

Norwood Parade Precinct Committee Agenda & Reports

16 May 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.*

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

Telephone 8366 4555
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Website www.npsp.sa.gov.au



City of
Norwood
Payneham
& St Peters

11 May 2023

To all Members of the Norwood Parade Precinct Committee

Committee Members

- Mayor Robert Bria (Presiding Member)
- Cr Sue Whittington
- Cr John Callisto
- Cr Josh Robinson
- Cr Victoria McFarlane
- Ms Brigitte Zonta
- Ms Hannah Waterson
- Mr Joshua Baldwin
- Mr Mario Boscaini
- Mr Michael Zito
- Mr Rik Fisher
- Mr Tom McClure
- Mr William Swale

Staff

- Mario Barone (Chief Executive Officer)
- Keke Michalos (Manager, Economic Development & Strategy)
- Stacey Evreniadis (Economic Development Co-ordinator)
- Tyson McLean (Economic Development 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 16 May 2023, commencing at 6.30pm

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

Yours faithfully



Mario Barone
CHIEF EXECUTIVE OFFICER

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

REPORT AUTHOR: Economic Development Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA85811
ATTACHMENTS: A – F

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.

A 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, however, due to a lack of quorum for the second time. This meeting was also subsequently cancelled.

On the basis that only one (1) submission was lodged, which did not impact 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 from 2021-2022 is \$42,369, totalling \$257,369.

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

DISCUSSION

1. STRATEGY: EVENTS & ACTIVATIONS

1.1 ART ON PARADE 2023

During the month of April, over 140 pieces of artwork created by forty-five (45) local artists were exhibited in businesses within The Parade Precinct. This year's collection included sculptures, paintings, drawings, glass and photographic work.

Twenty-four (24) Parade Precinct businesses/venues showcased artwork, with the month-long spectacle concluding with a closing event held at 30 Acres on Friday, 28 April 2023, which was attended by approximately sixty (60) guests. A new feature of this year's program, were the two (2) separate prizes on offer. The Art on Parade Prize, worth \$500 which was awarded to one of the exhibiting artists judged by two (2) industry professionals – and the People's Choice Prize, worth \$250 which was awarded to a member of the public who voted for their favourite artwork.

The program was curated by the Council's Arts Officer, Emma Comley, with the *Norwood Parade Precinct Committee* budget of \$5,000 being allocated towards the marketing and promotion of this event.

1.2 EASTSIDE BUSINESS AWARDS

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

More specifically, the *Eastside Business Awards 2023* aim to achieve the following objectives:

- 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 choice for shopping, dining and services;
- increase patronage for businesses within the City; and
- associate the Council with a high-profile awards program.

The 2023 Awards Program was launched on Thursday, 16 February 2023 and the voting period concluded on Thursday, 16 March 2023. At the conclusion of the voting stage, the top (3) businesses in each category as determined by the public vote and the judging panel, became the finalists in each category. The winner of each category was also selected by the judging panel, which included Mayor Robert Bria and two (2) Solstice Media representatives.

Solstice Media was once again the major partner and assisted in delivering the awards program.

The *2023 Eastside Business Awards* received a record number of 11,062 public votes, as well as a record number of individual businesses being nominated, 316 (up 20% on 2022). This year's winners have been recognised for providing an outstanding experience, product or service to their customers and the community. The finalists and winners in each of the eleven (11) categories are outlined in **Table 1** below:

TABLE 1: 2023 EASTSIDE BUSINESS AWARD WINNERS AND FINALISTS

<p>Best Arts & Culture / Entertainment Experience Winner: Mary MacKillop Museum Finalist: Art Images Gallery Finalist: Three D Radio</p>	<p>Best Food / Beverage Manufacturer Winner: Reform Distilling Finalist: Bos Taurus Butchery Finalist: Little Bang Brewing Co.</p>
<p>Best Café / Restaurant Winner: Taste of Nepal Finalist: Argo on The Parade Finalist: Café La Corp</p>	<p>Best Hair / Beauty Salon Winner: Sueno Hair Finalist: Prestige Beauty Bar Finalist: Untangled Hairstylists</p>
<p>Best Coffee Winner: Cheeky Grin Coffee Finalist: Pave Café Finalist: The Nourish'd Kitchen</p>	<p>Best Independent Small Business Winner: Marden Continental Finalist: Hearing Sense Finalist: Leaver & Son</p>
<p>Best Customer Experience Winner: Wheel&Barrow Homewares Finalist: Sanare Wellness Finalist: T Life</p>	<p>Best Professional Service Winner: Explore Potential Consulting Finalist: Adelaide Health Co. Finalist: Bambrick Legal</p>
<p>Best Fashion Retailer Winner: Boutique Mon Ami Finalist: Exurbia Finalist: ortc Clothing Co.</p>	<p>Best Pub / Bar Winner: The Colonist Finalist: Rising Sun Inn Finalist: The Maylands Hotel</p>

Hall of Fame (20+ Years): Gelato Bello

The winner of each category was announced at an Awards Night, which was held on Wednesday, 19 April 2023, at the St Peters Banquet Hall at which the Hon Andrea Michaels, Minister for Small and Family Business, Minister for Consumer and Business Affairs and Minister for the Arts attended, together with the finalists, Elected Members. Each winner received a digital advertising package to be spent on business marketing with Solstice Media to the value of \$1,000 and a choice of business advisory service to the value of \$1,000 provided by Norwood business, AFM Services. The food and beverages at the event were purchased and provided from a variety of local businesses including, Indulgence, Lambrook Wines, Signature Wines, Heartland Wines and The Suburban Brew.

Eleven (11) of the businesses named as finalists are located within The Parade Precinct.

During the initial stage of the campaign, communication was focussed on the business community via The Parade, Magill Road and the Council's websites, associated social media platforms and via EDM's, to inform and prepare businesses for the voting stage. The Council designed and printed collateral that was available to all businesses and encouraged business owners and employees to display the material within their business to promote the program. To complement the printed collateral, digital assets were available to businesses to download and use on their social media accounts.

The Council, in conjunction with Solstice Media, designed an extensive marketing campaign including print and digital advertising, editorial and social media across InDaily, SALIFE, CityMag and their targeted business EDM – Business Insights. The campaign delivered a clear and direct message, followed by a quick, user-friendly voting process that was completed online via the Eastside Business Awards website. To encourage the public to vote, a 'Vote & Win' competition was run with the winner receiving a voucher to the value of \$350 to the business of their choice. The winner of the competition, Mr Jade Eley, was selected at random and chose to receive a voucher to spend at Willie Stewart Interiors on Magill Road.

More information about the program, the winner and to read the articles relating to the Awards, visit www.eastsidebusinessawards.com.au

A selection of photos from the Awards Night is contained in **Attachment B**.

2. STRATEGY: MARKETING & COMMUNICATION

2.1 AFL GATHER ROUND PARADE FACEBOOK COMPETITION

At its meeting held on 21 February 2023, the *Norwood Parade Precinct Committee* resolved as follows:

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.

In its discussions with the AFL, the Council was successful in obtaining signed Adelaide Crows and Port Adelaide guernseys. Two (2) separate competitions were run on The Parade Facebook page to target both supporter bases. To complement the guernseys, each competition also offered five (5) \$100 Parade Gift Cards, in order to encourage a greater number of participants.

In relation to the entries for the competitions, the Adelaide Crows competition received 101 comments and the Port Adelaide competition received 70 comments. Although the entries were low, there was a significantly large engagement with the Facebook posts, which has resulted in an increase in The Parade Facebook following.

3. STRATEGY: IDENTITY & BRAND

3.1 AFL GATHER ROUND

As Members of the Committee are aware, on Friday, 14 and Sunday, 16 April 2023, Norwood Oval hosted two (2) AFL matches as part of the inaugural AFL Gather Round, which included all nine (9) games being played in South Australia. Norwood Oval became just the third location in South Australia to host an official home and away game of AFL.

The Friday twilight game featured Fremantle and Gold Coast. This match was attended by approximately 9,600 people and the Sunday afternoon match included Greater Western Sydney and Hawthorn, again in front of just over 9,000 people. Both matches were close finishes and were two (2) out of the closest (3) games for the entire round, ensuring fans were treated to a great spectacle.

In total, twenty-five (25) businesses from across the City of Norwood Payneham & St Peters participated in the event through an in-store offer/discount or other activation. Some of the feedback which has been received from the businesses included:

“Hope you enjoyed the game Friday night. You guys [the Council] put on a great show. Best Footy game I have been too. I will admit that I was mostly in the beer garden outside talking to random people.” - Tomas Evan (The Engraving Crew in Glynde)

“Thank you for your email and for the opportunity to be a part of the AFL Gather Round event. It was a pleasure to be involved in such an exciting event, and we were thrilled to see such a positive response from the community.”

As for feedback, we would like to provide some comments on our experience during the event. We were happy with the level of participation and interest in our business during the event. However, we found that some attendees were not aware of the specific offers and activations we had available for the AFL Gather Round event, and we would recommend clearer post or signage in the future.

Overall, we are grateful for the opportunity to be involved in this event, and we look forward to the possibility of Norwood Oval hosting future matches in the AFL Gather Round.

We hope that our feedback will be useful in improving future events and promoting a positive experience for all participants. Thank you again for your support and for the opportunity to provide feedback.” – Jerry Liu (Rain Modern Asian Bistro)

The full list of feedback received to date is contained in **Attachment C**.

The Memorial Gardens, located immediately in front of Norwood Oval, was activated by the Council and the Norwood Football Club and included Eastside Wine & Ale Trail pop-up stands, food trucks, seating, live music, AFL goal post entries, a giant screen showing the games and various merchandise trucks. The Memorial Gardens also included a giant cube which featured The Parade branding and used the ‘Discover The Parade’ campaign. This cube included directions, walking distances, driving distances and travel times to businesses who were offering ticket holders unique discounts/offers. One side of the cube featured pubs and hotels and the opposite side included restaurants and takeaway outlets. The cube also contained generic ‘Discover The Parade’ flyers containing information about the types of businesses they could find along The Parade. Which people could take.

The Parade’ campaign and flyers were kept fairly generic so they could be used in the future. An image of the cube as well as the flyer are contained in **Attachment D** and **Attachment E**, respectively.

As Committee Members may also be aware, South Australia has been successful in obtaining the AFL Gather Round for the next three (3) years. Whilst no decision has been made regarding what venues (outside of Adelaide Oval) will host games, the Council is hopeful of games continuing to be played at Norwood Oval due to the resounding success of the inaugural offering. The Council has been advised that a decision regarding the venues will be made within the next couple of months.

3.2 SHOP THE PARADE & CRUISE EUROPE COMPETITION

At its meeting held on 21 February 2023, the *Norwood Parade Precinct Committee* resolved the following:

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.*

As resolved by the Committee, staff have pursued an overseas holiday as the competition prize due to its prior success as the competition prize (with respect to the number of entries and enticement to enter).

Following the Committee Meeting, a proposal was sent to all four (4) travel agents located within The Parade Precinct (*Helloworld, Phil Hoffmann, Top Deck Travel and Travel Associates Norwood*). *Travel Associates Norwood* was the only Travel Agent to respond with an offer of an overseas holiday. Through their partner company, Avalon Waterways, *Travel Associates Norwood* has been able to offer a six (6) day, five (5) night cruise along the Danube River from Hungary through to Germany, passing through Austria and Slovakia staying in a Category E Cabin. This has been provided by *Travel Associates Norwood*.

The Committee's budget will cover the costs associated with two (2) return fares flying with Qatar Airways in 'O' Class, airport transfers, one (1) night accommodation prior to the cruise commencing and contribute \$2,000 in spending money.

In total, the prize is valued at approximately \$14,218.

The competition has been named *Shop The Parade & Cruise Europe* and had a soft launch on Monday, 8 May 2023 to create awareness, before the official competition commencement date of Monday, 15 May 2023 at 9.00am. The competition will conclude on Monday, 26 June 2023 with the winner to be drawn by Mayor Bria (or another delegate of the *Norwood Parade Precinct Committee*) on Wednesday, 28 June 2023.

A substantial marketing and promotional campaign for the competition has already commenced and is scheduled for the remainder of the competition period, including print advertising in SA Life, Fifty+ SA, on-street posters, tear-away pads in each business, footpath decals, bin wraps, bollard wraps, digital advertising on the Council and The Parade websites, various Facebook and Instagram platforms, JOLT charging stations, SA Life, InDaily, CityMag, Fifty+ SA, radio advertising through Hit 107 and Influencer Marketing, including engaging with six (6) influencers to have them promote shopping on The Parade and entering the competition. These influencers have been provided with a Parade Gift Card each, which they will also promote to their various online audiences. The base artwork for the competition is contained in **Attachment F**.

A detailed summary of the results from the competition will be presented to the Committee at its next meeting, scheduled for 1 August 2023.

3.3 MERCHANDISE OPTIONS FOR THE PARADE

The budget of \$1,000 for 'Merchandise' has been fully spent as part of the overarching 'Identity & Brand' Strategy for the 2022-2023 financial year. This occurred when 68 Parade branded Wireless Orbit Charger units were purchased from local business, *Add Value*, back in August 2022. These have subsequently been allocated throughout the community at various Council events. Given there is available budget overall as part of the *2022-2023 Norwood Parade Precinct Annual Business Plan*, it is recommended that an additional allocation be made for the purchase of more Parade branded merchandise.

Merchandise is a simple, yet effective way of promoting The Parade Precinct to the wider community, especially when the branded items are something that is constantly used. In the past, Parade branded merchandise has included:

- wireless orbit phone charger;
- sustainable portable cutlery set;
- double wine cooler bag;
- face masks (during COVID-19 peak);
- reusable coffee cup (and due to popularity, this concept has again been recommended); and
- fridge magnet clip.

Possible options for future merchandise include:

- Parade branded umbrella (Nimbus Umbrella | Hydra Sports Umbrella);
- Parade branded lunch box (Zest Lunch Box | Brawny Insulated Lunch Bag);
- Parade branded reusable coffee cup (Java Vacuum Cup | Express Cup); and
- Parade branded power bank for phone and portable device charging (Slider Power Bank | Tesla Power Bank).

Each of these options will be presented at the Committee Meeting.

Alternative merchandise options can be investigated.

It is proposed that up to \$5,000 from the 'Marketing & Communications' budget be allocated to the 'Identity & Brand' budget to be used to purchase additional Parade branded merchandise.

4. STRATEGY: BUSINESS DEVELOPMENT

4.1 MID-YEAR BUSINESS NETWORKING EVENT

The Council-run business networking events continue to be popular and well attended by businesses and property owners. Each event is held at a different business, in a different location, throughout the City, utilising different local suppliers, where possible. Each event includes music, drinks and canapés as well as an update from the Mayor.

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

Date: Tuesday, 27 June 2023

Time: 6.00pm – 8.00pm

Venue: The Suburban Brew, 26/30 Provident Avenue, Glynde

A printed invitation to the event will be distributed to all businesses within the City and will be included in the June edition of *YourBusiness* and *Business on Parade* eNewsletters. Bookings to attend this event will open later this month.

4.2 MAYOR'S BUSINESS COMMENDATION AWARDS

The *Mayor's Business Commendation Awards* is a program that recognises small businesses that contribute to the City's unique cosmopolitan lifestyle and sense-of-place, which makes the City so liveable.

Applications are open for small 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; and
- 3+ generations Generational Family Business Commendation.

Businesses can self-nominate at www.npsp.sa.gov.au/mba

Recipients of a *Mayor's Business Commendation Award* will be presented at the Mid-Year Networking Event.

RECOMMENDATION

1. That the report be received and noted.
2. That up to \$5,000 from the 'Marketing & Communications' budget be allocated to the 'Identity & Brand' budget, which is to be used to purchase Parade branded merchandise.

Attachment A

Progress on the Implementation of the 2022-2023 Annual Business Plan

City of Norwood Payneham & St Peters
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2022-2023 NPPC ANNUAL BUSINESS PLAN AND BUDGET

All expenditure is exclusive of GST

Annual Business Plan Strategy	Budget	Expenditure	Allocated	Remaining
1. Events & Activations	\$40,000	\$14,429.53	\$0	\$25,570.47
2. Marketing & Communications	\$99,369	\$45,089.07	\$16,400	\$37,879.93
3. Identity & Brand	\$110,500	\$45,076.05	\$55,788	\$9,635.95
4. Business Development	\$6,000	\$1,000	\$0	\$5,000
5. Administration	\$1,500	\$4,000.74	\$300	-\$2,800.74
Total	\$257,369	\$109,595.39	\$72,488	\$75,285.61

Strategy 01 - Events and Activation		
1.1 Events and Activation (11044.38.)	Expenditure	Allocated
\$40,000		
A DAY OF FASHION		
The Clothing Exchange Partnership Fee	\$ 2,000.00	
Hoyts Cinema House of Gucci Private Screening	\$ 1,930.90	
Wasabi Entertainment	\$ 3,000.00	
White Marquee Furniture Hire	\$ 1,942.55	
The Odeon TLS Booking	\$ 1,083.50	
Flower Parade Floral Install for ADOF Events	\$ 800.00	
AMS Promotions Flyer Distribution (Thurs 13 & Fri 14 Oct)	\$ 1,123.82	
BIE Creative Filming at ADT	\$ 910.00	
Sip & Swap Event Sparkling Water	\$ 128.76	
Jacks Hire Furniture	\$ 1,160.00	
GCanatselis Photography	\$ 350.00	
TOTAL	\$ 14,429.53	\$ -
Strategy 02 - Marketing and Communications		
2.1 Website (11044.285.33)	Expenditure	Allocated Budget
\$4,000		
Karmabunny Website Updates	\$ 675.00	
Karmabunny A Day of Fashion Website Updates	\$ 187.50	
TOTAL	\$ 862.50	\$ -
2.3 Advertising & Social Media (11044.285.500 & 11044.285.380)		
\$95,369		
AB-C Content Creation - July	\$ 700.00	
Arte Grafica Parade Gift Card Posters	\$ 30.00	
AB-C Content Creation - August	\$ 700.00	
AB-C Content Creation - September	\$ 700.00	
AB-C Content Creation - October	\$ 700.00	
AB-C Content Creation - November	\$ 700.00	
AB-C Content Creation - December	\$ 700.00	
AB-C Content Creation - January	\$ 700.00	
AB-C Content Creation - February	\$ 700.00	
AB-C Content Creation - March	\$ 700.00	
AB-C Content Creation - April	\$ 700.00	
AB-C Content Creation - May		\$ 700.00
AB-C Content Creation - June		\$ 700.00
Clem&Tea Black Friday Graphic Design	\$ 45.00	
Awareness Campaign (\$2,000 per month)		\$ 10,000.00
Photography & Videography for Awareness Campaign		\$ 5,000.00
A DAY OF FASHION 2022		
South Australian Style Social Media Advertising Package	\$ 1,000.00	
Clockworks A1 & A0 Posters	\$ 164.00	
Queens Court Press A4 Posters	\$ 30.00	
Queens Court Press A4 Posters	\$ 800.00	
South Australian Style Full Page Print	\$ 1,500.00	
Solstice Media Full Page CityMag Print (September)	\$ 2,000.00	
Cocktail Revolution Advertising Package	\$ 1,000.00	
Jessica Dover Influencer Marketing with The Models	\$ 1,000.00	
In Conversation With Event Thank you Gift Cards	\$ 400.00	
Queens Court Press Tokens	\$ 105.00	
Solstice Media SA Life Digital Ad (September)	\$ 450.00	
Clockworks Bollard Wraps	\$ 690.00	
Digi-tale ADOF Content Creation	\$ 150.00	
Clem&Tea ADOF Branding & Design	\$ 5,505.00	
Solstice Media Digital Ads (October)	\$ 1,350.00	

CHRISTMAS 2022		
Adelady	\$	5,000.00
Christmas Style Series Fiona Roberts Stylist	\$	2,903.30
Christmas Style Series Photographer & Video Development	\$	4,840.00
Christmas Style Series Catering	\$	50.00
Blooms Flowers Christmas Wreath Workshop	\$	1,300.00
White Marquee Furniture Hire	\$	302.29
Dan Murphy's Christmas Wreath Workshop - Water & Ice	\$	28.98
Solstice Media Christmas on Parade	\$	4,000.00
Atlas Event & Party Hire Tables & Chairs for Memorial Gardens	\$	198.00
Clem&Tea Christmas on Parade Design	\$	2,385.00
TOTAL	\$	44,226.57
\$		16,400.00
Strategy 03 - Identity and Brand		
3.1 Sponsorship (11044.286.)		
\$9,500		
Sponsor U14 Norwood Basketball Club - National Championships	\$	2,000.00
Festive Gallery on Osmond Terrace (\$500 Parade Voucher & \$500 Charity of Winner)	\$	1,000.00
Burnside Hospital Foundation Gift Card for Raffle	\$	200.00
AFL Gather Round		\$ 14,000.00
TOTAL	\$	3,200.00
\$		14,000.00
3.2 Signage and Street Decorations		
\$50,000		
CHRISTMAS		
North Polar Christmas Decoration (Installation & Dismantle)	\$	10,829.50
Rawsons Electrical Christmas Decorations (Installation & Dismantle)	\$	618.00
Alexandra Bellas Christmas Mural Art	\$	9,000.00
White Marquee Bollards for 3m Star (Pageant Day)	\$	2,258.00
Village Gate Cube Fabrication	\$	4,800.00
Clockworks Art Installation Signage	\$	96.00
Clockworks A1 Christmas on Parade Posters	\$	94.00
Clockworks Christmas Banner Installation	\$	3,210.00
TOTAL	\$	30,905.50
\$		-
3.3 Merchandise		
\$1,000		
Add Value Wireless Orbit Chargers (68 qty)	\$	940.28
Merchandise & Screen Print	\$	51.77
Nowood Screen Printers Logo Print	\$	20.00
TOTAL	\$	1,012.05
\$		-
3.4 Competitions and Promotions		
\$50,000		
NPSP Gift Cards (4 x \$20)	\$	80.00
Love Local Instagram Competition Gift Cards (5 x \$100)	\$	500.00
The Parade Gift Card Carriers	\$	962.50
AFL Gather Round Social Media Competition Parade Gift Cards (10 x \$100)	\$	1,000.00
PARADE COMPETITION - Shop The Parade & Cruise Europe		
NPPC Spending Money		\$ 2,000.00
Travel Associates Flights & Accommodation		\$ 4,000.00
CBS Lottery License	\$	1,671.00
Graphic Design		\$ 3,000.00
Ochre Bin Wraps		\$ 10,000.00
Clockworks Bollard Wraps		\$ 1,000.00
Clockworks Decals Installation		\$ 650.00
Clockworks Decal Removal		\$ 190.00
Clockworks A1 Posters		\$ 150.00
Arte Grafica 5 x A4 Posters, 7,000 Postcards, 250 Tear Away Pads		\$ 1,280.00
Adshel Bus Shelters		\$ 5,038.00
SA Life Full Page Ad & Digital		\$ 3,850.00
Solstice Media		\$ 4,100.00
The Parade Social Media		\$ 2,000.00
Radio		\$ 4,530.00
Digitale Influencer Marketing	\$	3,750.00
Influencer Marketing Parade Gift Cards x 7	\$	395.00
FIFTY+SA	\$	1,600.00
TOTAL	\$	9,958.50
\$		41,788.00
Strategy 04 - Business Development		
4.2 Business Training & Networking (11044.33.)		
\$6,000		
Business Boost - Pitstop Marketing x4	\$	1,000.00
TOTAL	\$	1,000.00
\$		-

Strategy 05 - Administration		
5.1 Catering (11044. 110. 401)	Expenditure	Allocated
\$1,000		
NPPC Meeting May 2023		\$300.00
NPPC Meeting February 2023	\$ 289.10	
NPPC Meeting July 2022	\$ 144.55	
TOTAL	\$ 433.65	\$ 300.00
5.2 Print, Post and Distribution (11044. 110.)		
\$500		
Blue Tongue Parade Precinct Nomination Forms	\$ 458.40	
Clockworks A1 Posters for New NPPC Expressions of Interest	\$ 94.00	
Clem&Tea Parade Precinct Consultation Graphic Design	\$ 285.00	
Blue Tongue Distribution of Parade Annual Business Plan Consultation Material	\$ 378.78	
Queens Court Press Committee Member Name Tents x 11 kinds (2 of each so 22 in total)	\$ 330.00	
News Corp Advertisement in The Advertiser for NPPC Annual Business Plan Consultation	\$ 2,020.91	
TOTAL	\$ 3,567.09	\$ -
GRAND TOTAL	\$ 109,595.39	\$ 72,488.00

Attachment B

Progress on the Implementation of the 2022-2023 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
Website www.npsp.sa.gov.au



City of
**Norwood
Payneham
& St Peters**



Attachment C

Progress on the Implementation of the 2022-2023 Annual Business Plan

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City of
**Norwood
Payneham
& St Peters**

AFL Gather Round Feedback 2023

Businesses/ Traders

Hope you enjoyed the game Friday night. You guys put on a great show. Best Footy game I have been too. I will admit that I was mostly in the beer garden outside talking to random people.

Tomas Evan - The Engraving Crew

Great vibe on The Parade, well done

Aqua Boutique (Via Facebook)

We are absolutely thrilled to have Gather Round back for another 3 years. Kent Town (and our pub) was buzzing with people from all over the country and our College Road Restaurant booked out each night, plus our bars filling up with patrons. We're on board for another 3 successful years working with NPSP to achieve great results for Kent Town!

Bec Berg – Kent Town Hotel

There was a slight influx of people on Friday afternoon but not people really shopping. We didn't have anyone mention the sale for ticket holders. The same for Sunday. We did have a busy Saturday, however this may not of been because of the football, could have been our usual Saturday in the hiking season and school camps.

Juanita Sentance - Exurbia

Overall, we feel the whole event went well. We noticed an increase in traffic here on Friday, not so much on Sunday. Having a sale on for it was a great idea, if this goes ahead again next year hopefully I can get an answer back from my head office earlier so we can promote it more ready for the weekend.

Lauren – Kidstuff Norwood

Gather Round for the whole state was amazing, the city/suburbs were buzzing and everyone was talking about it, not just fans of footy.

From my point of view as a small business owner in the NPSP council area the event was great. It was a chance for me to be involved with the community and showcase my business to thousands of people whom not many knew I even existed.

I had many people asking questions and taking business cards which can only be good for future business.

The event ran smoothly largely thanks to those organising it and doing all the hard yards behind the scenes. I appreciate it was quite fluid at the beginning until the AFL made decisions but communication with me was spot on and I was always informed of changes. Both Friday and Sunday were fantastic (definitely got the pick of the weather), as far as sales went for me Friday was much busier (about 3:1) which is expected as people always drink more when there is no work the following day and the Sunday seemed to be much more family orientated.

Was great to see Anna, Claire, Tyson, and Skye (As well as the Mayor and CEO) on both days (some in a work capacity and others socially).

I couldn't fault the event and the organisation of it. I thank everyone for including my business and would jump at the chance to do the same next year if Norwood is to host more games.

Jed Coffey – Reform Distilling (local EWAT business and traded in the Memorial Gardens)

Honestly our shop was dead once the road was closed. Prior to the road closing it was busy. I actually think you guys did a great job promoting it and the event went off with a BANG. Next year I will try and work on promoting more on our end.

Abel Prasad – Prasads Home & Garden + Foliage Coffee

Thank you for your email and for the opportunity to be a part of the AFL Gather Round event. It was a pleasure to be involved in such an exciting event, and we were thrilled to see such a positive response from the community.

As for feedback, we would like to provide some comments on our experience during the event. We were happy with the level of participation and interest in our business during the event. However, we found that some attendees were not aware of the specific offers and activations we had available for the AFL Gather Round event, and we would recommend clearer post or signage in the future.

Overall, we are grateful for the opportunity to be involved in this event, and we look forward to the possibility of Norwood Oval hosting future matches in the AFL Gather Round.

We hope that our feedback will be useful in improving future events and promoting a positive experience for all participants. Thank you again for your support and for the opportunity to provide feedback.

Jerry Liu – Rain Modern Asian Bistro

Overall it was a good success for the State / Parade. We saw only a moderate lift in sales over the weekend. Post game Friday we got busy for 30 minutes punctuated by a lot of Fremantle / Gold Coast supporters (scarves / jumpers) in the restaurant.

That evening sales were approx. 15% higher than normal but hard to compare as it was the first weekend of school holidays. Saturday sales were flat. Sunday we had only a small increase over lunch and dinner approx. 5%.

We had very few (less than 5) take up the free chip offer. I thought the Parade itself should have had some consistent branding, bunting or similar for all retailers to display in their shop. Something "Gather Round on the Parade" unique to us, something for next year. I cant speak to the street activations as I didn't attend.

Tom McClure – Grill'd Norwood

A very good weekend and was great to see so many people around the Norwood area a great atmosphere for the area particularly after what was a slower Fringe season, trade was excellent for us more from the Friday game then the Sunday arvo game but definitely a lot of buzz around the venue.

Would be great to see if Norwood Oval could secure a Saturday slot in future years. We look forward to working with the council again to hopefully make the coming years bigger and better now that we know what to expect from such a great event.

Tim Hillier – Republic Norwood

I wanted to pass on my appreciation to you and the Norwood Payneham & St Peters Council on their efforts hosting the AFL Gather Round activation outside Norwood Oval last weekend.

Our craft beer business, The Suburban Brew, was given the opportunity to have a pop up stall as part of the activation and the response from the public to our beer and business was amazing.

We are only new to the council area and have invested heavily to open our new production brewery and taproom in Glynde. Since opening, the support from council, especially Tyson and Stacey from the economic development team and Anna, Sophie and Claire from the events team, has been fantastic for us and our opportunity to be a part of last weekend's activation was just another great example of that. Our business greatly appreciates the support!

Thank you again and we hope to be a part of other great events in the council area. If you would ever like to come for a tour of our brewery and maybe even a beer or two, please don't hesitate to get in contact.

Tony Dichiera – Suburban Brew

The weekend was good. Numbers were up, bookings were up. More activity before the games than after for us.

Nick – Bravo Norwood

The owners of the Colonist Hotel told me it was their best weekend EVER! (That's a big call).

Mayor Bria (anecdotal)

Tony Franzon (Bath Hotel) was very happy with patronage.

Mayor Bria (anecdotal)

Little Bang Brewing Company did well. The owners told me interstate visitors wanted something different to visiting a hotel and came before and after both matches.

Mayor Bria (anecdotal)

The Nourish'd Kitchen got smashed (in a good way) from the Friday to the Monday with lots of interstate visitors, many of whom stayed with family and friends in the local area.

Mayor Bria (anecdotal)

Indulgence (caterers) were engaged by the AFL to cater for its VIP functions in the Wolf Blass Community Centre at Norwood Oval for both matches (200 people at each function).

Mayor Bria (anecdotal)

Special Guests

It was a great event for Norwood and the kids loved the family friendly atmosphere and buzz of the crowd. It had a much better community atmosphere than any similar event at the Adelaide Oval, and walking straight out onto the Parade afterwards made everything feel simple and connected.

Michael Hegarty – DWP

A fantastic experience and a close match to boot. The vibe around Norwood was extraordinary and welcome.

Craig Dreyer – Volunteer

Grateful for the opportunity to go to the game. Thank you for the complimentary tickets.

It was a great set-up outside the stadium – it had a really good vibe. Inside the ground, as there were so many people, this created a great atmosphere.

When it comes to room for improvement, my feedback is to allow The Parade to be open to vehicles (besides just outside the stadium). I attended the game on Sunday afternoon, and it was so quiet and lacked the usual buzz without cars, etc.

Also, more toilet facilities on the next occasion will be appreciated by the patrons.

Simon Mechis – St Joseph's Payneham

Really enjoyed Sunday and seeing the oval at capacity, memories of the good old days of the SANFL.

Michael Livori – EHA

External activation was great and came out here at half time and ¾ time to enjoy some drinks and more laid-back atmosphere – congrats on this one

General vibe was great and appreciated shutting down The Parade

Internal catering was pretty poor. Only 2 bars for 15,000 people. The line-up was probably about 200m long

Alex Game – Landskap

I thought it was absolutely fantastic. When mingling in the crowd, I heard people from interstate talking about it and they were ecstatic with it all, all the days involved. Some Victorians said it was like every game in the Gather Round was like a Grand Final in Melbourne in September. The entertainment and activities for children was great too and appreciated by parents. Everyone was having fun and enjoying themselves. Roll on the next Gather Round - can hardly wait.

Anita Hamilton – Volunteer

Thanks for the tickets, the oval was looking great we really enjoyed the match and family atmosphere. We did notice that some people spent an entire quarter queueing for a drink - this could be improved.

Ray Yeulet – Volunteer

First of all, thank you kindly for providing the tickets to the game. It was an amazing experience and there was a lovely vibe around the ground. I went along with my ten year old son and we both had a terrific time!

Adam Slater – St Joseph’s Memorial School Norwood & Kensington

It was a wonderful afternoon The Norwood Oval looked great. We did the AFL proud Well done to everyone involved. And thank you kindly for the ticket.

Mark Barwick – Volunteer

Thank you for the kind invitation and Tickets for the AFL Gather Round at the Norwood Oval on Sunday 16th April 2023.

The Oval looked and was at its best from my long term experience; the weather conditions were excellent. This was matched by a quality hard fought close game that kept the crowd on edge and excited to the last minute.

We watched the match from the General Admission area to the North East near the scoreboard and were disappointed with the constant remainder of the 2/3 empty occupancy of the Western Stand that detracted from the otherwise quality atmosphere elsewhere.

Also the lack of a scoreboard or screen on the Western side for the benefit of the General Admission crowd to the Eastern would add to the viewing experience and crowd involvement.

Carlo Dottore

Other

How good is this gather round

Magpie Man (Via Facebook)

The Parade looked magnificent well done to all involved

Kym Roberts (Via Facebook)

Attachment D

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Attachment E

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City of
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Payneham
& St Peters**

STYLE

When it comes to style, The Parade has it all.

High quality fashion, unique labels, cutting edge hair and beauty. All the latest trends are on The Parade.

- ACCESSORIES
 - FASHION
 - FOOTWEAR
- HAIR & BEAUTY
- JEWELLERY



EXCLUSIVE OFFERS

LIVE

Everyday life is easy on The Parade.

Business, banking, shopping, postal, fitness, health, travel and more. Everything you need is all in the one place.

- ARCHITECTS & BUILDERS
- BANKS & CREDIT UNIONS
- EDUCATION, JOBS & TRAINING
 - FINANCE & LEGAL
 - FITNESS & WELLBEING
- FUNCTIONS & VENUE HIRE
- GOVERNMENT & COMMUNITY
 - MEDICAL & HEALTH CARE
 - POST & NEWSAGENCIES
- PROFESSIONAL SERVICES
- REAL ESTATE & PROPERTY
- REPAIRS, CLEANING & KEYS
- TRADE & AUTO SERVICES
 - TRAVEL AGENTS

Discover
The Parade



EXCLUSIVE OFFERS ON THE PARADE

TASTE

Taste and experience the many flavours of The Parade.

A premier destination for alfresco dining, gourmet delights, fresh, quality produce and an unbeatable culture.

- BAKERIES
- FRESH PRODUCE
- GELATO & ICE CREAM
- HOTELS & BARS
- LIQUOR MERCHANTS
- RESTAURANTS & CAFES
- TAKEAWAY



SHOP

Love shopping? Love The Parade.

Indulge in books, furniture, homewares, food, fashion, gifts, accessories and more. There is something for everyone on The Parade.

- BICYCLES & SPORTING GOODS
- FASHION & ACCESSORIES
- FLORISTS & PLANTS
- FURNITURE & HOME DÉCOR
- HOMEWARES, GIFTS & TOYS
- MUSIC, BOOKS & DVD'S
- PHONES & ELECTRONICS
- POST OFFICE & CHEMISTS
- SHOPPING CENTRES & MALLS
- SUPERMARKETS & GROCERIES
- VINTAGE, BUYING & SELLING

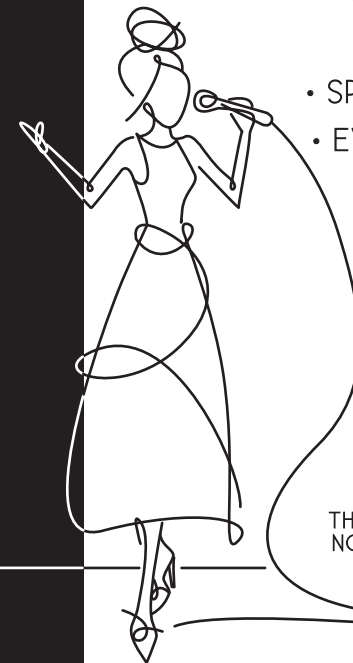


PLAY

There is always somewhere to play on The Parade.

Day or night, all year round, enjoy night life, playgrounds, sport, film, music, theatre, events and more. One precinct, endless fun.

- KIDS & PARENTS
- NIGHTLIFE
- SPORT & RECREATION
- EVENTS & FESTIVALS



THEPARADE
NORWOOD.COM

THE PARADE
NORWOOD



City of
Norwood
Payneham
& St Peters

Attachment F

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City of
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5.2 ENDORSEMENT OF THE DRAFT 2023-2024 NORWOOD PARADE PRECINCT ANNUAL BUSINESS PLAN

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 present to the Norwood Parade Precinct Committee (NPPC), the final *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan*, for final review and endorsement prior to the Council's consideration and approval at its meeting to be held on 5 June 2023.

BACKGROUND

At its meeting held on 21 February 2023, the Committee resolved the following:

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.*

The *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* was presented to the Council at its meeting held on 6 March 2023 and was subsequently released for consultation for a period of twenty-one (21) days.

The draft Plan is based on collecting \$215,000 in revenue through The Parade Separate Rate which is applied by the Council.

The *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* was released for consultation with The Parade Precinct business community from Monday, 20 March 2023 until Wednesday, 12 April 2023 and comments were invited via email, and in writing. One (1) submission has been received in relation to the Plan. A copy of the submission is contained in **Attachment A**.

A copy of the final *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* is contained in **Attachment B**.

FINANCIAL AND BUDGET IMPLICATIONS

The *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* is based on a total budget of \$215,000 which is the total amount that the Council will receive from The Separate Rate.

RESOURCE ISSUES

The *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* is reliant upon the collection of The Parade Separate Rate, and its implementation will be undertaken by the Council's Economic Development Unit with input and involvement from other Council staff, external contractors and the Norwood Parade Precinct Committee.

CONSULTATION

The *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* was released for consultation on Monday, 20 March 2023, with comments sought in writing by no later than 5.00pm, Wednesday 12 April 2023.

A letter was sent to all business and property owners within The Parade Precinct advising them of the Draft Plan and the consultation process. A poster was placed in The Parade lightbox in front of Nordburger and a notice was also placed in *The Advertiser* on the first day of the consultation period. In addition to this, information was published on the Council and The Parade websites and an Electronic Direct Marketing (EDM) advising The Parade traders of the consultation was also distributed to all businesses. Copies of the Draft Plan were also made available at the Norwood Town Hall.

In response, the Council received one (1) submission.

DISCUSSION

The submission which has been received has raised the following concerns regarding the appearance of The Parade and its operations:

- untidy and dirty streetscape;
- adding colour and appeal to The Parade (in particular from Sydenham Road to Fullarton Road) via things such as planter boxes; and
- parking (2-hour limits get abused - would suggest making it 1-hour parking).

As the Committee is aware, the Council is currently in the process of implementing The Parade Masterplan which will address the amenity and appeal issues which were raised. Similarly, the Norwood Parade Precinct Committee has focussed efforts to brighten the western section of The Parade by installing promotional material, such as bin decals on existing street assets. While planter boxes will deliver on instant change to the appearance of The Parade – they require a significant amount of ongoing maintenance and upkeep. The Norwood Parade Precinct Committee will continue to consider ways and initiatives to activate The Parade's western end from Osmond Terrace to Fullarton Road.

In terms of the car parking, the Council will take on board the comments received and ensure that this issue is better managed through better policing. In this respect, the span of the time limit is irrelevant. The issue relates to policing of the time limits. To this end, the Council's draft *2023-2024 Budget* contains a proposal to employ additional resources for this purpose.

Given that the focus of the submission is based on the amenity of The Parade and car parking, both of which are outside the scope of the *2023-2024 Norwood Parade Precinct Annual Business Plan*, it is recommended that no changes be made to the draft Annual Business Plan and on the allocation of funds.

Pursuant to the Terms of Reference 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 programmes and initiatives for the ensuing financial year and to assist in determining the funding requirements for consideration and approval by the Council.

A summary of how the Committee proposes to allocate the revenue received from The Separate Rate is outlined in **Table 1** below.

TABLE 1: NORWOOD PARADE PRECINCT COMMITTEE 2023-2024 ANNUAL BUSINESS PLAN

STRATEGY	BUDGET
<i>Events & Placemaking</i>	\$40,000
<i>Marketing & Communications</i>	\$70,000
<i>Identity & Brand</i>	\$90,000
<i>Business Support & Development</i>	\$11,000
<i>Administration</i>	\$4,000
TOTAL	\$215,000

OPTIONS

The Committee can endorse the draft Annual Business Plan contained in **Attachment B** and recommend to the Council that it be adopted. Alternatively, the Committee can amend or delete strategies and budget allocations and recommend the amended version to the Council for its approval.

CONCLUSION

A response will be provided to the business owner who has made the submission.

COMMENTS

Nil.

RECOMMENDATION

1. That the *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan*, as contained in **Attachment B**, be endorsed and recommended to the Council for its approval.
2. The Committee notes that a response will be provided to the property owner who made a submission.

Attachment A

Endorsement of the Draft 2023-2024 Norwood Parade Precinct 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
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City of
Norwood
Payneham
& St Peters

Tina Zullo

From: City of Norwood Payneham & St Peters <website@vps.npsp.sa.gov.au>
Sent: Monday, 10 April 2023 2:14 PM
To: Townhall; Economic Development & Strategy
Subject: City of Norwood Payneham & St Peters - Form submission: Draft NPPC Annual Business Plan

Draft NPPC Annual Business Plan form submission

First name Barbara

Last name Beadman

Contact email [REDACTED]

Business or property owner I own a business within the Parade Precinct

Comments I believe there are many issues on The Parade - extremely untidy and dirty with NO street appeal - especially down Sydneham Road to Fullarton Road - what would be wrong in adding some colour i.e. flowers in large pots etc. instant colour and appeal . Parking is also a problem at different times quite a few of the Business owners have little or no parking and as such 2 hour limits are abused - we would like to strongly suggest to change to 1 HOUR parking
Thanks for your time - Regards Gayle Beadman - Business Owner and Property Owner

View the full submission
https://www.npsp.sa.gov.au/admin/edit/form_record_154/3

Best Wishes
City of Norwood Payneham & St Peters

Community Well-being is...
Social Equity
Economic Prosperity
Cultural Vitality
Environmental Sustainability



City of
Norwood
Payneham
& St Peters



Attachment B

Endorsement of the Draft 2023-2024 Norwood Parade Precinct Annual Business Plan

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City of
Norwood
Payneham
& St Peters

2023—2024 DRAFT ANNUAL BUSINESS PLAN

Norwood Parade
Precinct



THE PARADE
NORWOOD



City of
Norwood
Payneham
& St Peters



VISION /

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.

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A Successful
Precinct

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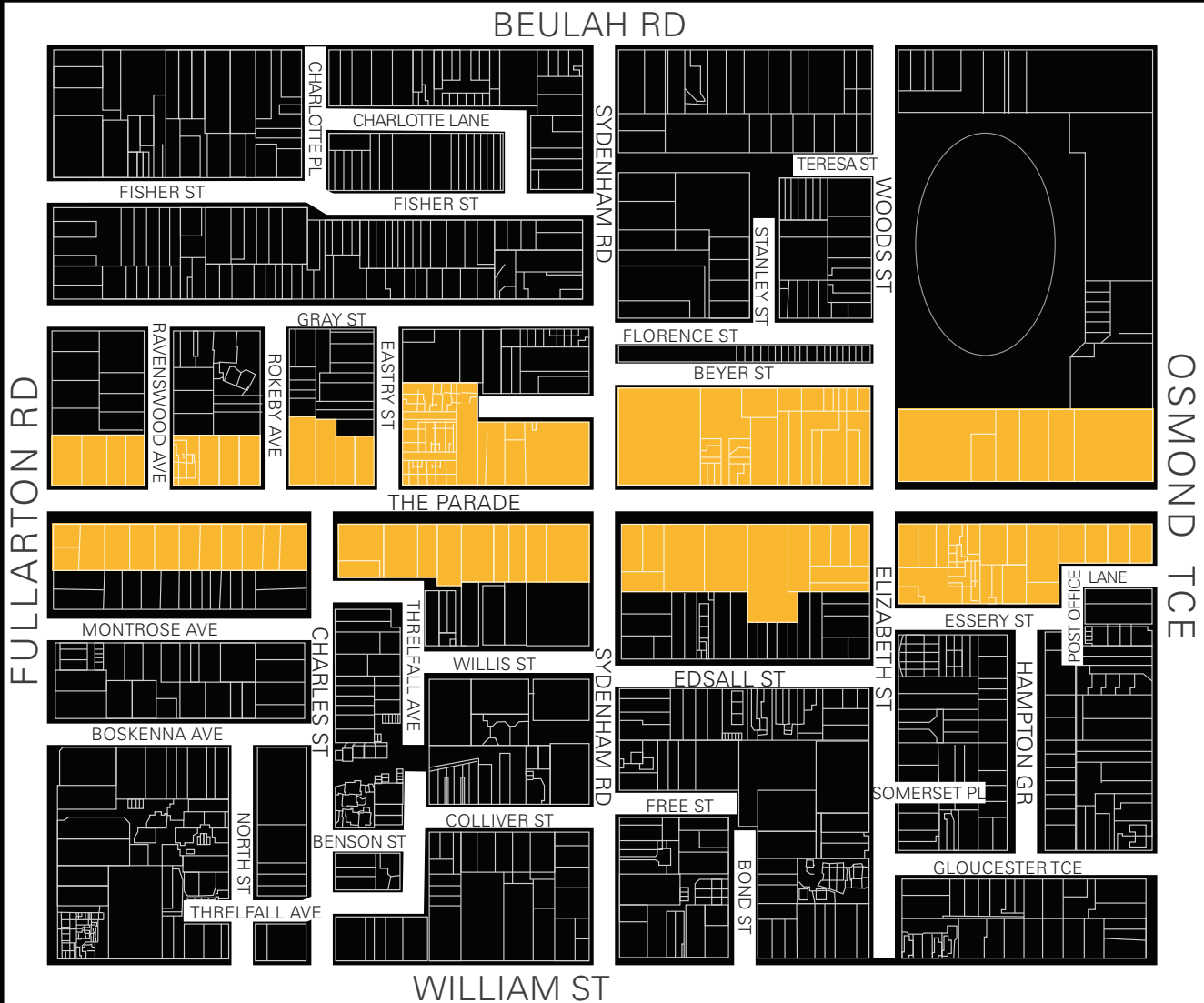
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Monitoring
& Reporting

OVERVIEW

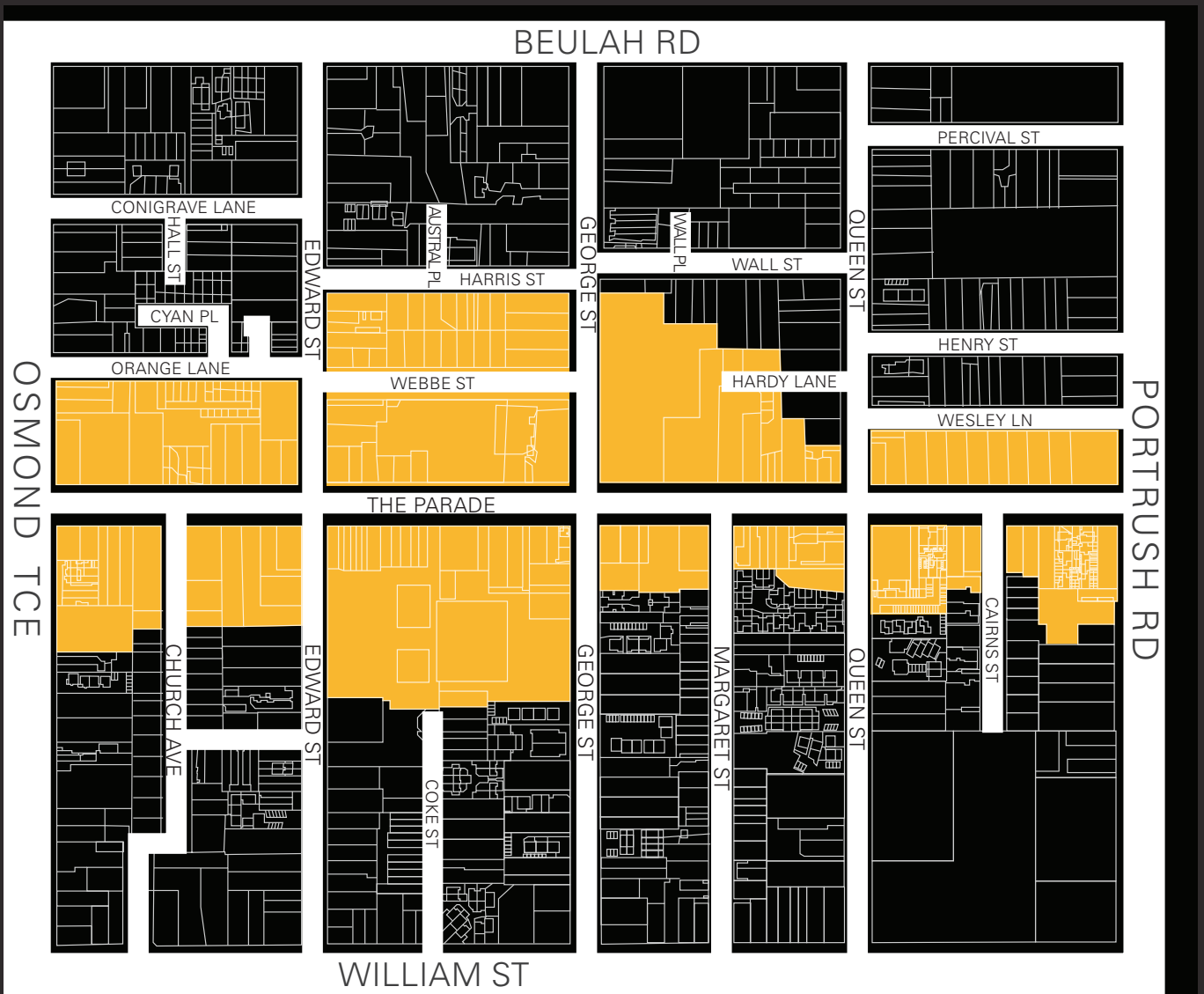
The City of Norwood Payneham & St Peters established the Norwood Parade Precinct Committee pursuant to Section 41 of the *Local Government Act 1999*. The Norwood Parade Precinct Committee is governed by Terms of Reference, which were adopted by the Council on 5 December 2022.

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



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

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





PURPOSE

The Norwood Parade Precinct Committee works to support, educate and facilitate a healthy, vibrant business community with an emphasis on placemaking for the enhancement of The Parade. At the heart of it, the Committee is tasked with helping to drive the economic prosperity of The Parade, Norwood.

The 2023–2024 Annual Business Plan outlines a series of objectives and strategies that will achieve The Parade’s overall vision.

OBJECTIVES

The objectives of the 2023–2024 Annual Business Plan are to:

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

A SUCCESSFUL PRECINCT

THERE ARE A NUMBER OF
ELEMENTS THAT WORK
TOGETHER TO CREATE
A SUCCESSFUL PRECINCT.



THE SIX KEY ELEMENTS THAT UNDERPIN THE PARADE'S SUCCESS ARE:



Diversity

A diverse mix of businesses including retail, services, dining and office spaces, with a healthy combination of day-time and night-time trade.



Local Economy

A strong connection to the local area, offering residents and visitor quality and convenience.



Identity

A unique character, history and value that is expressed in creative ways including marketing and events.



Drawcards

A number of drawcards that regularly bring in a large number of people, including sporting facilities, a supermarket, movie complex, restaurants and flagship retail stores.



Placemaking

Built infrastructure and landscaping that makes the place more attractive, inviting and encourage visitors to stay and play.



Accessibility

Footpaths, public transport linkages, car parking and clear signage that enables people to easily access the precinct.

BUDGET

The total budget for the 2023–2024 Parade Precinct Annual Business Plan is \$215,000 which is the amount the Council will collect through the Separate Rate.

The Separate Rate is charged to commercial property owners on The Parade, Norwood. The revenue collected is used for the purpose of marketing and promotion and enhancing business viability within The Parade Precinct.



BUDGET ALLOCATION

STRATEGY 01 - EVENTS & PLACEMAKING	\$40,000
---	-----------------

STRATEGY 02 - MARKETING & COMMUNICATIONS	\$70,000
---	-----------------

Website	\$5,000
Social Media	\$10,000
Advertising	\$55,000

STRATEGY 03 - IDENTITY & BRAND	\$90,000
---	-----------------

Sponsorship	\$5,000
Signage & Street Decorations	\$40,000
Merchandise	\$5,000
Competitions	\$40,000

STRATEGY 04 - BUSINESS SUPPORT & DEVELOPMENT	\$11,000
---	-----------------

Networking Events	\$3,000
Training & Workshops	\$4,000
Business Support	\$4,000

STRATEGY 05 - ADMINISTRATION	\$4,000
-------------------------------------	----------------

Catering	\$1,000
Precinct Documents	\$3,000

TOTAL	\$215,000
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STRATEGIES

Strategy 01 Events & Placemaking	11
Strategy 02 Marketing & Communications	12
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Strategy 04 Business Support & Development	14
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STRATEGY 01

EVENTS & PLACEMAKING



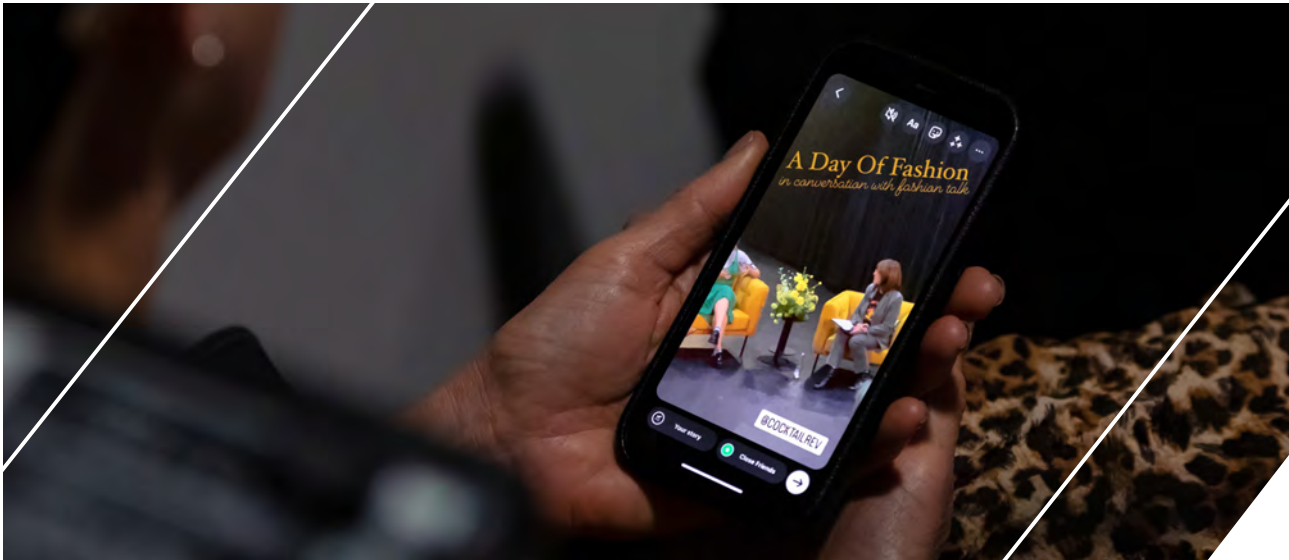
DEVELOP, DELIVER AND
SUPPORT MEANINGFUL
EXPERIENCES THAT CREATE
REMARKABLE MEMORIES
ON THE PARADE.

1.1 Support the Council's major events that are held on The Parade including but not limited to: Tour Down Under, Norwood Christmas Pageant, Art on Parade and the A Day of Fashion.

1.2 Support events, activations underpinned by collaboration between the Council, businesses and the local community.

STRATEGY 02

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.

2.1 Website

Continuously improve The Parade website and its functionality to maintain relevancy and engagement.

2.2 Social Media

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

2.3 Advertising

Develop and deliver advertising campaigns to promote The Parade across a wide variety of mediums to increase visitation and spending from Adelaide, Intra and interstate.

STRATEGY 03

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.

3.1 Sponsorship

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

3.2 Signage & Street Decorations

Install signage and street decorations to promote specific campaigns and events that are held within the Precinct.

3.3 Merchandise

Purchase environmentally friendly Parade branded merchandise and distribute to businesses and to community event attendees.

3.4 Competitions

Develop and deliver competitions for The Parade that engage businesses and encourage additional expenditure within The Parade Precinct.

STRATEGY 04

BUSINESS SUPPORT & DEVELOPMENT



CREATE A CONDUCTIVE
BUSINESS ENVIRONMENT
WHERE PEOPLE ARE ABLE
TO FLOURISH THROUGH
EDUCATION, TRAINING
AND NETWORKING.

4.1 Networking

Provide opportunities for business and property owners to build and strengthen relationships through networking forums and events.

4.2 Training & Workshops

Host business training and workshops, to educate the business community on a range of topics such as marketing, finance, business planning, wellbeing and leadership in business.

4.3 Business Support

Address and respond to the economic challenges caused by construction and development work within the Precinct. Specifically, support adjacent businesses directly impacted by developments through marketing and promotion.

STRATEGY 05

ADMINISTRATION



ENSURE THE ONGOING
AND EFFECTIVE
ADMINISTRATION OF
THE COMMITTEE.

5.1 Catering

Catering for Committee Meetings.

5.2 Precinct Documents

Develop, promote and consult on Committee documentation including, but not limited to Committee Membership and the Norwood Parade Precinct Annual Business Plan.

MONITORING & REPORTING

The Norwood Parade Precinct Annual Business Plan will be monitored and evaluated by the Council.

Progress reports on the implementation of this Plan, will be presented to the Norwood Parade Precinct Committee at each meeting.

Methods of measurement may include:

- Website and social media reports
- Visitation and attendance numbers at events
- Business participation in events and initiatives
- Analysis data from competition entries
- Level of spending within the Precinct
- Occupancy rates
- Written and verbal feedback received from businesses and the community



Visit Us

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Get Social With Us

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City of
Norwood
Payneham
& St Peters

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

7. **NEXT MEETING**
Tuesday 1 August 2023

8. **CLOSURE**