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.
1. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 27 AUGUST 2019 .......................................................... 1

2. PRESIDING MEMBER’S COMMUNICATION ................................................................................................. 1

3. PRESENTATION ........................................................................................................................................ 1

   3.1 SOCIAL MEDIA – PRESENTED BY THE COUNCIL’S DIGITAL MARKETING OFFICER .......... 1

4. NORWOOD PARADE PRECINCT NEWS ...................................................................................................... 2

5. STAFF REPORTS ......................................................................................................................................... 2

   5.1 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2019-2020 ANNUAL BUSINESS PLAN ........................................................................................................ 3

   5.2 PROGRESS REPORT ON THE CITY WIDE ECONOMIC DEVELOPMENT STRATEGY ........ 10

   5.3 THE PARADE PRECINCT OCCUPANCY LEVELS .............................................................................. 13

   5.4 2020 SCHEDULE OF MEETINGS FOR THE NORWOOD PARADE PRECINCT COMMITTEE 16

6. OTHER BUSINESS .................................................................................................................................... 18

7. NEXT MEETING .......................................................................................................................................... 18

8. CLOSURE .................................................................................................................................................... 18
VENUE

Mayors Parlour, Norwood Town Hall

HOUR

6.15pm

PRESENT

Committee Members

Mayor Robert Bria (Presiding Member)
Cr Sue Whittington
Cr Fay Patterson
Cr John Callisto
Cr Kester Moorhouse
Ms Annie Lovejoy
Mr Mario Boscaini
Mr Tom McClure (entered the meeting at 6.29pm)
Mr Terry Dalkos
Mr Ross Dillon
Ms Elizabeth Donaldson

Staff

Mario Barone (Chief Executive Officer)
Keke Michalos (Manager, Economic Development & Strategic Projects)
Stacey Evreniadis (Economic Development Co-ordinator)
Rosanna Francesca (Economic Development & Strategic Projects Co-ordinator)
Tyson McLean (Economic Development & Strategic Projects Officer)

APOLOGIES

Mr Joshua Baldwin

ABSENT

Mr Sebastian Joseph

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. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 27 AUGUST 2019

Cr Patterson moved that the minutes of the Norwood Parade Precinct Committee meeting held on 27 August 2019 be taken as read and confirmed. Seconded by Cr Whittington and carried.

2. PRESIDING MEMBER’S COMMUNICATION

Nil

3. PRESENTATION

3.1 Social Media - A presentation was made by the Council’s Digital Marketing Officer

Mr Tom McClure entered the meeting at 6.29pm.
4. NORWOOD PARADE PRECINCT NEWS

Nil

Mr Mario Boscaini left the meeting at 7.00pm and did not return.

5. STAFF REPORTS
5.1 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2019-2020 ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: S.01916
ATTACHMENTS: A - N

PURPOSE OF REPORT
The purpose of this report is to provide the Norwood Parade Precinct Committee (NPPC), with a progress report on the implementation of the 2019-2020 Annual Business Plan.

BACKGROUND
At its meeting held on Tuesday 26 February 2019, the Committee endorsed the Draft 2019-2020 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 as being suitable for implementation at its meeting held on Monday 3 June 2019.

Subsequent to the endorsement of the Annual Business Plan, investigations have 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 & ACTIVATIONS

1.1 A DAY OF FASHION 2019

On Thursday 23 May 2019, the State Government announced that it would no longer be funding the Adelaide Fashion Festival.

As a result of this decision at its meeting held on Monday 3 June 2019, the Council resolved the following in relation to the Fashion on Parade event in 2019:

1. That the Council notes that the Adelaide Fashion Festival will no longer be funded by the State Government and as such resolves to not host the Fashion on Parades event.

2. That the Council resolves to host a VIP Shopping Day event in 2019, for The Parade and fashion traders located within the City of Norwood Payneham & St Peters.

As a result of the Council’s decision, the Council, together with the Norwood Parade Precinct Committee, hosted the A Day of Fashion event on Saturday 12 October 2019. The event included forty-five (45) participating retailers City-wide, which were involved in at least one (1) element of the day.

As part of the A Day of Fashion event, a recycled clothing “donation station” was held in Norwood Place to encourage the responsible disposal of pre-loved clothes that can be worn again. The donated clothes were subsequently given to several Op Shops located in the City of Norwood Payneham & St Peters.

Free gift bags were available at the “donation station” that included vouchers and keepsakes from Cold Rock, Australian Dance Theatre, Norwood Place, Minimax, Specsavers, Terry White Chemmart, as well as, event collateral and Parade branded merchandise. The 200 gift bags were gratefully accepted by customers and visitors to The Parade.
This year’s event explored a new concept for a Norwood fashion event, including live models located at the front of the Norwood Town Hall, showcasing products from twenty-three (23) retailers from across the City. ORBE Hair & Beauty provided in-kind support for hair and make-up services for the models on the day. The fashion showcases were complemented by two (2) DJ’s playing live music nearby, to create atmosphere and engage with customers on the street.

In addition to the fashion showcases, in-store offers, donation station and fashion showcases, three (3) workshops were held in businesses on The Parade.

The three (3) workshops included:

- Yard’s Hand-Care Hustle with Courtney Alderson;
- Close and Personal with designer Cristina Tridente; and

A copy of the online Survey Monkey questionnaire, was distributed to participating businesses following the event and a summary of the results are contained in Attachment B.

All three (3) events attracted approximately 70% capacity, as a result of several drop-offs on the day.

Council staff are of the view that the event was moderately successful, given the new format, reduced budget and alternative events that were conducted on the day. The Council’s Events Unit will be undertaking a review of the event, which will incorporate the comments from staff and the participating businesses that have kindly provided feedback. The review will also consider ways in which the event could be improved, if it is to be held again in 2020.

A selection of images from the A Day of Fashion event are contained in Attachment C.

1.2 NORWOOD CHRISTMAS PAGEANT 2019

The Norwood Christmas Pageant will take place on Saturday 23 November 2019 with colourful floats, music and entertainment including live bands, clowns dancers, fairies and more. There will be over eighty (80) floats involved in the Pageant, starting at Woods Street, Norwood travelling east along The Parade to Queen Street. A copy of the pageant route is contained in Attachment D.

Norwood Place will keep the Christmas celebrations going at the ‘Pageant After Party’ until 2.00pm with free entertainment, face painting, glitter tattoos, a photobooth, live music, giveaways and special retail offers. A copy of the Norwood Place ‘Pageant After Party’ flyer is contained in Attachment E.

1.3 BLACK FRIDAY & THE PARADE CHRISTMAS TRADING 2019

On 7 November 2019, two (2) exemption notices were published in the SA Government Gazette that provide non-exempt shops with a range of additional trading hours, the exempt notices include Boxing Day and for the first time in South Australia, Black Friday, which falls on Friday 29 November this year. Black Friday is a United States retail phenomenon that falls on the day after Thanksgiving and marks the un-official opening day of the holiday season. This is the biggest shopping day in the United States, with retail businesses offering unbelievable discounts. Due to the current nature of the retail sector, accessibility of online products and popularity of Black Friday sales, the State Government is seizing this opportunity and using it to drive positive economic and job growth. Extended opening hours on Friday 29 November for Black Friday are entirely optional, and are at the discretion of each business.

The 2019 Christmas trading arrangements are outlined in Table 1 below.
TABLE 1: 2019 CHRISTMAS TRADING HOURS

<table>
<thead>
<tr>
<th>Day / Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday 29 November 2019</td>
<td>Until 12 midnight</td>
</tr>
<tr>
<td>Sunday 1 December 2019</td>
<td>9.00am – 5.00pm</td>
</tr>
<tr>
<td>Sunday 8 December 2019</td>
<td>9.00am – 5.00pm</td>
</tr>
<tr>
<td>Sunday 15 December 2019</td>
<td>9.00am – 5.00pm</td>
</tr>
<tr>
<td>Thursday 19 December 2019</td>
<td>Until 12 midnight</td>
</tr>
<tr>
<td>Friday 20 December 2019</td>
<td>Until 12 midnight</td>
</tr>
<tr>
<td>Saturday 21 December 2019</td>
<td>9.00am – 6.00pm</td>
</tr>
<tr>
<td>Sunday 22 December 2019</td>
<td>9.00am – 6.00pm</td>
</tr>
<tr>
<td>Monday 23 December 2019</td>
<td>Until 12 midnight</td>
</tr>
<tr>
<td>Thursday 26 December 2019</td>
<td>9.00am – 5.00pm</td>
</tr>
<tr>
<td>Sunday 29 December 2019</td>
<td>9.00am – 5.00pm</td>
</tr>
</tbody>
</table>

For all other weekdays between Friday 29 November 2019 – Sunday 29 December 2019 that are not included in the table above, it is optional to remain open until 9.00pm.

The 2019 Christmas trading hours have been published on The Parade website, communicated to The Parade traders, and the public will be informed via The Parade’s social media channels. Any questions and general enquiries from the public or businesses owners, beyond the details outlined above, will be directed to SafeWork SA.

1.4 TOUR DOWN UNDER 2020

The Norwood on Tour Street Event has been scheduled for Thursday 23 January 2020 at The Parade, Norwood, between Edward Street and George Street. The three (3) main components of the event will include, live entertainment, food stalls and kids activities from 5.00pm – 10.00pm. Council staff are in the process of inviting beverage manufacturers within the City, to express their interest to hold a stall for the event. The 2019 event, attracted approximately 8,000 attendees, with the weather reaching 39 degrees. Attendance numbers should remain consistent for 2020, weather permitting. Stage 4 of the race will be held the following day on Friday 24 January 2020, leaving from the Norwood Town Hall.

2. STRATEGY: MARKETING & COMMUNICATIONS

2.1 SOCIAL MEDIA

From 23 October – 19 November 2019, The Parade’s Facebook page has reached 31,568 people, 119% growth from the previous 28 day period. The Parade blog articles continue to attract users and gain interaction on the platform. The top two (2) visited articles in the last three (3) months are, ‘Argo – The Place to go in Spring’ followed by a business profile and voucher giveaway for ‘Siam Retreat Spa.’ Further information is detailed in the social media report contained in Attachment F.

In addition, the Council’s Digital Marketing Officer will present these findings at the Committee meeting, as well as provide an overview of the platforms that The Parade are active on, and the current state of the accounts.

2.2 PRINT AND DIGITAL ADVERTISING

CityMag – Summer Edition

CityMag continues to be one of the leading publications and online ‘go-to’ sites for the latest in Commerce, Culture and Habits – as categorised by the brand itself. The summer edition is focused on the hot, salty, sandy, bakery, road trips and watering holes, as well as great Christmas gifting which is the section of the printed publication that The Parade’s “sustainable gift ideas” is featured. The eco-conscious product images are complemented with a message that highlights The Parade’s involvement in the Plastic Free SA Program, reinforcing the Council’s commitment to the initiative.

A copy of the full page advertorial is contained in Attachment G.
2.3 PLASTIC-FREE PRECINCT PILOT PROGRAM

At its meeting held on Tuesday 27 August 2019, the Committee were informed that The Parade Precinct was one of the four (4) precincts, which were that was selected to participate in the Plastic Free SA Pilot Program, an initiative of Boomerang Alliance, with funding from Green Industries SA (GISA).

Since the announcement was made, the Council staff have met with Boomerang Alliance and Taryn Hansen, Project Coordinator, Plastic Free SA to discuss the program and the way that it will be run in the City of Norwood Payneham & St Peters.

The program will focus on food retailers only at this stage (restaurants, cafes, and bars) with a focus on switching from single-use plastic to better alternatives. The Project Coordinator will work with the relevant Parade retailers, local suppliers, manufacturers and composters to deliver holistic solutions.

The project will focus on targeting the following six (6) single-use plastic items:

- Water Bottles;
- Coffee Cups & Lids;
- Plastic Bags;
- Take-away Containers;
- Straws; and
- Food wear (plates, cups, bowls and cutlery).

The program is voluntary and all food retailers will be encouraged to participate. It is understood that some businesses will not be able to substitute all single-use plastic at one time, but may choose to focus on one, or a couple of products at a time. The program will encourage reusable / returnable items and swapping to compostable alternatives to eliminate single-use plastic. Those retailers that make a significant reduction of single-use plastic or remove all single-use plastic from their business means they will gain Plastic Free SA endorsement and become ‘Plastic Free Champions’. These businesses will be promoted through the Plastic Free SA website and social media channels, and the Council together with The Norwood Parade Precinct Committee will ensure that further promotion and recognition of these businesses is made through their respective channels.

There are currently eleven (11) businesses that have expressed their interest in the program and are transitioning to using alternative products, namely:

- Manto Café;
- Brick and Mortar Creative;
- Pasta Chef;
- VDR;
- Enjoy Bakery;
- San Antonio’s Pizza;
- The Colonist;
- 400 Gradi;
- Pave Café;
- Norwood Concert Hall; and
- The Soul Kitchen, which will be opening in 2020.

Brick & Mortar Creative has officially become the first “Plastic Free Champion” within the precinct and are a great role model for other businesses.

Council staff will continue to work with the Project Coordinator to ensure that general information on the Council and Parade Norwood websites are relevant and up to date. All other information, including the project overview, Plastic Free SA Plan, and general enquiries will be managed by Plastic Free SA.
For more information on the program visit:

- Plastic Free SA website: www.plasticfreesa.org;
- Plastic Free SA Instagram: @plastic.free.sa; and
- Plastic Free SA Facebook: @plasticfreesouthaustralia.

A copy of the Plastic Free Precincts Adelaide flyer that has been distributed to the retailers is contained in Attachment H.

An official launch event, managed by GISA will take place at Brick & Mortar Creative to be held before Christmas 2019.

3. **STRATEGY: IDENTITY & BRAND**

3.1 **RAISING THE BAR ENTREPRENEURSHIP 2019**

Following the success of ‘Raising the Bar Adelaide’ in August 2018 and 2019, the Council is pleased to report that the inaugural world first ‘Raising the Bar Entrepreneurship’ event was successfully held in the City of Norwood Payneham & St Peters on Tuesday 1 October 2019, and was enjoyed by all.

The event included ten (10) talks by industry specific entrepreneurs and entrepreneurship enablers across five (5) venues including The Alma, The Maid, Little Bang Brewery, The Colonist and Republic.

As you would be aware, Raising the Bar has previously been held in many major cities across the world and continues to grow, year on year. The City of Norwood Payneham & St Peters is known as a City of Firsts, and the Council is proud to add ‘Raising the Bar Entrepreneurship’ to that list.

The event was supported by a robust four (4) week marketing campaign, including advertising across outdoor, print, digital and social media. In addition, the event was featured on the front page of The Advertiser’s Business Journal on Tuesday 1 October, and was complemented by a positive article. A copy of the article is contained in Attachment I.

The speakers were also extremely proactive in their promotions of the event, and it is believed that their efforts influenced and contributed to the high calibre of attendees, resulting in a highly engaged audience.

The final number of recorded attendees for the event was approximately 450, recognising that at some venues there was additional attendees that were not captured. Three (3) of the ten (10) talks were sold out several days before the event, which added to the hype, and confirmed a strong interest by the community operators. Since the event, the Council has received an overwhelmingly positive response from venues, staff, volunteers and attendees.

A selection of images from the Raising the Bar Entrepreneurship event are contained in Attachment J.

3.2 **CHRISTMAS DECORATIONS**

On Tuesday 19 November 2019, the three (3) large illuminated Christmas trees, in addition to the twenty (20) light pole decorations and twenty-eight (28) Christmas branded banners were installed along The Parade, Norwood. The decorations will remain in place for a period seven (7) weeks over the Christmas period, and will be removed on Monday 6 January 2020.

To complement the decorations along The Parade, the Council also installed decorations along the windows of the Town Hall and in the three (3) street trees that surround the Norwood Town Hall. One (1) on George Street and the other two (2) located on The Parade.

For the fourth year running, the Council has installed decorated wooden Christmas trees on Osmond Terrace to create an outdoor gallery for the public to enjoy. ‘Merry Christmas’ signage has been installed in the same vicinity to complement the twenty-three (23) decorated wooden Christmas trees. The Council’s Youth Development Officer worked closely with the local schools to deliver this initiative.
Education institutes that are involved in this initiative include:

- Agnes Goode Kindy;
- East Marden Primary School;
- East Torrens Primary School;
- Felixstow Community School;
- Marryatville Out of School Hours Care (OSHC);
- Norwood Primary School;
- St Ignatius College Junior School;
- St Peter’s Childcare Centre;
- St Peter’s College Junior School; and
- Trinity Gardens Primary School.

The **Festive Gallery on Osmond Terrace** is available for the public to enjoy between Thursday 14 November 2019 and Friday 3 January 2020. As part of this initiative, the community are invited to visit and walk through the display on Osmond Terrace taking in the creative sights before voting for their favourite Christmas tree in the People’s Choice competition on The Parade Facebook page. The photo with the most likes by midday on Monday 6 January 2020, will win a $250 voucher to Dillons Norwood Bookshop for the school, plus $1,000 to a charity of choice, that was kindly donated by the Norwood Parade Precinct Committee. A selection of the decorated trees and Merry Christmas signage is contained in Attachment K.

In 2018, the winner of the **Festive Gallery on Osmond Terrace** was Rose Park Primary and their charity of choice was ShelterBox, which is an organisation that provides emergency shelter and tools for families robbed of their homes by conflict and natural disaster. On Thursday 3 October 2019, the Council received a thank you letter addressed to The Norwood Parade Precinct Committee from Mr Mike Greenslade, CEO ShelterBox Australia. A copy of the letter, including photos is contained in Attachment L.

### 3.3 NO SMOKING SIGNS ON THE PARADE

In early 2018, the Council lodged an application with the Minister for Mental Health and Substance Abuse to permanently designate the section of The Parade between the eastern side of Osmond Terrace and western side of Portrush Road as a smoke-free area under Section 52 of the *Tobacco and E-Cigarette Products Regulation Act 1997*.

This application was successful with the Minister granting approval to prohibit smoking on this section of The Parade as of Saturday 1 December 2018. Permanent signage has now been installed on The Parade, at entry points and in prominent positions, to show the area where smoking is prohibited.

Council Staff are reviewing the current locations of butt bins and will amend (remove and install) accordingly to allow for the responsible disposal of cigarette butts.

### 4. STRATEGY: BUSINESS DEVELOPMENT

#### NETWORKING

### 4.1 BUSINESS NETWORKING & CHRISTMAS DRINKS

Networking events, specifically end of year celebrations, continue to be popular and well attended by businesses in the Council area. It is a time that Council Staff and businesses can reflect on the year that was, and discuss exciting opportunities for 2020. There are currently 131 RSVPs for the event and increasing daily.

The details of the Business Networking & Christmas Drinks event are as follows:

**Date:** Tuesday 3 December 2019  
**Time:** 6.00pm – 8.00pm  
**Venue:** Italia Ceramics, 55 Glynburn Road, Glynde

A copy of the invitation is contained in Attachment M.
BUSINESS DEVELOPMENT

4.2 GROWTH WORKSHOPS

The fourth and final event in the series for 2019 that was scheduled for Tuesday 15 October, was postponed, due to unforeseen circumstances on behalf of the presenter. Council Staff explored alternative presenters, but due to the late notice, were unsuccessful. The popular topic of 'Utilising Social Media’s Video Capabilities for Business' will be rescheduled in the new year and will be facilitated by Georgi Roberts of Pitstop Marketing.

5. STRATEGY: ADMINISTRATION

5.1 NORWOOD PARADE PRECINCT COMMITTEE WORKSHOP

At its meeting held on Monday 3 June 2019, the Council endorsed the 2019 – 2020 Annual Business Plan for the Parade Precinct. Following the Council’s endorsement of the Annual Business Plan, Marcus Rolfe, Director, URPS was engaged to facilitate a workshop with the Committee members at its meeting held on Tuesday 27 August 2019. The purpose of the workshop was to brainstorm and discuss activities and initiatives to be considered this financial year, under the four (4) strategies outlined in the Annual Business Plan.

A list of the ideas are contained in Attachment N and will be investigated by staff. The ideas that will be presented to the Committee in future will be those that meet at least one (1) of the four (4) key objectives in the Plan, including:

1. Attract new customers;
2. Promote the precinct;
3. Build on the unique atmosphere and sense of place; and
4. Strengthen relationships amongst businesses and provide support.

The Committee’s contribution and desire to continue making The Parade a great place to visit is greatly appreciated.

RECOMMENDATION

1. That the report be received and noted.
2. That the Committee notes the status of the 2019-2020 Annual Business Plan Budget contained in Attachment A.

Ms Elizabeth Donaldson moved:

1. That the report be received and noted.
2. That the Committee notes the status of the 2019-2020 Annual Business Plan Budget contained in Attachment A.

Seconded by Cr Whitington and carried.
5.2 PROGRESS REPORT ON THE CITY WIDE ECONOMIC DEVELOPMENT STRATEGY

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: S.01916 S.05882
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with an update of the progress regarding the development of the City Wide Economic Development Strategy.

BACKGROUND

The Council’s first Business & Economic Development Strategy was developed in 2007 and provided the strategic framework for the five (5) year period 2008-2013. The development of this Strategy was managed by an external consultant and included a consultation process with local business leaders, as well as other relevant South Australian agencies. The Strategy was based on five (5) Themes, each of which contained a number of objectives, and strategies.

The Business & Economic Development Strategy 2008-2013 was developed to align with the Council’s Strategic Management Plan, CityPlan 2030: Shaping Our Future and makes reference to the objectives contained in CityPlan 2030 under the heading of Economic Prosperity: A dynamic and thriving centre for business and services.

Given that the Council’s Strategic Plan, CityPlan 2030, represents the Council’s endorsed Vision to 2030, it is important that the new City Wide Economic Development Strategy also references this document.

At its meeting held on 3 December 2018, the Council re-established the Business & Economic Development Committee to provide advice to the Council in respect to business and economic development matters and to develop a City Wide Economic Development Strategy, as a matter of priority.

At its meeting held on 21 May 2019, the Business & Economic Development Committee received a presentation from staff, including background and statistics on the five (5) sectors previously identified as the priority sectors, namely Health and Wellbeing, Education, Food Manufacturing, Creative and Cultural Industries and Retail. Following the staff’s presentation, the Committee considered the sectors that were highlighted, and endorsed the following four (4) priority areas of economic development as the key focus areas for the Council’s City Wide Economic Development Strategy:

- Food Manufacturing
- Retail
- Cultural & Creative Industries
- Professional, Scientific and Technical Services

In addition, the Committee resolved that the Education and Health Sectors be recognised in the Strategy as important sectors due to their significant contribution to Community Well-being but not as two (2) of the Council’s priority areas.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

- CityPlan 2030: Shaping Our Future
- Kent Town Economic Growth Strategy 2020 - 2025
- 30 Year Plan for Greater Adelaide
- The Size, Structure and Growth of the Eastern Regions Alliance’s Economy
FINANCIAL AND BUDGET IMPLICATIONS

The Council has allocated a budget of $7,000 to develop the *City Wide Economic Development Strategy 2020 – 2025*. A portion of this budget has been allocated to engage Marcus Rolfe, Director, URPS to facilitate six (6) key sector workshops that have been scheduled for November 2019.

RESOURCE ISSUES

This project requires a significant amount of research, analysis and consultation with businesses, due to the size and scope of the Strategy, the majority of which will be undertaken by Council staff.

DISCUSSION

Whilst the Federal and State Government play a key role in stimulating the economy at their respective levels, it is the Council’s responsibility to initiative and develop programs, activities and workshops to stimulate business growth, employment and investment at a local level. The Council currently delivers economic development activities for the business and local community, but it is essential that a strategic plan be developed and implemented, to set and achieve real results.

The intent of the *City Wide Economic Development Strategy* is to provide a five (5) year vision and plan for economic growth in the City by taking a proactive approach to supporting economic activity. The aim of the Strategy is to provide a framework for Council to work in partnership with stakeholders to develop and enhance the vibrancy, sustainability and ensure that the City remains a great place to live, work and invest. The Strategy is being developed concurrently with the *Kent Town Growth Strategy 2020 – 2025* and will complement the final document.

In seeking to establish the strategic framework that addresses a wide range of issues for economic development in the City, the project includes a number of important stages including:

- utilise REMPLAN to research and collect data at a City, ERA and State level;
- development of sector discussion papers;
- host five (5) visioning workshops;
- develop a draft *City Wide Economic Development Strategy* for endorsement by the Business & Economic Development Committee and Council;
- community consultation and stakeholder engagement;
- revise and amend the document; and
- present to the Business & Economic Development Committee and Council for final endorsement.

Council staff have progressed with the development of the Strategy and have prepared four (4) discussion papers, one (1) on each of the key priority sectors. In addition, a discussion paper has also been prepared on the property sector. A copy of the five (5) discussion papers is contained in Attachment A.

As part of the development of this Strategy, Council staff, together with facilitator Marcus Rolfe, Director, URPS, will be hosting five (5) workshops in November 2019, inviting key stakeholders and businesses from the four (4) key sectors, as well as hear the views of property owners and developers who also have a large impact on the cityscape. The attendees to the workshops will receive a copy of their respective discussion paper prior to the event.

Table 1 provides an overview of the five (5) workshops, including the date, time and location of each of the workshops.
TABLE 1: DETAILS OF THE SIX (6) WORKSHOPS

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>Wed 20 Nov 2019</td>
<td>6.00pm – 7.30pm</td>
<td>Norwood Town Hall</td>
</tr>
<tr>
<td>Food &amp; Beverage Manufacturing</td>
<td>Thurs 21 Nov 2019</td>
<td>3.00pm – 4.30pm</td>
<td>Signature Wines</td>
</tr>
<tr>
<td>Professional, Scientific &amp; Technical Services</td>
<td>Fri 22 Nov 2019</td>
<td>8.30am – 10.00am</td>
<td>Crosby Dalwood</td>
</tr>
<tr>
<td>Cultural &amp; Creative Industries</td>
<td>Wed 27 Nov 2019</td>
<td>10.00am – 11.30am</td>
<td>Australian Dance Theatre</td>
</tr>
<tr>
<td>Property Owners / Developers &amp; Multi Sector</td>
<td>Wed 27 Nov 2019</td>
<td>6.00pm – 7.30pm</td>
<td>Norwood Town Hall</td>
</tr>
</tbody>
</table>

Whilst the sector discussion papers provide a solid background of knowledge, it is important to undertake the focus group workshops, to identify and gain a better understanding of the strengths, opportunities, weaknesses and threats that each business, sector and more generally the City, face. Discussing these issues will assist in the development of strategies, which in turn will enable the City to become more attractive to businesses, workers and visitors.

The Council will consolidate the thoughts and ideas at the conclusion of the five (5) workshops, and will use the information to inform the development of the strategies and objectives in the City Wide Economic Development Strategy 2020 – 2025.

As a key stakeholder, the Norwood Parade Precinct Committee will be provided with the opportunity to consider the draft City-wide Economic Development Strategy when it is released for community consultation and stakeholder engagement.

The Norwood Parade Precinct Committee will need to take the City Wide Economic Development Strategy 2020 – 2025 into consideration, when developing its 2020 – 2021 Annual Business Plan. This will ensure that strategies and objectives are aligned, and not duplicated.

CONCLUSION

The base of all economic development is investment to ensure sustainability in the long term. The establishment of a City Wide Economic Development Strategy that understands the priorities and challenges for the City’s business and economic sector, and sets a strategic framework that can provide leadership, monitor change and achieve strategic objectives will ultimately deliver economic growth in the City and ensure a healthy economy.

COMMENTS

Nil.

RECOMMENDATION

That the report be received and noted.

Mr Ross Dillon moved:

That the report be received and noted.

Seconded by Cr Moorhouse and carried unanimously.
5.3 THE PARADE PRECINCT OCCUPANCY LEVELS

REPORT AUTHOR: Strategic Projects Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: S/01916
ATTACHMENTS: A - C

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee with an overview of occupancy levels within The Parade Precinct.

BACKGROUND

On Tuesday 8 October 2019, The Advertiser released an article titled ‘Retail downturn on Parade’. A copy of the article is contained in Attachment A. This article was based on the findings of the Adelaide High Street Overview Report prepared by Jones Lang LaSalle (JLL) Australia (copy contained in Attachment B).

The purpose of the Adelaide High Street Overview Report, which is released half yearly, is to provide an overview of the occupancy levels and vacancy rates taking into consideration the tenancy mix in the retail high streets throughout metropolitan Adelaide, including Rundle Street, Hindley Street, O’Connell Street, The Parade, Jetty Road, King William Road and Prospect Road.

One of the shortfalls of the JLL Australia Report is that it defines The Parade as simply being the tenancies directly fronting The Parade between Osmond Terrace and Portrush Road, which is considered to be the retail heart of The Parade. It does not acknowledge the section of The Parade between Fullarton Road and Osmond Terrace and the numerous businesses that front many of the side streets, all of which form part of The Parade Precinct.

The report by JLL Australia indicated that The Parade’s vacancy rate in the first half of 2019 was 14.6%, increasing from 9.4% recorded in the second half of 2018. The report does however acknowledge that the new supply of unleased tenancies on The Parade has negatively impacted the strip and is a key contributor to the high percentage. In comparison, the report also showed that King William Road, O’Connell Street and Hindley Street, were the only main streets that showed any reduction in vacancy rates, all of the other main streets showed an increase.

The article in The Advertiser focussed predominately on the vacancy rate along The Parade and compared it to other main streets such as King William Road and O’Connell Street which had shown signs of improvement, indicating that The Parade had surpassed King William Road as the strip with the highest rate of vacant shopfronts in Adelaide. Overall the article painted a negative picture of The Parade, suggesting that one (1) in seven (7) shopfronts along The Parade are vacant, and suggested that this number could worsen in the coming months.

Following the release of the article, an assessment was undertaken by Council Staff to determine the ‘actual’ vacancy rate within The Parade Precinct. The Methodology used by Staff to ascertain the vacancy rate within The Parade Precinct and the results of the assessment is outlined in the Discussion Section of this report.

DISCUSSION

For the purposes of this report vacancy rates are defined as being a percentage of all available rental properties in a particular area. In retail precincts such as The Parade, the vacancy rate is usually calculated on the commercial tenancies located on the ground floor predominately comprising of retail and commercial uses. Generally, the vacancy rate measures the health of the local property market by representing the level of activity and demand for property.
The assessment undertaken by Council Staff extended the study area further to include the entire Parade Precinct, which extends from Fullarton Road to Portrush Road and encompasses all of the tenancies located within The Parade Precinct depicted on the map contained in Attachment C. The on-ground assessment undertaken by Council Staff was conducted over the course of one (1) week concluding on Wednesday 23 October 2019, all details from the research are correct to that date.

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

- Tenancies noted as being vacant were those that had signage indicating that the premises or part of the premises was for lease as well as some tenancies that did not indicate that they were for lease but were empty and the Council was not yet aware of any new business proposed to occupy the site.
- The ground floor retail spaces within the Nuova Apartments at 254 The Parade, have been counted as being four (4) vacant tenancies although it is technically only two (2) large spaces. The reason for this assumption is that the lease information explains that these spaces can be split in half and therefore accommodate up to four (4) businesses.
- The tenancies not included as being vacant were those that clearly had a business operating inside and also those tenancies which were not yet trading but were in the process of renovating/fitting out the inside of the building and Council Staff were aware of a business soon to be operating in the space either through direct contact or signage on the windows or overhead on the footpath.
- There was one (1) site along Cairns Street, where it was unclear whether the tenancy was occupied or whether it was vacant, and for this reason this site has been excluded and does not form a part of the vacancy figures.

The research conducted by Council Staff found the following:

- There is a total of 392 tenancies available within The Parade Precinct;
- At the time of undertaking the assessment, there were 354 tenanted spaces within The Parade Precinct;
- At the time of undertaking this assessment there were thirty-eight (38) vacant tenancies within The Parade Precinct, which equates to a vacancy rate of 9.7%;
- Fifteen (15) of the thirty-eight (38) vacant tenancies were located on the northern side of The Parade Precinct; and
- Twenty-three (23) of the vacant tenancies were located on the southern side of The Parade Precinct.

The results of the staff assessment indicates that the actual vacancy rate within The Parade Precinct is much lower than what was reported in The Advertiser and the JLL Report. Clusters of vacancies were found at the site of the newly completed Nuova Apartments and Bath Apartments and the former squash courts at 233 The Parade, which have recently been divided into three (3) tenancies and are still in the process of being converted. Some of the other clusters are located on the southern side of The Parade Precinct, between Church Avenue and Osmond Terrace, the Norwood Mall (Coles), and on the northern side of The Parade Precinct opposite Cairns Street.

Whilst the results of the staff assessment show that the southern side of The Parade Precinct has a greater number of vacancies, this is partly due to the Nuova and Bath Apartments, which account for six (6) out of the twenty-three (23) vacancies and the vacancies within the Norwood Mall, which account for two (2) out of the twenty-three (23) vacancies, all of which are a major contributor to the inflated vacancy numbers on the southern side of The Parade.

In terms of the types of businesses that have vacated, the research highlighted that a large percentage had simply re-located to other tenancies within The Parade Precinct. For example Bakers Delight which was originally located at 172 The Parade (southern side), has now moved into Norwood Place, replacing Enjoy Bakery. F45 which was previously located at 2/219 The Parade is now located at 117a The Parade. Other businesses that have moved elsewhere within the Precinct include the Mac Centre, which was previously at 185 The Parade and is now located at 236A The Parade (the only tenant to have moved into the new Bath Apartment retail spaces) and Silk Laser Clinic, which has relocated from 53 The Parade to 185 The Parade. The known businesses that have vacated The Parade Precinct (have not moved into an alternative location within The Parade Precinct resulting in the tenancy remaining vacant), include Motorola Solutions, Big Man Store, Theatre Bugs, XL Menswear, Cotton On Body, Equinox, 2XU and Galini Footwear.
It is interesting to note that half of the businesses that have relocated out of the Precinct are clothing retailers, which clearly reflects the trend which is currently being experienced in other main street locations throughout Australia. The location of these businesses also varies with Motorola Solutions and Big Man Store being located west of Osmond Terrace, Theatre Bugs and XL Menswear being located between Edward Street and Osmond Terrace, Cotton On Body, Equinox and 2XU being located in the ‘heart’ of the precinct, and Galini Footwear being located further east towards Portrush Road.

The research undertaken by staff also found that the vacancy rate between Osmond Terrace and Portrush Road was approximately 11% and between Osmond Terrace and Fullarton Road falls to approximately 8.2%. The Precinct between Osmond Terrace and Portrush Road contains a greater number of commercial tenancies but also contains a higher percentage of vacancies. Majority of the retail, food and beverage businesses are located in this area, with the section between Osmond Terrace and Fullarton Road containing more businesses associated with homeware products and professional services.

The results of this assessment were presented to the Council’s Business & Economic Development Committee on Tuesday 19 November 2019. At that meeting the Committee received and noted the report.

Given the importance of monitoring the vacancy rates within The Parade Precinct, it is proposed that Council Staff will conduct annual occupancy and vacancy assessments and provide written reports to the Norwood Parade Precinct Committee as well as the Business & Economic Development Committee and the Council.

OPTIONS

The Committee can accept the results outlined in this report or it can request staff to undertake additional research.

CONCLUSION

The Advertiser article stated that The Parade has the highest vacancy rate at 14.6% of the main retail high streets in Metropolitan Adelaide, namely Rundle Street, Hindley Street, O’Connell Street, King William Road, Jetty Road, and Prospect Road. However, the context of the article is inaccurate as the foundation for the JLL Report is based on the tenancies between Osmond Terrace and Portrush Road which directly front The Parade. It is noted and recognised that the creation of the excess supply of stock in this section of The Parade has also distorted the vacancy rate, with more time needed to fully understand the impact of these new tenancies on The Parade.

COMMENTS

Whilst it is acknowledged that a low vacancy rate is a positive representation of the health of the property market in a particular location or main street, research has shown that when vacancy rates fall below five (5) percent, the rental market is considered to be in a good state and landlords consequently tend to increase rents. It also means that the landlords can afford to be selective about the type of tenants that they place in the individual properties.

RECOMMENDATION

That the report be received and noted.

Mr Terry Dalkos moved:

1. That the report be received and noted.

2. That staff prepare a media release and social media content regarding the number of new businesses on The Parade.

Seconded by Mr Ross Dillon and carried unanimously.
5.4 2020 SCHEDULE OF MEETINGS FOR THE NORWOOD PARADE PRECINCT COMMITTEE

REPORT AUTHOR: Strategic Projects Officer
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 Norwood Parade Precinct Committee with the proposed Schedule of Meetings for 2020.

BACKGROUND

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

8.3 The Norwood Parade Precinct Committee shall meet four (4) 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 2020 calendar year to the Committee for its consideration.

DISCUSSION

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

In respect to the time and date of the meetings, it is recommended that all of the future meetings of the Committee commence at 6.15pm on a Tuesday night and that they be held on the dates outlined in Table 1 below. Should additional meetings be required, Committee Members will be advised of the dates with adequate notice provided. Based on this proposal and the need to hold a minimum of four (4) meetings within each calendar year, it is recommended that the schedule of meetings outlined in Table 1 below, be approved by the Committee.

TABLE 1: NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2020

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Date</th>
<th>Start Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tuesday 17 March 2020</td>
<td>6:15pm</td>
</tr>
<tr>
<td>2</td>
<td>Tuesday 26 May 2020</td>
<td>6:15pm</td>
</tr>
<tr>
<td>3</td>
<td>Tuesday 25 August 2020</td>
<td>6:15pm</td>
</tr>
<tr>
<td>4</td>
<td>Tuesday 24 November 2020</td>
<td>6:15pm</td>
</tr>
</tbody>
</table>
RECOMMENDATION

That the Schedule of Meetings for 2020 as set out below, be approved.

TABLE 2: NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2020

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Date</th>
<th>Start Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tuesday 17 March 2020</td>
<td>6:15pm</td>
</tr>
<tr>
<td>2</td>
<td>Tuesday 26 May 2020</td>
<td>6:15pm</td>
</tr>
<tr>
<td>3</td>
<td>Tuesday 25 August 2020</td>
<td>6:15pm</td>
</tr>
<tr>
<td>4</td>
<td>Tuesday 24 November 2020</td>
<td>6:15pm</td>
</tr>
</tbody>
</table>

Ms Elizabeth Donaldson moved:

That the Schedule of Meetings for 2020 as set out below, be approved.

TABLE 2: NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2020

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Date</th>
<th>Start Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tuesday 17 March 2020</td>
<td>6:15pm</td>
</tr>
<tr>
<td>2</td>
<td>Tuesday 26 May 2020</td>
<td>6:15pm</td>
</tr>
<tr>
<td>3</td>
<td>Tuesday 25 August 2020</td>
<td>6:15pm</td>
</tr>
<tr>
<td>4</td>
<td>Tuesday 24 November 2020</td>
<td>6:15pm</td>
</tr>
</tbody>
</table>

Seconded by Cr Whitington and carried.
6. OTHER BUSINESS

Nil

7. NEXT MEETING

Tuesday 17 March 2020

8. CLOSURE

There being no further business, the Presiding Member declared the meeting closed at 7.50pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on ____________________________ (date)