

Norwood Parade Precinct Committee Minutes

21 February 2023

Our Vision

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

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

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City of
Norwood
Payneham
& St Peters

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VENUE Mayors Parlour, Norwood Town Hall

HOUR 6.15pm

PRESENT

Committee Members Mayor Robert Bria (Presiding Member)
Cr Sue Whittington
Cr John Callisto
Cr Josh Robinson (entered the meeting at 6.18pm)
Cr Victoria McFarlane (entered the meeting at 6.16pm)
Ms Brigitte Zonta
Ms Hannah Waterson
Mr Joshua Baldwin
Mr Mario Boscaini
Mr Rik Fisher
Mr Tom McClure
Mr William Swale (entered the meeting at 6.25pm)

Staff Mario Barone (Chief Executive Officer)
Keke Michalos (Manager, Economic Development & Strategy)
Stacey Evreniadis (Economic Development Co-ordinator)
Tyson McLean (Economic Development Officer)

APOLOGIES Mr Michael Zito

ABSENT Nil

TERMS OF REFERENCE:

The Norwood Parade Precinct Committee is established to fulfil the following functions:

- *To develop and have oversight of the Annual Business Plan and Budget based on the Separate Rate for The Parade Precinct.*
- *The Budget developed by the Norwood Parade Precinct Committee must be considered in conjunction with the Annual Business Plan and the amount recommended to the Council for approval by the Council, is required to meet the objectives set out in the Annual Business Plan.*
- *To have oversight of the implementation of the Annual Business Plan as approved by the Council.*
- *Through the initiatives as set out in the Annual Business Plan ensure the development and promotion of The Parade as a vibrant shopping, leisure and cultural destination for businesses, residents and visitors.*
- *To initiate and encourage communication between businesses within the Precinct.*

1. PRESENTATION

Michael Kelledy of Kelledy Jones Lawyers provided a presentation regarding the role of the Committee and the *Local Government (Procedures at Meetings) Regulation 2013*.

Cr McFarlane entered the meeting at 6.16pm.

2. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 26 JULY 2022

Cr Whittington moved that the minutes of the Norwood Parade Precinct Committee meeting held on 26 July 2022 be taken as read and confirmed. Seconded by Mr Joshua Baldwin and carried unanimously.

Cr Robinson entered the meeting at 6.18pm.
Mr William Swale entered the meeting at 6.25pm.

3. PRESIDING MEMBER'S COMMUNICATION
Nil

4. NORWOOD PARADE PRECINCT NEWS
Nil

5. STAFF REPORTS

5.1 PROGRESS ON THE IMPLEMENTATION OF THE 2022-2023 ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: qA85811
ATTACHMENTS: A - C

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with an update on the implementation of the *2022-2023 Norwood Parade Precinct Annual Business Plan*.

BACKGROUND

At its meeting held on 15 February 2022, the Committee considered and endorsed the *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* for The Parade Precinct and resolved to forward it to the Council for its endorsement and approval to be released for consultation with The Parade Precinct business community for a period of twenty-one (21) days.

The report setting out the results of the consultation was prepared and included in the Norwood Parade Precinct Committee Agenda for the meeting scheduled for Tuesday 10 May 2022. Due to a lack of quorum the meeting was cancelled. The Norwood Parade Precinct Committee meeting was then re-scheduled for Tuesday 17 May 2022. This meeting also received a number of apologies, which again resulted in a lack of quorum for the second time and was also subsequently cancelled.

Given that only one (1) submission was lodged, which did not impact directly on the contents of the draft Annual Business Plan, or the proposed distribution of the budget and that the Annual Business Plan is used to inform the Council's Budget, a decision was made to present the final *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* directly to the Council for its endorsement. The Council endorsed the Annual Business Plan as being suitable at its meeting held on 6 June 2022.

For the 2022-2023 financial year, the value of the Separate Rate on The Parade Precinct traders is \$215,000 and the carry forward amount is \$42,369, totally \$257,369.

Investigations have progressed in respect to a number of deliverables and a summary of the overall budget and expenditure is contained in **Attachment A**.

DISCUSSION

1. STRATEGY: EVENTS & ACTIVATIONS

1.1 RAISING THE BAR ADELAIDE 2022

The *Raising the Bar Adelaide* event has cemented its spot on the City of Norwood Payneham & St Peters' events calendar and was held in the City for its fifth year on Tuesday 9 August 2022. For one night only, the City was transformed into a campus where top academics, industry experts and thought leaders gathered in some of the best local pubs for a one-of-a-kind, knowledge-driven event. The Council continues to be the only destination in South Australia that is granted a license to deliver this unique event. *Raising the Bar* has previously been held in international cities including New York, San Francisco, Hong Kong and London, with events held in Australian capital cities increasingly becoming more popular.

In 2022, there were nineteen (19) talks, across ten (10) venues, with Simon Dawson unfortunately having to withdraw several days before the event. Each venue hosted two (2) sessions, the first at 6.30pm, and the second at 8.30pm. Talks included the reality of crime, nutrition, fashion, law and religion, durability and resistance, the space industry, STEM careers and more.

Raising the Bar Adelaide is a much-loved event in the City and continues to draw new audiences, while continuing to cater for those that have attended in the past. It was pleasing to include three (3) new host venues for the 2022 event, which included the Norwood Hotel and *Eastside Wine & Ale Trail* members – Lambrook Wines and Reform Distilling.

The final number of recorded attendees at the event, across the nineteen (19) talks was over 1,000 people. Through the registration process the Council was able to capture details of almost 800 attendees. These details have been added to the Council's database and are used to promote Council-led events and initiatives developed by the Unit, share local business events that benefit the wider community, and include feature articles on local business.

The Council has allocated budget to deliver this event again in 2023 and applications to speak at *Raising the Bar Adelaide* in 2023 are now open to the public at npsp.sa.gov.au/rtb

1.2 A DAY OF FASHION 2022

Each year during the month of October, the Council hosts a fashion event on The Parade, to support the range of businesses in the fashion retail sector. Fashion events over the past ten (10) years have seen the road closed for fashion parades, store discounts, hair and beauty stalls, 'meet the designer' talks and a clothing donation station, to name a few.

The fashion landscape has changed over the past ten (10) years and particularly in the last three (3) years since the COVID-19 pandemic swept across the world. For the fashion industry, the pandemic disrupted brick-and-mortar stores, forcing businesses to focus on digitizing their business to keep up with the rise in online shopping. As lockdown restrictions eased during 2022, shoppers made it clear that although they still value online channels, shoppers also want brick-and-mortar experiences and physical retail now has a new role in revamping customer journeys to remain attractive to consumers.

At the same time, more and more consumers are voicing their concerns about the industry's impact on the planet and are expecting that businesses and government bodies embrace the concept of 'circularity' – making sure resources and products stay in use for as long as possible before being regenerated into new products.

Backed by desktop research and with careful consideration of today's consumer, the following events and activities formed the *A Day of Fashion 2022* program.

In Conversation with... Event

The fashion industry is one of the most significant industries in the global economy. However, marred by ever-accelerating trend cycles and murky supply chains, it is also a major contributor to environmental degradation and one of the biggest exploiters of poor workers employed in unsafe conditions.

Stacey Pallaras, Publisher of *Cocktail Revolution*, facilitated the discussion between three (3) University of South Australia Researchers:

- Erin Skinner - Slow Fashion Advocate & Researcher - Sustainable Fashion and Conservation Psychology;
- Kyla Raby - Anti-slavery researcher, practitioner and advocate; and
- Josie McKenzie - Researcher into Corporate Social Responsibility of the Australian Fashion Industry, Fast Fashion & Gender Equity.

The event was sold out, with forty (40) attendees packing out the Tanja Liedtke Studio at The Odeon – Australian Dance Theatre.

Sip & Swap Event with The Clothing Exchange

The Council, in partnership with The Clothing Exchange, and with local sponsor Lambrook Wines brought Sip & Swap to the City. The event invited people to bring six (6) well looked after clothing garments or accessories that they no longer wear, to exchange for six (6) new garments. The one-hundred (100) person sold-out event was held in the Don Pyatt Hall, with the left-over items donated to Op Shops located on The Parade.

Business Offers and In-Store Experiences

The Council received a fantastic response from The Parade traders in 2022, with over sixty-five (65) business offers submitted, to be promoted as a part of A Day of Fashion, and it was pleasing to hear that outdoor adventure store Exurbia, had their most lucrative day of trading since opening on The Parade in November 2021.

House of Gucci Movie Night at Hoyts Cinema Norwood

To culminate A Day of Fashion and activate the night-time economy on The Parade, a movie screening of House of Gucci was held at Hoyts Cinema Norwood. Seventy (70) people attended the private screening.

The concept of *A Day of Fashion 2022*, was well received by businesses, event facilitators and speakers, and event attendees. The success of the event is supported by Spendmapp data, which shows a spike in sales in the 'Department Stores and Clothing' category. On Saturday 15 October 2022, the day of the event, \$159,000 was injected into the 'Department Stores and Clothing' category, which was the highest earning day for this category during the month of October. Friday and Saturday's are the best performing days for the 'Dining and Entertainment' category, with an average of \$588,000 total spend. On Saturday 15 October, the 'Dining and Entertainment' category performed above average, generating \$608,000 within the Precinct. These figures illustrate that the event was a success, with visitors enjoying The Parade as a destination to shop, dine and experience.

1.3 SANTOS TOUR DOWN UNDER 2023

After a two-year hiatus, The Parade, Norwood was thrilled to host the *Santos Tour Down Under - Hahn Stage 3 Start and Challenge Tour* on Friday 20 January 2023. This international acclaimed event, saw approximately 5,000 people attend to watch the start of the race, which commenced at 11.30am.

During September 2022 – January 2023, the Council on behalf of the Tour Down Under sought expressions of interest from The Parade Precinct businesses, to decorate shopfront windows and for cafes to open early to service Challenge Tour participants.

Disappointingly, there was minimal interest from businesses to decorate shopfront windows, resulting in this initiative not going ahead. A small number of businesses took the opportunity to open early.

To understand the outcomes of hosting the Tour Down Under this year, and to potentially plan for greater benefit to businesses in 2024, a survey has been prepared and sent to businesses within The Parade Precinct. Ten (10) businesses completed the survey, with some key points received, are listed below.

- *Café: we were very busy between 9.00am and 1.00pm, with mostly take away coffee and drinks sold. Our income for the day was much higher than the average Friday.*
- *Retailer: our income for the day was 75% down, compared to the average Friday for this time of year.*
- *Hospitality: we are located in the heart of the precinct and expected a flow of people following the race start, but that didn't occur. Sales were approximately 30% down on the previous Friday. Despite a drop in sales for the day, we understand that it is a part of being located on The Parade and support the continuation of major events being held within the Precinct.*

In addition to the ten (10) written survey results, which have been received, Council Staff engaged in face-to-face discussions with several businesses. Some of the comments received include:

- *Café: we opened our café at 5.30am and whilst we did not generate the income that we expected in first couple of hours of the day, we understand the importance of brand awareness and being seen by the thousands of cyclists that participated in the Challenge Tour that we are 'open for business.' Trade certainly picked up mid-morning and the café was full for the majority of the day.*
- *Retailer: whilst we did not see a direct benefit from the event being held on The Parade, we understand that it is important to hold high-profile and community events. To reduce the impact that road closures has on our business, we recommend that infrastructure is removed significantly faster in order for normal trade to resume.*

Council Staff will consider this feedback, to inform future initiatives and engagement with businesses in relation to the Santos Tour Down Under 2024.

2. STRATEGY: MARKETING & COMMUNICATIONS

2.1 EASTSIDE BUSINESS AWARDS 2023

The *Eastside Business Awards* program is for businesses trading within the City of Norwood Payneham & St Peters. The intent of the Awards is to recognise the best small businesses – retailers, restaurants, cafes, venues, professional services and food and beverage manufacturers within the City of Norwood Payneham & St Peters.

The aims of the *Eastside Business Awards 2023* is to achieve the following objectives:

- recognise businesses that create great customer experiences and build community;
- recognise and celebrate the success of businesses within the City;
- raise the profile of the Council's business sector;
- provide a platform for businesses that fall both within and outside of the Council's business precincts the opportunity to be promoted;
- highlight the "hidden gems";
- encourage exceptional customer service from businesses;
- make the City of Norwood Payneham & St Peters a destination of choice for shopping, dining and services;
- increase patronage for businesses within the City; and
- associate the Council with a high-profile awards program.

These awards celebrate excellence across the following eleven (11) categories, which remain unchanged from the 2022 Awards program:

- Best Café/Restaurant;
- Best Customer Experience;
- Best Fashion Retailer;
- Best Independent Small Business;
- Best Arts & Culture/Entertainment Experience;
- Best Coffee;
- Best Pub/Bar;
- Best Food/Beverage Manufacturer;
- Best Hair/Beauty Salon;
- Best Professional Service; and
- Hall of Fame (20+ years).

The 2023 Awards Program launched on Thursday 9 February, with six (6) days of general marketing and promotion to generate awareness of the Awards, prior to the voting stage opening on Thursday 16 February 2023.

During this initial stage, the Council will focus on communicating with the business community via The Parade, Magill Road and Council websites, associated social media platforms, via electronic direct mail (EDM) and letterbox drops, to inform businesses of the Awards, and to prepare them for the voting stage. To support the initiative, the Council has made printed collateral available to businesses and has encouraged business owners and employees to collect and display material within their business. The printed collateral is available to collect from The Norwood Town Hall. To complement the printed collateral, digital assets are available to download from the Eastside Business Awards website to use online.

Whilst it is important to communicate and educate the businesses within the City of the Awards Program, it is equally as important to promote the program to their customers and the community. To generate awareness and to continue the growth of the Awards program, the Council has partnered with Solstice Media, which includes brands InDaily, SALIFE and CityMag, plus several digital brands, which include Business Insights, Best Life, Top Picks and InReview.

Council staff, together with Solstice Media staff have designed an extensive marketing and promotion campaign including print and digital advertising, editorial and social media. The campaign delivers a clear and direct message, followed by a quick, user-friendly voting process that can be completed online at www.eastsidebusinessawards.com.au. To encourage public vote, a 'Vote & Win' competition is being run and the winner will receive a \$350 Parade, Norwood gift voucher. The winner will be drawn at random.

Voting is open from Thursday 16 February – Thursday 16 March 2023. At the conclusion of the voting stage, the top three (3) businesses in each category with the highest number of votes become the finalists. The finalists will be judged by a panel of four (4) people, including Mayor Robert Bria, together with two (2) Solstice Media representatives to determine the winners.

The winner of each category will be announced at an Awards Night on Wednesday 19 April 2023 at the St Peters Banquet Hall and each winner will receive digital advertising services to be spent on business marketing with Solstice Media to the value of \$1,000 (excl GST) and a choice of a business advisory service to the value of \$1,000 (excl GST) provided by AFM Services.

A copy of the Eastside Business Awards 2023 marketing collateral is contained in **Attachment B**.

3. STRATEGY: IDENTITY & BRAND

3.1 CHRISTMAS ON PARADE

Christmas Decorations

On Tuesday 15 November 2022, the 3-metre illuminated 3D LED Star, twenty (20) light pole decorations and twenty-eight (28) Christmas branded banners were installed along The Parade, as well as the hanging decorations in the windows of the Norwood Town Hall and the three (3) street trees that surround the Norwood Town Hall. The decorations were on display for the community to enjoy between 15 November 2022 – 3 January 2023.

Investigations into purchasing new decorations for the 2023 Christmas season will commence in the coming months and options will be presented to the Committee at its next meeting.

Norwood Christmas Pageant

Following a two (2) year forced break due to COVID-19, there was high anticipation for the much-loved and iconic Norwood Christmas Pageant, which attracted an estimate of 15,000 attendees to The Parade, Norwood on Saturday 26 November 2022.

Live Christmas Art Installation

As part of the Christmas on Parade initiative, Adelaide based muralist and visual artist, Alexandra Bellas painted a series of three (3) artworks, which were admired and enjoyed at the Memorial Gardens, located at the front of Norwood Oval, between Tuesday 29 November 2022 – Friday 6 January 2023. The pop-up art display added vibrancy to the western end of The Parade, inviting visitors to explore each installation and share their photos on social media.

Brighten The Parade

As an extension of the artwork displayed in the Memorial Gardens and to add more colour and festive cheer to businesses along The Parade, the Council invited school children to collaborate with the artist, Alexandra Bellas. Students from schools throughout the City added their own twist to the artist's template with plenty of colour and flair. These colourful posters were divided and distributed to businesses that expressed their interest to be involved in the initiative. While a small initiative, the display of children's artwork helped to encourage greater visitation to The Parade.

Christmas Wreath Workshop

On Saturday 10 December 2022, a Christmas Wreath Workshop was held at Blooms Flowers on The Parade. For \$59.00 per ticket, ten (10) attendees received nibbles, sparkling water and wine, and a selection of beautiful faux foliage to create their own wreath. Blooms Flowers owner and instructor Cathie, guided the attendees on combinations and elements that complemented each other, to create a masterpiece that would last the festive season.

How to Style Series

Six (6) themed videos were created to inspire and encourage shoppers to purchase food, retail and homeware items from businesses on The Parade during the Christmas period. The series included three (3) food boards, which included 'festive desserts,' a 'plant based grazing board' and a 'charcuterie board' and three (3) striking table settings including an 'elegant Australiana Christmas,' 'Scandi Christmas,' and a bright, colourful 'vivid Christmas' theme.

These videos were included in an article housed on The Parade website, shared across The Parade social media channels and promoted via external advertising channels. Of the six (6) videos, the three (3) grazing boards received the greatest engagement and views on The Parade's Instagram.

TV feature on Hello SA

On 1 December 2022, Hayley Pearson and Lauren De Cesare of Adelady, visited The Parade to film a segment for Hello SA, which aired on Sunday 11 December 2022. The segment featured four (4) businesses on The Parade, which included 'Exurbia', 'Bauhaus' 'House of Health Collective' and 'ortc Clothing Co.' The objective of this segment was to promote The Parade as a destination to purchase a wide range of Christmas gifts, and the experiences available to visitors to explore. The average peak audience for this episode was 60,000 viewers.

3.2 FESTIVE GALLERY ON OSMOND TERRACE

The *Festive Gallery on Osmond Terrace* was on display for another year, with a combination of decorated Christmas trees and presents.

The Council's Events Unit worked closely with thirteen (13) schools and child care centres to prepare for the delivery of this initiative. The Council installed twenty-six (26) decorated Christmas trees and thirty-four (34) decorated presents, as well as the 'Merry Christmas' signage to complement the outdoor gallery.

The Education institutes that were involved in this initiative in 2022 include:

- Agnes Goode Kindergarten;
- East Adelaide School;
- Felixstow World of Learning;
- Margaret Ives Community Children's Centre;
- Marryatville Primary School OSHC;
- Norwood Primary School;
- St Ignatius College Junior School;
- St Joseph's Memorial School;
- St Morris Community Child Care;
- St Peters Childcare Centre and Preschool;
- Stepping Stone Marden Childcare & Early Learning;
- The Learning Sanctuary Norwood Montessori; and
- Treetops Early Learning Centre Stepney - Wattle House.

The *Festive Gallery on Osmond Terrace* was available for the public to enjoy between Wednesday 23 November 2022 and Tuesday 3 January 2023. As part of this initiative, the community is 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, which was held on the Council, and The Parade, Norwood Facebook pages.

The winning entry, with 187 'likes' on Facebook, were two (2) trees decoration by Agnes Goode Kindergarten. Agnes Good Kindergarten has received a \$500 Parade Gift Card, and has selected to donate \$500 to Backpacks 4 Kids SA, which has been donated by the Committee.

Since its inception in 2017, there has been steady but decreasing interest from local schools, however the feedback received is that while they enjoy the *Festive Gallery on Osmond*, it is a very busy time of year, making it difficult to complete the project. Whilst the number of participating schools and childcare centres has remained steady over the past six (6) years, the number of decorated trees and presents has significantly reduced, as has the quality, which has reduced the impact of the initiative. As a result, the Arts, Culture & Community Connections Unit decided that the *Festive Gallery on Osmond Terrace* will not be delivered in 2023.

The Council's Arts Officer and Youth Program Coordinator will explore alternative ways to engage schools and the broader community over the 2023 Christmas season.

3.3 ART ON PARADE 2023

The *Art on Parade* initiative returns this year, encouraging art lovers, residents and visitors to The Parade to enjoy a range of contemporary artworks, sculptures, paintings, jewellery and photography. All businesses within The Parade Precinct have been invited to express their interest in being a host venue for the event, which will be held from Saturday 1 – Sunday 30 April 2023.

In previous years, the Council has engaged an artist to curate the trail and act as the liaison between the businesses that expressed their interest and the artists that showcased their work. This year, the curation and management of *Art on Parade* will be delivered by the Council's Arts Officer.

Several modifications and additions are being considered for this year's event, which include:

- investigations into two (2) outdoor sculptures, one (1) to be installed on Osmond Terrace and the other to be installed at the intersection of The Parade, Fullarton Road and Flinders Street;
- a \$250 People's Choice Award;
- a \$500 'Inaugural Art on Parade Prize' to the winning artist, which will be judged by industry experts – Edward James and Yasmin Grass; and
- an *Art on Parade* closing event, which is scheduled to be held on Friday 28 April at a venue within The Parade Precinct.

Businesses will be provided with a counter top brochure display, which will include a map of the art trail and a voting slip for visitors to vote for their favourite artwork in the 'People's Choice Award.' All votes will go into a draw to win a \$100 Parade Gift Card, which will be announced at the closing event, which is scheduled to be held on Friday 28 April 2023.

The winner of the 'Inaugural Art on Parade Prize' will also be announced at the closing, after being judged over the course of the month by two (2) industry professionals.

The Council has prepared a marketing plan, including promotion across the Council's owned platforms, i.e. website, social media and electronic direct mail (EDM), with paid advertising scheduled across InDaily and Arts SA.

To continue to support the arts sector, which contributes to the vibrancy and sense of place on The Parade, it is proposed that the Committee allocates \$5,000 from the Sponsorship Budget for the marketing and promotion of *Art on Parade 2023*.

3.4 MAJOR ANNUAL COMPETITION 2023

The Parade Precinct has run a range of competitions over the past six (6) years and through the development of the competitions has considered a number of factors, including but not limited to – the prize, the time of year and the duration of the competition. In 2020 and 2021, the Committee was challenged to come up with a suitable prize, that was both attractive to shoppers and benefited the businesses within the Precinct during the covid pandemic period. During these years, the Council delivered *Rediscover The Parade*, with a cash prize in the form of vouchers to local businesses, a *Book a Holiday – Win a Holiday*, which encouraged shopper to book local trips at one (1) of the four (4) travel agencies on The Parade, and a *Spend to Win*, which was held in the lead up to Christmas.

In addition, the Council has delivered a *Caroma Bathroom Makeover* in 2018, and *Parade to Paris* and *Summer in Sorrento* in 2017 and 2018, respectively.

All prizes for the competition have been arranged through businesses within The Parade Precinct, except in 2022, when the Committee resolved to pursue a car as the prize for the competition. Several options were presented to the Committee and a FIAT 500 was endorsed, due to perceived brand alignment, price point and availability.

At its meeting held on 26 July 2022, Council Staff delivered a presentation to the Committee on various initiatives to investigate and deliver for the remainder of 2022 and early 2023. One of the initiatives that was included in the presentation and discussed at the meeting, was the prize for the 2023 Annual Parade Precinct Competition. Supported by statistics and feedback from past competitions, the recommendation from Council Staff, which was supported by the Committee, was to run an international holiday competition.

Following the Committee meeting, expressions of interest were sent to the four (4) travel agencies on The Parade, seeking their interest to sponsor the 2023 competition. Council staff followed up with face-to-face meetings with each of the travel business, to discuss destination ideas and to identify if there was opportunity for financial or in-kind support. Given the state of the travel sector over the past two (2) years, head offices have put a freeze on all sponsorship opportunities until further notice, which is understandable.

Despite this, holiday competitions have been the most successful for the precinct and so for that reason, combined with the desire from people to travel, Council staff explored alternative ways to collaborate with travel businesses to deliver this competition. Through this process, Travel Associates Norwood has successfully been able to secure a holiday cruise for two (2) in Europe, with Avalon River Cruises at a reduced cost and Travel Associates Norwood has agreed to provide the airfares at cost price. Details on the specific location, duration of the trip and the costs are still being confirmed, but should not exceed \$10,000 excl GST.

The aim of the competition is to encourage customers to visit any business within The Parade Precinct, spend \$25 or more and enter their details online at paradenorwood.com to win the sole prize – an Avalon River Cruise holiday for two (2) people.

It is proposed that the competition run for six (6) weeks, commencing in May through to June.

An extensive marketing campaign will be developed to promote the competition, including but not limited to print, digital, radio and on-street promotions. Tear-away slips including information on how to enter the competition will be provided to businesses, to staple onto their customer's receipts.

It is proposed that the Committee allocates \$50,000 from the Identity & Brand Budget to deliver the *Annual Major Competition* in 2023, which includes the prize and all marketing and promotion associated with the competition.

4. STRATEGY: BUSINESS DEVELOPMENT

4.1 END OF YEAR BUSINESS NETWORKING DRINKS

On Tuesday 6 December 2022, the City of Norwood Payneham & St Peters held its End of Year Business Networking Event at Transforma, located on Kensington Road, Norwood. Transforma, a local furniture business, which is included in the Council's *Eastside Design for Living* initiative.

The event was attended by 100 people, representing 48 businesses within the City and from various business sectors (e.g. professional services, retail and hospitality). The event was an opportunity for new and existing business owners and employees to network with their peers, as well as Elected Members and Council Staff. The evening featured a speech from Mayor Robert Bria who outlined the Council's Economic Development programs and initiatives that were undertaken to assist businesses since the Mid-Year Business Networking Event in June 2022.

The event was catered by Indulgence Food Design, a business within the City and beer and wine were supplied by The Suburban Brew, Heartland Wines, Lambrook Wines and Fox Gordon Wines, who are all members of the Council's *Eastside Wine & Ale Trail*.

The event was a success with a good representation from The Parade Traders and many of the attendees commented positively on the event.

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

RECOMMENDATION

1. That the report be received and noted.
 2. That \$5,000 be allocated from the Sponsorship Budget to sponsor *Art on Parade 2023*, be endorsed.
 3. That \$50,000 is allocated from the Identity & Brand Budget to deliver the *Annual Major Competition* in 2023, including the prize and all marketing and promotion associated with the competition.
-

Cr Callisto moved:

1. *That the report be received and noted.*
2. *That \$5,000 be allocated from the Sponsorship Budget to sponsor Art on Parade 2023, be endorsed.*
3. *That up to \$50,000 is allocated from the Identity & Brand Budget to deliver the Annual Major Competition in 2023, including the prize and all marketing and promotion associated with the competition.*

Seconded by Cr Robinson and carried unanimously.

5.2 PRECINCT ACTIVATION DURING THE AFL GATHER ROUND – APRIL 2023

REPORT AUTHOR: Economic Development Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA104346
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with information regarding the 2023 AFL Gather Round.

BACKGROUND

In late 2022, the AFL announced that it would be adding an additional round to the 2023 football season. This additional round is Round 5 in the official AFL 2023 fixture, which is known as the 'Gather Round'. This round of AFL Football will feature all eighteen (18) teams playing all nine (9) games in South Australia. The nine (9) games will be played at three (3) locations - six (6) games at Adelaide Oval, two (2) games at Norwood Oval on The Parade, and one (1) game in Mount Barker. This round will begin on Thursday, 13 April 2023 and conclude on Sunday, 16 April 2023.

The two (2) games that are scheduled to be played at the Norwood Oval will take place on Friday, 14 April 2023, which will feature Fremantle and Gold Coast commencing at 4.40pm and Sunday, 16 April 2023, which will feature Greater Western Sydney and Hawthorn commencing at 2.50pm. The Sunday afternoon game is likely to be broadcast nationally on free to air TV via the AFL's broadcast partner, Seven. The Friday game will be broadcast on subscription services (i.e. Kayo and Foxtel).

The South Australian Government has invested significantly to secure the inaugural AFL Gather Round. While the majority of the games will be played at Adelaide Oval, the two (2) games being played at Norwood Oval, has created a huge opportunity for the Council together with the Norwood Parade Precinct businesses to showcase what The Parade and more broadly, what the City of Norwood Payneham & St Peters has to offer.

The AFL will contribute to some activation in the Memorial Gardens located directly adjacent to the Norwood Oval and the Council has also been asked to put forward initiatives to activate The Parade.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Strategies and Actions of the Council's *2021-2026 Economic Development Strategy* are provided below.

- Strategy 2.2** *Support the City's vibrant mainstreet precincts.*
Action 2.2.1 *Continue to develop and implement precinct marketing campaigns for the City's key precincts including Kent Town, Payneham Road, Magill Road and The Parade, and the Glynde and Stepney suburbs.*
- Strategy 2.3** *Facilitate the activation of key spaces and precincts in the City.*
Action 2.2.3 *Assist businesses to leverage the City of Norwood Payneham & St Peters, City of Adelaide and State Government event calendars.*

The relevant Strategies and Actions of the *2022-2023 Norwood Parade Precinct Annual Business Plan* are provided below.

- Strategy 1** *Events & Activations*
Action 1.1 *Support the Council's current major events held on The Parade including; Tour Down Under, Norwood Christmas Pageant and an annual fashion event and investigate options to host similar smaller events and activations throughout the year.*

Strategy 2 *Marketing & Communication*

Action 2.3 Develop and implement advertising campaigns promoting The Parade across a wide variety of mediums to increase visitation from the wider Adelaide region.

Strategy 3 *Identity & Brand*

Action 3.1 *Provide targeted sponsorship to external events and activities aimed at increasing patronage to The Parade for the benefit of all businesses in the Precinct.*

Action 3.2 *Implement signage and street decorations to promote specific campaigns, events and activities associated with the Precinct, in particular during the Christmas period.*

FINANCIAL AND BUDGET IMPLICATIONS

There is no financial assistance being provided by the State Government or the AFL for any activation outside of Norwood Oval and the Norwood Memorial Gardens. As such, all costs associated with the marketing, promotion and activation of The Parade during the Gather Round, is the responsibility of the Council and the Norwood Parade Precinct Committee, should the Committee resolve to recommend to the Council an allocation of funds.

The *2022-2023 Norwood Parade Precinct Annual Business Plan* sets out the high-level strategies for expenditure of The Parade Separate Rate. Should the Committee choose to allocate funds from the *Norwood Parade Precinct Annual Business Plan*, for the marketing, promotion and activation of the Precinct as part of the Gather Round it is proposed that the funding come from the 'Events & Activations', 'Marketing & Communication' and 'Identity & Brand' Strategies, which best align with the event/activation.

DISCUSSION

AFL is Australia's most attended live sport and spectators and supporters are likely to travel from across Australia to watch their team play. Given that the teams that will play at the Norwood Oval are from Western Australia (Fremantle), Queensland (Gold Coast), New South Wales (Greater Western Sydney) and Victoria (Hawthorn), these states are likely to dominate the visitation numbers at the Norwood Oval games, together with the supporters of these teams who live within South Australia.

The capacity of Norwood Oval is between 10,000 and 12,500 and both AFL games are close to being, if not already, sold out.

At the time of writing this report, it is the Council's understanding, that the AFL will be installing temporary fencing around the Norwood Memorial Gardens and that this space will have exclusive use for those patrons who have purchased a ticket to attend the relevant games. This fenced area will contain food trucks, drink stands and activities, including but not limited to, a pop-up big screen showing the games. This will all be managed and funded by the AFL with no assistance from the Council.

A portion of Woods Street, from Beyer Street to The Parade, will be closed off to allow for player and administration arrival and departure, inclusive of broadcaster equipment set up. A portion of The Parade (still to be determined) will also be closed to ensure the safety of all ticket holders should something occur within Norwood Oval and an evacuation of the Oval be required.

Taking into consideration the information outlined above, it is recommended that a Precinct wide approach is the preferred method of capitalising on the increased visitation to The Parade Precinct. The aim of the Precinct wide approach is to encourage people to come for the game and then stay for the day and enjoy the experiences that The Parade offers.

The timing of the two (2) games creates a range of audiences, with the Friday afternoon game having more appeal for those wanting to stay and have dinner and a drink after the game, while the Sunday afternoon game is likely to have a family friendly focus, aimed at having people visit the Precinct both prior to the game to get lunch and explore the shops on offer, or alternatively remain after the game to have an early family dinner or a drink.

With this in mind, the Council is currently investigating what businesses may already be planning to do as part of Gather Round and whether assistance (financial etc) from the Council may be valued to deliver potential activations and offerings. Examples of what businesses may choose to do are:

- live music before or after games;
- get a partial road closure in order to allow their dining and entertainment to spill out into the street; and/or
- have a weekend long offer that is footy related (i.e. discount for the two (2) hours prior to a game starting etc).

All of these initiatives would contribute to a unique atmosphere within the Precinct during this period. What financial assistance the Council may provide to a business to assist with any activation or offering, is still being determined.

Council Staff have met with the hotels located within the Precinct to better understand their potential offerings and whether or not they are looking to get involved. As part of the next stage, Council staff will seek to meet with any business which expresses an interest in offering something as part of the Gather Round event.

The Council will be undertaking marketing, promotion and activation of The Parade Precinct during the Gather Round. The details of these items are still in the process of being finalised. The Committee should also consider whether it wishes to contribute towards the marketing and promotion (including an update of the on-street banners) of the Precinct during the AFL Gather Round. The Norwood Parade Precinct Committee does have budget available to use for these purposes, should it choose to do so, with the relevant Strategies and remaining funds outlined in **Attachment A**.

As the information associated with this event is evolving weekly, more up-to-date details will be provided to the Committee at its meeting.

OPTIONS

The Norwood Parade Precinct Committee has a number of options available to it with regards to a financial contribution to assist with marketing, promoting and activating The Parade Precinct as part of the AFL Gather Round. The options available to the Committee are outlined below.

Option 1

The Norwood Parade Precinct Committee can choose to allocate \$10,000 from a combination of the 'Events & Activations', 'Marketing & Communication' and 'Identity & Brand' Strategies in the *2022-2023 Norwood Parade Precinct Annual Business Plan* to assist with general marketing, promotion and activation of The Parade Precinct, as well as to assist businesses with conducting their own activations and offerings, as part of the 2023 AFL Gather Round.

This option is the **recommended** option.

Option 2

Alternatively, the Norwood Parade Precinct Committee can choose to allocate a different amount, or resolve not to allocate a budget at all to assist with the marketing, promotion and activation of The Parade Precinct as part of the 2023 AFL Gather Round. If the Committee was to make this decision, it would be considered a missed opportunity as The Parade will, for one weekend, be elevated onto the national stage. Every opportunity to capitalise on this and promote The Parade during the AFL Gather Round will deliver long term benefits for the Precinct.

This option is **not recommended**.

CONCLUSION

The AFL's inaugural Gather Round, which will feature all nine (9) games and eighteen (18) teams playing in South Australia in April, will result in an increase in visitation. The decision by the State Government and the AFL to play two (2) games at the Norwood Oval is a significant "win" for both the City and The Parade Precinct. Given that this opportunity has now been presented, the Parade Precinct is well placed to market and promote itself on the national stage, as well as create a unique precinct atmosphere which encourages and takes advantage of greater visitation and expenditure.

COMMENTS

As the premier mainstreet in Adelaide, the opportunity to host two (2) of the 2023 AFL Gather Round games at Norwood Oval is a great opportunity for the City of Norwood Payneham & St Peters to showcase the Parade to visitors as well as the local community.

RECOMMENDATION

That \$10,000 from a combination of the 'Events & Activations', 'Marketing & Communication' and 'Identity & Brand' Strategies in the *2022-2023 Norwood Parade Precinct Annual Business Plan* be allocated to assist with general marketing, promotion and activation of The Parade Precinct as part of the 2023 AFL Gather Round.

Cr Robinson moved:

That up to \$15,000 from a combination of the 'Events & Activations', 'Marketing & Communication', 'Identity & Brand' Strategies in the 2022-2023 Norwood Parade Precinct Annual Business Plan be allocated to assist with the competition, general marketing, promotion and activation of The Parade Precinct as part of the 2023 AFL Gather Round.

Seconded by Cr Callisto and carried unanimously.

Ms Brigitte Zonta left the meeting at 8.16pm and did not return.

Mr Tom McClure left the meeting at 8.18pm.

Mr Tom McClure returned to the meeting at 8.20pm.

5.3 DEVELOPMENT OF THE DRAFT 2023-2024 NORWOOD PARADE PRECINCT ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: qA104342
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee the *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan*, for its consideration and approval.

BACKGROUND

Pursuant to the Committee's Terms of Reference, which have been set by the Council, The Norwood Parade Precinct Committee is required to prepare an Annual Business Plan prior to each financial year, to guide its programs and initiatives for the ensuing financial year and to assist in determining the funding requirements for consideration and approval by the Council.

The purpose of this report is to present to the Committee, the *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan*, for consideration and endorsement. Following the Committee's endorsement of the *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan*, the document will be presented to the Council for endorsement and approval as being suitable for consultation with The Parade Precinct business community.

FINANCIAL AND BUDGET IMPLICATIONS

The budget which has been allocated in the Draft Annual Business Plan for the 2023-2024 financial year is \$215,000. This is the same amount that was collected in 2022-2023 to deliver the 2022-2023 Annual Business Plan and the amount that the Council set as the Separate Rate revenue for 2023-2024, when it endorsed the Separate Rate for The Parade Precinct in June 2021.

At the conclusion of the 2022-2023 financial year, the Committee and the Council will be provided with a report outlining any carry forward funds and will be provided the opportunity to allocate these funds into the 2023-2024 Annual Business Plan.

RESOURCE ISSUES

The implementation of the *2023-2024 Norwood Parade Precinct Annual Business Plan* will be undertaken by Council staff and managed by the Manager, Economic Development & Strategy. Input and involvement from other Council staff and/or external contractors will be sought as required.

CONSULTATION

Once the Draft 2023-2024 Annual Business Plan is endorsed by the Committee, the draft document will be presented to the Council for its endorsement, prior to being released for consultation with The Parade Precinct business community for a period of twenty-one (21) days.

DISCUSSION

The Vision for The Parade is:

To maintain the status of Adelaide's premier mainstreet as a vibrant destination where residents and visitors can experience and enjoy a place to dine, shop, play and do business.

Based on the Vision, staff have identified the following four (4) Objectives, which form the basis of the Draft 2023-2024 Annual Business Plan:

- Courageously promote the Precinct and its businesses;
- Increase visitation and encourage expenditure;
- Increase business engagement and collaboration; and
- Provide strategic direction on the future growth and development of the Precinct.

To achieve these Objectives, it is recommended that the proposed Strategies and Deliverables be grouped into the following five (5) categories, all of which have been developed with the aim of meeting the four (4) Objectives outlined above:

- **Events & Placemaking**
Develop, deliver and support meaningful experiences that create remarkable memories on The Parade.
- **Marketing & Communications**
Backed by research and analytics, implement a range of marketing campaigns and communication strategies that promote the strengths of The Parade to target markets.
- **Identity & Brand**
Ensure The Parade, Norwood remains Adelaide's premier mainstreet through delivering initiatives that create connections, improve loyalty and drive brand awareness and visitation.
- **Business Support & Development**
Create a conducive business environment where people are able to flourish through education, training and networking.
- **Administration**
Ensure the ongoing and effective administration of the Committee.

A copy of the *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan*, which sets out the Objectives, Strategies and Deliverables and associated funding under each of the above categories, is contained in **Attachment A**.

It should be noted that the details regarding the range of projects and initiatives that are proposed under each of these categories, will be presented to the Committee throughout the 2023-2024 financial year. The intent is not to include the specific projects and initiatives in the Annual Business Plan to allow flexibility and to respond to changing environments.

OPTIONS

The Committee can endorse the recommended Objectives, Strategies and Deliverables and associated funding presented in the *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* as being suitable. Alternatively, the Committee can amend, omit or propose new Objectives, Strategies, initiatives or programs for inclusion in the draft Annual Business Plan.

CONCLUSION

The Parade business community wants to see initiatives and programs planned by the Norwood Parade Precinct Committee that create tangible outcomes and an increase in the number of visitors to The Parade. As such it is important that the Strategies and Deliverables are measurable so that the results are able to be communicated.

COMMENTS

Nil.

RECOMMENDATION

1. That the *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* be endorsed as being suitable to present to the Council for its endorsement and approval prior to its release for consultation with The Parade Precinct business community for a period of twenty-one (21) days.
 2. That the Chief Executive Officer be authorised to make any editorial changes to the document prior to the document being released for consultation.
-

Mr Mario Boscaini moved:

1. *That the Draft 2023-2024 Norwood Parade Precinct Annual Business Plan be endorsed as being suitable to present to the Council for its endorsement and approval prior to its release for consultation with The Parade Precinct business community for a period of twenty-one (21) days.*
2. *That the Chief Executive Officer be authorised to make any editorial changes to the document prior to the document being released for consultation.*

Seconded by Cr Robinson and carried unanimously.

5.4 THE PARADE PRECINCT OCCUPANCY LEVELS ANNUAL ASSESSMENT 2022

REPORT AUTHOR: Economic Development Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA104342
ATTACHMENTS: A - B

PURPOSE OF REPORT

The purpose of this report is to provide the *Norwood Parade Precinct Committee* with the annual assessment of the occupancy levels within The Parade Precinct.

BACKGROUND

As part of The Parade Precinct Occupancy Levels report which was presented to the *Norwood Parade Precinct Committee* in November 2019, it was advised that an assessment of The Parade Precinct's occupancy rates will be conducted annually and that the findings will be presented to the Committee, the Council's *Business & Economic Development Advisory Committee* and the Council. In accordance with this recommendation, an annual assessment of The Parade's occupancy and vacancy rates is undertaken annually, with the most recent occurring in September 2022.

The initial assessment which was undertaken in 2019, was in response to a report published by JLL Australia, on vacancy levels of Adelaide's "high streets" (main streets). The "high streets" assessed by JLL Australia as part of that report and all of the subsequent reports prepared by JLL Australia include:

- The Parade, Norwood;
- Prospect Road, Prospect;
- Hindley Street, Adelaide;
- Rundle Street, Adelaide;
- King William Road, Goodwood;
- O'Connell Street, North Adelaide; and
- Jetty Road, Glenelg.

The latest report from JLL Australia is the *3Q22 Adelaide Retail High Street Overview*, a copy of which is contained in **Attachment A**. It is important to note that JLL Australia define The Parade (for the scope of their measurement) as being all ground floor tenancies directly fronting The Parade between Osmond Terrace and Portrush Road. It was due to this restricted scope that the Council decided to undertake its own assessment, which is inclusive of the entire Precinct, as defined by the Council in its Terms of Reference for the Norwood Parade Precinct Committee. A map showing the extent of the precinct is contained in **Attachment B**.

The JLL Australia report and Table 1 below, show that the majority of Adelaide's retail "high streets" are experiencing steady changes to occupancy levels, with the only percentage change over 3% occurring on O'Connell Street in North Adelaide, which was a positive change for that street. Outside of this, The Parade and Jetty Road are the only "high streets" to experience a decline in occupancy (1.4% and 0.9% respectively), however as the report indicates, the change in the occupancy rate along The Parade, is largely due to the sale of the property located at 231 The Parade resulting in three (3) tenancies being vacated.

In the JLL Australia report, The Parade continues to be recognised as the third best performing "high street" in respect to tenancy occupancy behind Prospect Road (95.9%) and King William Road (94.5%). The Parade is the second best performing high street after the 1Q22 report was released, however as a result of a 1.6% increase in occupancy on King William Road, The Parade has moved to third place, the same position it held 12 months earlier (the 3Q21 report). On a positive note, The Parade continues to have an occupancy rate above that of the 'Blended Average' of all high streets which sits at 92%.

TABLE 1: RETAIL HIGH STREETS OCCUPANCY LEVELS – JLL AUSTRALIA

| Street | Occupancy Rate 3Q21 | Occupancy Rate 1Q22 | Occupancy Rate 3Q22 | Change (3Q21-3Q22) |
|----------------------------------|---------------------|---------------------|---------------------|--------------------|
| Prospect Road, Prospect | 97% | 95.5% | 95.9% | -1.1% |
| Hindley Street, Adelaide | 82.7% | 84.8% | 87.3% | +4.6% |
| Rundle Street, Adelaide | 86.3% | 90.5% | 92.7% | +6.4% |
| King William Road, Goodwood | 92.1% | 92.9% | 94.5% | +2.4% |
| O'Connell Street, North Adelaide | 87.5% | 88.5% | 91.7% | +4.2% |
| Jetty Road, Glenelg | 95.3% | 91.2% | 90.3% | -5.0% |
| The Parade, Norwood | 93.6% | 95.4% | 94% | +0.4% |

In September 2022, Council staff undertook an assessment of The Parade Precinct (as defined in the *Norwood Parade Precinct Committee Terms of Reference*) occupancy levels to understand the health of the Precinct during the past 12 months and to compare the research with the findings in the latest JLL Australia report.

DISCUSSION

For the purpose of this report, occupancy levels are defined as a percentage of all available commercial properties (residential properties are not included) that are currently being actively utilised by a business. In retail precincts such as The Parade, the occupancy level is usually calculated on the commercial tenancies located on the ground floor predominately comprising of retail and commercial uses. However, given the small number of aboveground floor tenancies along The Parade, these have been included in the assessment. Generally, the occupancy level measures the health of the local property market by representing the level of activity and demand for property.

The assessment which has been undertaken by Council staff was conducted on Tuesday, 13 September 2022 and encompasses the entire Parade Precinct, which extends from Fullarton Road to Portrush Road. It should be noted that the details from the assessment are correct as at that date and any changes that have occurred within the Precinct since that date are not included.

It should also be noted that in undertaking the assessment, Council staff made the following assumptions:

- tenancies classified as being vacant are those that:
 - have signage indicating that the premises or part of the premises was for lease;
 - tenancies that have a 'Leased' sign and were still vacant and the Council was not aware of a new business preparing to occupy the space; and
 - tenancies that did not have signage but were empty and the Council was not yet aware of any new business preparing to occupy the space.
- there were three (3) tenancies where it was unclear whether the premises were occupied or whether they were vacant and for this reason, these tenancies were excluded from the assessment and do not form part of the occupancy figures.

The research conducted by Council staff found the following:

- there is currently a total of 373 tenancies within The Parade Precinct;
- 345 tenancies were occupied by a business;
- there were twenty-eight (28) vacant tenancies (9 more than at the same time in 2021) within The Parade Precinct, which equates to an occupancy level of 92.5% (down from 94.84% in 2021);
- eleven (11) vacant tenancies are located on the northern side of The Parade (same as 2021) and the northern side has an occupancy level of 94.4% (184 out of 195 tenancies); and
- seventeen (17) vacant tenancies are located on the southern side of The Parade (9 more than at the same time in 2021) and the southern side has an occupancy level of 90.4% (161 out of 178 tenancies).

In an attempt to build on the data that is collected, staff have also commenced monitoring the tenancy mix within The Parade Precinct, as it is important to understand the diversity of businesses, as well as any trends that are becoming apparent. Too many of a particular type of business can impact on the Precinct's attractiveness as a destination. In contrast, the establishment of some types of business clusters can also create competition, which is a positive outcome for visitors. Table 2 below, showcases the tenancy mix within the Precinct:

TABLE 2: TENANCY MIX OF THE PARADE PRECINCT – 2022

| Sector | Number | Percentage (%) |
|---|---------------|-----------------------|
| Retail | 101 | 29.3% |
| Dining & Entertainment | 70 | 20.3% |
| Professional | 65 | 18.8% |
| Medical, Health & Wellbeing | 55 | 16.2% |
| Hair/Beauty | 35 | 10.1% |
| Training/Employment | 9 | 2.6% |
| Community | 5 | 1.4% |
| N/A (i.e. Leased signage but no business yet) | 5 | 1.4% |

Table 3 below, further segregates the 'Retail' and 'Professional' sectors into sub-sectors to enable a deeper understanding. Retail is segregated into 'Product', which is inclusive of businesses that specialise in homewares, furniture, grocery stores, toys etc and 'Clothing'. The Professional sector is segregated into three (3) categories 'Technical' which includes, architects, graphic design, IT, marketing agencies etc, 'Financial', which includes accountants, banks, brokers etc, and 'Real Estate'.

TABLE 3: RETAIL AND PROFESSIONAL SECTOR BREAKDOWN

| Sector Breakdown | Number | Percentage (%) |
|----------------------------|---------------|-----------------------|
| Retail – Product | 66 | 65.3% |
| Retail – Clothing | 35 | 34.7% |
| Professional – Technical | 35 | 53.8% |
| Professional – Financial | 24 | 36.9% |
| Professional – Real Estate | 6 | 9.2% |

As illustrated by the data contained in Table 3, The Parade has a great diversity in its tenancy mix, and whilst 'Retail' is the dominant sector, when it is broken down further, there is a good spread between 'Retail – Product' and 'Retail – Clothing'. Given that this is the first-time that the tenancy mix has been assessed in detail, an analysis of the trends has not been possible. However, it will be very interesting to monitor how this may potentially change over the next twelve (12) months, particularly given the increase in interest rates and the general perception that the Precinct is increasing its offering in the areas of 'Dining & Entertainment' and 'Hair/Beauty', which reflect the highest and best use (i.e. higher rents) at this point in time. The more data that is collected over time, the greater the analysis and determinations that can be made, which will help to identify what level of intervention could potentially be implemented by the Council to sustain the Precinct.

There are many contributing factors associated with why The Parade has been able to sustain its vitality and vibrancy over the years, unlike many of the other main streets across Australia, which have seen a decline, or at the very least, fluctuations in their vacancy rates over time. Of all the contributing factors, the diversity of The Parade's offering is probably the single most important factor. It is therefore critical that the balance between the various uses be retained.

The changes experienced within the Precinct, include the introduction of a number of new businesses as well as a number of relocated businesses. The new and relocated businesses to date have contributed to the strong business mix within the Precinct, adding to the resilience of The Parade Precinct. The new and relocated businesses include:

- **Adelaide Reproductive Health Centre** (located at 1 The Parade);
- **Bartel & Hall Lawyers & Conveyancers (with Nicholls Gervasi Lawyers)** (located at 8 The Parade);
- **London Skin Clinic** (located at 15 The Parade);
- **Foliage Coffee/Prasad's Home & Garden** (located at 54 The Parade);
- **Northern Interests** (located at 62 The Parade);
- **My Money House** (located at Level 1/49 The Parade);
- **ORTC Clothing Co.** (located at 66 The Parade);
- **Mayhem Collectables** (located at 92 The Parade);
- **Prana Healing** (located at 106 The Parade);
- **Africola Canteen** (located at 1/89 The Parade);
- **Strength Lab** (located at 3/89 The Parade);
- **Men's Hairdresser** (relocated to 117 The Parade);
- **Koyla** (located at 121A The Parade);
- **Knightsman Bespoke Tailors** (located at 134A The Parade);
- **Share + Care Services** (located at 136 The Parade);
- **Tranquil Beauty** (relocated to 5/136 The Parade);
- **Bailey Nelson** (located at 152 The Parade);
- **National Pharmacies Optical** (relocated to 158 The Parade);
- **Gallery LeNuancier** (located at 166c The Parade);
- **Lovisa** (located at 161 The Parade);
- **Sanare Wellness** (located at 43 George Street); and
- **House of Health Collective** (located at 49 George Street).

Some of the businesses that have left The Parade Precinct since the previous assessment include:

- **Soal Sister** (moved to a fully online model);
- **Cono** (closed completely);
- **Di Nino** (moved to Kensington Road, Norwood);
- **Properte** (closed completely);
- **Tollis & Co Lawyers** (moved to Mile End);
- **Paul's** (closed completely);
- **MIMCO** (closed Norwood store);
- **Ford Dry Cleaners** (closed completely);
- **Norwood Shoe Repairs** (closed completely and now operating as a home-based business);
- **Lukoumades** (closed Norwood store);
- **Vaporama** (closed completely);
- **Ricardo Di Fabio** (closed completely);
- **Yours + Mine** (closed completely);
- **Chinese Massage** (closed completely);
- **Eve Dry Cleaners** (closed completely);
- **Catania** (closed completely);
- **Eccola** (moved to King William Street, Kent Town);
- **Empress** (moved to Osmond Terrace, Norwood);
- **Norwood Auto Parts** (closed completely);
- **Tell Henry** (moved to Rundle Street, Kent Town);
- **Panacea Pilates** (moved to Magill Road, Norwood);
- **Purity Massage** (closed completely); and
- **Hoppen Homes** (moved to Fullarton).

One of the key changes from the previous assessments is that the southern side of the Precinct now has more vacant tenancies, with an occupancy level of 90.4%, in comparison to the northern side, which currently has an occupancy level of 94.4%. This is largely due to the change in the tenancies located between Osmond Terrace and Church Avenue, which have been vacated as a result of the new development which has been approved for this site. There are seven (7) vacant tenancies within this section of the Precinct. These vacancies, together with the vacancies at the former Beaurepaires/Tell Henry site and at the former Cono and Soal Sister sites, have resulted in a significant change to the appearance of the southern side of The Parade.

On the northern side, the property at 231 The Parade has recently been listed for sale and as a result has lost its three (3) previous tenants (Di Nino, Properte and Nicholls Gervasi Lawyers). The remainder of vacant tenancies on the northern side of the Precinct are scattered, with no obvious concentration in any particular section of The Parade.

The next assessment, which is scheduled to be undertaken in late 2023, will include all of the new tenancies that will form part of the COMO development. Discussions with the developer have indicated that the majority of these tenancies have been filled.

A more in-depth analysis of the spread of vacant tenancies can be achieved through segregating the Precinct into three (3) sections. The results are as follow:

- The Parade between Fullarton Road and Osmond Terrace = 91.3% (116 out of 127)
- The Parade between Osmond Terrace and George Street = 93.5% (130 out of 139)
- The Parade between George Street and Portrush Road = 92.5% (99 out of 107)

A snapshot of the information that has been discussed in this report is contained in **Attachment B**, the *Norwood Parade Precinct Occupancy Report 2022*. In order to maintain The Parade's vibrancy as Adelaide's Premier Mainstreet, and to continue to showcase The Parade's offering, the *Norwood Parade Precinct Occupancy Report*, contained in **Attachment B**, will be made available as a digital publication on both the Council's website and on The Parade's website.

In addition, staff are currently in the process of finalising a City-wide Occupancy Report, which will provide more detail on the importance of occupancy, tenancy mix, and turnover. The *Norwood Parade Precinct Occupancy Report* (contained in **Attachment B**), will form part of the City-wide publication. The intent is that this publication will be produced annually and will eventually include all major precincts within the City.

OPTIONS

Not Applicable.

CONCLUSION

The results of these investigations reflect the significant investment that both the Council and the Norwood Parade Precinct Committee have continued to make in supporting The Parade Precinct. Marketing and promotion of the mainstreet, competitions, events and activations have all been undertaken to benefit businesses within the Precinct and encourage new businesses to the Precinct to fill vacant tenancies.

Given the importance of monitoring the occupancy levels within The Parade Precinct, Council Staff will continue to conduct annual occupancy assessments and provide written reports to the *Norwood Parade Precinct Committee*, as well as the Council's *Business & Economic Development Advisory Committee* and the Council to ensure a healthy and vibrant Precinct is maintained.

COMMENTS

Whilst it is acknowledged that a high occupancy level is a positive representation of the health of the Precinct, research has shown that when occupancy levels go above 95%, the rental market is considered to be in a good state and landlords consequently tend to increase rents, which in turn can have a negative impact on tenancy mix. It also means that landlords can afford to be selective about the type of tenants that they place in the individual properties. Therefore, maintaining an occupancy level of between 91% - 95% appears to be the optimal level for a successful precinct.

RECOMMENDATION

That the report be received and noted.

Cr McFarlane moved:

That the report be received and noted.

Seconded by Cr Robinson and carried unanimously.

5.5 2023 SCHEDULE OF MEETINGS FOR THE NORWOOD PARADE PRECINCT COMMITTEE

REPORT AUTHOR: Economic Development Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA104342
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to advise the Norwood Parade Precinct Committee of the proposed Schedule of Meetings for 2023.

BACKGROUND

In respect to meetings, the Committee's Terms of Reference state that:

- 6.2 *The Committee shall meet at the Council's Principal Office, the Norwood Town Hall, 175 The Parade, Norwood, or as determined by the Chief Executive Officer.*
- 6.3 *The Committee shall meet a minimum of four (4) times in every calendar year.*

The purpose of this report is to present the proposed Schedule of Meetings for the 2023 calendar year to the Committee for its consideration and approval.

DISCUSSION

In accordance with the Terms of Reference, the Chief Executive Officer has determined that all of the Committee Meetings will be held in the Mayor's Parlour, located in the Norwood Town Hall at 175 The Parade, Norwood.

In respect to the time and date of the meetings, it is recommended that all of the meetings of the Committee in 2023 commence at 6.15pm on a Tuesday night and that the remainder of the 2023 meetings be held on the dates outlined in **Table 1** below. It is recommended that the Schedule of Meetings outlined in **Table 1** below, be approved by the Committee.

TABLE 1: NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2023

| Meeting | Date | Start Time |
|----------------|-------------------------|-------------------|
| 2 | Tuesday 16 May 2023 | 6.15pm |
| 3 | Tuesday 1 August 2023 | 6.15pm |
| 4 | Tuesday 24 October 2023 | 6.15pm |

RECOMMENDATION

That the Norwood Parade Precinct Committee's Schedule of Meetings for 2023, as set out below, be approved:

NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2023

| Meeting | Date | Start Time |
|----------------|-------------------------|-------------------|
| 2 | Tuesday 16 May 2023 | 6.15pm |
| 3 | Tuesday 1 August 2023 | 6.15pm |
| 4 | Tuesday 24 October 2023 | 6.15pm |

Cr Robinson moved:

That the Norwood Parade Precinct Committee's Schedule of Meetings for 2023, as set out below, be approved:

NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2023

| Meeting | Date | Start Time |
|----------------|-------------------------|-------------------|
| 2 | Tuesday 16 May 2023 | 6.30pm |
| 3 | Tuesday 1 August 2023 | 6.30pm |
| 4 | Tuesday 24 October 2023 | 6.30pm |

Seconded by Mr Mario Boscaini and carried unanimously.

6. OTHER BUSINESS
Nil

7. NEXT MEETING

Tuesday 16 May 2023

8. CLOSURE

There being no further business, the Presiding Member declared the meeting closed at 8.29pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on _____
(date)