Norwood Parade Precinct Committee

Agenda & Reports

26 May 2020

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.
21 May 2020

To all Members of the Norwood Parade Precinct Committee

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
- Mr Terry Dalkos
- Mr Joshua Baldwin
- Mr Ross Dillon
- Mr Sebastian Joseph
- 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)

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 26 May 2020 commencing at 6.15pm

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

Yours faithfully

Mario Barone
CHIEF EXECUTIVE OFFICER

City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067
Telephone 8366 4555
Facsimile 8332 6338
Email townhall@npsp.sa.gov.au
Website www.npsp.sa.gov.au
1. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE
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VENUE

Mayors Parlour, Norwood Town Hall

HOUR

PRESENT

Committee Members

Staff

APOLOGIES

ABSENT

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 17 MARCH 2020

2. PRESIDING MEMBER'S COMMUNICATION

3. PRESENTATION

   3.1 Update on Plastic Free SA Program – Presentation by Taryn Hansen

4. NORWOOD PARADE PRECINCT NEWS

   Committee Members to report on news from the Precinct.

5. STAFF REPORTS
5.1 COUNCIL’S FINANCIAL SUPPORT PROVIDED TO BUSINESSES IN RESPONSE TO COVID-19 PANDEMIC

REPORT AUTHOR: Economic Development & Strategic Projects Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA60849
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee with an overview of the financial support package endorsed by the Council to assist the businesses and property owners within the Council area as a result of the COVID-19 Pandemic.

BACKGROUND

The COVID-19 Pandemic continues to have a significant and lasting impact on all aspects of everyday life and is forcing decisions to be made quickly, by all levels of Government, in order to reduce or soften the impacts that are being felt by all sectors of the community, in particular the business sector. The State and Federal Government restrictions aimed at preventing community transmission of the virus, have resulted in a substantial number of businesses (particularly hotels, food and beverage) closing. Some businesses have remained open but at a very much reduced capacity whilst some are offering only on-line purchases.

The outcome of these restrictions and closures has resulted in significant financial impact on the business community within the City of Norwood Payneham & St Peters. As a result of the situation in which the City, the State, the Country and the World finds itself in, the Council has introduced a number of financial support measures for residents, businesses, sporting groups and other local groups who use Council facilities, to try and ensure that everyone makes it through these difficult times.

Whilst on Monday 11 May 2020, a number of restrictions were eased in South Australia, resulting in a number of businesses being able to re-open their doors (albeit in a reduced capacity) and engage in product and service offerings more closely aligned to their offering prior to the COVID-19 Pandemic, there are still a number of businesses which continue to remain closed.

The financial support provided by the Council seeks to complement the assistance being offered by both Federal and State Governments and seeks to provide some financial relief for all businesses whether closed, opening or open, who can demonstrate financial hardship as a result of the COVID-19 Pandemic.

FINANCIAL AND BUDGET IMPLICATIONS

The Council is adequately placed to be able to provide some financial support to both residents and businesses within the Council area. All budget implications of the financial assistance packages endorsed for the 2019-2020 financial year, have been considered and have been designed to complement those which have been of introduced by both the State and Federal Government., Additional financial support measures for the 2020-2021 financial year have been identified in the Council’s draft 2020-2021 Annual Business Plan and Budget but will continue to be reviewed as the economic implications of the COVID-19 Pandemic continue to evolve.
DISCUSSION

At the Council meeting held on 6 April 2020, the Council endorsed an initial financial support package in response to the COVID-19 Pandemic and its economic impacts, which were beginning to have an effect on the economic stability of the businesses and residents within the City. This initial financial support package included the following:

- **The Parade Separate Rate** - the introduction of a Discretionary Rebate of the 2019-2020 Fourth Quarter payment for businesses located within The Parade Precinct that are required to pay The Parade Separate Rate;
- **Outdoor Dining Fees** - refunds of the June Quarter Outdoor Dining Permit fee for Outdoor Dining Permit Holders that had paid in full and a credit for those businesses who had not yet paid in full;
- **Outdoor Dining Permit Holders** – payment of costs associated with the installation of bollards associated with their outdoor dining area deferred for three months to June 2020, with these payments to be reviewed again at 30 June 2020;
- **Council Rates** – removal of all fines and interest charged on the late payment of Fourth Quarter Council Rates payments; and
- **Financial Hardship provisions** relating to the deferral of rates (subject to meeting Council criteria).

More recently at its meeting held Monday 4 May, the Council endorsed the following additional financial support for non-residential property owners:

*That Council provide a discretionary rebate for the Differential Rate (20%) to non-residential property owners for the Final Quarter of 2019-2020, dependent upon an application demonstrating financial hardship on the business due to COVID-19.*

The Council has also considered the economic impacts of COVID-19 as part of its 2020-2021 draft Annual Business Plan and Budget and is proposing the following financial support:

- the Separate Rate for The Parade Precinct will not be declared in 2020-2021. The Council has elected to cover costs of promoting and marketing The Parade, once restrictions have been lifted
- not charging Outdoor Dining Fees for businesses across the City that have an outdoor dining area until 31 December 2020; and
- the allocation of an additional $150,000 to the Council’s Economic Development Budget to increase the amount of support and marketing for businesses generally throughout the City of Norwood Payneham & St Peters.

Additional financial incentives and support provided by the Council include:

- encouraging all businesses who have and/or are experiencing hardship as a result of the COVID-19 Pandemic to contact the Council to work through options regarding the payment of rates. Each application will be assessed on a case-by-case basis;
- relaxing the enforcement of parking limits throughout the Council area, including in and around The Parade; and
- zero (0%) Rate Revenue increase, except where the rate revenue increase due to new development, property improvements or property valuation increases resulting from a sale.

It is important to note that the financial support provided by the Council is aimed at assisting ratepayers, residents, businesses, sporting clubs and other local groups that use Council facilities, who are experiencing hardship due to the impacts of COVID-19. The financial support which has been provided, focuses on services and initiatives that the Council has direct control over, with all other assistance packages being provided by the State and Federal Governments.
CONCLUSION

The most significant financial support packages will be provided by the Federal and State Governments, however the Council has implemented a number of financial assistance measures with the aim of providing financial relief to those businesses experiencing financial hardship.

COMMENTS

All of the information contained has been communicated to the businesses and property owners with the Norwood Parade Precinct to ensure the business community is aware of the information and the support that is being provided by all three (3) levels of Government. Given the evolving nature of this Pandemic, staff are constantly reviewing the changes and providing that information to businesses in a timely manner.

RECOMMENDATION

That the financial assistance package that the Council has introduced in order to support the businesses and property owners within the Council area as a result of the economic impacts of the COVID-19 Pandemic, be noted.
5.2 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: qA983  
ATTACHMENTS: A - F

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 28 May 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, recognising that since the Committee last met on Tuesday 17 March 2020, both the Federal and State Governments have implemented significant restrictions relating to the COVID-19 Pandemic, which have impacted on The Parade traders and property owners. These restrictions have limited the Council’s ability to implement a number of initiatives set out in the Norwood Parade Precinct Committee’s 2019-2020 Annual Business Plan.

At its meeting held on Monday 6 April 2020, the Council resolved the following in relation to The Parade Separate Rate, which forms a part of the Council’s Financial Support Package due to the impacts of the COVID-19 Pandemic:

The Parade Separate Rate

a. That pursuant to Section 166 (1)(b) of the Local Government Act 1999, that the Council grant a Discretionary Rebate, equal to the Fourth Quarter payment of the Separate Rate to businesses within the Parade Precinct that are required to pay the Parade Separate Rate.

Outdoor Dining Permits

a. That the Outdoor Dining Permit fee be refunded (pro-rata from 23 March 2020 to 30 June 2020) to Permit Holders that have paid in full and credited to the Permit Holder where the permit fee have not been paid in full.

b. That where Permit Holders are required to make a payment for the installation of bollards, these payments be deferred for a period of three (3) months to June 2020, with these payment arrangements being reviewed at 30 June 2020.

For the 2019-2020 financial year, the value of the Separate Rate on the Parade Precinct Traders was $215,000, with the Fourth Quarter revenue totalling $53,750. A summary of the overall budget, including expenditure and the Fourth Quarter rebate to date is contained in Attachment A.
DISCUSSION

1. STRATEGY: EVENTS & ACTIVATIONS

1.1 EVENTS

The Council has officially cancelled and/or postponed all events, activations and workshops that are unable to be delivered via a digital platform until the end of the 2019-2020 financial year at which time the situation will be reviewed.

2. STRATEGY: MARKETING & COMMUNICATIONS

2.1 SOCIAL MEDIA

The top performing posts by engagement came at no surprise and were:

- The announcement of Parade trader ORBE, who won ‘Best Hair & Beauty’ and were inducted into the prestigious ‘Hall of Fame’ as a part of the Eastside Business Awards 2020;
- An article on The Parade blog featuring takeaway and delivery options during COVID-19; and
- The sharing of a post from a local resident expressing her gratitude of a local police officer that bought people, including herself a coffee while they waited in the Centrelink line.

The Parade blog articles and social media activity continue to provide customers with up to date and real time information about the changes and activity on The Parade during the COVID-19 Pandemic.

Further information is detailed in the social media report contained in Attachment B.

2.2 STILL HERE WEBSITE

In late March, when COVID-19 had well and truly ‘hit’ the local economy, Norwood web design agency Karmabunny launched a free website called Still Here. The website lists retail shops and eateries that are still operating and servicing the community during COVID-19. The site is free and straightforward for both customers and business, with clear prompts to either list a business, or search for a shop or business in a particular area. The site is searchable by postcode and delivers results based on proximity.

The site information was shared with The Parade traders via an EDM on Monday 30 March, which led to over one hundred (100) click-throughs to Still Here – an overwhelmingly positive response with many signing up to the website. Further information on the site is available on the Council’s website, under the ‘COVID-19 Information for Business’ webpage.

2.3 HOME – DESIGN TO INSPIRE PUBLICATION

The City of Norwood Payneham & St Peters is recognised as a hub for creatives and is home to a vast amount of interior design, styling and homeware businesses. It is important, now more than ever to showcase this sector and its diverse offering. The Parade and Magill Road specifically, are known as destinations for homewares in the east. With a range of unique and quirky independent stores, the precincts attracts those looking for something a little different for their home.

The Home – Design to Inspire publication is designed to promote the homeware and furniture businesses in the retail sector, and it will aim to inspire customers to shop in the City. With many new housing developments in the Council area, including major projects such as Norwood Green and the Beulah Road / George Street residential development project, there is a buyer’s market and the opportunity to heavily promote ‘shop local’.

This publication will be distributed to participating businesses, be on display and be available for pickup at Display Centres and the Council’s Customer Service Centres, with the opportunity for wider distribution.
2.4 PLASTIC-FREE PRECINCT PILOT PROGRAM

On Thursday 30 April 2020, the Minister for Environment and Water, the Hon David Speirs MP, introduced the Single-use and Other Plastic Products (Waste Avoidance) Bill 2020 to Parliament.

The Bill prohibits the sale, supply and distribution of certain single-use plastic products and establishes a framework for adding other products in the future. The draft Bill was released for public consultation between 14 December 2019 and 7 February 2020. Both the submissions and the Stakeholder Taskforce feedback that was received were used to inform the structure and scope of the final Bill.

Several submissions requested that the 'intent of the legislation' be specified within the Bill itself, which has been supported with inclusion of an ‘Objects of the Act’ provision to reference better waste management practices, inclusion of reduction in marine and other litter, waste management hierarchy and circular economy principles.

Respondents to the draft Bill predominantly were in favour of the Government's decision to phase out the initial items listed as prohibited plastic products in the Bill, but a number of respondents recommended additional items for phase-out, either as part of the first collection of products or at a later date. Additional items commonly recommended for inclusion in the Bill alongside the existing listed items were:

- Barrier bags for fruit and vegetables;
- Plastic plates, bowls;
- Cups for cold drinks;
- Coffee cups and lids;
- Thick plastic bags; and
- Other expanded polystyrene food service products (i.e. meat/produce trays and takeaway ice cream containers).

Items recommended for further consideration (i.e. at a later stage) included:

- Balloons and balloon sticks;
- Plastic bottles and bottle caps;
- Compostable bags used in the commercial sector;
- Flushable wipes;
- Cotton buds;
- Stickers on fruit; and
- Bread tags.

It is pleasing to note the Government's response acknowledges those items recommended in the Council's submission, including all expanded polystyrene food service products, all plastic bags (e.g. thicker and barrier bags); coffee cups and lids, bread tags and stickers on fruit. However, these items will be subject to deferred consideration for phased introduction over time.

The legislation framework enables the future addition of products, however any additional inclusions will need to take into account industry feedback and development of alternatives.

The Bill contains a provision to implement an exemption that will allow for the sale, supply and distribution of single-use plastic straws to those in the community who rely on them due to disability or medical need. This exemption will be implemented via regulations, yet to be drafted, following the passage of the Bill.

Respondents called for a high level of public and business awareness throughout the transition period, which will be provided with a comprehensive communication campaign to support the legislation guide choices on alternative products and disposal options.

During the consultation phase, clarification was sought as to whether or not local government would be relied upon for enforcement as authorised officers under this Act. The intent of the legislation is that compliance is intended to be undertaken by authorised officers of the Environment Protection Authority pursuant to Section 85(1) of the Environmental Protection Act 1993. However, this does not prevent any council from authorising a specified officer or employee for the purposes of ensuring compliance with this legislation, should they wish to do so.
In regards to the commencement date of the legislation, there were differences of views from respondents ranging from immediate to within 24 months. The Government wanted to implement an ambitious but realistic timeline to ban the supply of prohibited plastic products, to ensure the ban is as effective as possible in tackling plastic pollution and protecting the environment.

Whilst a ban on single-use plastic has strong support in South Australia from both the community and industry, in light of the COVID-19 restrictions, Minister Speirs has advised that the commencement of the legislation has been delayed and the commencement date will be decided at a later date, likely later this year.

A copy of the Bill is contained in Attachment C and supporting information is accessible via the Green Industries SA website; as well as a summary of submissions received on the draft Bill and government’s response at https://www.greenindustries.sa.gov.au/plastics.

3. STRATEGY: IDENTITY & BRAND

3.1 2020 ART ON PARADE

Due to COVID-19, the 2020 Art on Parade event that was scheduled for the month of April, was cancelled and the $5,000 allocation from the Committee’s budget has not been spent. At this stage, the event will resume in April 2021. In recognising that many creative industries have been impacted by the COVID-19 restrictions, staff are where possible, continuing to promote the artists and galleries that are located on The Parade as a part of the ongoing mainstreet's social media plan.

3.2 ANNUAL COMPETITION

At its meeting held on Tuesday 17 March 2020, the Committee considered the option of running a generic ‘Shop on The Parade to Win’ competition with a cash prize / vouchers that could be reinvested in The Parade businesses. The competition proposed will have multiple winners, allow for a mix of prizes from various retailers and greater flexibility with spend. The Committee endorsed the competition idea, and requested a proposal be presented at the Tuesday 26 May 2020 meeting.

A copy of the proposal for discussion with the Committee is contained in Attachment D.

It is proposed that the Committee allocates $20,000 to the annual competition from the 2020-2021 budget, which includes branding, marketing and promotion and a total of $7,500 in prizes / vouchers.

3.3 PARADE BRANDED SIGNAGE

In 2014, The Parade, Norwood visual branding was reviewed and a new set of guidelines were established. At that time, the Committee invested financially in photography and web development, to refresh the look and feel of the brand. The new photography was used in various ways across a range of platforms to promote The Parade to its visitors. The platforms and uses include:

- Website;
- Print and digital advertising;
- Buses and bus shelters;
- On-street signage; and
- Documents and strategies.

Whilst the photography is professional, the street and the marketing of The Parade needs to be refreshed and injected with new life, particularly once businesses re-open and The Parade is fully servicing the community again and welcoming local visitors.

To visually improve the look of The Parade and its infrastructure, it is proposed that $10,000 be allocated towards the purchase and install of thirty-one (31) SAPN light pole banners to complement the existing sixteen (16) banners located in the heart of The Parade, and brightly designed bin wraps to liven up the footpaths, with an ‘Open For Business’ message.

An example of the bin wraps, showing their effectiveness is contained in Attachment E.
4. STRATEGY: BUSINESS DEVELOPMENT

NETWORKING

4.1 MID-YEAR BUSINESS NETWORKING DRINKS

The Mid-Year Business Networking Drinks event that was scheduled to take place on Tuesday 23 June 2020, from 6.00pm at Adelaide Appliance Gallery has been cancelled. Hopefully, the restriction on larger gatherings will be lifted by December and the Council will be able to host a Citywide Christmas Networking Event for businesses in the City. Alternatively, and depending on regulations, an event solely for The Parade traders to catch up and network, may be held.

BUSINESS DEVELOPMENT

4.2 GROWTH WORKSHOPS

The Council Staff have sourced four (4) external facilitators, three (3) of which are businesses that are located within the Council area and with backgrounds in digital marketing, social media and business development to host five (5) workshops during the year.

Due to COVID-19, the date of the first workshop was rescheduled to Friday 8 May, and was presented via Zoom by Identity Marketing. The webinar was well received by the participants and the recording of the presentation is available to access on the workshops webpage located on the Council’s website.

The next webinar will be held on Friday 22 May at 10.00am, with a focus on ‘Social Media During Lockdown’. As outlined in Table 1 below, the dates and times of the remaining workshops are still being confirmed.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date and Time</th>
<th>Facilitators</th>
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</thead>
<tbody>
<tr>
<td>Social Media During Lockdown</td>
<td>Friday 22 May 2020</td>
<td>Georgi Roberts</td>
</tr>
<tr>
<td></td>
<td>10.00am – 11.00am</td>
<td></td>
</tr>
<tr>
<td>Instagram for Business</td>
<td>TBC</td>
<td>Chloe Grayling</td>
</tr>
<tr>
<td>What is Intellectual Property and How Best to Protect it</td>
<td>TBC</td>
<td>Drazen Lesicar</td>
</tr>
<tr>
<td>Facebook – Are you Getting the Most out of It</td>
<td>TBC</td>
<td>Georgi Roberts</td>
</tr>
</tbody>
</table>

The Growth Workshops have and will continue to be promoted to all businesses within the Council area via social and digital channels including target electronic newsletters.

For more information on the Growth Workshops and to book a spot, visit www.npspm.eventbrite.com. The workshops are free and bookings are essential in order to receive the session link.
4.3 2020 EASTSIDE BUSINESS AWARDS

The 2020 Eastside Business Awards are a partnership between the City of Norwood Payneham & St Peters and News Corp and have been established to:

- recognise and celebrate the success of businesses within the City;
- raise the profile of the Council’s business sector;
- provide a platform for businesses that fall both within and outside of the Council’s business precincts the opportunity to be promoted;
- highlight the “hidden gems”;
- encourage exceptional customer service from businesses;
- make the City of Norwood Payneham & St Peters a destination of choice for shopping, dining and services;
- increase patronage for businesses within the City; and
- associate the Council with a high profile awards program.

The Award Program began strong, with hundreds of votes in the initial days of the voting period. As COVID-19 spread, and the effects on businesses became more serious, there was a shift in focus from celebration and promotion to survival. Notwithstanding, a total of 305 (up 78% from 2019) local businesses received their share of more than 6,800 public votes, with 36 individual businesses being shortlisted as finalists. The increase in business nominations is positive, concluding that there is greater awareness of the Program in the community across businesses, visitors and residents.

Table 2 lists the winners in each of the categories.

<table>
<thead>
<tr>
<th>Category</th>
<th>Winner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Customer Experience</td>
<td>Foot and Leg Centre</td>
</tr>
<tr>
<td>Best Independent Retailer</td>
<td>Semmens Property Management</td>
</tr>
<tr>
<td>Best Emerging / Startup Business</td>
<td>GR Phones Norwood</td>
</tr>
<tr>
<td>Best Hair &amp; Beauty Salon</td>
<td>ORBE Hair &amp; Beauty</td>
</tr>
<tr>
<td>Best Fashion Retailer</td>
<td>Shouz</td>
</tr>
<tr>
<td>Best Food / Beverage Manufacturer</td>
<td>Goodies &amp; Grains</td>
</tr>
<tr>
<td>Best Café</td>
<td>The Lab Food &amp; Coffee</td>
</tr>
<tr>
<td>Best Coffee</td>
<td>Pave Café</td>
</tr>
<tr>
<td>Best Restaurant</td>
<td>Fine and Fettle</td>
</tr>
<tr>
<td>Best Pub / Bar</td>
<td>Little Bang Brewing Co</td>
</tr>
<tr>
<td>Best Entertainment Venue</td>
<td>Hoyts Norwood</td>
</tr>
<tr>
<td>Hall of Fame (20+ years)</td>
<td>ORBE Hair &amp; Beauty</td>
</tr>
</tbody>
</table>

Unfortunately, the awards evening that was scheduled for Tuesday 21 April, was cancelled due to the COVID-19 Pandemic however with consent, Mayor Robert Bria visited each of the winners on Wednesday 22 April to personally congratulate them and present their awards. Five (5) businesses on The Parade were recipients of an award.

Business owners and their employees were thrilled that the Program continued during these unprecedented times and were grateful of the efforts by the Council to ensure that they were still recognised and celebrated.

A copy of the article that was published in the Advertiser on Wednesday 27 April announcing the winners is contained in Attachment F.

Visit [www.eastsidebusinessawards.com.au](http://www.eastsidebusinessawards.com.au) to view the image gallery, including all the winners.
COVID-19 IMPLICATIONS

The COVID-19 Pandemic has had a significant impact on the economy at a local, national and international level. As a result, many of the planned initiatives to deliver the 2019-2020 Annual Business Plan have had to be postponed or cancelled, and where possible alternatives have been identified so that the Norwood Parade Precinct Committee can deliver as much as possible, and support businesses as much as possible during these difficult times and through the upcoming recovery stage.

RECOMMENDATION

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

2. That the allocation of $20,000 from the Identity and Brand 2020-2021 budget to deliver the annual Parade competition, be endorsed.

3. That the allocation of $10,000 from the Identity and Brand 2019-2020 budget to go towards the production and install of branded banners and bin wraps, be endorsed.
Attachment A

## 2019 - 2020 NPPC Annual Business Plan and Budget

*All expenditure is exclusive of GST*

<table>
<thead>
<tr>
<th>TOTAL BUDGET</th>
<th>$161,250.00</th>
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<tr>
<td>SPENT / ASSIGNED</td>
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<td>REMAINING</td>
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### Strategy 01 - Events and Activation

*Develop, support and implement events and activations on The Parade to attract customers, provide a unique experience and grow the Precinct's reputation as a leading cultural Precinct.*

#### 1.1 Events and Activation

<table>
<thead>
<tr>
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<th>Amount</th>
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<tbody>
<tr>
<td>A Day of Fashion</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>$20,000.00</td>
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### Strategy 02 - Marketing and Communications

*Implement a range of marketing initiatives that communicate and promote the positive strengths of The Parade to all markets*

#### 2.2 Social Media

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Internal Resource</td>
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<tr>
<td>Planoly</td>
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<tr>
<td>Summer in Sorrento</td>
<td>$166.71</td>
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<tr>
<td>Raising the Bar Adelaide</td>
<td>$98.27</td>
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<tr>
<td>Promotion of the Blogs</td>
<td>$107.08</td>
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<tr>
<td>Promotion of the Blogs</td>
<td>$4.97</td>
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<tr>
<td>Raising the Bar Entrepreneurship</td>
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<tr>
<td>Blog Promotion via Facebook (March - May)</td>
<td>$300.00</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>$14,742.12</td>
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</table>

#### 2.3 Advertising

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Adelaide Review MREC (Live in July)</td>
<td>$900.00</td>
</tr>
<tr>
<td>The Adelaide Review Leaderboard</td>
<td>$1,300.00</td>
</tr>
<tr>
<td>The Adelaide Review EDM Banner (Live in July)</td>
<td>$300.00</td>
</tr>
<tr>
<td>The Adelaide Review Mega Banner (Live in July)</td>
<td>$500.00</td>
</tr>
<tr>
<td>Destination Australia</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Neon Moose</td>
<td>$4,760.00</td>
</tr>
<tr>
<td>Farin Foster</td>
<td>$270.00</td>
</tr>
<tr>
<td>Alexis Buxton-Collins</td>
<td>$5,250.00</td>
</tr>
<tr>
<td>City Mag</td>
<td>$500.00</td>
</tr>
<tr>
<td>The Adelaide Review Leaderboard (Summer in Sorrento from 18/19)</td>
<td>$1,300.00</td>
</tr>
<tr>
<td>City Mag</td>
<td>$4,500.00</td>
</tr>
<tr>
<td>Sweet Time Photo</td>
<td>$1,405.00</td>
</tr>
<tr>
<td>Opinion Media</td>
<td>$400.00</td>
</tr>
<tr>
<td>City Mag</td>
<td>$500.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$25,285.00</td>
</tr>
</tbody>
</table>

### Strategy 03 - Identity and Brand

*Further develop The Parade's brand and implement initiatives that define and communicate The Parade's identity and raise the community's appreciation of the Precinct.*

#### 3.1 Sponsorship

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clockworks</td>
<td>$875.00</td>
</tr>
<tr>
<td>Clockworks</td>
<td>$140.00</td>
</tr>
<tr>
<td>Clockworks</td>
<td>$875.00</td>
</tr>
<tr>
<td>Festive Trees on Osmond Terrace (Winner Prize - to KickStart for Kids)</td>
<td>$1,000.00</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$2,390.00</td>
</tr>
</tbody>
</table>

#### 3.2 Signage and Street Decorations

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chas Clarkson</td>
<td>2019 Christmas Tree Maintenance (50% balance owing)</td>
</tr>
<tr>
<td>Chas Clarkson</td>
<td>2019 Installation &amp; Dismantle Christmas Decorations (remainder owing)</td>
</tr>
<tr>
<td>Clockworks</td>
<td>Christmas Banner (installation)</td>
</tr>
<tr>
<td>Clockworks</td>
<td>Christmas Banner (dismantle &amp; replace)</td>
</tr>
<tr>
<td>Clockworks</td>
<td>Christmas Window Decals</td>
</tr>
<tr>
<td>Rawsons Electrical</td>
<td>Installation &amp; Maintenance</td>
</tr>
<tr>
<td>Rawsons Electrical</td>
<td>Dismantle</td>
</tr>
<tr>
<td>Chas Clarkson</td>
<td>2020 Installation &amp; Dismantle of Christmas Decorations (50% Deposit)</td>
</tr>
<tr>
<td><strong>Parade Branded Banners &amp; Bin Wraps</strong></td>
<td>$10,000.00</td>
</tr>
</tbody>
</table>
## TOTAL
<table>
<thead>
<tr>
<th>3.3 Merchandise</th>
<th>$57,051.08</th>
</tr>
</thead>
<tbody>
<tr>
<td>DesignLab</td>
<td>A6 Notebook Artwork</td>
</tr>
<tr>
<td>Add Value</td>
<td>Nb Branded Notebooks</td>
</tr>
<tr>
<td>Petty Cash</td>
<td>$43.15</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$2,563.15</td>
</tr>
</tbody>
</table>

## 3.4 Competitions and Promotions

**SUMMER IN SORRENTO COMPETITION - 2019**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Marquee</td>
<td>$138.25</td>
</tr>
<tr>
<td>Officeworks</td>
<td>Tickets for the draw</td>
</tr>
<tr>
<td>Newsagency</td>
<td>Tickets for the draw</td>
</tr>
<tr>
<td>CityMag</td>
<td>Digital</td>
</tr>
<tr>
<td>Clockworks</td>
<td>Decal Removal</td>
</tr>
<tr>
<td>Sarah Cain</td>
<td>Novelty Cheque Artwork</td>
</tr>
<tr>
<td>Arte Grafica</td>
<td>Novelty Cheque Print</td>
</tr>
<tr>
<td>NPPC</td>
<td>Money Contribution - Transfer to Winner</td>
</tr>
<tr>
<td>Adshel Advertising</td>
<td>$5,484.60</td>
</tr>
<tr>
<td>Nova Advertising</td>
<td>$5,535.00</td>
</tr>
<tr>
<td>Dan Schultz</td>
<td>Photography</td>
</tr>
<tr>
<td>CBS</td>
<td>Lottery License</td>
</tr>
<tr>
<td>Parade</td>
<td>Tag &amp; Win Competition (COVID-19)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$16,282.17</td>
</tr>
</tbody>
</table>

### Business Development

Foster improved business presentation, appearance and cooperation and support business capability and sustainability through education, training and networking.

#### Networking

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foodland</td>
<td>Growth Workshop #3 Drinks</td>
</tr>
<tr>
<td>Design Lab</td>
<td>2020 Growth Workshop Series Collateral Artwork Design</td>
</tr>
<tr>
<td>Arte Grafica</td>
<td>2020 Growth Workshop Series A6 Postcard, A1+A4 Poster</td>
</tr>
<tr>
<td>Brick &amp; Mortar</td>
<td>Growth Workshop Catering</td>
</tr>
<tr>
<td>Design Lab</td>
<td>2020 Growth Workshop Series - Add Webinar Icon</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$853.61</td>
</tr>
</tbody>
</table>

### Strategy 05 - Administration

Ensure the ongoing and effective administration of the Committee.

#### 5.1 Catering

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norwood Foodland</td>
<td>Catering</td>
</tr>
<tr>
<td>Pasta Go Go</td>
<td>27 August Committee Meeting</td>
</tr>
<tr>
<td>Committee Christmas Gifts</td>
<td>Quinzl’s</td>
</tr>
<tr>
<td>Catering</td>
<td>Various Petty Cash</td>
</tr>
<tr>
<td>Subway</td>
<td>26 November Committee Meeting</td>
</tr>
<tr>
<td>Sushi</td>
<td>26 November Committee Meeting</td>
</tr>
<tr>
<td>URPS</td>
<td>August Workshop</td>
</tr>
<tr>
<td>Grotto</td>
<td>17 March Committee Meeting</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$1,408.02</td>
</tr>
</tbody>
</table>

#### 5.2 Print, Post and Distribution

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clockworks</td>
<td>A1 Growth Poster Print</td>
</tr>
<tr>
<td>DesignLab</td>
<td>2020 - 2021 ABP Design</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$420.00</td>
</tr>
</tbody>
</table>
Attachment B

The Parade Social Media Progress Report: 14/05/20

Included in this report is:
- Overview
- Top performing posts (Instagram and Facebook)
- COVID-19
- Eastside Business Awards
- Moving forward

**Overview for period 11/03/20 – 13/05/20**

Total Facebook followers: 16,699 (increase of 5)
Total Instagram followers: 3309 (increase of 48)

Total Facebook impressions: 181,760
  - Organic (unpaid) impressions: 108,553
  - Paid impressions: 72,408
Total Instagram impressions: 11,623

**Top performing posts: Instagram**

For date range: 11/03/20 – 13/05/20

- **Argo Espresso**
  - 22 engagements

- **Grill’d**
  - 16 engagements

- **Denim & Cloth**
  - 14 engagements
### Top performing posts: Facebook

For date range: 11/03/20 – 13/05/20

<table>
<thead>
<tr>
<th>Post Type</th>
<th>Title</th>
<th>Engagement Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eastside Business Awards winner ORBE</td>
<td>ORBE looks to the future after Hall of Fame induction</td>
<td>978 engagements</td>
</tr>
<tr>
<td></td>
<td>Takeaway and delivery options available during COVID-19</td>
<td>930 engagements</td>
</tr>
<tr>
<td></td>
<td>SAPOL good news story on The Parade</td>
<td>906 engagements</td>
</tr>
</tbody>
</table>

---

**Eastside Business Awards winner ORBE**

Ten years after landing on The Parade, Ida and co-owner Joe Cimmino opened their own salon in the same location she first started as an apprentice. Now, as well as being voted Best Hair/ Beauty Salon for the second year in a row, ORBE has just been inducted into the Eastside Business Awards Hall Of Fame.

---

**Takeaway and delivery options available during COVID-19**

So you can still enjoy good food while self-isolating 😋!
Check out this list for your favourite Parade eats, takeaway (or delivered to your door) 🍳_delivery:

---

**SAPOL good news story on The Parade**

Big thank you to the police officer in this story! We love hearing about acts of kindness, especially when they’re on The Parade!

Keep supporting each other and local businesses where you can, and stay safe! 💜

---

*SAPOL good news story on The Parade*

This morning a member of the public named Nicki sent the below message and photos to South Australia Police.

We asked for her permission to share the story, as we felt it was a small reminder that little acts of kindness can go a long way:

*Hey guys just wanted to share this with you. A very lovely act of kindness.*

While feeling very overwhelmed having to go to the Norwood Centrelink office at 6.30am (ready for it to open at 8am!) at 7.30am a cop car pulls up, the young police man went along the line of 15 people, took their coffee order and brought back piping hot coffee for all... for free. 😊

No matter what this day brings, he totally made my day. 💜
COVID-19
After strict social distancing rules were implemented in South Australia, many businesses on The Parade closed their doors and encouraged online shopping.

Via The Parade, Norwood on Facebook and @paradenorwood on Instagram, local businesses’ online sites were promoted, along with those who were still open on The Parade.

This included over 70 Instagram Stories posted to @paradenorwood on Instagram.

SERAFINA
Temporary Closure
To all our loyal Serafina customers,

It is with great saddened and a heavy heart that we have made the decision to close our retail stores temporarily due to the COVID-19 pandemic. Our last day of trade will be Saturday 21 March 2020.

Our online store remains open and we ask all of our loyal customers to continue to support the business through this channel.

For us, like many small businesses, these are challenging times. We are as determined as ever to re-open when it is safe to do so. Our kindly team will be back on deck then and ready to provide you with the great customer service you have come to expect.

We strongly encourage all our customers to actively support small businesses who are doing it tough at the moment.

There are families in retail, hospitality, tourism and other industries that will need our support so rely around these great South Australian businesses.

We hope you and your loved ones stay safe and well during these uncertain times.

Emily and Michael
On behalf of all the Serafins team.
### Eastside Business Awards

| Facebook | - 8 posts were shared on The Parade, Norwood Facebook page encouraging the public to nominate and vote for their favourite eastside businesses with a focus on Parade businesses.  
- In total, these 8 posts led to an organic (unpaid) reach of 9,501 people.  
- Additional paid advertising: $400 on social media increased the reach by a further 9,082 people. |
|---|---|

**Facebook**  
*The Parade, Norwood*  
Sponsored (demo)  
Vote for your favourite businesses on The Parade and they'll have a chance to win a share of $18,000 in business marketing thanks to The Messenger.  
Voting opens on Wednesday 26 February so get your votes ready now!  
*Messenger East*  

**Instagram**  
Below are examples of Instagram Stories that were published to promote the Eastside Business Awards.
Attachment C

Progress Report on the Implementation of the
2019-2020 Annual Business Plan
South Australia

Single-use and Other Plastic Products (Waste Avoidance) Bill 2020

A BILL FOR
An Act to restrict and prohibit the manufacture, production, distribution, sale and supply of certain single-use and other plastic products and for other purposes.
The Parliament of South Australia enacts as follows:

Part 1—Preliminary

1—Short title

This Act may be cited as the Single-use and Other Plastic Products (Waste Avoidance) Act 2020.

2—Commencement

This Act comes into operation on a day to be fixed by proclamation.

3—Interpretation

In this Act, unless the contrary intention appears—

authorised officer means a person who is an authorised officer for the purposes of the Environment Protection Act 1993;

cutlery means utensils used for eating food;
oxo-degradable plastic means a material (however described) made of plastic which includes additives to accelerate the fragmentation of the material into smaller pieces, triggered by ultraviolet radiation or heat exposure, whether or not this is, or may be, followed by partial or complete breakdown of the material by microbial action;

plastic means a material made from, or comprising, organic polymers, whether plant extracts or of fossil fuel origin;

plastic product means a product comprised, in whole or in part, of plastic;

prohibited plastic product—see section 6;

sell or supply includes offer for sale or supply;

single-use, in relation to a product, means a product designed or intended to be used once or for a limited number of times before being disposed of.

4—Application of Act

This Act does not apply to a container that is the subject of a beverage container approval under the Environment Protection Act 1993.

5—Objects of Act

The objects of this Act include to—

(a) provide for the restriction or prohibition of certain single-use and other plastic products; and

(b) promote and support better waste management practices including the reduction of marine litter; and

(c) promote and support the principles of the waste management hierarchy; and

(d) promote and support the principles of the circular economy.

Part 2—Prohibited plastic products

6—Prohibited plastic products

(1) For the purposes of this Act, prohibited plastic product means the following plastic products:

(a) a single-use plastic drinking straw;

(b) single-use plastic cutlery;

(c) a single-use plastic beverage stirrer;

(d) an expanded polystyrene cup;

(e) an expanded polystyrene bowl;

(f) an expanded polystyrene plate;

(g) an expanded polystyrene clamshell container;

(h) a product, or product of a class, brought within the ambit of this definition by the regulations,

but does not include a product, or product of a class, excluded from the ambit of this definition by the regulations.
(2) Before a regulation is made pursuant to subsection (1)(h), the Minister must undertake public consultation on the proposal to bring a product, or product of a class, within the ambit of the definition of prohibited plastic product in accordance with the following:

(a) the Minister must prepare a notice of the proposal that includes—
   (i) the proposed product or class of product; and
   (ii) information regarding the reasons the product or class of product is proposed; and
   (iii) information regarding the availability of alternative products; and
   (iv) any potential exemptions that may be required in relation to the product;

(b) the notice must be published on a website determined by the Minister, and may be published in such other manner as the Minister determines to be appropriate;

(c) the notice must invite submissions to be made by interested persons in the manner, and within the period (which must be at least 8 weeks), specified in the notice;

(d) the Minister must give consideration to any submissions made in response to the invitation.

7—Person must not sell, supply or distribute prohibited plastic products in course of carrying on a business

(1) A person who, in the course of carrying on a business, sells, supplies or distributes a prohibited plastic product to another person is guilty of an offence.

   Maximum penalty:
   (a) in the case of a prescribed person—$20 000;
   (b) in any other case—$5 000.

   Expiation fee:
   (a) in the case of a prescribed person—$1 000;
   (b) in any other case—$315.

(2) Subsection (1) does not apply to a person who sells, supplies or distributes a prohibited plastic product if the person is the manufacturer, producer or distributor of the product and the product is supplied or distributed to a person outside this State.

(3) It is a defence to a charge of an offence under subsection (1) if the person is not a prescribed person and proves that they believed on reasonable grounds that the product was not a prohibited plastic product.

(4) This section applies whether or not a fee is charged for the supply or distribution of the prohibited plastic product, or the sale, supply or distribution of the prohibited plastic product is incidental to, or forms part of, the sale, supply or distribution of other products.

(5) For the purposes of this section, business includes an enterprise, association, organisation or other body regardless of whether the activities it carries on are of a commercial, charitable, sporting, educational or community nature.
(6) The regulations may specify the following:
   (a) that a business, or business of a class, may be taken to be, or not to be, a business for the purposes of this section;
   (b) the circumstances in which a business, or business of a class, may be taken to be, or not to be, a business for the purposes of this section.

(7) In this section—

   prescribed person, in relation to a prohibited plastic product, means a person who is a manufacturer or producer of the product, or who sells, supplies or distributes the product in the course of carrying on a business as a wholesaler or distributor.

8—Person must not represent that product is not a prohibited plastic product
A person who—
   (a) sells, supplies or distributes a prohibited plastic product to another person; and
   (b) prior to, or in the course of, selling, supplying or distributing the product, represents to the other person that the product is not a prohibited plastic product,
   is guilty of an offence.
   Maximum penalty: $20 000.
   Expiation fee: $1 000.

Part 3—Oxo-degradable plastic products

9—Person must not manufacture or produce oxo-degradable plastic products
A person who, in the course of carrying on a business, manufactures or produces a product comprised, in whole or in part, of oxo-degradable plastic is guilty of an offence.
   Maximum penalty: $20 000.
   Expiation fee: $1 000.

10—Person must not sell, supply or distribute oxo-degradable plastic products in course of carrying on a business
(1) A person who, in the course of carrying on a business, sells, supplies or distributes a product comprised, in whole or in part, of oxo-degradable plastic to another person is guilty of an offence.
   Maximum penalty:
      (a) in the case of a prescribed person—$20 000;
      (b) in any other case—$5 000.
   Expiation fee:
      (a) in the case of a prescribed person—$1 000;
      (b) in any other case—$315.
(2) It is a defence to a charge of an offence under subsection (1) if the person is not a prescribed person and proves that they believed on reasonable grounds that the product was not comprised, in whole or in part, of oxo-degradable plastic.

(3) This section applies whether or not a fee is charged for the supply or distribution of the product, or the sale, supply or distribution of the product is incidental to, or forms part of, the sale, supply or distribution of other products.

(4) For the purposes of this section, business includes an enterprise, association, organisation or other body regardless of whether the activities it carries on are of a commercial, charitable, sporting, educational or community nature.

(5) The regulations may specify the following:

(a) that a business, or business of a class, may be taken to be, or not to be, a business for the purposes of this section;

(b) the circumstances in which a business, or business of a class, may be taken to be, or not to be, a business for the purposes of this section.

(6) In this section—

prescribed person, in relation to a product comprised, in whole or in part, of oxo-degradable plastic, means a person who is a manufacturer or producer of the product, or who sells, supplies or distributes the product in the course of carrying on a business as a wholesaler or distributor.

11—Provision of manufacturer's or producer's certification as to oxo-degradable plastic content of plastic products

(1) A person who, in the course of carrying on a business, manufactures or produces a plastic product, must, at the written request of an authorised officer, provide to the Authority in accordance with this section, certification as to whether or not the product contains oxo-degradable plastic, unless the person has a reasonable excuse for not doing so.

Maximum penalty: $20 000.

(2) A person who, in the course of carrying on a business, distributes a plastic product or sells or supplies a plastic product by wholesale, must, at the written request of an authorised officer, provide to the Authority in accordance with this section, certification of the manufacturer or producer of the product as to whether or not the product contains oxo-degradable plastic, unless the person has a reasonable excuse for not doing so.

Maximum penalty: $20 000.

(3) Certification under this section must—

(a) be in the manner and form, and contain the information, determined by the Authority; and

(b) be provided to the Authority within 30 days of the making of the request.
12—Person must not represent that product is not comprised of oxo-degradable plastic

A person who—

(a) knows, or who ought reasonably to have known or suspected, that a product sold, supplied or distributed by the person to another person is comprised, in whole or in part, of oxo-degradable plastic; and

(b) prior to, or in the course of, selling, supplying or distributing the product, represents to the other person that the product is not comprised, in whole or in part, of oxo-degradable plastic,

is guilty of an offence.

Maximum penalty: $30 000.

Part 4—Miscellaneous

13—Delegation

(1) The Minister may delegate a function or power under this Act (other than a prescribed function or power) to a specified body or person (including a person for the time being holding or acting in a specified office or position).

(2) A delegation under this section—

(a) must be by instrument in writing; and

(b) may be absolute or conditional; and

(c) does not derogate from the power of the delegator to act in any matter; and

(d) is revocable at will.

(3) A function or power delegated under this section may, if the instrument of delegation so provides, be further delegated.

14—Interaction with Environment Protection Act

(1) This Act (as in force from time to time) and the Environment Protection Act 1993 (as in force from time to time) will be read together and construed as if the 2 Acts constituted a single Act.

(2) Without derogating from subsection (1), authorised officers may exercise their powers under the Environment Protection Act 1993 for the purposes of the administration and enforcement of this Act.

(3) For the purposes of the operation of this Act, in the event of an inconsistency between the provisions of this Act and the provisions of the Environment Protection Act 1993, the provisions of this Act prevail.

15—Exemptions from Act

(1) The Governor may, by regulation, exempt or empower the Minister to exempt, a person, or person of a class, or a product, or product of a class, from the operation of this Act or any specified provision of this Act (whether generally or in specified circumstances).
(2) Without limiting the operation of subsection (1), the Governor may, by regulation, exempt the sale, supply or distribution of single-use plastic drinking straws by a person, or person of a class, from the operation of Part 2 or a specified provision of that Part (whether generally or in specified circumstances) to, or in respect of, persons who require them due to a disability or medical requirement, or in order for such persons to otherwise access or obtain them.

(3) A regulation under subsection (1) or (2) may operate subject to such limitations and conditions as may be specified in the regulation.

16—Evidentiary provision

In proceedings for an offence against this Act, an allegation in an information that a specified product was a prohibited plastic product will be accepted as proved in the absence of proof to the contrary.

17—Regulations

(1) The Governor may make such regulations as are contemplated by, or necessary or expedient for the purposes of, this Act.

(2) The regulations may—

(a) be of general or limited application; and
(b) make different provision according to the matters or circumstances to which they are expressed to apply; and
(c) make provisions of a saving or transitional nature consequent on the enactment of this Act or on the making of regulations under this Act; and
(d) provide that a matter or thing in respect of which regulations may be made is to be determined according to the discretion of the Minister or a specified person or body; and
(e) apply or incorporate, wholly or partially and with or without modification, a code, standard, policy or other document prepared or published by the Minister or a specified person or body.

(3) If a code, standard or other document is referred to or incorporated in the regulations—

(a) a copy of the code, standard or other document must be kept available for public inspection, without charge and during ordinary office hours, at an office or offices specified in the regulations; and
(b) evidence of the contents of the code, standard or other document may be given in any legal proceedings by production of a document apparently certified by the Minister to be a true copy of the code, standard or other document.
Parade Precinct Shopping Competition 2020 - 2021

**Background**

Having previously run four successful competitions that focussed mainly on winning overseas holidays, given the current state of tourism as a result of the COVID-19 Pandemic, it has been determined that this would not be an appropriate prize and hence an alternative competition prize offering that directly supports The Parade businesses has been selected.

The City of Norwood Payneham & St Peters in conjunction with the Norwood Parade Precinct Committee (NPPC) will be seeking to proceed with a shopping competition, to encourage people to return to The Parade.

The 2020 Parade shopping competition will allow any Precinct business to be involved and will have a direct benefit to both businesses and customers.

**The Competition Budget**

It is proposed that the competition will have a total allocated budget of $20,000.

Budget breakdown would be as follows:

- $7,500 (prizes)
- $12,500 (marketing and promotion)

**Prize Allocation**

1st = $2,500  
2nd = $2,000  
3rd = $1,500  
4th = $1,000  
5th = $500

**Proposed Dates**

26 May 2020 – Committee endorses the Competition  
June 2020 – Council Staff develop the marketing strategy and book advertising  
1 July 2020 – Competition Opens  
12 August 2020 – Competition Closes  
14 August 2020 – Winners Notified and Announced

**How to Enter**

To enter the competition, a person aged 18 years or older must make a purchase at a business within The Parade Precinct and keep their receipt. The minimum value of this purchase must be equal to or greater than $15. This will allow people to use purchases made at businesses such as cafes and gift shops, where smaller value transactions generally occur. In the 2019 competition, places like Argo on The Parade, Bravo, CIBO, Pasta Deli, St Louis etc have had very few entries despite being very popular venues on The Parade.
The Parade Norwood website (www.theparadenorwood.com) will have an online entry form created which is where customers/shoppers will enter their personal details as well as their spending details.

A person will be able to enter the competition as many times as they like, however entries will be limited to one entry per receipt.

The receipt will be the way in which a person legally enters the competition and a copy of this receipt will be needed as proof of purchase upon being deemed to be a winner. It is yet to determine if the Council will be able to incorporate a system into the entry online form where a photo/image of the receipt can be entered, reducing the need for a person to retain their receipts for up to 6 weeks.

Full Terms & Conditions for the competition will need to be created and the competition will need to be registered.

**Winners**

The 5 winners will be notified and asked to select the businesses within The Parade Precinct that they would like a gift card to. The total value of gift cards a winner can select will be equal to the value of their associated prize allocation. A winner will only be able to request a maximum of $250 for the value of a gift card to any one business.

Once all winners indicate the allocation of their prize, Council Staff will then proceed to purchase the gift cards using the associated budget.

Expiration dates of gift cards will be dependent on the individual businesses.

**Marketing**

The marketing budget will be used to develop a competition ‘brand’ that will then be used in further marketing and promotion of the competition. Marketing will be more directed at digital forms as opposed to print, given the reach targeted magazines and publications are having during the COVID-19 Pandemic.

**Competition Branding**

Options to be discussed and happy to take suggestions and ideas.
Attachment E

Bin and Infrastructure Wraps
Attachment F

A long-standing Norwood hair and beauty salon has shown its winning style, as it celebrates its induction into the Eastside Business Awards Hall of Fame.

ORBE joins Outdoors on Parade and Robern Menz in winning title, recognising a business that has served the community for more than 20 years.

Co-owner Ida Tirimacco, who has been running the salon with business partner Joe Cimmino for 25 years, says she is grateful to have taken the honour, as well as being named best hair/beauty salon.

“When I was told, I was jumping up and down,” Ms Tirimacco says.

“I am very grateful to have been a winner of hair and beauty, but to have won the Hall of Fame was extra special.”

Ms Tirimacco started her hairdressing apprenticeship at ORBE 35 years, aged 16 and, in 1994, took over the salon as co-owner with Mr Cimmino.

During that time, she has loved creating a “safe haven” for clients who have been visiting the salon for more than 20 years.

“We love the fact that we can provide a space where clients not only look good, but feel good, too,” she says.

“Right now, hair salons are more important than ever as we are contributing to a boost in mental health and wellbeing during these challenging times.”

Ms Tirimacco says these types of awards are vital for local businesses to continue thriving.

“It’s great that the awards are community-based and I think it’s really important that we’re always supporting our community, whether it’s through awards or fundraising,” she says.

MORE NEWS

The Adelaide Hills’ most influential people

Kids head back to school – but parents urged to be patient

Australia still faces $400b hit as zero cases in four states

The Eastside Business Awards – backed by The Messenger and Norwood, Payneham & St Peters Council – aim to shine a spotlight on eastern suburbs businesses excelling in their fields.

Mayor Robert Bria paid credit to all winners and finalists, particularly as they faced the impacts of the COVID-19 pandemic.

“In what is a challenging time for many of our local businesses, the Eastside Business Awards is an excellent way to recognise the efforts made by our business community and their contributions to the fabric of our city,” Mr Bria says.

“Previous winners have enjoyed the exposure that comes with the Eastside Business Awards and it gives the council a great opportunity to further strengthen relationships with local traders.”
WINNERS ARE GRINNERS

Semmens Property Management’s Rachelle Semmens, Alannha Costanzo and Andrew Semmens are recipients of the 2020 Eastside Business Awards (Best Independent Retailer).

Picture: Supplied

FULL LIST OF WINNERS

Hall of Fame

ORBE

Best Cafe

The Lab food + coffee

Best Fashion Retailer

Shouz’ Ladies Shoe Boutique

Best Restaurant

Fine and Fettle

Best Coffee

Pave Cafe

Best Pub/Bar

Little Bang Brewery

Best Hair/Beauty Salon

ORBE

Best Customer Experience

Foot & Leg Centre

Best Independent Retailer

WINNERS ARE GRINNERS
Best Entertainment Venue
HOYTS Norwood

Best Emerging/Start-Up Business
GR Phones Norwood

Best Food/Beverage Manufacturer
Goodies and Grains
6. OTHER BUSINESS
(Of an urgent nature only)

7. NEXT MEETING
Tuesday 25 August 2020

8. CLOSURE