

Norwood Parade Precinct Committee Key Achievements

July 2014 - February 2017

Financial Year	Key Achievements
2014-2015	<p>Launched new logo and brand for The Parade Precinct.</p> <p>Launched the new website for The Parade Precinct.</p> <p>New merchandise purchased and distributed to coincide with new branding.</p> <p>Photography taken showcasing Taste, Shop, Style, Live and Play for use on all marketing collateral including new SAPN Light Pole Banners along the length of the street.</p> <p>Funded Social Media presence.</p> <p>Hosted the 2014 Parades on Norwood Parade event in association with the Adelaide Fashion Festival.</p> <p>Funded 0.8FTE Economic Development Coordinator position.</p>
2015-2016	<p>Hosted the inaugural Norwood on Tour Street Party in association with the Santos Tour Down Under.</p> <p>Hosted the 2015 Parades on Norwood Parade event in association with the Adelaide Fashion Festival.</p> <p>Coordinated the Shop on The Parade to Win Competition with the major prize being a cruise for two people thanks to Thesinger & Turner Travel Associates.</p> <p>Coordinated the Mother's Day Competition which saw the involvement of a number of different Parade businesses.</p> <p>Advertised in a number of publications including Destinations Australia, Welcome to Australia and The Parade Magazine.</p> <p>Funded Social Media presence.</p>

2016-2017

Hosted the 2016 Parades on Norwood Parade event in association with the Adelaide Fashion Festival.

Advertised in a number of publications and online platforms including City Brief and City Mag, Destinations Australia, Welcome to Australia and SA Life.

Distributed Parade branded shopping bags and other merchandise to businesses within the Precinct as well as the community.

Introduced a Welcome Kit for new businesses on The Parade.

Introduced a monthly Electronic Direct Marketing (EDM) to assist communication between the Council and The Parade traders regarding major events and projects taking place within the Precinct.

Implemented a 16 week bus advertising campaign promoting Taste, Shop and Play on The Parade.

Purchased and installed new Christmas Decorations for The Parade including three large Christmas trees in the median strip in front of the Norwood Town Hall and 20 new light pole decorations.

Designed manufactured and installed 28 new light pole banners with the new branding for the Christmas period 'Christmas on Parade'.

Contributed to the Wooden Christmas Tree art project in conjunction with local schools which saw the installation of 30 decorated wooden Christmas trees on Osmond Terrace throughout the festive season.

Funded Social Media presence.

Note: The table is only a snapshot of some of the key deliverables; it is not intended to be a comprehensive list of achievements