

Norwood Parade Precinct Committee Agenda & Reports

23 July 2024

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

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City of
Norwood
Payneham
& St Peters

19 July 2024

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 Hannah Waterson
- Mr Joshua Baldwin
- Mr Mario Boscaini
- Mr Michael Zito
- Mr Rik Fisher
- Mr Tom McClure

Staff

- Mario Barone (Chief Executive Officer)
- Claire Betchley (Manager, Marketing & Place Activation)

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 23 July 2024, commencing at 6.30pm

Please advise Claire Betchley on 83664582 or email cbetchley@npsp.sa.gov.au, if you are unable to attend this meeting or will be late.

Yours faithfully



Mario Barone
CHIEF EXECUTIVE OFFICER

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

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City of
**Norwood
Payneham
& St Peters**

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VENUE Mayors Parlour, Norwood Town Hall

HOUR

PRESENT

Committee Members

Staff

APOLOGIES Cr Sue Whittington

ABSENT

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. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 30 APRIL 2024

2. PRESIDING MEMBER'S COMMUNICATION

3. NORWOOD PARADE PRECINCT NEWS

Committee Members to report on news from the Precinct.

4. STAFF PRESENTATIONS

- The Project Manager, City Projects will be providing an update to the Committee on the George Street Upgrade Project.
- The Manager, Marketing & Place Activation will be making a presentation to the Committee on the 2025 AFL Gather Round.

5. STAFF REPORTS

5.1 ANNUAL SHOPPING COMPETITION 2024

REPORT AUTHOR: Manager, Marketing & Place Activation
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4582
FILE REFERENCE: qA69610
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to update the *Norwood Parade Precinct Committee*, on the outcomes of the Annual Shopping Competition.

BACKGROUND

At its meeting held on Tuesday 24 October 2023, the Committee endorsed the following:

- 1. That the Committee recommends that a motor vehicle be progressed as the major prize for the Norwood Parade Precinct Annual Shopping Competition 2024.*
- 2. That a local holiday up to the value of \$10,000 be offered as the second prize.*
- 3. That \$1,200 be allocated for twelve (12) \$100 Parade Gift Card prizes to be drawn over the course of the Norwood Parade Precinct Annual Shopping Competition 2024.*

Subsequent to the Committee meeting, Jarvis Ford at Trinity Gardens were secured to sponsor the major prize for the Norwood Parade Precinct Annual Shopping Competition, which was a Ford Puma ST-Line.

Council Staff secured Sequoia Lodge and Prancing Horse Luxury Driving Experience, as second prize of a stay for 2 people and a Driving Experience.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

CityPlan 2030: Shaping Our Future

Outcome 3: Economic Prosperity – A Dynamic and thriving centre for business and services.

Objective 3.2: Cosmopolitan business precincts contributing to the prosperity of the City.

- Strategy 3.2.3 Promote the City as a visitor destination.*

Economic Development Strategy 2021-2026

Dynamic & Diverse City: Support the growth and viability of the City's business sectors based on their competitive strength and strategic priority.

- Action 1.1.11: Continue to deliver marketing programs utilising a variety of channels to reinforce the position of the City as a leading and preferred retail destination.*
- Action 1.1.13: Continue to work in partnership with the business owners and property owners within the City's retail precincts to encourage greater consumer spending in the Retail sector.*

Destination City: Increase the number of people who live, work and visit the City to enhance the community.

- 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.*

2023-2024 Norwood Parade Precinct Annual Business Plan

Strategy 3.4 – Competitions: Develop and deliver competitions for The Parade that engage businesses and encourage additional expenditure within The Parade Precinct.

FINANCIAL AND BUDGET IMPLICATIONS

As previously endorsed at the Committee meeting held 24 October 2023, all costs associated with the competition, as well as all of the associated marketing and promotion, are funded through the 2023-2024 Norwood Parade Precinct Annual Business Plan.

To this end, at the Committee meeting held on 24 October 2023, the Committee resolved the following:

4. *That the Committee allocates up to \$65,000 in total for the major Norwood Parade Precinct Annual Shopping Competition 2024, comprising of \$50,000 from the "Identity & Brand – Competitions" and \$15,000 from the "Marketing & Communications – Advertising" budgets. This budget is inclusive of a financial contribution towards the major prize (if applicable), all operational elements and all marketing and promotion associated with the competition.*

RISK MANAGEMENT

Not Applicable.

DISCUSSION

The *Shop to Win* competition concluded on Sunday 16 June 2024. The winner was drawn at midday on Thursday 20 June by Norwood Parade Precinct Member, Mario Boscaini, in the presence of a Justice of the Peace and Council staff.

This competition is designed to attract visitation and expenditure to The Parade. To enter the competition, a minimum of \$25 was required to be spent at any business located within the Parade Precinct and an online entry had to be submitted, including a valid image of the purchase receipt.

Throughout the duration of the six (6) week competition, 4,509 entries were received at an average of 107 entries per day. Noting that over 1,000 entries were submitted in the last 2 days of the Competition.

During this period, a direct expenditure of \$562,996.80 was recorded at 213 businesses within The Parade Precinct. This is an increase from the 2023 Competition, which recorded a spend of \$482,327.73 at 159 businesses.

In comparison to other competitions that have been previously run, the *Cruise Europe* and the *Win a FIAT 500 on The Parade* competitions had an average of 67.7 and 100.3 entries per day, respectively. The *Cruise Europe* Competition resulted in a direct expenditure of \$482,327.73 at 159 businesses within The Parade Precinct.

At its meeting held 24 October 2023, the Committee endorsed a major prize with a second and third prize. Therefore, when a visitor to The Parade Precinct spends \$25 or more at any Parade Precinct business, they can enter online for a chance to win one (1) of three (3) competition prizes. The first prize would be the major prize and would be the prize with the highest value, with the subsequent prizes declining in value.

The winner of the first prize was Gail Casey of Norwood, who made a valid purchase at Chemist Warehouse.

The winner of the second prize was Melissa Colombo also of Norwood, who made a valid purchase at the National Pharmacies.

This year's competition also saw additional prizes that were drawn each week, gifting a Parade Gift Card with a value of \$100 for two (2) winners a total of 12 gift cards were awarded.

Data from the entries included the following:

Businesses with the most entries

1. Norwood Foodland (728)
2. Coles (392)
3. Chemist Warehouse (166)
4. Dillons Bookshop (139)
5. National Pharmacies (95)
6. Aqua Boutique (87)
7. Priceline Pharmacy (70)
8. Country Road (68)
9. Gazman (58)
10. Peter Alexander (56)

Age Demographic of the entrants

- 18-24 - 91
- 25-34 - 298
- 35-44 - 554
- 45-54 - 1076
- 55 and over – 1677

Given the value of the prizes that were on offer, this competition was widely marketed and promoted in the following ways:

- radio (Southern Cross Austereo and ListenR app);
- solstice Media (InDaily and CityMag);
- Council eNewsletters;
- Council website;
- Parade website;
- various social media platforms;
- footpath decals;
- bin wraps;
- bollard wraps;
- on-street posters; and
- tear away pads which were positioned at every business.

OPTIONS

A number of competitions have been conducted over the past seven (7) years. In developing the range and type of competitions, a number of factors have been considered, including but not limited to – the prize, the time of year and the duration of the competition.

In respect to future competitions, it is recommended that the following be taken into consideration:

• **Timing of the competition**

It is proposed to continue to run the competition for six (6) weeks with the dates based on a few factors such as:

- a. The Competition can run earlier and end during the weekend of the *AFL Gather Round* April 2025 (Monday 3 March – Sunday 13 April); or
- b. The Competition can run during similar timing as per recent years (Monday 5 May – Sunday 15 June).

The recommendation to change the date, is based on the injection of money spent on The Parade during the weekend of the *AFL Gather Round*, which will contribute to overall spend for the Competition and based on the proposed option for prizes such as shown below, if the option of a travel/holiday prize from a Parade business, additional expenditure is expected.

- **Prizes**

The majority of prizes for the competition have been arranged through businesses within The Parade Precinct, except for the competitions conducted in 2022 and 2024, when the Committee resolved to pursue a car as the prize for the competition specifically a FIAT 500 and the second prize in 2024, a stay in the well-regarded Sequoia Lodge in Crafers.

Council staff will research options for the 2025 competition, as competition has been endorsed as part of the Parade Annual Business Plan.

The budget allocation for the 2025 Competition is \$50,000.

Depending on the timing of the competition, the prize will need to be determined keeping in mind that if it is conducted during the *AFL Gather Round*, transporting a car or object may incur additional logistics.

If a travel prize is selected, it is recommended that all four (4) travel agents located within The Parade Precinct (Helloworld, Phil Hoffmann, Top Deck Travel and Travel Associates Norwood) be approached for an international flight/travel package.

- **Budget**

The Committee endorsed a total of \$50,000 towards the Competition prizes with an additional \$15,000 to promote the competition. The overall spend was \$58,402.41 for the 2024 competition, including marketing, promotional material, the Trade Promotion License and purchase of the car from Jarvis Ford. The Holiday package with Sequoia Lodge Stay for 2 people and a Luxury Driving Experience was kindly donated at no cost.

CONCLUSION

There are still a number of discussions and tasks that need to be addressed, resolved and delivered to enable the next competition to proceed. On this basis, it is recommended that the competition details are agreed to so that Council staff can commence research before the next Norwood Parade Precinct Committee meeting.

COMMENTS

Nil.

RECOMMENDATION

1. That the report be received and noted.
2. That the next Parade Precinct competition be conducted from Monday 3 March 2025 – Sunday 13 April 2025, to coincide with the *2025 AFL Gather Round* weekend.
3. That marketing and promotion options, including a budget, be presented to the Committee at its next meeting on Tuesday 25 November 2024.

5.2 SUMMARY OF EXPENDITURE OF THE 2023-2024 ANNUAL BUSINESS PLAN & 2024-2025 BUDGET ALLOCATION

REPORT AUTHOR: Manager, Marketing & Place Activation
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4582
FILE REFERENCE: qA155814
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee with a summary of expenditure associated with the *2023-2024 Norwood Parade Precinct Annual Business Plan* and Budget.

BACKGROUND

At its meeting held on 30 April 2024, the Committee considered and endorsed the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* and the continuation of the Norwood Parade Precinct Separate Rate and resolved to recommend its endorsement to the Council.

The final *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* and the continuation of the Norwood Parade Precinct Separate Rate was presented to the Council for its endorsement at its meeting held on 1 July 2024.

For the 2024-2025 financial year, the amount that will be raised through the Separate Rate is \$225,000.

A copy of the of the *2024-2025 Norwood Parade Precinct Annual Business Plan* is contained in **Attachment A**.

DISCUSSION

Shop to Win: Annual Parade Precinct Competition – 2023-2024

Each financial year the Norwood Parade Precinct conducts a shopping competition designed to encourage greater visitation and expenditure at businesses within The Parade Precinct.

For the 2023-2024 financial year, the prizes were set as follows:

- 1st Prize: Ford Puma from local City of Norwood Payneham & St Peters business, Jarvis Ford;
- 2nd Prize: Holiday package for two (2) at Sequoia Lodge, with Prancing Horse driving experience included; and
- Weekly Prizes: 2 winners x \$100 Parade Gift Cards per week for the duration of the competition.

These prizes were endorsed by the Norwood Parade Precinct Committee, with details negotiated and finalised by Council Staff.

On Sunday, 16 June 2024, the *Shop to Win* competition came to an end with a high direct expenditure recorded. Please refer to Agenda Item 2 for the full report on the 2024 Competition.

TABLE 1: COMPETITION STATISTICS

Campaigns	Direct Expenditure	Entries Per Day (average)
<i>Shop to Win</i>	\$562,996.80	107
Shop The Parade & Cruise Europe	\$482,327.73	67.7
Win a FIAT 500	\$514,039.53	100.3
Win \$15,000 of Parade Prizes	\$271,283.55	62
Summer in Sorrento	\$502,844.33	103.5

Budget

As at 30 June 2023, \$83,839.46 remained unspent in the 2022-2023 Norwood Parade Precinct Budget and as a result this amount was carried forward to the 2023-2024 financial year. The total available budget for 2023-2024 was therefore \$298,839.46.

A breakdown of the distribution of the 2023-2024 Budget is outlined in Table 2 below.

TABLE 2: SUMMARY OF EXPENDITURE AND ALLOCATION OF FUNDS FOR THE 2023-2024 BUDGET

Strategies	Expenditure	Allocation
Events & Placemaking	\$26,000	\$40,000
Marketing & Communication	\$123,000	\$70,000
Identity & Brand	\$147,000	\$90,000
Business Support & Development	\$1,100	\$11,000
Administration	\$790	\$4,000
Total	\$297,890.00	\$215,000
		(\$298,839.46 including carry forward of \$83,839.46)

At its meeting held on Tuesday 30 April 2024, the *Norwood Parade Precinct Committee* resolved the following allocation for the *2024-2025 Norwood Parade Precinct Budget* outlined in Table 3:

TABLE 3: ALLOCATION OF FUNDS FOR THE NORWOOD PARADE PRECINCT 2024-2025 BUDGET

Strategies	Allocation
Events & Placemaking	\$35,000
Marketing & Communication	\$70,000
Identity & Brand	\$110,000
Business Support & Development	\$5,000
Administration	\$5,000
Total	\$225,000

A report recommending how this funding will be allocated to various initiatives will be provided to the Committee at a special meeting which will be coordinated with Committee members.

RECOMMENDATION

That the report be received and noted.

Attachment A

Summary of Expenditure of the 2023-2024 Annual Business Plan & 2024-2025 Budget Allocation



2024–2025

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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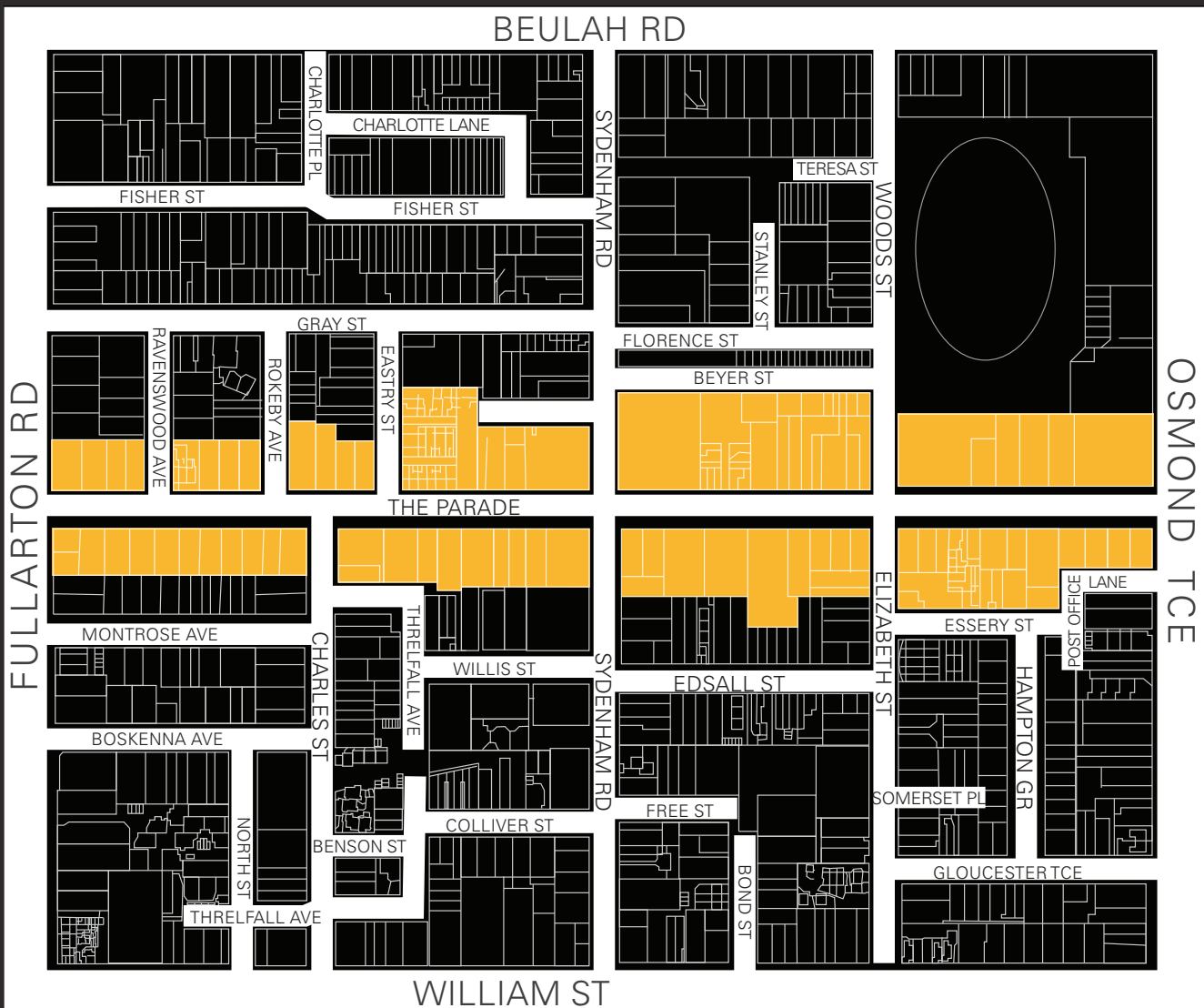
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Monitoring
& Reporting

OVERVIEW

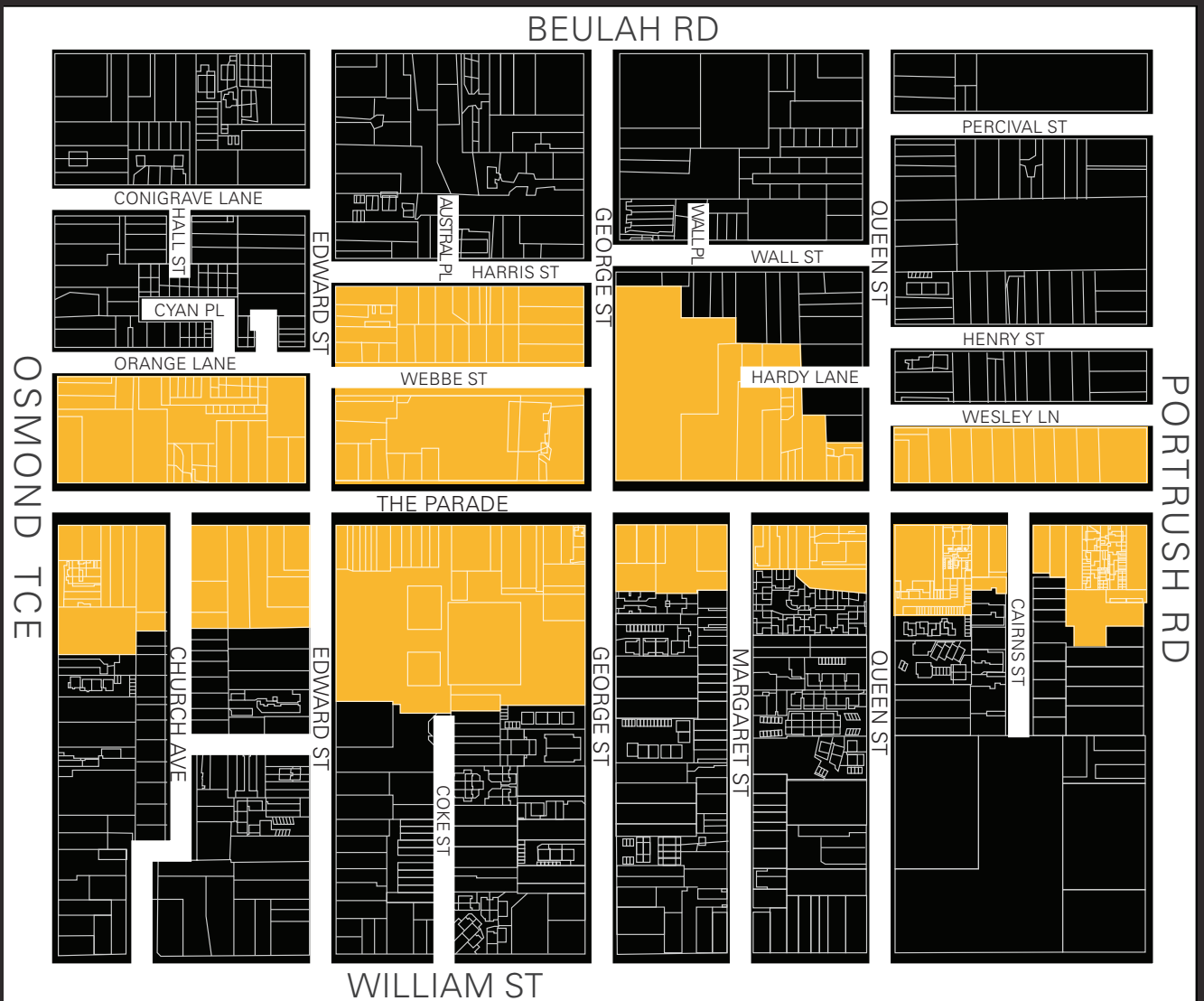
The City of Norwood Payneham & St Peters established the Norwood Parade Precinct Committee pursuant to Section 41 of the *Local Government Act 1999*. The Norwood Parade Precinct Committee is governed by Terms of Reference, which were adopted by the Council on 5 December 2022.

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 2024–2025 Annual Business Plan outlines a series of objectives and strategies that will achieve The Parade’s overall vision.

OBJECTIVES

The objectives of the 2024–2025 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 2024–2025 Parade Precinct Annual Business Plan is \$225,000 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	\$35,000
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STRATEGY 02 - MARKETING & COMMUNICATIONS	\$70,000
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Website	\$2,500
Social Media	\$20,000
Advertising	\$47,500

STRATEGY 03 - IDENTITY & BRAND	\$110,000
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Signage & Street Decorations	\$45,000
Merchandise	\$5,000
Competitions	\$60,000

STRATEGY 04 - BUSINESS SUPPORT & DEVELOPMENT	\$5,000
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Training & Workshops	\$3,000
Other	\$2,000

STRATEGY 05 - ADMINISTRATION	\$5,000
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TOTAL	\$225,000
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STRATEGIES

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STRATEGY 01

EVENTS & PLACEMAKING



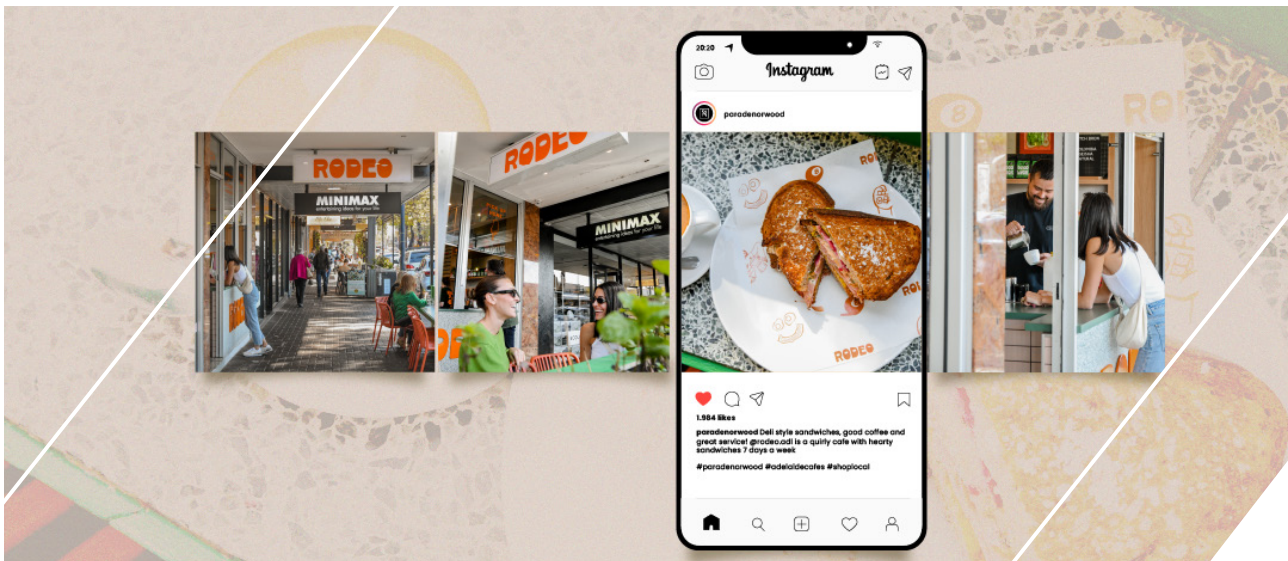
DEVELOP, DELIVER AND
SUPPORT MEANINGFUL
EXPERIENCES THAT CREATE
REMARKABLE MEMORIES
ON THE PARADE.

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 A Day of Fashion.

1.2 Support events and 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 Signage & Street Decorations

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

3.2 Merchandise

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

3.3 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 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.

4.2 Other

Provide additional support to businesses within the Precinct as necessary.

STRATEGY 05

ADMINISTRATION



ENSURE THE ONGOING
AND EFFECTIVE
ADMINISTRATION OF
THE COMMITTEE.

5.1 Catering for Committee Meetings.

5.2 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

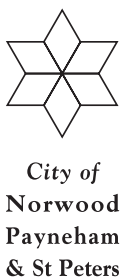
City of Norwood Payneham & St Peters
Economic Development & Strategy
175 The Parade, Norwood
theparadenorwood.com

Get Social With Us

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/TheParadeNorwood

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Telephone 8366 4555
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Website www.npsp.sa.gov.au
Socials  /cityofnpsp  @cityofnpsp



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

7. **NEXT MEETING**
Tuesday 1 October 2024

8. **CLOSURE**