

Norwood Parade Precinct Committee Minutes

29 November 2016

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

Page No.

1.	APPOINTMENT OF PRESIDING MEMBER.....	1
1.1	APPOINTMENT OF A PRESIDING MEMBER FOR THE NORWOOD PARADE PRECINCT COMMITTEE	2
2.	CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 11 OCTOBER 2016.....	4
3.	PRESIDING MEMBER'S COMMUNICATION	4
4.	NORWOOD PARADE PRECINCT NEWS.....	4
5.	STAFF REPORTS.....	4
5.1	2017 SCHEDULE OF MEETINGS FOR THE NORWOOD PARADE PRECINCT COMMITTEE	5
5.2	PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2016-2017 ANNUAL BUSINESS PLAN.....	7
6.	OTHER BUSINESS.....	11
7.	NEXT MEETING.....	11
8.	CLOSURE	11

VENUE Mayors Parlour, Norwood Town Hall

HOUR 6.17pm

PRESENT

Committee Members Mayor Robert Bria (Presiding Member)
Cr Lucy Marcuccitti
Cr Christel Mex
Cr Paul Wormald (entered the meeting at 6.27pm)
Cr Sue Whittington
Ms Annie Lovejoy
Mr Tom McClure
Mr Terry Dalkos
Ms Frances Spyrou
Mr Ian King
Mr Luke Richards
Mr Michael Roxas

Staff Lisa Mara (General Manager, Governance & Community Affairs)
Keke Michalos (Acting Manager, Economic Development & Strategic Projects)
Monique Warren (Economic Development Co-ordinator)
Thea Petros (Economic Development Co-ordinator)

APOLOGIES Mr Mario Boscaini

ABSENT Nil

TERMS OF REFERENCE:

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

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

1. APPOINTMENT OF PRESIDING MEMBER

1.1 APPOINTMENT OF A PRESIDING MEMBER FOR THE NORWOOD PARADE PRECINCT COMMITTEE

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: S/01916
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to provide the Committee with information to assist with the appointment of a Presiding Member.

BACKGROUND

Section 41(4) of the *Local Government Act 1999* (the Act), states that *the Council must appoint a person as the Presiding Member of a Committee, or make provision for the appointment of a Presiding Member.*

In respect to the Norwood Parade Precinct Committee, the Council has determined that the Committee will appoint a Presiding Member in accordance with the Terms of Reference (contained in **Attachment A**).

In respect to the appointment of the Presiding Member, the Committee's Terms of Reference state that:

4.1 *The Presiding Member of the Committee will be appointed by the Committee at the first meeting of the Committee.*

4.2 *The Committee will appoint one (1) of the Elected Member Representatives as the Presiding Member.*

As such, the Committee is required to appoint either the Mayor or one of the four (4) Elected Members currently on the Committee, as the Presiding Member at this meeting.

FINANCIAL AND BUDGET IMPLICATIONS

There are no financial or budget implications associated with the appointment of a Presiding Member.

DISCUSSION

The primary role of the Presiding Member is to ensure that the Committee meetings are conducted in a proper and orderly manner and to act as the spokesperson on behalf of the Committee. The Presiding Member must be impartial, provide leadership and ensure that the opinion of the Committee during Meetings, where items are considered, is properly resolved. In order to do this, the Presiding Member must understand his or her authority, know the rules and give clear direction at meetings. It should be noted that Council staff will be present at meetings to assist with relevant legislative and meeting procedures and to provide advice generally.

The Presiding Member may also be required to:

- encourage new or inexperienced members to contribute their views to the debate;
- discourage any members from monopolising or dominating discussions;
- assist members to express their intentions clearly;
- make sure the discussions are centred on issues and not personalities;
- stop any aside discussions or interruptions while a member is speaking; and
- take advice from the Council Staff or refer to the Act or Regulations in relation to correct meeting procedure.

In addition the Committee's Terms of Reference state that the role of the Presiding Member will include:

- 4.4.1 *overseeing and facilitating the conduct of meetings in accordance with the Act and the Local Government (Procedures at meetings) Regulations 2000;*
- 4.4.2 *ensuing all Committee Members have an opportunity to participate in discussions in an open and encouraging manner; and*
- 4.4.3 *where a matter has been debated significantly and no new information is being discussed to call the meeting to order and ask for the debate to be finalised and the motion to be put.*

The Presiding Member of the Norwood Parade Precinct Committee has a deliberate vote, but not a casting vote. This means that the Presiding Member must vote at the same time that all of the other Committee Members vote. The Presiding Member, along with all Committee Members, must vote on all items for which they are present at the meeting. The Presiding Member cannot put an issue to the vote, wait to see the result and then exercise his/her vote.

Given that the Council has appointed the Members to the Norwood Parade Precinct Committee from 7 November 2016 until 31 October 2018, it is recommended that the term of appointment for the Presiding Member be consistent with the term of the Committee and that it also expire on 31 October 2018. However, it is at the discretion of the Committee to specify the term, should the Committee choose to initiate a term which expires prior to the 31 October 2018.

The method of voting to elect the Presiding Member will be a show of hands. In the event of two (2) candidates being nominated for the position of Presiding Member, the method of voting shall be simple majority (or as it is otherwise known first past the post). In the event that three (3) or more candidates are nominated for Presiding Member, the method of voting will be bottom up lowest vote elimination, until two (2) candidates remain. The candidate with the highest number of votes will be elected. In the event of there being a tie in the election of a Presiding Member, the matter is to be decided by the drawing of lots.

COMMENTS

Mayor Bria held the position of Presiding Member over the last term of the Committee (February 2015 - October 2016) and has indicated an interest to continue in that role.

RECOMMENDATION

That pursuant to Section 41(4) of the *Local Government Act 1999*, _____ be appointed to the position of Presiding Member for the City of Norwood Payneham & St Peters' Norwood Parade Precinct Committee, for a term expiring on 31 October 2018.

Cr Whittington moved:

That pursuant to Section 41(4) of the Local Government Act 1999, Mayor Robert Bria be appointed to the position of Presiding Member for the City of Norwood Payneham & St Peters' Norwood Parade Precinct Committee, for a term expiring on 31 October 2018.

Seconded by Cr Marcuccitti and carried unanimously.

2. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 11 OCTOBER 2016

Ms Annie Lovejoy moved that the minutes of the Norwood Parade Precinct Committee meeting held on 11 October 2016 be taken as read and confirmed. Seconded by Cr Marcuccitti and carried unanimously.

3. PRESIDING MEMBER'S COMMUNICATION

Nil

4. NORWOOD PARADE PRECINCT NEWS

Nil

Short Term Suspension of Proceedings

At 6.22pm the Presiding Member, with the approval of all of the Committee Members present, suspended the meeting procedures pursuant to Regulation 20(1) of the Local Government (Procedures at Meetings) Regulations 2013, to enable a briefing session by Mr Michael Kelledy of Kelledy Jones Lawyers to be conducted.

Cr Wormald entered the meeting at 6.27pm.

Resumption of Proceedings

At 6.43pm proceedings resumed.

5. STAFF REPORTS

5.1 2017 SCHEDULE OF MEETINGS FOR THE NORWOOD PARADE PRECINCT COMMITTEE

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: S/01916
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to provide the Committee with the proposed Schedule of Meetings for 2017.

BACKGROUND

In respect to Meetings, the Terms of Reference state that:

8.3 The Norwood Parade Precinct Committee shall meet six (6) times in every calendar year, at a place to be determined by the Chief Executive Officer and then on such dates and at such times as determined by the Precinct Committee.

The purpose of this report is to present the proposed Schedule of Meetings for the 2017 calendar year to the Committee.

DISCUSSION

In accordance with the Terms of Reference, the Acting 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 future meetings of the Committee commence at 6.15pm on the last Tuesday of every odd month. Based on this proposal and the need to hold six (6) meetings within every calendar year, it is suggest that the schedule of meetings outlined in the table below, be approved by the Committee.

NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2017

Meeting	Date	Start Time
1	Tuesday 28 February 2017	6.15pm
2	Tuesday 28 March 2017	6.15pm
3	Tuesday 30 May 2017	6.15pm
4	Tuesday 25 July 2017	6.15pm
5	Tuesday 26 September 2017	6.15pm
6	Tuesday 28 November 2017	6.15pm

RECOMMENDATION

That the Schedule of Meetings for the 2017 calendar year outlined in this Report, be approved.

Mr Michael Roxas moved:

That the Schedule of Meetings for the 2017 calendar year outlined in this Report, be approved.

Seconded by Mr Terry Dalkos and carried unanimously.

5.2 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2016-2017 ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: S/01916
ATTACHMENTS: A - D

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee with a progress report on the implementation of the 2016-2017 Annual Business Plan.

BACKGROUND

At its meeting held on Tuesday 31 May 2016, the Committee endorsed the Draft 2016-2017 Annual Business Plan for the Norwood Parade Precinct and resolved to forward it to the Council for its endorsement. Subsequently, the Council endorsed the Annual Business Plan at its meeting held on Monday 6 June 2016, as being suitable for implementation.

Since the endorsement of the Annual Business Plan, investigations have commenced and progressed in respect to a number of the deliverables. This report provides an update of the key strategies and deliverables that have been progressed by staff. A summary of the overall budget and expenditure to date is contained in **Attachment A**.

DISCUSSION

1. STRATEGY: EVENTS & PROGRAMS

1.1 EVENTS & FESTIVALS

1.1.1 PARADES ON NORWOOD PARADE

The 2016 *Adelaide Fashion Festival* was held between Thursday 20 October and Sunday 23 October 2016. As part of the *Adelaide Fashion Festival* program, the Council hosted the annual *Parades on Norwood Parade* event which took place on Sunday 23 October 2016, commencing at 11.00am and concluding at 4.00pm. The event was held on The Parade, Norwood, between Edward Street and Queen Street.

The event showcased The Parade, Norwood as Adelaide's leading fashion and shopping retail destination and featured a series of fashion parades, an outdoor catwalk, a VIP High Tea, the Norwood Fashion and Design Market, live music and family entertainment.

This year, a total of twenty-seven (27) Parade retailers participated in one of the three (3) fashion parades on the day which is consistent with the level of participation in the 2015 event.

To determine the impact of the event with respect to patrons and local traders, staff engaged Greenhill Research and Planning to undertake Market Research at the event. A copy of the Evaluation Report is contained in **Attachment B**.

1.1.2 NORWOOD CHRISTMAS PAGEANT

The *Norwood Christmas Pageant* will be held on Saturday 26 November 2016 from 10.00am and will take place on The Parade, Norwood (between Woods Street and Queen Street).

A total of eight (8) Parade businesses are participating in the event by either walking in the Pageant route or sponsoring the event with in-kind support.

The event attracts in excess of 20,000 spectators who attend and enjoy the colourful floats, music and entertainment including live bands, clowns, dancers and fairies.

1.1.3 SANTOS TOUR DOWN UNDER

In 2017, the Council will host the Stage 4 Start of the *Santos Tour Down Under*. The Council will also be hosting the *Bupa Challenge* in 2017, which will take place prior to the Stage 4 Start.

The event will be held on Friday 20 January 2017 with the *Bupa Challenge* commencing at 7.00am and the Official Race Start commencing at 11.30am.

In addition to the above and following on from the success of the 2016 event, the Council will also be hosting the *Norwood on Tour Street Party* on Thursday 19 January 2017 from 5.00pm to 10.00pm. This event will be held on The Parade, Norwood (between George Street and Edward Street) and will feature licensed outdoor alfresco dining, live and roving entertainment, children's rides and activities.

A total of thirteen (13) Parade businesses have expressed their interest in hosting a food and/or beverage stall as part of the 2017 *Norwood on Tour Street Party*. Based on this number, staff took the opportunity to invite other local food and/or beverage businesses within the Council area to participate in the event and have sourced an additional six (6) businesses to add to the event offering for patrons.

Parade businesses are encouraged to decorate their shop fronts in a cycling theme to add to the atmosphere of the street. There will be prizes on offer for the *Santos Tour Down Under* Best Dressed Commercial Property. Traders are encouraged to nominate their business online via the *Santos Tour Down Under* website; www.tourdownunder.com.au.

2. STRATEGY: MARKETING & COMMUNICATION

2.1 PRINT

2.1.1 SA Life

An opportunity to promote The Parade in the December/January edition of *SA Life* for a significantly reduced rate of \$850 for a quarter page advertisement became available. At its meeting held on Tuesday 26 July 2016, the Committee resolved to advertise within this edition of *SA Life* with an advert to promote 'Play' on The Parade to highlight the Precinct as a premier dining and lifestyle street. This edition will be available for purchase on 1 December 2016 and a copy of the advert is contained in **Attachment C**.

2.1.2 City Brief

City Brief is a free publication that is produced quarterly in Summer, Autumn, Winter and Spring and has a selective distribution of 7,500 to over 85 premium places in the Adelaide CBD and inner-suburbs. The publication supports independent small businesses with businesses featured selected on merit.

The readers of *City Brief* are discerning consumers who seek out quality with the demographic ranging from young to middle aged inner city professionals and students to business and leisure travellers. The publication is designed to be kept and shared.

The advantage of this publication is that it is also available online and has a strong social media presence with over 5,400 Instagram followers and 24,000+ likers on Facebook.

At its meeting held on Tuesday 11 October 2016, the Committee resolved to advertise within the Summer edition of the publication and a decision was made to include an advert promoting the *Norwood on Tour Street Party* within this edition. A copy of the advert is contained in **Attachment D**.

2.2 INVESTIGATION OF WI-FI

The Council's Economic Development & Strategic Projects team along with the Council's Information Services team have commenced the investigation of Wi-Fi for The Parade Precinct. A meeting with a service provider has taken place and staff are currently waiting for a quote for the implementation of temporary Wi-Fi within the Precinct to test its viability.

3. STRATEGY: IDENTITY & BRAND

3.1 MERCHANDISE

A total of 1,700 Parade branded canvas bags will be distributed to members of the community along the Stage 4 route from Norwood to Campbelltown as part of the *Santos Tour Down Under Subaru Parade* to be held in January next year.

3.2 SIGNAGE & STREET DECORATIONS

In addition to the Christmas decorations that will be installed along The Parade, Norwood during the festive season this year, staff have also invited local school students to participate in the decoration of wooden Christmas trees which will be installed along Osmond Terrace to create an outdoor, open-air gallery.

The brightly decorated Christmas trees will be installed on Monday 5 December 2017 and will be in place for a period of four (4) weeks. They will be removed on Monday 2 January 2017, in time for the *Santos Tour Down Under* decorations.

This initiative has been positively received by local schools, with a total of seven (7) schools expressing their interest in participating. A total of thirty (30) decorated Christmas trees will form the outdoor, open-air gallery with plans to continue and build upon this initiative in future years.

As part of this initiative, a competition will be held to encourage members of the community to vote for their favourite tree by visiting The Parade's Facebook page (www.facebook.com/TheParadeNorwood) and 'liking' the photo of their favourite tree. The competition will be open from 9.00am on Monday 12 December 2016 and will close at 9.00am on Tuesday 27 December 2016. The tree which receives the most likes will win the *People's Choice Award* and will be presented with a certificate and a \$250 Voucher donated by Norwood Foodland.

In addition to this, there will also be a *Mayor's Choice Award* with the winning school also receiving a certificate and a \$250 Norwood Foodland Voucher.

3.3 ADVERTISING

A new bus advertising campaign promoting The Parade has commenced and will continue for a sixteen (16) week campaign period between October 2016 – February 2017.

The ten (10) buses travelling throughout the CBD and greater Adelaide showcase the same artwork developed for the previous bus advertising campaign which promotes 'Taste', 'Shop' and 'Play' on The Parade for consistency in messaging and branding.

4. STRATEGY: BUSINESS DEVELOPMENT

4.1 NETWORKING

Details of the next networking function are listed below:

Date: February 2017 (specific date to be confirmed)
Time: 6.00pm – 7.00pm
Venue: Little Bang Brewing Co.
8A Union Street, Stepney

This networking function will feature guest speakers and will also be open to businesses and Property Owners within the Council's other three (3) business precincts; Magill Road, Payneham Road and Glynde Corner, in an attempt to facilitate networking opportunities across all precincts.

4.2 NEWSLETTER – ELECTRONIC DIRECT MARKETING

Staff have found that a majority of the Parade businesses prefer to receive their correspondence from the Council regarding Parade specific events and initiatives via email. In response, staff have developed an Electronic Direct Marketing (EDM) through the mailing tool Mailchimp, which will be used to communicate frequently with Parade businesses and Property Owners, in addition to the hard copy method of communication that is currently used.

The EDM will be distributed on a monthly basis to all Parade businesses within the database and will feature upcoming events and activities, new businesses to The Parade as well as major projects.

The first edition was sent on Wednesday 2 November 2016 to 390 recipients with an open rate of 40.8% against the Government industry average of 24.4%. Council will continue to measure the open rate of the EDM as an in-house benchmark to track over time to measure the improvement and success of the email as a form of communication with traders.

RECOMMENDATION

That the report be received and noted.

Ms Annie Lovejoy left the meeting at 7.23pm and did not return.

Cr Wormald moved:

That the report be received and noted.

Seconded by Mr Tom McClure and carried unanimously.

6. OTHER BUSINESS

Nil

7. NEXT MEETING

Tuesday 28 February 2017

8. CLOSURE

There being no further business, the Presiding Member declared the meeting closed at 7.30pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on _____
(date)