Staff used data available through REMPLAN to target business owners and business contacts, to encourage them to sign up to receive information from the Council through the citywide EDM. The email received an 89.2% success delivery rate and 32.4% open rate, which is higher

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

than the industry standard of 21.33%. Since the email was sent out, there has been an additional eighty-nine (89) subscribers, taking the city wide list to a total of 719.

Whilst this number is approximately only 10% of the total number of businesses in the City, it is positive growth and will continue to be built on in the coming months. Council Staff will look to schedule a similar email once every quarter, which as the list grows, it will in-turn affect engagement with the business community.

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

A range of environmental and sustainable programs are underway at the Council and relevant initiatives are shared with the business community.

In progress

#### TREE INCENTIVE PROGRAM

Trees cool and shade homes, buildings and streets reducing electricity bills, add value to properties and are the best way of adapting to the impacts of climate change.

Trees in the City of Norwood Payneham & St Peters are declining due to a range of reasons such as:

- mature trees reaching their end of life;
- urban infill removing trees on private property;
- a trend for smaller gardens on private land; and
- impacts of climate change.

Through a partnership between state and local governments, information on tree cover and urban heat areas across Adelaide is available through the Urban Heat and Tree Mapping Viewer.

Mapping tree canopy and identifying the hottest parts across our urban areas will help to guide planning and policy making, tree planting and greening programs to create cooler more liveable places.

Recently as part of the Council's *CityPlan 2030 – Mid Term Review* the Council have a target of planting at least 500 new trees per year in streets and other public spaces - with the goal to increase green cover by 20 percent by 2045.

But private land makes a significant contribution the City's tree canopy cover with 69 percent of the City's land privately owned backyards, gardens and private landscaped areas. The Council is trialling a Tree Incentive Program to encourage private property owners to increase in tree canopy cover.

## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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The Council will be giving away one-hundred and twenty (120) tree vouchers to the value of \$80 at selected plant nurseries for residents to purchase an established tree (1-metre high specimen). Property owners will be able to request one voucher per property.

Some property owners might be eligible for more than one tree voucher if they are:

- in a suburb identified with less than 30% tree canopy cover;
- located in an urban heat island; or
- a school or community group / organisation / club.

There will be set criteria on tree species property owners are able to purchase. The criteria will ensure that trees are long-lived species, have the ability to grow to at least four metres and that the tree provides shade when the sun is at its heights point.

Property owners will need to confirm that they have the ability to plant a tree in the ground (e.g. at least one cubic metre of soil capacity). In addition to the tree voucher, the Council will provide a range of resources to assist in selection, planting and care. These include the Resilient East Street Tree Guide, Botanic Gardens of South Australia Plant Selector, expert knowledge from plant nursery to assist in selecting an appropriate tree species, how to plant guide and maintain fact sheet.

The campaign launch is on Tuesday 10 August and the Council hopes that this trial Tree Incentive is successful and well received by property owners.

### **GREENING VERGES TREE INCENTIVE**

The Greening of Verges Program is a trial incentive by the Council and is open to residents and organisations within the City.

A verge, the area of land between the footpath and the roadside kerb, is often a hard surface with no vegetation. As a part of this program, property owners can apply to landscape their verge to improve the kerb appeal through greening and increase biodiversity. Collectively, the more vegetation (and less hard surfaces) in an area, the cooler that temperatures will be in hot summer weather.

Applications for the Greening of Verges Program are now open to residents and organisations in the City until Friday 27 August 2021.

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

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### NATIONAL GARAGE SALE TRAIL

The national Garage Sale Trail event is back this year, which will see two (2) weekends of garage sales and an online workshop series. The workshop series will focus on how to repair and reuse old items. This is an open event, which has previously included households, businesses, community groups, charities, schools and makers and creators. It is a fantastic initiative that helps declutter and reduce waste to landfill.

Information will be shared to the business community in the next 'YourBusiness' newsletter.

More information on this initiative is available at [www.garagesaletrail.com.au](http://www.garagesaletrail.com.au)

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## IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

### 4. BUSINESS FRIENDLY CITY

*Outcome: A City that understands the needs of business.*

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

ACTION	UPDATE	STATUS
<p><b>CV.4.0.4: Update the 'COVID-19 Information for Businesses' webpage as new information and resources become available.</b></p>	<p>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).</p>	<p>In progress</p>
<p><b>AND ACHIEVES</b></p> <p><b>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.</b></p>	<p>Since its meeting held on 15 June 2021, information on the 'lockdown grant funding for business' has been added to the webpage as well as shared via the Council's 'YourBusiness' EDM.</p> <p>The funding is available for South Australian small and medium sized businesses that have suffered significant loss of income or have been forced to close as a result of the restrictions imposed from 20 July 2021. Applications are currently open and close on 30 September 2021.</p>	
<p><b>4.1. Maintain and promote the Council's accreditation as a Small Business Friendly Council to the business community.</b></p>	<p>At its meeting held on 6 November 2017, the Council considered a report on the Small Business Friendly Council initiative and resolved to participate in the initiative. Participating Councils are required to report on their initiatives on an annual basis to the Small Business Commissioner, South Australia.</p> <p>A Small Business Friendly Council Initiative report will be presented to the Committee, with an attachment that outlines the initiatives that were delivered for the period 1 July 2020 – 31 May 2021.</p>	<p>Completed</p>
<p><b>4.1.3: Review the Council's 'Business &amp; Economy' webpage to ensure it is easy to use and is informative for businesses.</b></p>	<p>A review of the information on the 'Business &amp; Economy' section of the website is scheduled to be completed in stages. Since its last Committee meeting held on 15 June 2021, the focus has been on the 'Doing Business' section, which includes the following pages:</p> <ul style="list-style-type: none"> <li>• Business snapshot;</li> <li>• Home based business;</li> <li>• Coworking spaces; and</li> <li>• National Broadband Network (NBN).</li> </ul> <p>The 'COVID-19 for Business' page continues to be updated as new information affecting business arise.</p>	<p>Ongoing</p>

**EASTSIDE**

# Happy Hour

**EXTENDED!**

**LIVE & LOCAL**  
**LIVE MUSIC + LIVE STREAMS**

**ZKYE & DAMO**  
**MASON LLOYDE**  
**BILLY BOB & ALICE**  
**BREEZIN • THE CAST**

**LAMBROOK WINES**  
**SAT 23 OCT**  
**4 - 11PM**

**\$40**  
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[lambrook.com.au](http://lambrook.com.au)

  
 includes wood oven pizza  
 & paella from Wholly Belly

  
 + drink specials  
 every hour



TICKETS

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City of  
**Norwood  
 Payneham  
 & St Peters**



# RAISING *the* BAR

# Adelaide

## MAKING KNOWLEDGE FUN AND ACCESSIBLE

TUESDAY 12 OCTOBER 2021

For one night only, the City of Norwood Payneham & St Peters will be transformed into a campus where top academics, industry experts and thought leaders will gather in some of the best local bars and pubs for one-of-a-kind, knowledge-driven events.

The Council area is the only destination in South Australia to deliver this unique event.

From its beginnings in 2018, Raising the Bar has continued to grow in popularity and will be returning again this year, with 20 intriguing speakers in 10 venues.

Our goal is to raise the bar on the information you consume in your everyday life by providing access to cutting edge content in an intimate environment for discussion.

We aim to challenge you, inspire you and leave you hungry for more.

If you want to share your expertise and knowledge, please visit [www.npsp.sa.gov.au/rtb](http://www.npsp.sa.gov.au/rtb) to lodge an Expression of Interest. For more information contact the Council's Economic Development Unit on 8366 4555.



#RTBADL  
[www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)



City of  
Norwood  
Payneham  
& St Peters

### 3.2 SMALL BUSINESS FRIENDLY COUNCIL INITIATIVE (1 JUNE 2020 – 31 MAY 2021)

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**REPORT AUTHOR:** Economic Development Coordinator  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4616  
**FILE REFERENCE:** qA1529  
**ATTACHMENTS:** A

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#### PURPOSE OF REPORT

The purpose of this report is to update the Business & Economic Development Committee with the report that was submitted to the Small Business Friendly Council (SBFC) for the period 1 June 2020 – 31 May 2021.

#### BACKGROUND

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

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

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

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

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

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

#### RELEVANT STRATEGIC DIRECTIONS & POLICIES

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

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

- ***Objective 3.1: A diverse range of businesses and services.***
  - *Strategy 3.1.1 Support and encourage local small, specialty, independent and family-owned businesses.*
- ***Objective 3.2: Cosmopolitan business precincts contributing to the prosperity of the City.***
  - *Strategy 3.2.1 Retain, enhance and promote the unique character of all our City's business precincts.*
  - *Strategy 3.2.3 Promote the City as a visitor destination.*
- ***Objective 3.3: Attract new enterprises and local employment opportunities to locate in our City.***
  - *Strategy 3.3.3 Promote and support local food and beverage manufacturing.*

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

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

- **Objective: Support the growth and viability of the City's business sectors based on their competitive strength and strategic priority.**
  - Strategy 1.1: Focus on the support and growth of the City's priority sectors.
- **Objective 2: Increase the number of people who live, work and visit the City to enhance the community well-being of existing residents, workers and visitors.**
  - Strategy 2.1: Showcase and promote the City's attractions and events to facilitate growth in visitation.
  - Strategy 2.4 Work with local business operators to strengthen the viability of precincts and enhance the customer experience.

## FINANCIAL AND BUDGET IMPLICATIONS

The total cost to deliver the *2021-2026 Economic Development Strategy* is \$20,061, which was spent during the 2019-2020 and 2020-2021 financial years. This included the engagement services of URPS (Consultants) to facilitate five (5) key sector workshops with representatives from the business community and to undertake and promote community consultation including printed collateral, flyer distribution and public notices and advertisements. The remaining funds were allocated to engage Motiv Design to develop concepts, design and finalise the document for online as well as printing of the final document.

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

- Digital Christmas Advent Calendar (\$15,000);
- Food Secrets at the Green event (\$23,000); and
- Book a Holiday – Win a Holiday competition (\$20,500).

Budget was allocated from the Economic Development Precinct Management Budget and The Norwood Parade Precinct Committee Budget to deliver these initiatives.

## EXTERNAL ECONOMIC IMPLICATIONS

The success of the initiatives and ultimately the *2021-2026 Economic Development Strategy*, will continue to be impacted upon by the broader economic environment, which is subject to natural fluctuations in the global economy and the decisions made by the State and Federal Governments in response to the COVID-19 Pandemic. In 2020, the *Food Secrets at the Green* event was cancelled due to the Pandemic, but was successfully ran in 2021, and the *Book a Holiday – Win a Holiday* competition was developed as a result of the effects that COVID-19 has on the tourism industry, specifically the travel agencies. Notwithstanding this, the Council's focus will remain on developing the local economy in order to achieve the vision in the Strategy.

## RESOURCE ISSUES

The delivery of the three (3) initiatives that are outlined in this report were initiated and managed by the Economic Development Unit, with assistance from the Council's two (2) Event Coordinators for the *Food Secrets at the Green* event.

## **COVID-19 IMPLICATIONS**

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

## **DISCUSSION**

Small business owners and operators create local employment, provide essential goods and services and help create attractive, liveable communities. The right mix of small businesses within a precinct, suburb and municipal, can create a sense of vibrancy, which attracts and excites people to live, work and visit in the area.

Government bodies, particularly local councils, have a key role in the establishment process of a business, as well as provide assistance and support throughout the lifecycle of a small business. For example, business owners and employees within the City of Norwood Payneham & St Peters have the ability to interact with a range of areas within the Council such as; customer service, economic development, planning department, finance and events to name a few.

The report contained in **Attachment A**, outlines the activities and initiatives that the Council delivered during the reporting period 1 June 2020 to 30 May 2021.

## **OPTIONS**

Nil.

## **COMMENTS**

Most interactions that business owners have with government are at a local level, which is why it is essential that the City of Norwood Payneham & St Peters focus on building stronger, more productive relationships, which result in better outcomes for the business and community.

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

## **RECOMMENDATION**

That the Committee notes that a Small Business Friendly Council report will be presented to the Business & Economic Development Committee on an annual basis.

# Attachment A

## Small Business Friendly Council Initiative (1 June 2020 - 31 May 2021)

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

Telephone 8366 4555  
Facsimile 8332 6338  
Email [townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)  
Website [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)



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



## Small Business Friendly Council Reporting Template

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



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

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

### REPORTS ARE DUE TO BE SUBMITTED BY 30 JUNE

#### Your contact details

Name: Stacey Evreniadis

Position Title: Economic Development Coordinator

Phone: 08 8366 4616

Email: sevreniadis@npsp.sa.gov.au

Council: City of Norwood Payneham & St Peters

#### Required Initiatives

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

#### Local government activities to support small business

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

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

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

Prior to the COVID-19 Pandemic, the development of the Council's Economic Development Strategy focused on growth, attraction and understanding the needs of the business sector. However, the effects on businesses due to the Pandemic have been substantial, and therefore it has been essential that the Economic Development Strategy takes into consideration the economic and social impacts that the Pandemic has caused and that these issues be reflected in the actions. As a result of the impacts of the

Pandemic, an overarching Strategy of 'Recover & Rebuild', which cuts across all four (4) themes was included in the Strategy to assist the Norwood Payneham & St Peters business community in its recovery, acknowledging that many businesses are currently in a mode of survival, rather than growth.

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

[https://www.npsp.sa.gov.au/directory\\_documents/0\\_economic\\_development\\_strategy\\_2021\\_2026](https://www.npsp.sa.gov.au/directory_documents/0_economic_development_strategy_2021_2026)

### **Business advisory group**

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

The City of Norwood Payneham & St Peters established the Business & Economic Development Committee pursuant to Section 41 of the Local Government Act 1999 and adopted Terms of Reference for the new committee on 2 November 2020. The Committee comprises of Ten (10) members including the Mayor, Four (4) Elected Members and Five (5) Specialist Members with a background and experience in business and economic development, multimedia, tourism, strategic planning and who are regarded as leading practitioners in their respective fields. The objectives of the Committee are:

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

Between 1 June 2020 and 31 May 2021 four (4) meetings of the Council's Business & Economic Development Committee were held.

The City of Norwood Payneham & St Peters has also established the Norwood Parade Precinct Committee pursuant to Section 41 of the Local Government Act 1999 and adopted its latest Terms of Reference for the committee on 3 December 2018. The Committee comprises of Thirteen (13) members including the Mayor, Four (4) Elected Members and Eight (8) Representatives who must be either a current property owner/trader/business owner, currently trading or owning a Property within the Parade Precinct. The functions of the Committee are:

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

Between 1 June 2020 and 31 May 2021 seven (7) meetings of the Norwood Parade Precinct Committee were held.

## Procurement

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

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

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

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

The City of Norwood Payneham & St Peters *Procurement Policy* and *Procurement Policy Guidelines* documents can be accessed via the Council website at:  
[https://www.npsp.sa.gov.au/directory\\_documents/179\\_procurement\\_policy\\_guidelines\\_policy](https://www.npsp.sa.gov.au/directory_documents/179_procurement_policy_guidelines_policy)

## On-time payment policy

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

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

During the period 1 June 2020 to 31 May 2021, the City of Norwood Payneham & St Peters paid a total of 8,503 invoices. Of the 8,503 invoices paid by the Council, 80% were paid within 30 days from the invoice date. There was an average of 23 days from when invoices were received, to when they were entered in the Council's system for payment, and an average of 6 days from entry to payment. Based on the terms and conditions of payment of the individual businesses, of the 8,503 invoices paid by the Council, 17% of invoices were paid on time, 33% were paid early and 50% of invoices were paid late with the average number of days late recorded at 15 days.

## Dispute resolution

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

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

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

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

The City of Norwood Payneham & St Peters *Complaints Handling Policy & Procedure* document can be accessed via the Council website at:

[https://www.npsp.sa.gov.au/directory\\_documents/82\\_complaints\\_handling\\_policy\\_and\\_procedure](https://www.npsp.sa.gov.au/directory_documents/82_complaints_handling_policy_and_procedure)

During the 2020-2021 financial year, no official complaints were received from businesses however the Economic Development and Accounts Teams received a number of enquiries in relation to the Council's commitment to support businesses during the COVID-19 Pandemic. Several enquiries were answered through the 'COVID-19 Information for Businesses' webpage on the Council website and others were resolved over the phone or via email. All enquiries were managed and responded to in a professional manner, which resulted in no official complaints noted.

## Additional Initiatives

Please provide the title and progress for three additional initiatives

### Initiative 1: Digital Christmas Advent Calendar

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#### Additional information

In December 2020, the Council introduced a new initiative, which complements the existing Christmas activities and focuses on promoting the business sector in the City. The idea was drawn from a traditional advent calendar, which is a countdown of days in December leading up to Christmas Eve, with each day generally revealing an edible item. The *Christmas in NPSP* Advent Calendar was designed to reveal several offers each day, and therefore included a variety of offers within the categories of Shop, Eat & Drink, Experience and Live.

A *Christmas in NPSP* stylised webpage was designed for this initiative, featuring iconic and longstanding buildings in the City. Included on the webpage, was a series of doors with a number on each. The number on each door correlated to the date in December. Behind each door hid special products or experiences from businesses in the Council area. The user was then asked to enter their name and email address to receive the offer to their inbox. This process allowed the Council to collect names and email addresses of people that were interested in this initiative, and be able to use this list for any future promotions.

The primary objective for this project was to encourage as many businesses in the City to participate in this cohesive citywide initiative. The Council received fifty-two (52) deals from local businesses, which allowed for several offers to be released daily. This was attractive to users and increased user engagement on site. Businesses that participated received a substantial amount of promotion during the biggest retail month of the year and the flexibility of the advent calendar being in digital form, allowed for businesses to amend their offer based on stock levels and the take-up of the offer.

In December 2020, the *Christmas in NPSP Digital Advent Calendar* webpage was the most visited webpage on the Council's website. The webpage had a total of 5,052 page views during the month of December.

Council Staff and business owners received positive feedback on this initiative and therefore will look to deliver this initiative again for Christmas 2021.

A copy of the poster is contained in Attachment A.

**Initiative 2: Food Secrets at the Green**

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**Additional Information**

In January 2021, the *Adelaide Food Fringe Festival* announced that the Festival will return with an expanded festival program of nine (9) days, from Friday 7 May – Sunday 16 May 2021, following its cancellation in 2020 due to the Pandemic. 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, which includes the Adelaide Fringe, Adelaide Festival, WOMAD and Writers Week. For this reason the organisers scheduled the event to cross over with the 2021 Tasting Australia event, which ran from 30 April – 9 May 2021.

The Adelaide Food Fringe is South Australia's newest open-access food festival – "created by the people, for the people". The Festival is 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 Adelaide Food Fringe. The 2021 Food Secrets at the Green event was held on Sunday 16 May 2021 from 11am – 3pm.

Seventeen (17) businesses from within the City of Norwood Payneham & St Peters 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. Several of the beverage businesses that form the Eastside Wine & Ale Trail offered tasting sessions at the event, and Scoffed Cooking School scheduled in kids cooking classes throughout the day. 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 B.

**Initiative 3: Book a Holiday – Win a Holiday Competition, Parade Norwood**

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**Additional Information**

In February 2021, the Norwood Parade Precinct Committee identified business sectors that are still experiencing difficulty, as a result of the COVID-19 Pandemic. Not surprisingly, the travel sector continues to be the most affected, due to restricted international travel. Whilst intrastate and interstate travel is popular, most travellers are capable of booking their own flights and accommodation, which has caused additional hardship for the travel agencies on The Parade and more broadly within the City of Norwood Payneham & St Peters.

As a result, the Council together with the Norwood Parade Precinct Committee endorsed the 'Book a Holiday – Win a Holiday' competition for the travel businesses within The Parade Precinct. 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.

This competition stemmed from the idea of the hugely popular Great State voucher scheme that the South Australian Tourism Commission developed, but it was important for the Council that the competition was structured in a way that encouraged investment from the customer, before receiving a reward. This avoided people receiving a voucher and then not redeeming it, which occurred during the Great State campaign.

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.

The four (4) week competition ran from Monday 10 May – Monday 7 June 2021, with the winners drawn at the end of each week. In total, 178 entries were received across the four (4) week competition.

Whilst interstate and overseas travel is a Federal and State Government issue, it is important that the Council support and encourage customers to book a trip with the travel agencies located along The Parade, assisting those that have been negatively impacted upon by the COVID-19 Pandemic.

An image of one of the winners is contained in Attachment C.

**Any other information (optional)**

*Is there any other information you would like to provide? Please provide any other documents to support your report in the file upload below.*

Attachments can be emailed along with this document.

**Completed forms with their attachments can be forwarded to:**

Stephanie Burke  
Project Manager  
Phone: 08 8303 2037  
Email: [stephanie.burke@sa.gov.au](mailto:stephanie.burke@sa.gov.au)



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

5. **NEXT MEETING**  
Tuesday 2 November 2021

6. **CLOSURE**