

# Norwood Parade Precinct Committee Agenda & Reports

**14 September 2021**

## **Our Vision**

*A City which values its heritage, cultural diversity,  
sense of place and natural environment.*

*A progressive City which is prosperous, sustainable  
and socially cohesive, with a strong community spirit.*

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

10 September 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 14 September 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  
Payneham  
& St Peters**

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#### 4.1 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2021-2022 ANNUAL BUSINESS PLAN

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

#### PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee (NPPC), with a progress report on the implementation of the 2021-2022 Annual Business Plan.

#### BACKGROUND

At its meeting held on 4 May 2021, the Committee endorsed the *2021-2022 Annual Business Plan* and the *Continuation of The Parade Separate Rate* for the Parade Precinct and resolved to forward it to the Council for its endorsement. Subsequently, the Council endorsed the Annual Business Plan and the Continuation of the Separate Rate as being suitable at its meeting held on 7 June 2021.

For the 2021-2022 financial year, the value of the Separate Rate on the Parade Precinct Traders is \$215,000. Investigations have progressed in respect to a number of the deliverables and a summary of the overall budget and expenditure to date is contained in **Attachment A**.

#### DISCUSSION

##### 1. STRATEGY: EVENTS & ACTIVATIONS

##### 1.1 RAISING THE BAR ADELAIDE 2021

For one night only, the City of Norwood Payneham & St Peters will once again 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.

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.

Table 1 below lists the speakers and their topics that form the *Raising the Bar Adelaide 2021* event.

**TABLE 1: RAISING THE BAR ADELAIDE PROGRAM**

Speakers	Topic	Time & Location
Sean Fewster & Daniel Panozzo	Education, entertainment and empathy – the Just Lawful project	6.30pm Alma Tavern 66 Magill Road, Norwood
Julian Schiller	Changes in mainstream media – sex, lies, but no videotape	8.30pm Alma Tavern 66 Magill Road, Norwood
Nick Muxlow	Get Run Fit – improve your running, finish with a smile	6.30pm Bath Hotel 232 The Parade, Norwood
Susan Knapp	Getting our kids on purpose-power that is changing the world!	8.30pm Bath Hotel 232 The Parade, Norwood

Ally Nitscke	Courageous conversations – why we keep avoiding those tough conversations	6.30pm Britannia Hotel 1 Kensington Road, Norwood
John Purl	Achieve success through wellbeing	8.30pm Britannia Hotel 1 Kensington Road, Norwood
Evangeline Mantzioris	The Mediterranean diet – much more than a dietary pattern	6.30pm The Colonist 44 The Parade, Norwood
Troye Wallett	Your inner voice is a 3 year old child – an approach to changing the stories we tell ourselves	8.30pm The Colonist 44 The Parade, Norwood
Trish Hansen & Alex Bruhn	Here we are – where to next?	6.30pm Cue Bar 144 The Parade, Norwood
Tasha Stanton	Seeing is believing: using perceptual trickery to treat pain	8.30pm Cue Bar 144 The Parade, Norwood
David Copley	Please don't fire me – I have a brain!	6.30pm Little Bang Brewery 25 Henry Street, Stepney
Bruce Thomas	Virtual reality: not science fiction but in our own backyard	8.30pm Little Bang Brewery 25 Henry Street, Stepney
David Pearson	Ending homelessness is possible	6.30pm The Maid 1 Magill Road, Stepney
Brad Chilcott	A future where women are free from men's violence and abuse	8.30pm The Maid 1 Magill Road, Stepney
Lainie Anderson	How South Australians won the right to die with dignity	6.30pm Maylands Hotel 67 Phillis Street, Maylands
Tammy Franks	A touchy subject – South Australia and sex work laws	8.30pm Maylands Hotel 67 Phillis Street, Maylands
Scott Zarcinas	Breaking through writers block	6.30pm Republic 120 Magill Road, Norwood
Nigel Rogasch	Zapping brains to boost memory	8.30pm Republic 120 Magill Road, Norwood
Kim Le	The dark side of gaming	6.30pm Robin Hood 315 Portrush Road, Norwood
Nicholas Procter	Making trauma informed the new norm	8.30pm Robin Hood 315 Portrush Road, Norwood

For the full program including speakers, lecture descriptions and to book free tickets to the event, visit the official Raising the Bar website at [www.rtbevent.com/adelaide](http://www.rtbevent.com/adelaide)

Marketing and promotions of the event will launch on 10 September 2021 and free registrations to the talks will also open on that day. 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. The event is being promoted across a wide variety of channels including but not limited to, print, digital, outdoor, social media and via the speaker's and venue's communication channels.

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.

It is proposed that the Committee allocates \$1,000 from the Advertising Budget to promote The Parade pubs that are participating in the *Raising the Bar Adelaide* event.

A copy of the *Raising the Bar Adelaide* postcard is contained in **Attachment B**.

## 1.2 SPRING SHOPPING DAY

On Saturday 16 October, the *Spring 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, who wish to be involved.

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. 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.

There are currently thirty-six (36) business offers that have been received, and these will be promoted a couple of days prior to the shopping day.

A copy of the *Spring Shopping Day* poster is contained in **Attachment C**.

## 1.3 EASTSIDE HAPPY HOUR LIVE & LOCAL SESSIONS

During the COVID-19 Pandemic, *BIEcreative* launched the '*Happy Hour Live*' Series, which aims to bring live music into the homes of many across the State through a live stream on Facebook. Building on this concept, the Council in partnership with *BIEcreative*, took the initiative "on the road" in the City of Norwood Payneham & St Peters. During August and September 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.

The '*Happy Hour Live*' 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.

To culminate the Series, the Council will host '*The Extended – Happy Hour Live*' event, which will feature five (5) performances from musicians who have participated in the Series. The artists include:

- Zkye & Damo;
- Mason Llyode;
- 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 oven 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 D**.

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.

This event is a city-wide initiative and therefore no funds have been allocated from the 2021-2022 Parade Precinct Budget.

## **2. STRATEGY: MARKETING & COMMUNICATIONS**

### **2.1 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 attract 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, with the 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 COMO on The Parade, there is a buyer's market and the opportunity to heavily promote 'shop local'.

This publication will be complete by October 2021 and will be distributed to participating businesses, be on display and be available for pickup at Display Centres, local real estate companies 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.

## **3. STRATEGY: IDENTITY & BRAND**

### **3.1 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 was required to tag 'The Parade, Norwood', so that the Council was notified of the post and then was 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.

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.

### 3.2 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. These items were purchased with the \$5,000 that was allocated as a part of the 2020-2021 budget.

In the *2021–2022 Norwood Parade Annual Business Plan*, a budget of \$1,000 has been allocated to purchase merchandise, and these funds have been spent on purchasing Parade branded face masks, which will be delivered in the month of October, ahead of the event and festive season.

A copy of the face mask design is contained in **Attachment E**.

### 3.3 CHRISTMAS DECORATIONS ALONG THE PARADE

As Committee Members may be aware, on 3 September 2021, Parkade Pty Ltd, Australasian Property Developments and the Department for Transport (DIT), commenced work at The Parade and George Street, Norwood intersection. The work will include alterations to the intersection, including dedicated right-hand turn lanes on The Parade to head north or south into George Street.

As a result of these works, the three (3) large illuminated Christmas trees that have been installed in the median strip on The Parade, outside the Norwood Town Hall, will not be able to be installed this Christmas season.

The 3 metre illuminated 3D LED Star, twenty (20) light pole decorations and twenty-eight (28) Christmas branded banners are still scheduled to be installed along The Parade, as well as the hanging decorations in the windows and the three (3) street trees that surround the Norwood Town Hall.

In addition to the Christmas decorations that have been installed along The Parade, the much-loved and anticipated *Festive Gallery on Osmond Terrace* will be on display for another year, with a combination of decorated Christmas trees and presents.

The Council's Coordinator, Youth Programs has worked closely with fourteen (14) local childcare and education institutions over the past two (2) months to prepare for the delivery of this initiative. The Council will install thirty-six (36) decorated wooden Christmas trees, sixty-nine (69) decorated presents, as well as the 'Merry Christmas' signage to complement the outdoor gallery.

Education institutes that are involved in this initiative include:

- Felixstow Community School;
- Felixstow World of Learning;
- Margaret Ives Community Children's Centre;
- Marryatville OSHC;
- McKellar Stewart Kindergarten;
- Norwood Primary School;
- Rosemont House Montessori Preschool;
- St Ignatius College Junior School;
- St Morris Community Child Care;
- Stepping Stone Marden Childcare & Early Learning;
- The Briars Special Early Learning Centre;
- The Learning Sanctuary Norwood Montessori;
- Treetops Early Learning Centre Stepney - Wattle House; and
- Trinity Gardens Primary School.

The *Festive Gallery on Osmond Terrace* will be available for the public to enjoy between Monday 22 November 2021 and Tuesday 4 January 2022. As part of this initiative, the community are invited to visit and walk through the display on Osmond Terrace taking in the creative sights before voting for their favourite Christmas tree and Christmas present in the People's Choice competition on The Council's Facebook page. There will be two (2) winners, the Christmas Tree that receives the greatest number of 'likes' and the Christmas Present that receives the greatest number of 'likes' by midday on Tuesday 4 January 2022, will win. The winning schools will each receive a \$250 voucher to Dillons Norwood Bookshop, plus \$500 donated to a charity of choice, thanks to the support from the Norwood Parade Precinct Committee.

### **3.4 AUGMENTED REALITY (AR) ON STREET CHRISTMAS ACTIVATION 2021**

For the second year in a row, the Council is collaborating with digital technology company, CreativiTek to bring a unique experience of Christmas to The Parade. With uncertainty still remaining as to whether children will be able to see Santa in person to have a photo with him this year, the Council has engaged CreativiTek to develop augmented reality animations to activate different locations along The Parade. Each location will be identifiable by a large footpath decal that will outline how to activate the animation and what characters will come to life. The information on the decal will also encourage people to tag their pictures to help promote the initiative and inspire people to visit The Parade and do the same.

Activations at eight (8) locations along The Parade will bring four (4) separate animations to life and will allow for photo opportunities with Santa, Santa and his reindeer, an elf and their snowman friend and three (3) snowmen (which are the same as last year). Last year's animations were activated a total of 440 times in a two (2) week period and because the animations that were developed in 2020 will be used, the cost will be reduced allowing a larger budget to promote and market the activity.

The dates that the AR will be available are yet to be determined but it will be a three (3) week period in the lead up to Christmas. Families will be encouraged to visit The Parade during this time to enjoy the floats, festive tree gallery as well as to shop, dine and experience all The Parade has to offer this Christmas.

Funds have been allocated from the Identity and Brand Budget to deliver this initiative, which includes four (4) animations available in eight (8) locations for three (3) weeks.

### **3.5 AUGMENTED REALITY CHRISTMAS COLOURING PAGE**

The Council will also collaborate with CreativiTek to deliver the Augmented Reality Christmas Colouring Page. This has been a successful activity utilised in the City of Geelong, with examples of how the initiative works coming from their use of the colouring pages. Economic Development Staff will work closely with the Council's Library Staff to determine a custom colouring page for children to engage with. Children will be able to colour in the artwork however they please and then use the same app used for the on-street Christmas activation to scan the artwork which will then come to life in the colours they used throughout the artwork. The characters in the artwork will perform a short (15-20 second) animation for the children to enjoy.

The colouring pages will be distributed to businesses along The Parade that receive a substantial volume of children such as restaurants and food outlets and children's stores. The Council libraries will also utilise the colouring pages as a great summer school holidays activity, especially when children will be able to utilise Council technology to activate the artwork if they don't have access to it themselves.

This initiative will be accessible for one (1) month and the start date will be determined by the Economic Development and Library Staff.

This event is a city-wide Christmas initiative and therefore no funds have been allocated from the 2021-2022 Parade Precinct Budget.

### 3.6 DIGITAL CHRISTMAS ADVENT CALENDAR 2021

Last year, the Council introduced a new initiative, which complements the existing Christmas activities and focused on promoting the businesses in the City. The idea has been drawn from a traditional advent calendar, which is a countdown of days in December leading up to Christmas Eve, with each day revealing the classic chocolate square similar to the traditional Advent Calendar. The *Christmas in NPSP* Advent Calendar has been designed to reveal several offers each day. It has been designed with the flexibility to accommodate all businesses in the City that have decided to be involved, and therefore includes a variety of offers that fit within the categories of Shop, Eat & Drink, Experience and Live.

In its inaugural year, the Council received fifty-two (52) deals from local businesses and in December 2020, the *Christmas in NPSP Advent Calendar* webpage was the most visited webpage on the Council's website.

Due to the success, both from a business participation and user perspective, the Council will deliver this initiative again this Christmas, with expressions of interest for business, opening in October 2021.

It is proposed that the Committee allocates \$2,000 from the Advertising Budget to promote this initiative.

## 4. STRATEGY: BUSINESS DEVELOPMENT

### NETWORKING

#### 4.1 END OF YEAR BUSINESS NETWORKING DRINKS

This year continues to be a challenge with constant changes to restrictions on events, but the Council is committed to providing an opportunity for business owners to network, and a chance to celebrate the business community. After re-scheduling and then cancelling the mid-year networking event, Council Staff have decided to host the end of year event at the same location that was arranged for the mid-year event, Adelaide Appliance Gallery.

The details of the event are as follows:

Date: Tuesday 30 November 2021

Time: 6.00pm – 8.00pm

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

Invitations to this event will be distributed to all businesses within the City in October 2021.

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

The ten (10) businesses that submitted their application before 30 June 2021, will receive their award at the end of year networking event. All applications made from 1 July 2021 will receive their award at the 2022 mid-year networking event.

#### 4.2 BUSINESS 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 that was scheduled for 6 July 2021, the following events have taken place:

- From unknown to unforgettable; and
- Ready, set, grow.

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](http://www.npsp.sa.gov.au/workshops)

The final two (2) workshops of the *Reflect. Refuel. Restart.* Series are:

- Practical solutions for improving workplace wellbeing; and
- How to stay in business: exploring better business models.

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.

A budget of \$6,000 has been allocated in the *2021-2022 Norwood Parade Annual Business Plan* to deliver business training and networking services to traders within The Parade Precinct.

For many years, Council Staff have worked with the Committee to deliver a business workshop program made up of four (4) events, which generally appeal to the majority of traders within the Precinct. This year, due to the COVID-19 Pandemic and the effects that it has had on the business community, Council Staff proposed to expand and rename the program to *Reflect. Refuel. Restart.* offering a total of eleven (11) events delivered over a twelve (12) month period. The intent was driven by the understanding and feedback received that business owners were seeking and appreciating additional assistance during this challenging time.

Expanding the program allowed for a wider variety of topics and the opportunity for more specialist presenters. Surprisingly, in the past twelve (12) months, there has been a slight reduction in business sign ups overall, and the cancellations/no-shows, at a rate that has not been seen in the past. This has been extremely disappointing, but a trend that has been observed by other councils and organisations that deliver these types of events. The feedback from those that have attended have found the sessions to be extremely valuable.

For the 2022 calendar year, it is proposed that the program be structured around an 'expression of interest' method. The program will be promoted to all businesses within the precinct and there will be 20 x \$250 'vouchers' available to put towards a business advisory, marketing or support service, which is agreed upon by the Council (i.e. Council Staff) and the business owner. The benefit of this method is that it is targeted, it is assisting businesses that are seeking help and have the drive and commitment to participate. If the Council receives expressions of interest with similar topics, there will be the flexibility and opportunity to run group workshops. Adopting this method will also ensure that businesses that enrol are committed to participating and attending.

Developing an 'expression of interest' business development program is the recommended option for the delivery of training in 2022. It is therefore proposed that the Committee allocates \$5,000 to the initiative from the 2021-2022 Business Development Budget. A review will be undertaken at the end of June 2022 to determine the success.

It should be noted that whilst this model may be adopted, it does not preclude events and workshops to be scheduled during the year should staff identify a need or an interest from the business community.

## **RECOMMENDATION**

1. That the status of the 2021-2022 Annual Business Plan Budget contained in Attachment A, be received and noted.
2. That the allocation of \$1,000 from the Advertising Budget to promote Raising the Bar Adelaide, be endorsed.
3. That the allocation of \$2,000 from the Advertising Budget to promote the Digital Christmas Advent Calendar, be endorsed.
4. That the allocation of \$5,000 from the Business Development Budget to deliver targeted business support and training, be endorsed.

# Attachment A

## Progress Report on the Implementation of the 2021-2022 Annual Business Plan

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175 The Parade, Norwood SA 5067

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

## 2021-2022 NPPC Annual Business Plan and Budget

All expenditure is exclusive of GST

Total Budget \$ 215,000.00  
Spent / Assigned \$ 17,862.00

<b>Strategy 01 - Events and Activation</b>	
<b>1.1 Events and Activation</b>	<b>Budget</b>
11044.38.	\$ 40,000.00
<b>SPRING SHOPPING DAY (\$20,000)</b>	
South Australian Style   Print & Social Media	\$ 2,400.00
White Marquee   Counter & Signage	\$ 924.00
White Marquee   Furniture	\$ 400.00
White Marquee   Bag Booth	\$ 1,600.00
Wasabi Entertainment   6 musicians	\$ 2,000.00
Sarah Cain   Illustration Design	\$ 1,000.00
Arte Grafica   Bollard Wraps	\$ 300.00
<b>TOTAL</b>	<b>\$ 8,624.00</b>
<b>Strategy 02 - Marketing and Communications</b>	
<b>2.1 Website</b>	<b>Budget</b>
	\$ 4,000.00
<b>TOTAL</b>	<b>\$ -</b>
<b>2.3 Advertising &amp; Social Media</b>	
11044.285.500 & 11044.285.380	\$ 70,000.00
Arte Grafica   Norwood Mall Shop & Save postcards	\$ 220.00
Arte Grafica   Norwood Mall Shop & Save postcards	\$ 160.00
<b>TOTAL</b>	<b>\$ 380.00</b>
<b>Strategy 03 - Identity and Brand</b>	
<b>3.1 Sponsorship</b>	<b>Budget</b>
11044.286.	\$ 7,500.00
Festive Gallery on Osmond Terrace - Sponsor Winner (x2 \$500 vouchers)	\$ 500.00
Festive Gallery on Osmond Terrace - Donation to Charity of Winning Schools Choice	\$ 1,000.00
<b>TOTAL</b>	<b>\$ 1,500.00</b>
<b>3.2 Signage and Street Decorations</b>	<b>\$ 50,000.00</b>
<b>CHRISTMAS</b>	
CreativeTek   Christmas Activation (Footpath Decals)	\$ 6,000.00
<b>TOTAL</b>	<b>\$ 6,000.00</b>
<b>3.3 Merchandise</b>	<b>\$ 1,000.00</b>
Add Value   Parade branded face masks (qty 250)	\$ 1,208.00
<b>TOTAL</b>	<b>\$ 1,208.00</b>
<b>3.4 Competitions and Promotions</b>	<b>\$ 35,000.00</b>
<b>TOTAL</b>	<b>\$ -</b>
<b>Strategy 04 - Business Development</b>	
<b>4.2 Business Training &amp; Networking</b>	<b>Budget</b>
11044.99.	\$ 6,000.00
<b>TOTAL</b>	<b>\$ -</b>
<b>Strategy 05 - Administration</b>	
<b>5.1 Catering</b>	<b>Budget</b>
11044.110.401	\$ 1,000.00
<b>TOTAL</b>	<b>\$ -</b>
<b>5.2 Print, Post and Distribution</b>	<b>\$ 500.00</b>
11044.110.	
Design   Annual Business Plan & Separate Rate	\$ 150.00
<b>TOTAL</b>	<b>\$ 150.00</b>
<b>GRAND TOTAL</b>	<b>\$ 17,862.00</b>

# Attachment B

## Progress Report on the Implementation of the 2021-2022 Annual Business Plan

---

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**



**RAISING**  
*the* **BAR**

*Adelaide*

---

**20 TALKS. 10 BARS. 1 NIGHT.**

---

TUESDAY 12 OCTOBER  
FREE EVENT





## MAKING KNOWLEDGE FUN AND ACCESSIBLE

Raising the Bar is a worldwide initiative aimed at making education a part of a city's popular culture.

From its beginnings in 2018, the City of Norwood Payneham & St Peters is the only destination in South Australia to deliver this unique event.

Twenty specialists from across South Australia will give inspiring talks on a diverse range of topics including crime reporting, putting an end to domestic violence and homelessness, a range of health topics and much more!

For more information and to book a free ticket, visit [www.rtbevent.com/adelaide](http://www.rtbevent.com/adelaide)

#RTBADL



# Attachment C

## Progress Report on the Implementation of the 2021-2022 Annual Business Plan

---

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

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

# Spring Shopping Day

SATURDAY 16 OCTOBER



EXCLUSIVE OFFERS | LIVE MUSIC  
IN-STORE EXPERIENCES | DONATION STATION



For a full list of participating businesses and to find out more visit [npsp.sa.gov.au/shoppingday](http://npsp.sa.gov.au/shoppingday)



City of  
Norwood  
Payneham  
& St Peters

# Attachment D

## Progress Report on the Implementation of the 2021-2022 Annual Business Plan

---

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

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



**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**  
 tickets  
[lambrook.com.au](http://lambrook.com.au)

includes wood oven pizza  
 & paella from Wholly Belly

+ drink specials  
 every hour



TICKETS

**LAMBROOK**  
 Adelaide Hills Wines

SUPPORTED BY  
**BIEcreative**



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

# Attachment E

## Progress Report on the Implementation of the 2021-2022 Annual Business Plan

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175 The Parade, Norwood SA 5067

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



THE PARADE  
NORWOOD

## 4.2 SPENDMAPP DATA UPDATE

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

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### 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 has recently renewed its subscription until September 2022. The original 24 months of historical expenditure data throughout the City of Norwood Payneham & St Peters will continue to be accessible, meaning transaction data is available from July 2018.

The *Spendmapp* application provides an accurate 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. There is however, an approximate two (2) to three (3) month lag in accurate data becoming available in the application. To compensate, the application provides predicted figures based on trends.

### 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 and has recently been renewed.

### 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**.



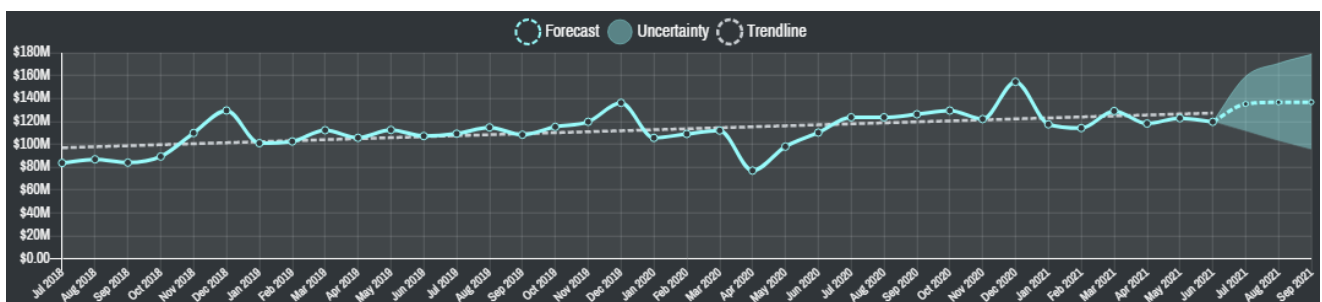
## Total Expenditure

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 – June 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 – JUNE 2021 WITH PREDICTED TREND UNTIL SEPTEMBER 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  
 (APRIL 2020 COMPARED TO APRIL 2021)**

Expenditure Type	APRIL 2020	APRIL 2021	Change
Total Local Spend	\$77M	\$118M	53.43%
Resident Local Spend	\$18.7M	\$24.1M	29.27%
Visitor Local Spend	\$58.3M	\$94M	61.15%

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 April 2021 data to April 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.

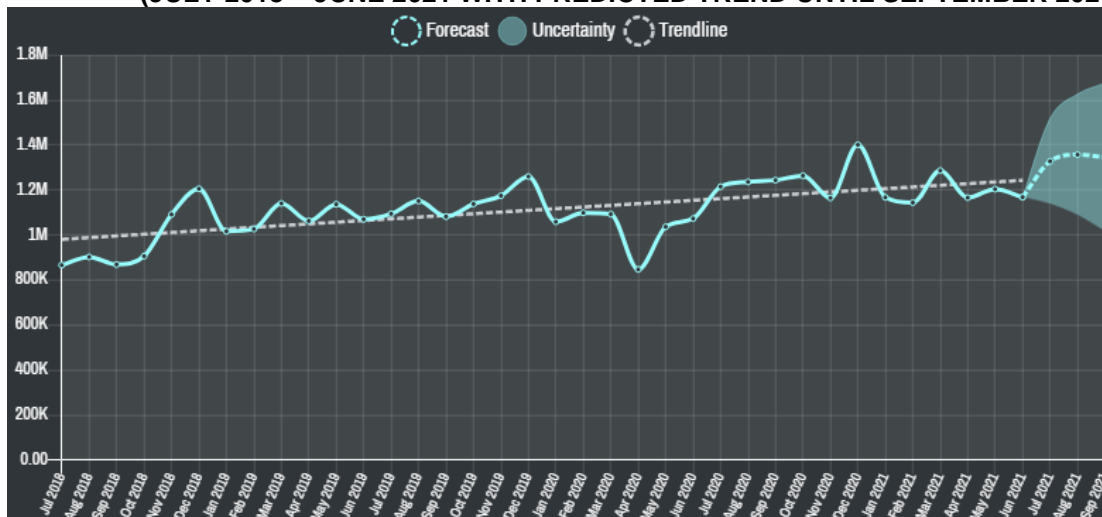
**TABLE 2: YEAR-ON-YEAR CHANGES TO CERTAIN EXPENDITURE CATEGORIES  
 (MARCH 2019 COMPARED TO MARCH 2021)**

Expenditure Type	March 2019	March 2021
Resident Escape Spend	\$41.9M	\$47M
Resident Online Spend	\$27.2M	\$31.4M

**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 – JUNE 2021 WITH PREDICTED TREND UNTIL SEPTEMBER 2021)**



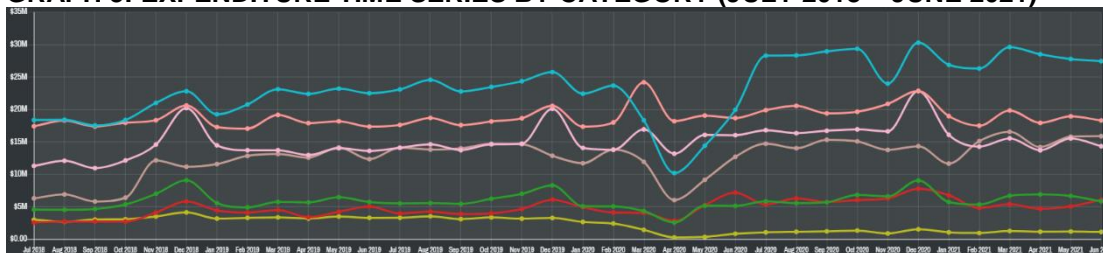
The ability to break down expenditure by industry sectors is also a great tool within *Spendmapp*. The following industry sectors and their representative colours are shown in Graph 3 below (and in the enlarged version contained in **Attachment A**):

- 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 – JUNE 2021)**



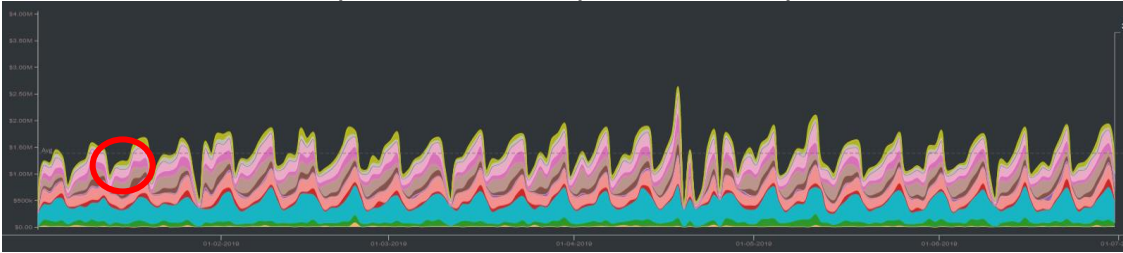
## Event Analysis

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

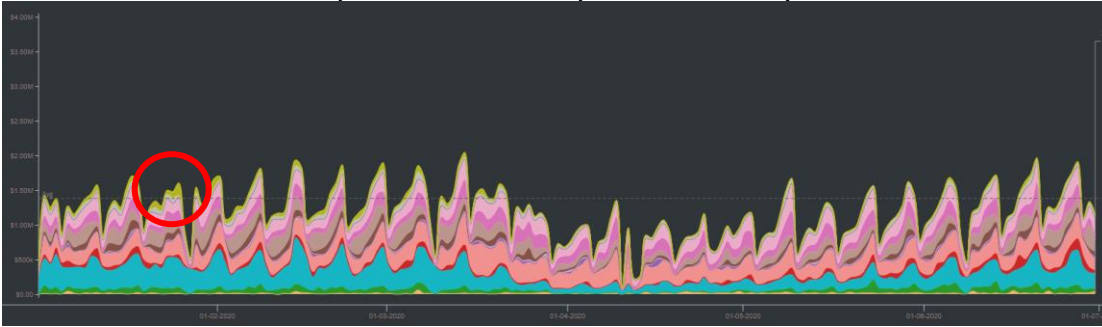
The Tour Down Under Street Party and Stage Start are large State, National and International events and are seen as great opportunities to promote the Council area and more specifically, The Parade, especially with regards to increasing expenditure in the 'Dining & Entertainment' category. The circle 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)**



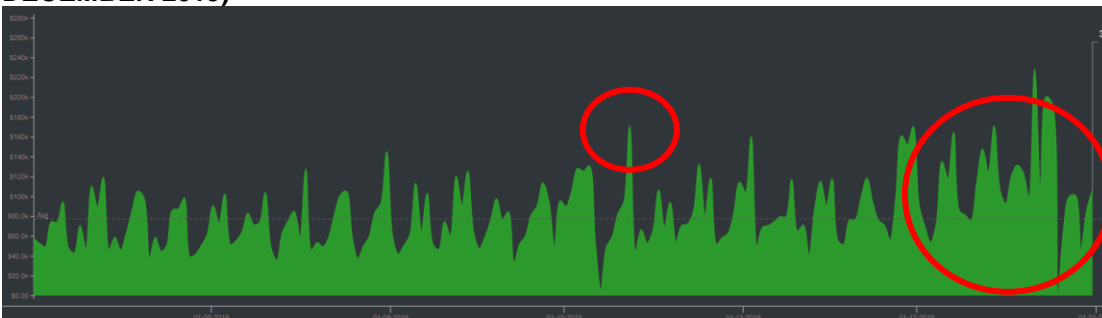
Notwithstanding this, the reason for these types of events is to:

- (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

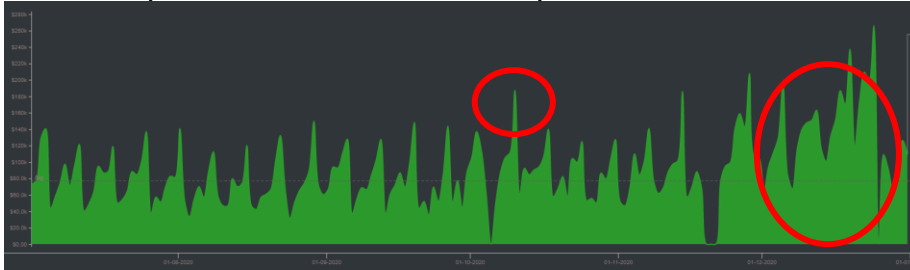
The way in which the fashion event has been delivered has changed slightly year-after-year following the Adelaide Fashion Festival leaving Norwood. Notwithstanding this, the events that have been run in 2019 and 2020 have had a positive impact for the fashion businesses along The Parade. Graph 6, below, 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 of 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.

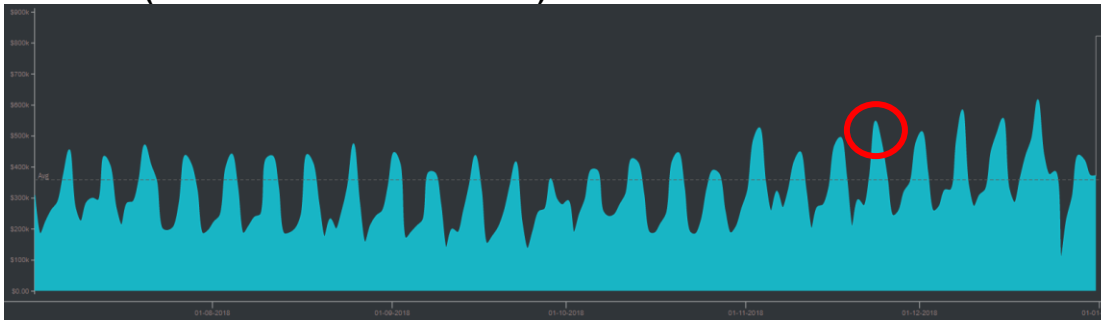
**GRAPH 7: EXPENDITURE (DEPARTMENT STORES & CLOTHING) IN NORWOOD  
(JULY 2020 – DECEMBER 2020)**



Christmas Pageant 2018 & 2019

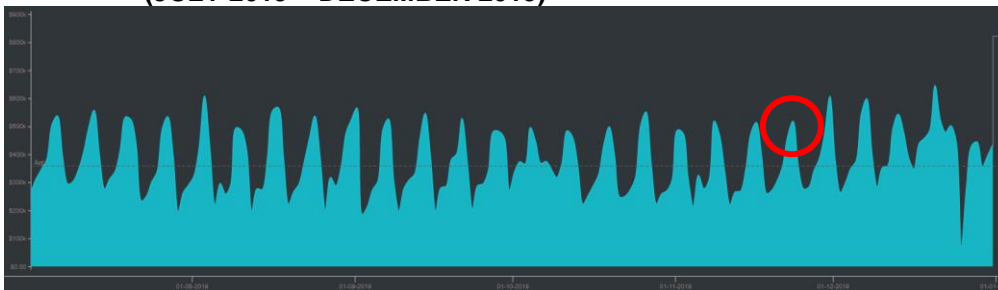
The annual Christmas Pageant has continued to grow before being cancelled in 2020 due to the COVID-19 Pandemic and given its strong Parade focus, it is worthwhile assessing the impact of large visitation on the 'Dining & Entertainment' category. Whilst the biggest challenge for the Council has been finding 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)**



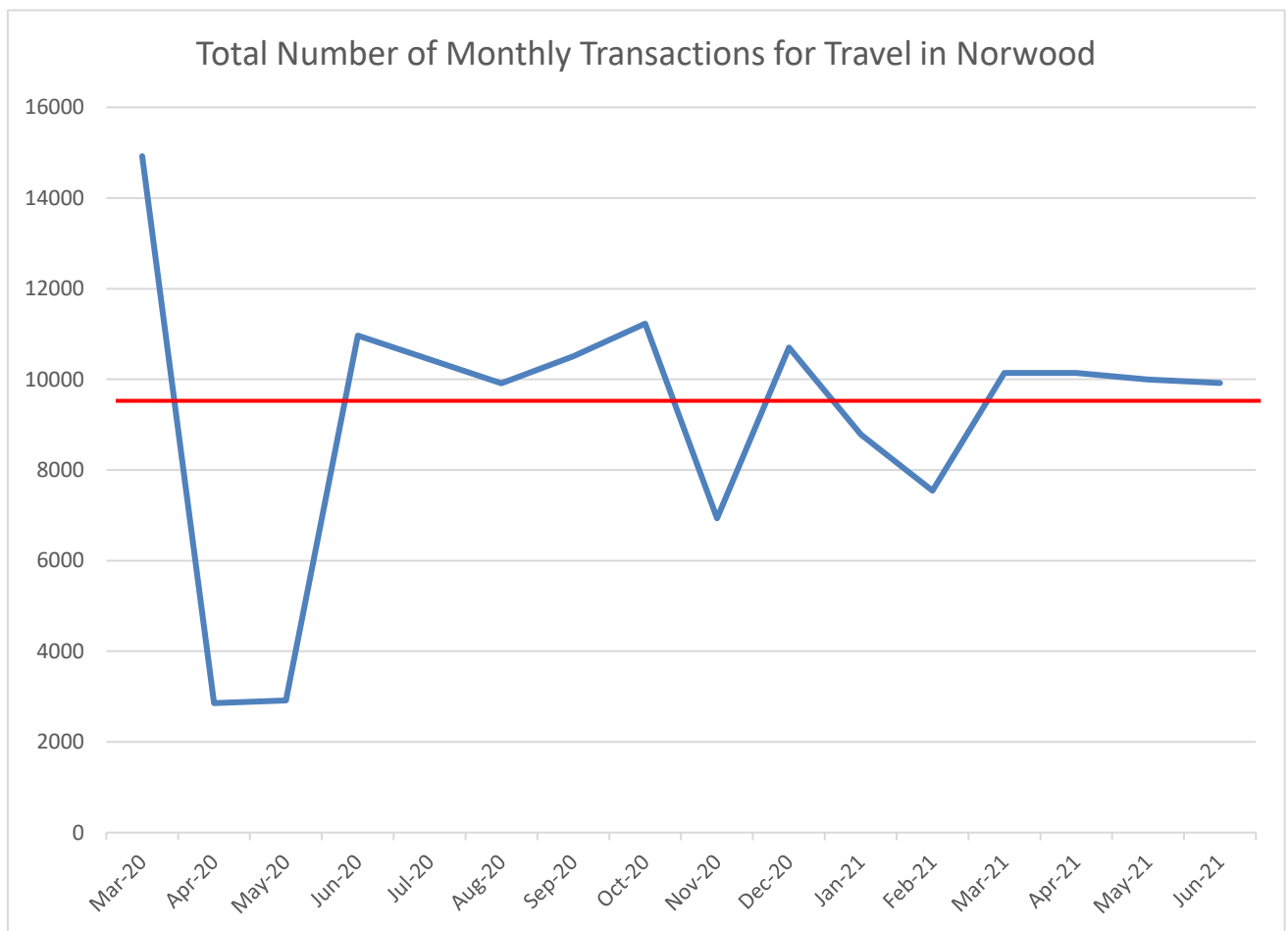
Book a Holiday – Win a Holiday

The Norwood Parade Committee at its meeting held 23 March 2021, endorsed:

2. *That the allocation of \$22,000 from the Marketing & Communications 2020-2021 budget to deliver the 'Mini-Competition, Massive Prizes' initiative to support the travel agencies on The Parade, be endorsed.*

Subsequently this competition was re-badged as the *Book a Holiday – Win a Holiday* competition which ran from 10 May – 7 June 2021. Graph 10, below, depicts the total number of transaction for 'Travel' in Norwood per month from March 2020 through until June 2021. The red line shows a comparison for the number of transactions that occurred for the duration of the competition (9413 transactions). Whilst the competition entries weren't necessarily reflective of the transaction numbers, it could be understood that the competition brought in the additional transactions that ensure the monthly transactions for 'Travel' remained steady, avoiding a significant decline as can be seen in earlier months, especially given strict border restrictions within Australia started to come into effect during the competition.

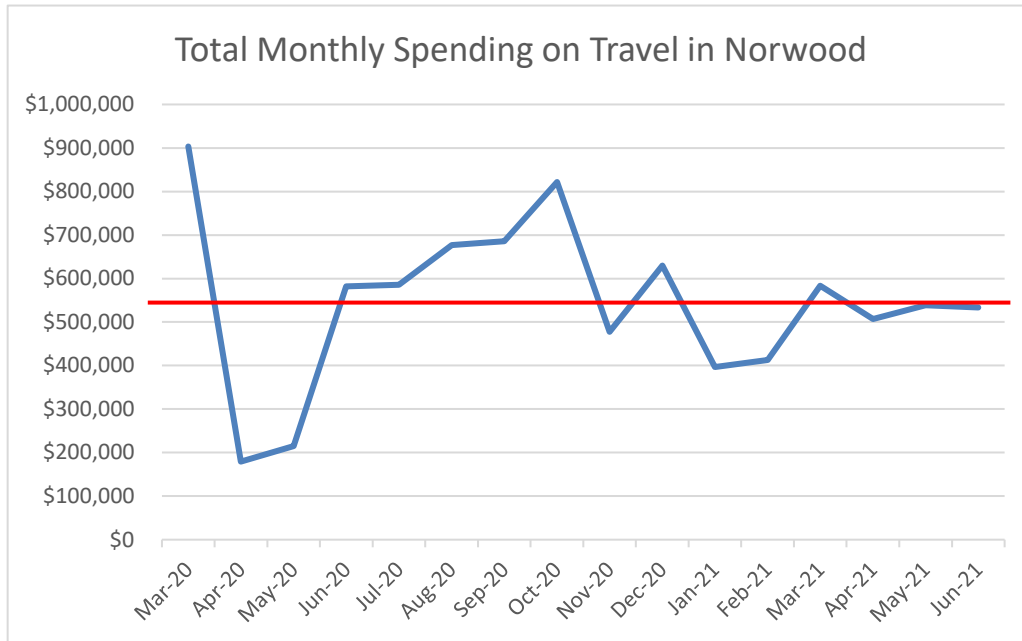
**GRAPH 10: TOTAL NUMBER OF MONTHLY TRANSACTIONS FOR 'TRAVEL' IN NORWOOD (MARCH 2020 – JUNE 2021 WITH RED LINE INDICATING TOTAL TRANSACTIONS FROM 10 MAY – 7 JUNE 2021)**



Similarly, Graph 11, below, depicts the total expenditure per month on 'Travel' in Norwood from March 2020 through until June 2021. The red line again shows the comparison in expenditure for the duration of the competition (\$538,810.00). Again it appears as though the competition was able to provide a steady expenditure period for the 'Travel' industry sector recognising that restrictions and lockdowns did also impact the sector during that time.



**GRAPH 11: EXPENDITURE FOR 'TRAVEL' IN NORWOOD (MARCH 2020 – JUNE 2021 WITH RED LINE INDICATING TOTAL EXPENDITURE FROM 10 MAY – 7 JUNE 2021)**



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 ten (10) 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

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

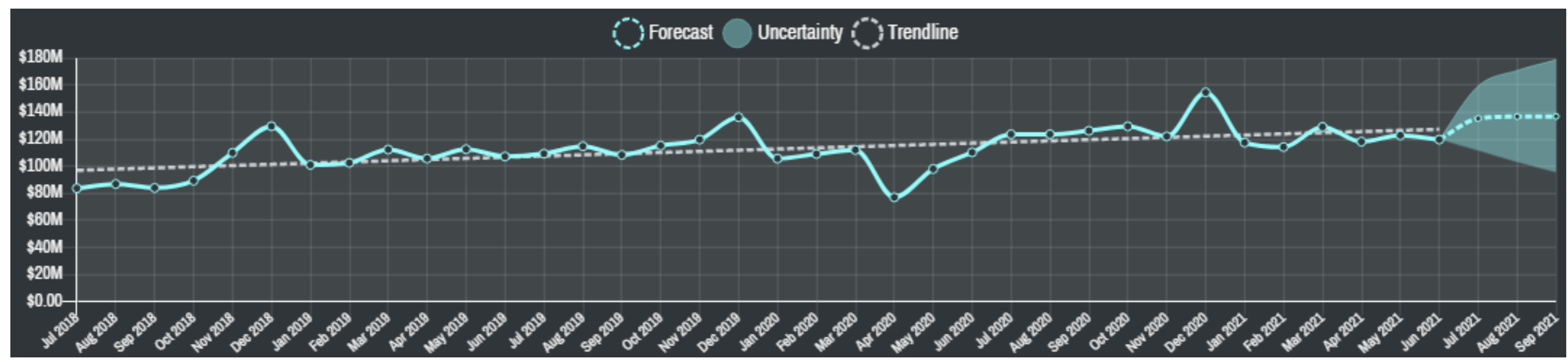
Telephone 8366 4555  
Facsimile 8332 6338  
Email [townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)  
Website [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)



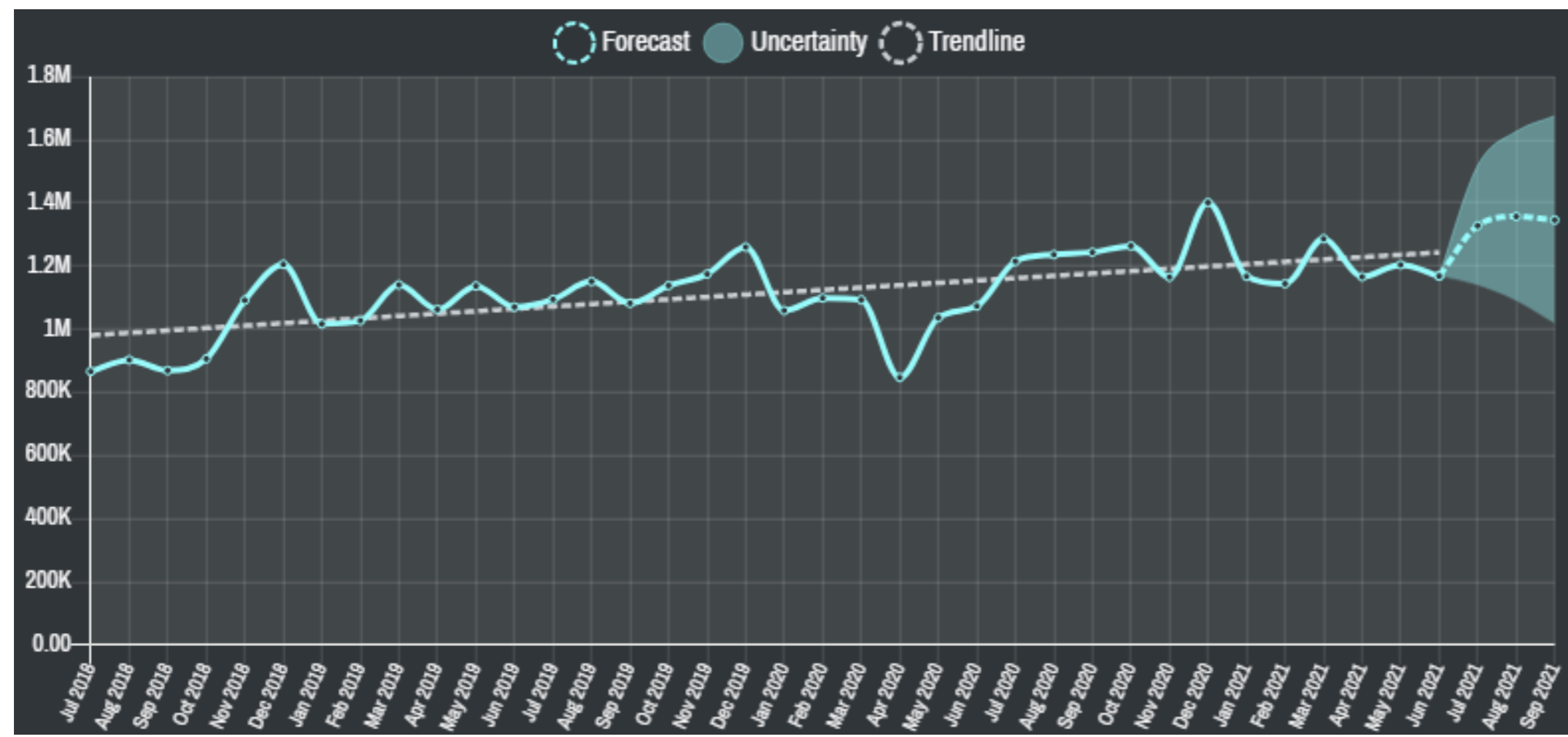
*City of*  
**Norwood  
Payneham  
& St Peters**



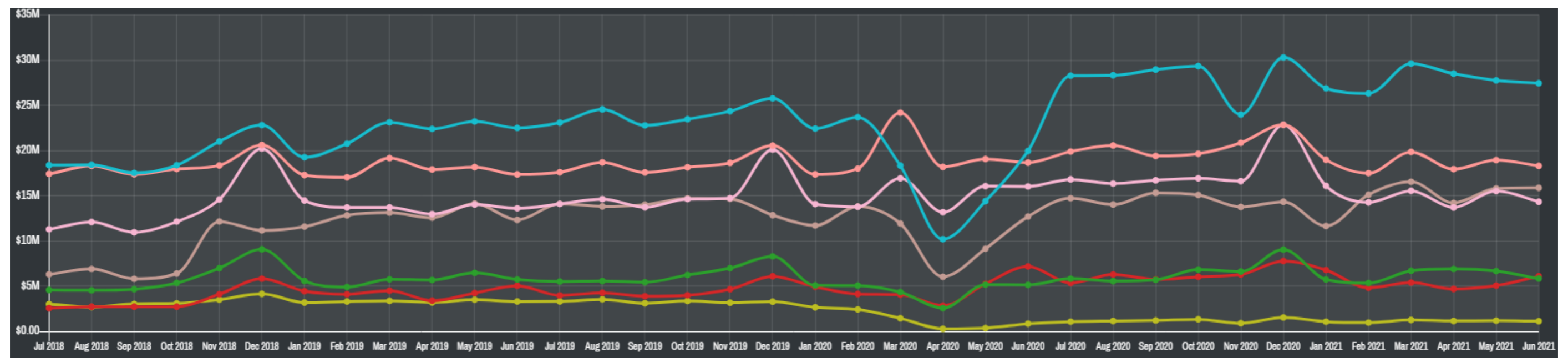
GRAPH 1: EXPENDITURE TIME SERIES (JULY 2018 – JUNE 2021 WITH PREDICTED TREND UNTIL SEPTEMBER 2021)



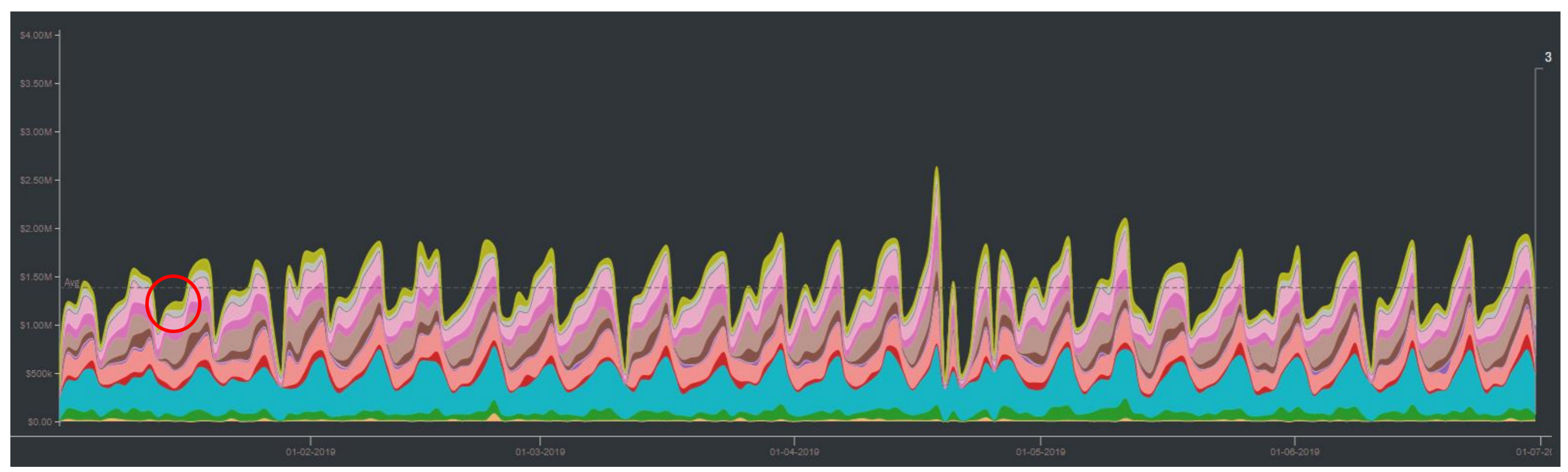
GRAPH 2: TRANSACTIONS PER MONTH (JULY 2018 – JUNE 2021 WITH PREDICTED TREND UNTIL SEPTEMBER 2021)



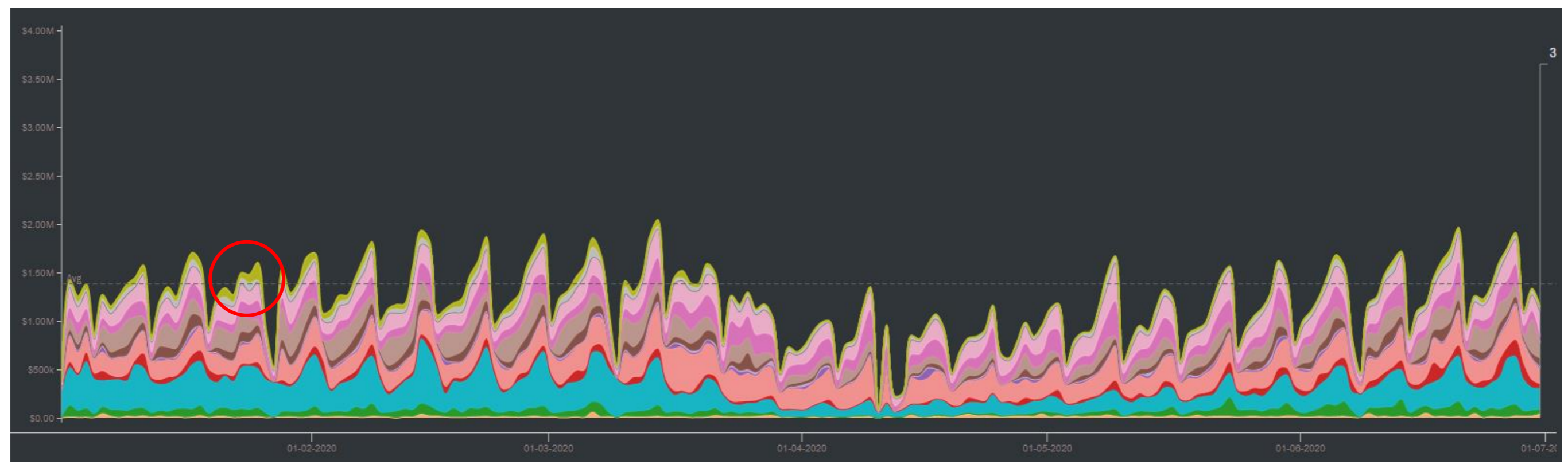
GRAPH 3: EXPENDITURE TIME SERIES BY CATEGORY (JULY 2018 – JUNE 2021)



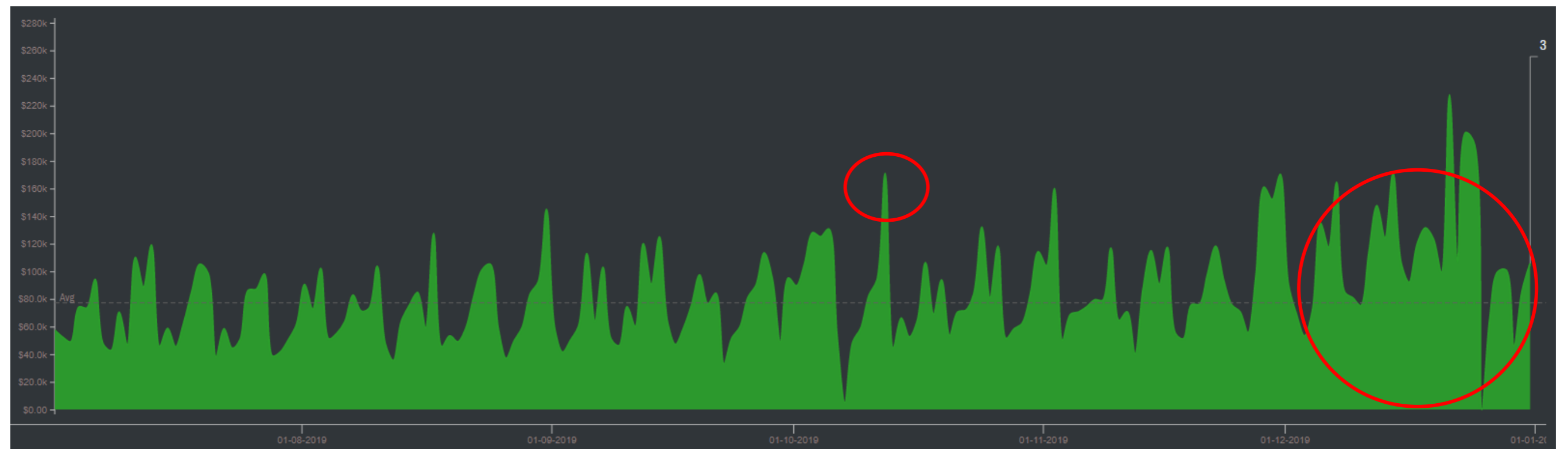
GRAPH 4: EXPENDITURE (ALL CATEGORIES) IN NORWOOD (JANUARY 2019 – JUNE 2019)



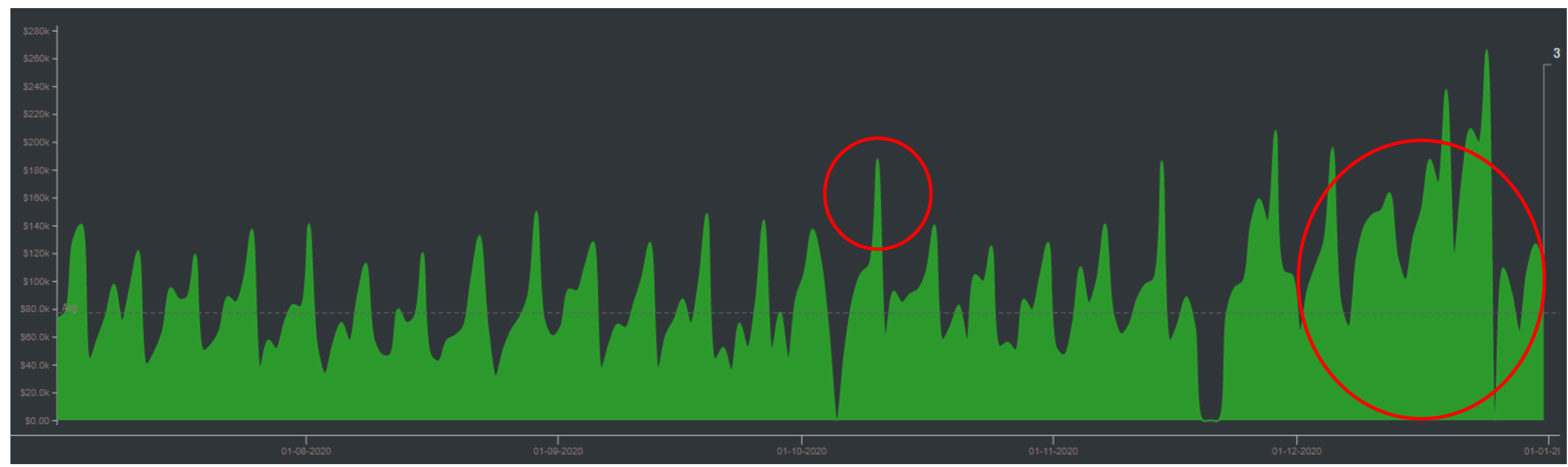
GRAPH 5: EXPENDITURE (ALL CATEGORIES) IN NORWOOD (JANUARY 2020 – JUNE 2020)



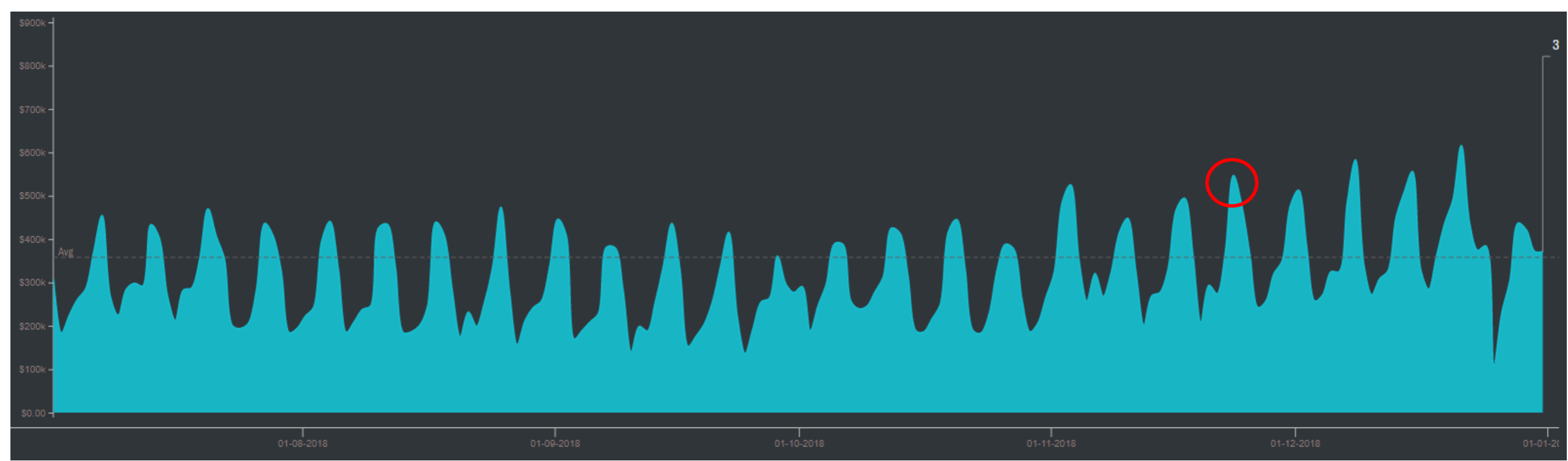
GRAPH 6: EXPENDITURE (DEPARTMENT STORES & CLOTHING) IN NORWOOD (JULY 2019 – DECEMBER 2019)



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

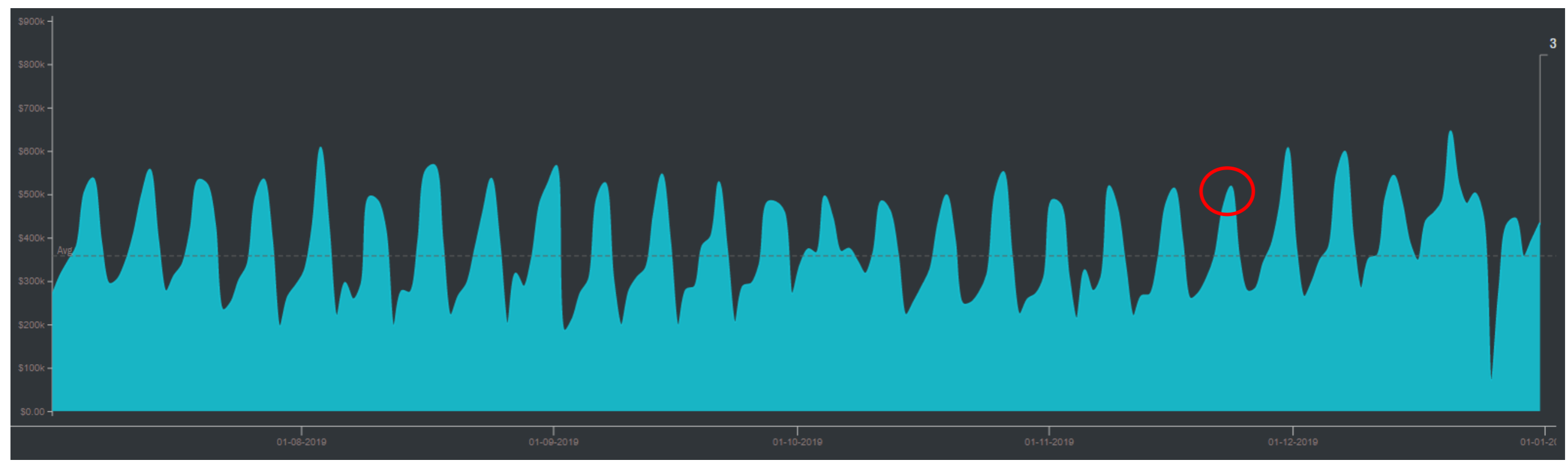


GRAPH 8: EXPENDITURE (DINING & ENTERTAINMENT) IN NORWOOD (JULY 2018 – DECEMBER 2018)

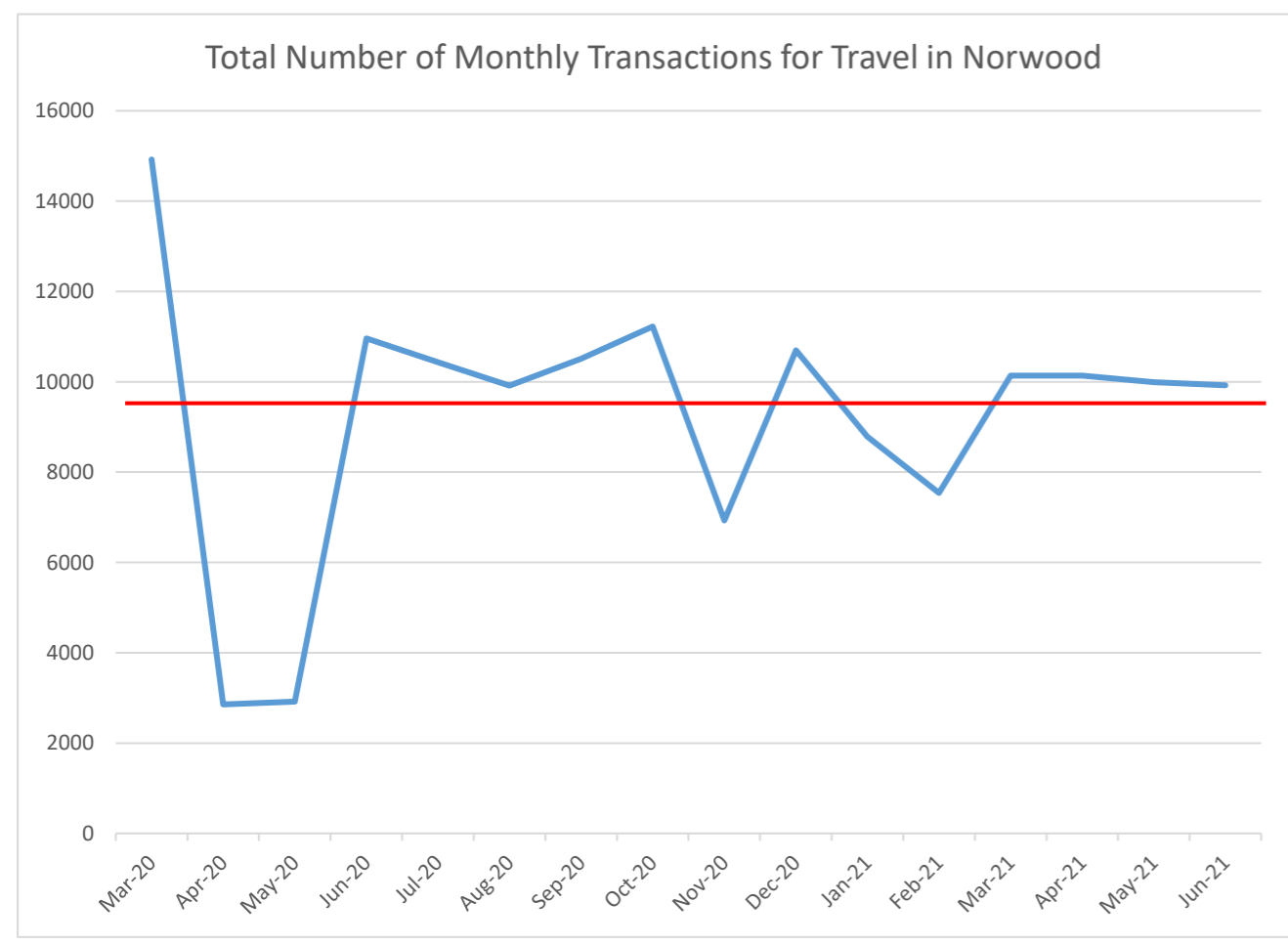




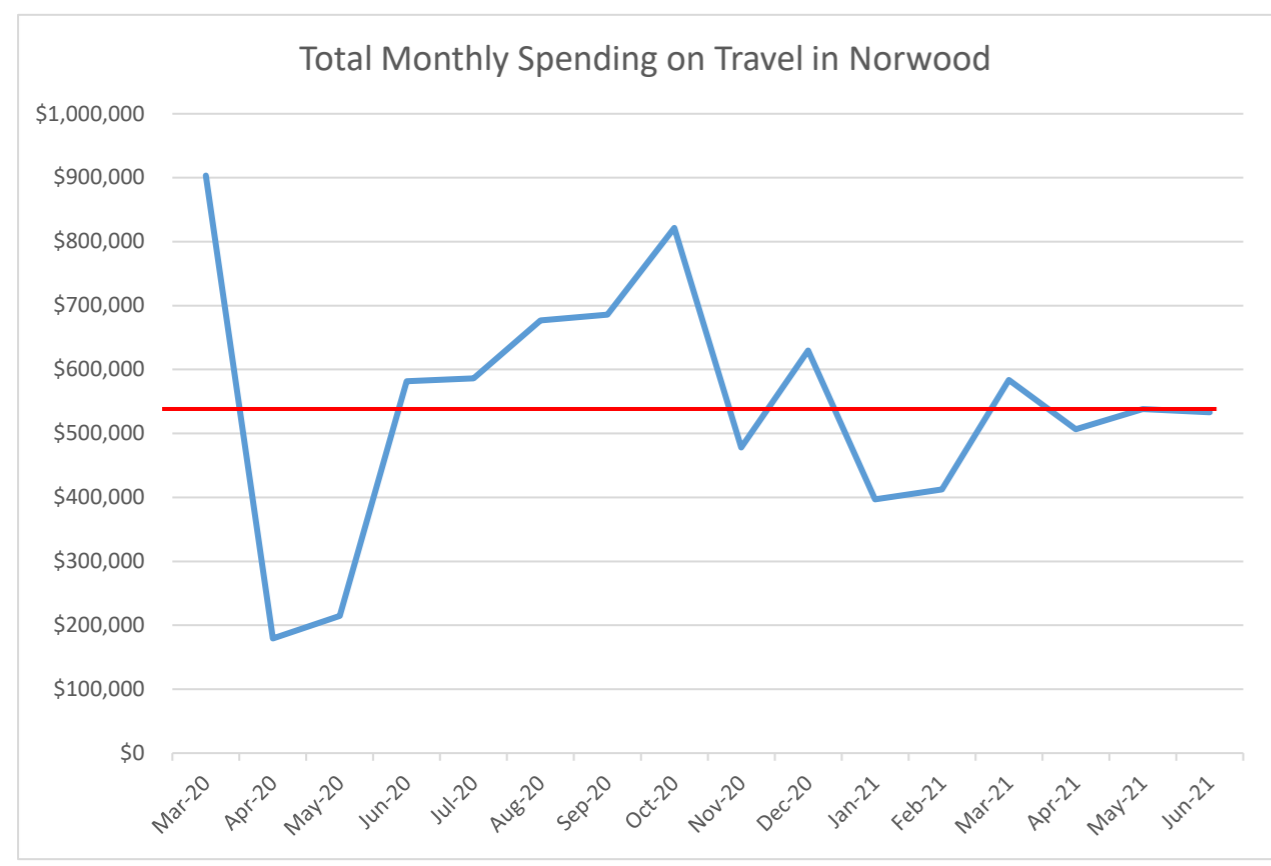
GRAPH 9: EXPENDITURE (DINING & ENTERTAINMENT) IN NORWOOD (JULY 2019 – DECEMBER 2019)



GRAPH 10: TOTAL NUMBER OF MONTHLY TRANSACTIONS FOR 'TRAVEL' IN NORWOOD (MARCH 2020 – JUNE 2021 WITH RED LINE INDICATING TOTAL TRANSACTIONS FROM 10 MAY – 7 JUNE 2021)



**GRAPH 11: EXPENDITURE FOR 'TRAVEL' IN NORWOOD (MARCH 2020 – JUNE 2021 WITH RED LINE INDICATING TOTAL EXPENDITURE FROM 10 MAY – 7 JUNE 2021)**



### 4.3 NORWOOD PARADE PRECINCT SHOPPING COMPETITION PROPOSAL 2021-2022

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

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#### PURPOSE OF REPORT

The purpose of this report is to present to the *Norwood Parade Precinct Committee*, options for an annual shopping competition within The Parade Precinct to be held during the 2021-2022 financial year.

#### BACKGROUND

Each financial year, a shopping competition is conducted within The Parade Precinct to encourage visitors to shop, dine and experience all that The Parade businesses have to offer. Previous Parade Precinct shopping competitions have included:

- Book a Holiday – Win a Holiday (2020-2021);
- Rediscover The Parade - Shop to Win (2019-2020);
- Summer in Sorrento (2018-2019);
- Caroma Bathroom Makeover (2017-2018); and
- Parade to Paris (2016-2017).

The competitions have offered varying prizes, including holidays, home improvements, vouchers to businesses on The Parade and travel vouchers. The method of gaining an entry into the competitions has been based on the need to make a purchase equal to or above a certain value, often with any Parade Precinct business (although in some instances targeted businesses are where the purchase needs to occur). This encourages spending within The Parade Precinct.

The most recent competition, *Book a Holiday – Win a Holiday*, was an exception in that this competition was specifically targeted at providing support for the four (4) travel agencies located within The Parade Precinct. To enter this competition, shoppers were required to spend a minimum of \$200 at one (1) of the four (4) travel agencies on The Parade, customers were then eligible to enter a weekly draw for a chance to win a \$1,000 voucher to that travel agent. This competition was conducted to provide direct stimulation to a sector severely impacted by the COVID-19 Pandemic.

Previous competitions have been designed to encourage additional spending on The Parade to try and stimulate the local economy. Continuing to provide an annual competition will be beneficial to The Parade businesses and more generally the wider economy and business community.

#### FINANCIAL AND BUDGET IMPLICATIONS

The annual competitions have often required a significant financial investment, both in terms of marketing and promotion and accessing the various competition prizes. In the 2021-2022 Annual Budget, \$35,000 has been allocated to promote this year's competition.

#### COVID-19 IMPLICATIONS

The ever present COVID-19 threat remains in Australia and whilst South Australia has, to date, positioned itself well in comparison to other states, encouraging the community to visit and spend time in public places is continuing to be challenging. However, as the Country approaches vaccination milestones, confidence is slowly returning and opportunities are existing to capitalise on consumer spending and desires to visit brick & mortar stores.

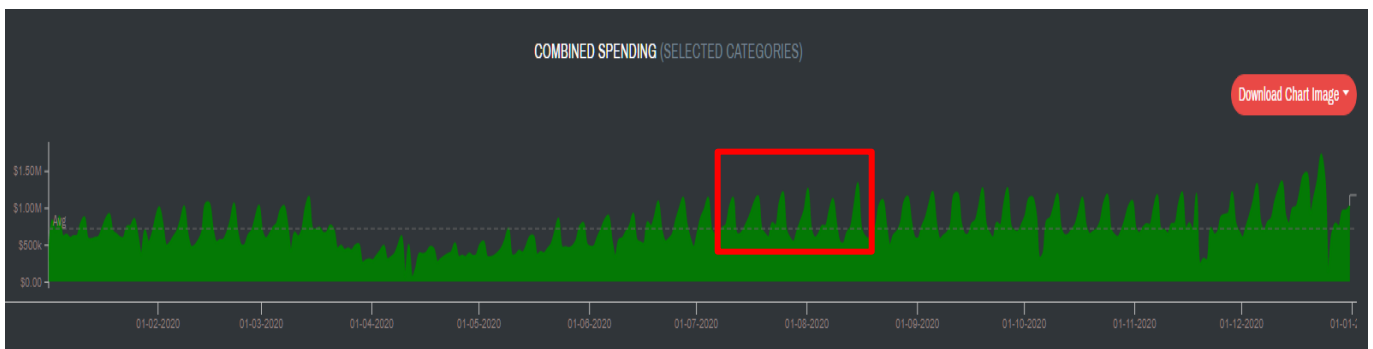
## DISCUSSION

The annual shopping competition provides a great opportunity for the Council to work with local businesses to facilitate a prize offering that is likely to appeal to the majority of the community. The purpose of the shopping competition is to entice the community to shop and spend money with businesses located within The Parade Precinct, in order to gain an entry into the competition for a chance to win an amazing prize.

Based on the information contained in Graphs 1 and 2, below, it appears that the annual shopping competition has delivered an increase in spending in key business sectors. The graphs are based on expenditure data taken from *Spendmapp*. Larger versions of these graphs can be viewed in **Attachment A**.

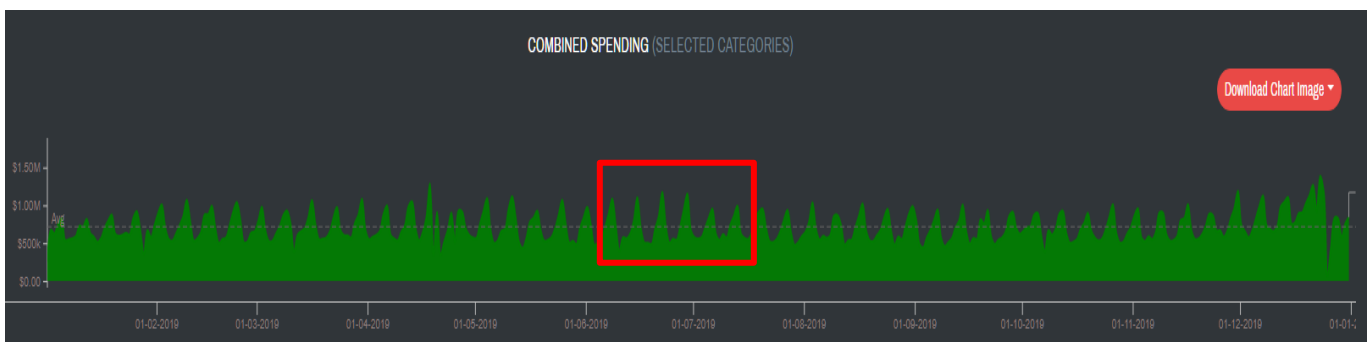
Graph 1, below, is the combined expenditure in the categories of 'Department Stores & Clothing', 'Dining & Entertainment', 'Furniture & Other Household Goods' and 'Grocery Stores & Supermarkets'. The red box indicates the period of the *Shop to Win* competition held from 6 July until 17 August 2020.

### GRAPH 1. COMBINED EXPENDITURE IN 4 KEY BUSINESS SECTORS IN NORWOOD FROM 1 JANUARY 2020 TO 31 DECEMBER 2020



Graph 2, below, is the combined expenditure in the same business categories and the red box indicates the period of the *Summer in Sorrento* competition held from 5 June until 17 July 2019.

### GRAPH 2. COMBINED EXPENDITURE IN 4 KEY BUSINESS SECTORS IN NORWOOD FROM 1 JANUARY 2019 TO 31 DECEMBER 2019





### Competition Timing

The timing of the annual competition is important and is ultimately determined by the objective of the competition. For example, it is likely that if the Committee proposes to run the competition in 2021, the time needed to organise, promote and run a competition would mean that the competition will be run around the Christmas period. This is not recommended as The Parade Precinct is already busy in the lead up to Christmas and is likely to receive increased patronage during this period anyway (as highlighted by the *Spendmapp* data). It is therefore better to utilise the competition to attract spending during periods which are slower and generally would not experience as high a rate of consumer spending.

There will be a great opportunity to capitalise on community confidence as vaccination targets are achieved and the State and Country begins to emerge from the impact of COVID-19, with an annual competition held early in 2022 (some time from February to April). During this period, the weather conditions are also likely to be favourable and entice people to spend time (and money) within The Precinct. There is generally a 'lull' period in expenditure after the Christmas and New Year period and once school returns for the New Year. This presents an opportunity to try and sustain strong expenditure for a longer period into the start of the year.

The other alternative is to follow on from previous competitions and aim for the middle portion of the 2022 year (i.e. May / June / July). Weather conditions and general interest from the community to be outside and shopping during this part of the year is challenging and this period of time is acknowledged as being a 'quieter' patron period within The Parade Precinct. Therefore the benefit of having the competition in this period would be to boost expenditure and launch the business community into the second half of the year. The risk is that the competition may not be enough to entice people to the Precinct to spend money.

### Competition Options

#### **1. Engage with local car dealership (i.e. Jarvis Ford (Portrush Road), about potentially having a car as the competition prize).**

On 2 July 2021, the Council's Economic Development Staff made contact with Jarvis Group of Companies who own Jarvis Ford located at 190 Portrush Road, Trinity Gardens. The initial contact was made to enquire about the possibility of a car being offered as a major prize as part of a shopping competition and given there is no car dealership on The Parade, this business is the next closest. A response was received on 6 July 2021, outlining that whilst they generally would only consider donations for not-for-profit organisations, they do support local communities and organisations and asked for a proposal to be put to them outlining the commercial benefit for the dealership to participate in the competition, in order for them to consider the proposal.

If this is to be the preferred option of the *Norwood Parade Precinct Committee*, a proposal will be prepared and sent to Jarvis Group of Companies. In addition to the commercial benefits, the proposal would generally contain the following information with the aim of trying to secure a car as the competition prize:

- Location of the car: Contact would be made with the owner of Parade Central to discuss the option of showcasing the vehicle inside Parade Central. This would ensure the car is secure and under surveillance.
- Running of the competition: Much like how previous competitions have been operated, a purchase with any Parade Precinct business of or above a designated value will be needed to gain an entry into the competition. The competition would run for approximately 6-8 weeks with a winner to be drawn in front of a Justice of the Peace at the conclusion of the competition. Businesses within The Parade Precinct would be provided with print and digital collateral and would be urged to promote the competition to customers as much as possible, benefitting the business with more spending in store to gain more entries. A further incentive could be offered to the business who receives the most entries. Flyers with a unique code on them will be created and provided to businesses who then must give this to the customer for them to use to enter the competition. This will ensure only one (1) entry occurs per applicable in store purchase.
- Benefits to the dealership: The dealership will receive significant exposure through various forms of marketing including:

- Social media
    - Facebook
    - Instagram
  - Print media
    - On-street posters
    - Competition postcards
    - Media releases
  - Digital media
    - Council website
    - Parade website
    - Digital ad board (Kent Town)
  - Other
    - Radio ads
    - Influencers
- Competition name and branding: A suitable name would need to be assigned to the competition, possibly aligning with the type of car (i.e. Focus on The Parade, The Parade Focus, Puma on The Parade).
- Cost contribution options: There are a number of different funding options that can be provided to the dealership to try and make the partnership with them more appealing and these options are:
- Ask for the full cost of the car to be a donation from the dealership;
  - 50/50 split between the dealership and the *Norwood Parade Precinct Committee*;
  - 50/50 split between the dealership and the *Norwood Parade Precinct Committee*, with possible contributions from businesses to offset the Committee's contribution; or
  - The *Norwood Parade Precinct Committee* pays the full cost of the car, however this would far exceed any allocated budget for an annual competition.

Should discussions with Jarvis Group of Companies fail, then Staff intend to approach other car dealerships in and around the Council area. The preferred option and that which would initially be presented to all of the car dealerships within the Council area, is for the car to be donated in exchange for significant marketing and promotion.

**2. Hold a 'Shop to Win' competition with winners to receive a budget that can be used to purchase vouchers with Parade Precinct businesses.**

This competition option would function in a similar manner to the previous *Shop to Win* competition. To gain an entry into the competition, a person would need to spend a certain amount or more in one transaction, keep their receipt as proof of purchase and enter online. A purchase could be made with any Parade Precinct business and an incentive could be offered to ensure businesses promote the competition and have a prize for the business with the most entries. A certain number of winners will be determined and each winner will be allocated a prize budget (i.e. \$5000 for 1<sup>st</sup>, \$3000 for 2<sup>nd</sup>). The winner will then be able to use this budget to select vouchers (up to a maximum value) for businesses within The Parade Precinct. These vouchers would then be collected, bundled and provide to the winners in one go. This competition allows for there to be multiple winners and these winners are then made to re-engage with Parade Precinct businesses through the allocation of vouchers which result in an additional transaction for selected businesses.

**3. Engage with a business based within The Parade Precinct to determine a prize for the competition.**

With many of the previous annual competitions, a Parade Precinct business has been the provider of the major prize, for example:

- Parade to Paris = Parade Central sponsored this prize;
- Caroma Bathroom Makeover = Caroma;
- Summer in Sorrento = Flight Centre;
- Shop to Win = Vouchers to any Parade Precinct business (funded by the Committee); and
- Book a Holiday – Win a Holiday = Four (4) travel agents within The Parade Precinct (funded by the Committee).

This competition option would involve engaging with a Parade Precinct business to establish if they would be willing to participate and offer a major prize. A proposal would be prepared and would be similar to that outlined in Option 1 for the car in that the benefits for the business would need to be highlighted significantly. Options for businesses to contact include Bang & Olufsen (with the concept of offering a home entertainment fitout) or the Mac Centre (offering a brand new apple product with setup and servicing packages included).

#### 4. Other competition option.

If none of the above three (3) competition options appeal to the *Norwood Parade Precinct Committee*, other concepts can be discussed.

### OPTIONS

The *Norwood Parade Precinct Committee* has a number of options available to it with regards to an annual shopping competition as part of the 2021-2022 Norwood Parade Precinct Annual Business Plan.

The Committee has three (3) options available to it with regards to the timing of the annual shopping competition and these are:

- Before the conclusion of 2021, however this is **not the preferred** option;
- Early in 2022 (sometime from February to April), this is the **preferred** option; or
- During the middle months of 2022, however this is **not the preferred** option.

The Committee has four (4) options available to it with regards to the prize arrangement of the annual shopping competition and these are:

- Engage with local car Dealership Jarvis Ford (Portrush Road) and work with them to potentially have a car as the competition prize. This is the **preferred** option because it provides a different prize offering of substantial value, which would be attractive to shoppers and visitors to The Parade;
- Hold a 'Shop to Win' competition with winners to receive a budget which they can then use to get vouchers for Parade Precinct businesses, however this is **not the preferred** option as it was the prize offered as part of the 2019-2020 competition;
- Engage with businesses based within The Parade Precinct to determine a prize for the competition; or
- Another competition idea discussed by the *Norwood Parade Precinct Committee*.

Alternatively, the Committee can resolve to investigate and offer a combination of these prizes to make the competition more appealing.

### CONCLUSION

The annual Parade Precinct shopping competition has proved in the past to be a successful investment for the economy of the premier mainstreet and should be continued as an annual undertaking. The *Norwood Parade Precinct Committee* will be presented with the final shopping competition proposal at the next meeting, which is scheduled for Tuesday 23 November 2021, unless the *Norwood Parade Precinct Committee* resolves to endorse the timing of the competition for later in 2021, in which case the decision made by the Committee about the shopping competition, will be final.

### COMMENTS

Nil.

## RECOMMENDATION

1. That 'Competition Option 1', (Engage with Local Car Dealership) as outlined in this report, be endorsed as the preferred concept for the annual shopping competition and that Staff prepare and present a proposal to Jarvis Group of Companies, as well as any other car dealerships, in and around the Council area, for their consideration. A report outlining the outcome of the negotiations will subsequently be prepared by Staff and presented to the *Norwood Parade Precinct Committee* at its 23 November 2021 meeting.
2. That the annual competition be held early in 2022 (i.e. between February and April 2022).
3. That the *Norwood Parade Precinct Committee* notes that the competition and all of the associated marketing and promotion will be funded through the existing 'Competitions & Promotions' budget allocation set out in the *2021-2022 Norwood Parade Precinct Annual Business Plan*.

# Attachment A

## Norwood Parade Precinct Shopping Competition Proposal 2021-2022

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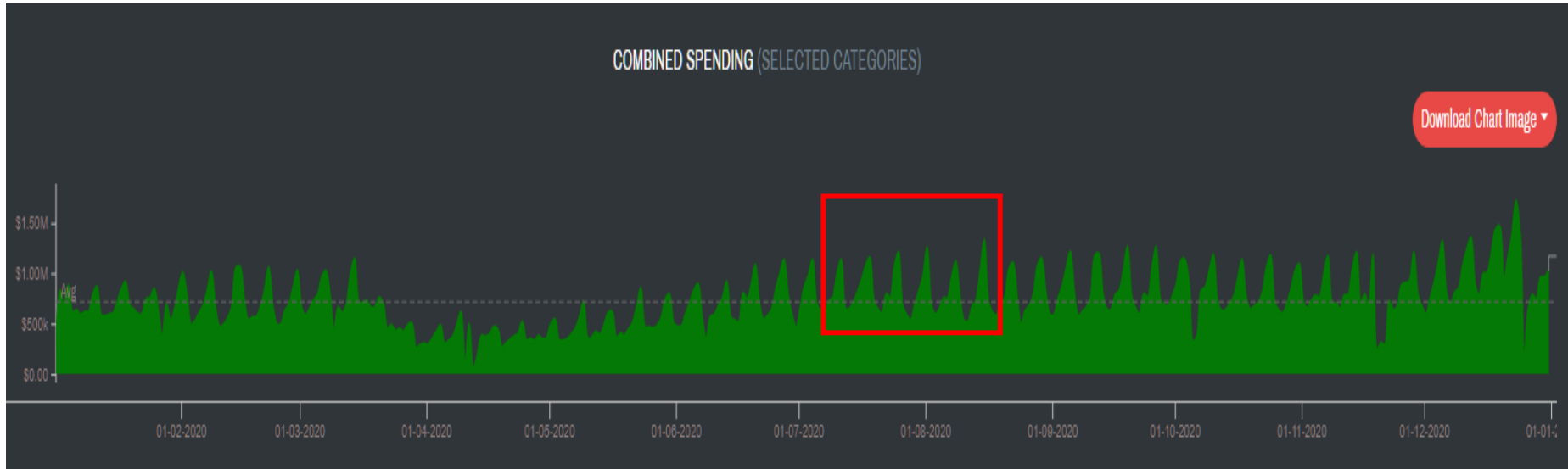
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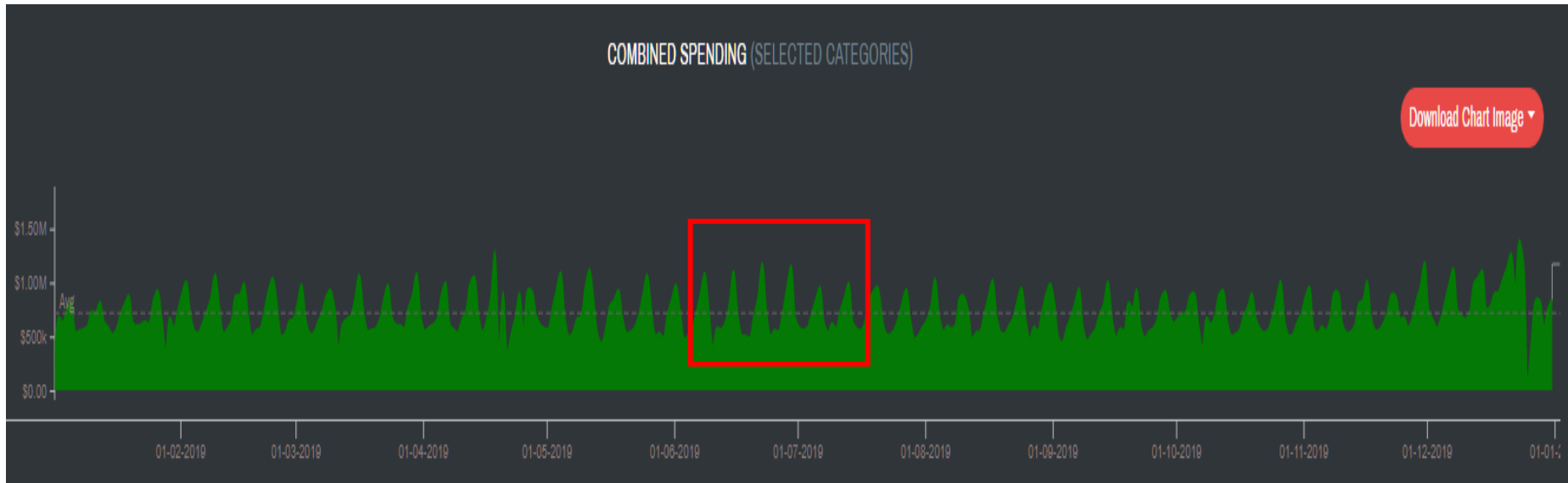


*City of*  
**Norwood  
Payneham  
& St Peters**

**GRAPH 1. COMBINED EXPENDITURE IN 4 KEY BUSINESS SECTORS IN NORWOOD FROM 1 JANUARY 2020 TO 31 DECEMBER 2020**



**GRAPH 2. COMBINED EXPENDITURE IN 4 KEY BUSINESS SECTORS IN NORWOOD FROM 1 JANUARY 2019 TO 31 DECEMBER 2019**



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

6. **NEXT MEETING**  
Tuesday 23 November 2021

7. **CLOSURE**