

Norwood Parade Precinct Committee Minutes

25 August 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.*

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



City of
Norwood
Payneham
& St Peters

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VENUE Mayors Parlour, Norwood Town Hall

HOUR 6.15pm

PRESENT

Committee Members Mayor Robert Bria (Presiding Member)
Cr Sue Whittington
Cr Fay Patterson
Cr Kester Moorhouse
Ms Annie Lovejoy
Mr Terry Dalkos
Mr Joshua Baldwin
Mr Tom McClure
Mr Ross Dillon

Staff 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 Cr John Callisto, Mr Sebastian Joseph, Mr Mario Boscaini

ABSENT Nil

TERMS OF REFERENCE:

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

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

1. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 14 JULY 2020

Ms Annie Lovejoy moved that the minutes of the Norwood Parade Precinct Committee meeting held on 14 July 2020 be taken as read and confirmed. Seconded by Cr Patterson and carried unanimously.

2. PRESIDING MEMBER'S COMMUNICATION
Nil

3. NORWOOD PARADE PRECINCT NEWS
Nil

4. STAFF REPORTS

4.1 FINAL SUMMARY OF EXPENDITURE FOR THE 2019-2020 NORWOOD PARADE PRECINCT COMMITTEE ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: qA59232
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee, a summary of expenditure as at 30 June 2020.

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.

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

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.

Prior to the COVID-19 Pandemic, the 2019-2020 Norwood Parade Precinct Committee Budget comprised of the following:

- Separate Rate Levy - \$216,004; and
- Carry Forwards (2018-2019) - \$10,298.

The value of the Separate Rate for 2019-2020, plus the Carry Forward from the 2018-2019 financial year, equals to a total of \$225,298.

Due to the COVID-19 Pandemic, the Council resolved to grant a Discretionary Rebate equal to the Fourth Quarter revenue totalling \$54,075. The amended 2019-2020 Budget is therefore \$172,227.

As part of its Financial Support Package, the Council also resolved not to collect the Separate Rate in 2020-2021, but instead to provide funds to enable the Norwood Parade Precinct Committee to deliver the initiatives in the Annual Business Plan.

A summary of the overall budget and expenditure as at 30 June 2020, is contained in **Attachment A**.

DISCUSSION

As at 30 June 2020, \$24,921.20 remains in the 2019-2020 Norwood Parade Precinct Committee Budget. The Carry Forward amount is due to the cancellation of a number of initiatives, which could not be delivered due to the COVID-19 Pandemic restrictions. This amount will be carried forward to the 2020-2021 financial year, bringing the total available budget to \$239,921.20. It is proposed that the full amount of \$24,921.20 be allocated to the advertising budget in the 2020-2021 Annual Business Plan, as outlined in Table 1.

An increase of \$24,921.20 in the advertising budget, will allow for greater promotion of The Parade, and in particular, the *Spring Back to The Parade* awareness campaign that will be launched in September 2020.

TABLE 1: DISTRIBUTION OF CARRY FORWARD BUDGET

Strategies	2020-2021 Endorsed Budget	Proposed Carry Forward	Total
Events & Activations			
<i>Events & Activations</i>	\$35,000		\$35,000
Marketing & Communication			
<i>Website</i>	\$10,000		\$10,000
<i>Social Media</i>	\$20,000		\$20,000
<i>Advertising</i>	\$50,000	\$24,921.20	\$74,921.20
Identity & Brand			
<i>Sponsorship</i>	\$10,000		\$10,000
<i>Signage & Street Decorations</i>	\$55,000		\$55,000
<i>Merchandise</i>	\$5,000		\$5,000
<i>Competitions & Promotions</i>	\$20,000		\$20,000
Business Development			
<i>Networking</i>	\$4,000		\$4,000
<i>Business Training & Workshops</i>	\$5,000		\$5,000
Administration			
<i>Catering</i>	\$800		\$800
<i>Print, Post & Distribution</i>	\$200		\$200
Total	\$215,000	\$24,921.20	\$239,921.20

OPTIONS

The Committee can amend the proposed allocation of the carry forward budget or can resolve to approve the allocations as set out in Table 1 above.

RECOMMENDATION

That the allocation of the \$24,921.20 carry forward amount from the 2019-2020 financial year as outlined in Table 2 below, be endorsed and that the Committee notes that the total available budget for the 2020-2021 financial year is \$239,921.20.

TABLE 2: FINAL 2020-2021 BUDGET

Strategies	Budget
Events & Activations	
Events & Activations	\$35,000
	\$35,000
Marketing & Communication	
Website	\$10,000
Social Media	\$20,000
Advertising	\$74,921.20
	\$104,921.20
Identity & Brand	
Sponsorship	\$10,000
Signage & Street Decorations	\$55,000
Merchandise	\$5,000
Competitions & Promotions	\$20,000
	\$90,000
Business Development	
Networking	\$4,000
Business Training & Workshops	\$5,000
	\$9,000
Administration	
Catering	\$800
Print, Post & Distribution	\$200
	\$1,000
TOTAL	\$239,921.20

Cr Patterson moved:

That the allocation of the \$24,921.20 carry forward amount from the 2019-2020 financial year as outlined in Table 2 below, be endorsed and that the Committee notes that the total available budget for the 2020-2021 financial year is \$239,921.20.

TABLE 2: FINAL 2020-2021 BUDGET

Strategies	Budget
Events & Activations	
Events & Activations	\$35,000
	\$35,000
Marketing & Communication	
Website	\$10,000
Social Media	\$20,000
Advertising	\$74,921.20
	\$104,921.20
Identity & Brand	
Sponsorship	\$10,000
Signage & Street Decorations	\$55,000
Merchandise	\$5,000
Competitions & Promotions	\$20,000
	\$90,000
Business Development	
Networking	\$4,000
Business Training & Workshops	\$5,000
	\$9,000
Administration	
Catering	\$800
Print, Post & Distribution	\$200
	\$1,000
TOTAL \$239,921.20	

Seconded by Cr Whittington and carried.

4.2 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2020-2021 ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: qA59232
ATTACHMENTS: A - C

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with a progress report on the implementation of the 2020-2021 Annual Business Plan.

BACKGROUND

At its meeting held on Tuesday 17 March 2020, the Committee endorsed the Draft 2020-2021 Annual Business Plan for the Norwood Parade Precinct and resolved to forward it to the Council for its endorsement. Subsequently, at its meeting held Monday 6 April 2020 the Council endorsed the Draft 2020-2021 Annual Business Plan 'in principle' for the purposes of consultation with The Parade business community, which was temporarily suspended in light of the COVID-19 Pandemic.

At its meeting held Monday 6 July 2020, the Council adopted the Annual Business Plan, Budget and Declaration of Rates for 2020-2021, which includes the following in relation to The Parade Separate Rate:

Waiving of The Parade Development Separate Rate for businesses within the Norwood Parade Business Precinct.

As a result of the Council waiving The Parade Separate Rate, the Draft 2020-2021 Annual Business Plan was not released for consultation with The Parade business community. For the 2020-2021 financial year, the Council has allocated an amount of \$215,000, which is equivalent to the Separate Rate amount raised in the 2019-2020 financial year.

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 EASTSIDE HAPPY HOUR LIVE & LOCAL SESSIONS

During the COVID-19 Pandemic, BIEcreative launched the 'Happy Hour Live' Series, which aims to bring live music into the homes of many across the State through a live stream on YouTube. Building on this concept, the Council together with BIEcreative, are now taking it "on the road" in the City of Norwood Payneham & St Peters this August and September to breathe life back into local venues in the Council area.

BIEcreative's role in delivering this solution includes:

- booking musicians;
- production of the stream to ensure a consistent and professional quality show;
- audio, lighting and video equipment, plus uploading to the internet stream; and
- event crew.

As a sponsor of the Series, the Council is providing the following support:

- coordinating and sourcing venues;
- developing content to be streamed at the break of the event; and
- marketing the Series.

This initiative has many benefits for the host venue including:

- to showcase businesses to locals and a wider market online;
- ability to provide entertainment to guests, free of charge;
- ability to promote food and drink options; and
- vibrant, new and free content to share on social media channels, which encourages positive engagement.

Table 1 below lists the events that form the Eastside Happy Hour Live & Local Sessions.

TABLE 1: HAPPY HOUR LIVE SESSIONS

Live Act	Dates & Times	Location
Tooch & Jess	Friday 21 August 2020 6.30pm – 8.30pm	Signature Wines 31 King Street, Norwood
All About Her Duo	Friday 28 August 2020 6.30pm – 8.30pm	Republic 120 Magill Road, Norwood
Zkye & Damo	Friday 4 September 2020 6.30pm – 8.30pm	Colonist 44 The Parade, Norwood
Jordy D'Sena Duo	Friday 11 September 2020 6.30pm – 8.30pm	Maylands Hotel 67 Phillis Street, Maylands

All sessions will be promoted on the Council's social media channels, as well as through the Happy Hour Live website and social media platforms. The Happy Hour Live Sessions is a City-wide initiative, and therefore is not funded by the Norwood Parade Precinct Committee. Additional information on the initiative can be found on the Happy Hour Live website www.happyhourlive.com.au

A copy of the marketing poster is contained in **Attachment B**.

1.2 NPSP BUSINESS PODCAST SERIES

Similar to the *Eastside Happy Hour Live & Local Sessions*, the Council, together with BIEcreative will deliver a *NPSP Business Podcast Series*, hosted by Nick Keukenmeester, owner of local *Eastside Wine & Ale Trail* business, Heartland Wines.

Mr Kuekenmeester will host over fifteen (15) local business owners and workers on five (5) panels. Each panel has a different theme, which are listed below.

The five (5) key themes include:

- Iconic businesses;
- The City's best kept secrets;
- New businesses to the City;
- Businesses likely to visit; and
- Game changers.

The panel style interviews provide businesses with the opportunity to share their stories, experiences, challenges, while highlighting and promoting their businesses and what they do. The filming of the podcasts are scheduled for Monday 24 August and Tuesday 25 August, and will be released soon thereafter, once the film has been edited.

There are six (6) business owners on The Parade that will feature in this podcast series including:

- Daniel Milky, Argo's on The Parade
- Cristina Tridente, Couture+Love+Madness
- Nick Hays, Australian Dance Theatre
- Lou Clarke, Soal Sister
- Ida Tirimacco, Orbe
- CJ Mejica, Bendigo Bank Norwood.

A marketing campaign will be designed to promote the key themes, business owners and their stories, which will be launched launch September 2020.

1.3 A DAY OF FASHION 2020

For the second year, the Council, together with the Norwood Parade Precinct Committee, is proposing to host the *A Day of Fashion* event on Saturday 10 October 2020. Due to the COVID-19 Pandemic, this year's event will predominantly focus on shopping offers and in-store experiences, to drive sales within individual businesses. There are currently sixteen (16) fashion related businesses on The Parade that have expressed their interest to be involved in this year's event, with an additional nine (9) businesses interested in participating in a new "shopfront sale" concept. The objective of the "shopfront sale" is to encourage businesses that sell products or services other than clothing, to setup a small table at the front of their store to promote their offering.

As part of the *A Day of Fashion* event, a recycled clothing "donation station" will be held to encourage the responsible disposal of pre-loved clothes that can be worn again. Donated clothes will be given to op shops located in the City of Norwood Payneham & St Peters.

Minor details of the event are still being refined and promotions relating to the event will be launched in September 2020.

1.4 RAISING THE BAR ADELAIDE 2020

The City of Norwood Payneham & St Peters in partnership with *Raising the Bar* has delivered two (2) *Raising the Bar Adelaide* events and the inaugural *Raising the Bar Entrepreneurship* event—the first of its kind delivered across the globe.

The next '*Raising the Bar Adelaide*' event is scheduled for Tuesday 20 October 2020 and will follow the same format, with twenty (20) insightful talks on one night; across ten (10) different venues in the City. Each venue will host two (2) sessions, the first at 6.30pm, and the second at 8.30pm. Several Parade Traders will host talks at this year's event.

Marketing and promotions of the event will launch on Monday 21 September 2020 and free registrations to the talks will open. The Council is committed to hosting a safe event and will therefore ensure that all social distancing and restrictions at the time will be managed and adhered to appropriately.

2. STRATEGY: IDENTITY & BRAND

2.1 REDISCOVER THE PARADE COMPETITION 2020

The '*Rediscover The Parade*' Competition launched on Monday 6 July 2020 and was the perfect time to welcome shoppers back to The Parade to shop for their non-essentials as well as enjoy experiences that they had missed over the few months prior.

The terms of the competition require shoppers and visitors to spend a minimum of \$15 at any business within The Parade Precinct between 9am Monday 6 July 2020 – 5pm Monday 17 August 2020, and enter their receipt online via The Parade's website, for the opportunity to win one of five (5) prizes valued at \$5,000, \$3,000, \$2,000, \$1,500 and \$1,000.

The competition received a total of 3,062 entries, which is understandably lower than the some 4,000 entries, which were received for the 2019 '*Summer in Sorrento*' competition. It can be assumed that the decrease in entries is as a result of the COVID-19 Pandemic and in particular that people's shopping habits for non-essential items and services has changed.

It is also noted that despite recommendations from Council Staff on how to promote the Competition, many traders did not encourage customers to enter the competition, which is disappointing.

The promotional campaign ran for the duration of the competition and was promoted via print, digital, on-street signage and radio in addition to The Parade, Norwood website and social media channels. A copy of the '*Rediscover The Parade*' post campaign report is contained in **Attachment C**.

The five (5) winners of the competition were drawn on Wednesday 19 August 2020 at the Norwood Town Hall by Councillor Sue Whittington and a Justice of Peace was present during the draw. As specified in the Competition Terms and Conditions, the winners will be notified by telephone and email and the details of the winners will be announced publicly on Monday 24 August 2020 via The Parade website.

2.2 SPRING BACK TO THE PARADE CAMPAIGN

Like all other retail and commercial precincts, the COVID-19 Pandemic has had a major impact on The Parade and its businesses. However as the restrictions ease and businesses on The Parade begin to feel more confident, many are returning to their pre-COVID-19 opening hours and delivering their full suite of services. To continue to support businesses and reactivate The Parade at the conclusion of the competition and into the Spring season, Council Staff has developed a campaign brief for the creative development and asset rollout of an eight (8) week awareness campaign.

The primary objective of this campaign is to create awareness around Adelaide, that The Parade is alive and open for business and is a great place to visit this Spring. The marketing campaign will be centred around the theme '*Spring Back To The Parade*' with Spring taking on two (2) meanings, Spring (ie the season) and Spring meaning jumping back/coming back to The Parade.

The message will encourage visitors to have a variety of experiences on The Parade, for example:

- Spring back to The Parade for dinner...
- Spring back to The Parade for coffee...
- Spring back to The Parade for shopping...
- Spring back to The Parade to relax...

Council Staff will deliver a presentation to the Committee at its Meeting and to present three (3) creative concepts for discussion.

3. STRATEGY: BUSINESS DEVELOPMENT

BUSINESS TRAINING

3.1 GROWTH WORKSHOPS

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 have been engaged to host five (5) workshops during the year.

Due to the COVID-19 Pandemic, three (3) of the past events have been presented via an online platform and have been well received by the business community.

Table 2 below lists the workshops that form the 2020 Growth Workshop Series.

TABLE 2: GROWTH WORKSHOPS

Topic	Dates & Times	Facilitators
Facebook – Are you Getting the Most out of It	Tuesday 13 October 2020 6.00pm – 8.00pm	Georgi Roberts
What is Intellectual Property and How Best to Protect it	Past Event Wednesday 19 August 2020 6.00pm – 8.00pm	Drazen Lesicar
Instagram for Business	Past Event – Friday 5 June 2020 – recording can be accessed via the Council website	Chloe Grayling
Social Media During Lockdown	Past Event – Friday 22 May 2020 – recording can be accessed via the Council website	Georgi Roberts
Marketing During COVID-19	Past Event – Friday 8 May 2020 – recording can be accessed via the Council website	Identity Marketing

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.npsp.eventbrite.com. The workshops are free and bookings are essential in order to receive the session link.

RECOMMENDATION

1. That the report be received and noted.
 2. That the Committee notes the status of the 2020-2021 Annual Business Plan Budget contained in Attachment A.
-

Cr Whittington moved:

1. *That the report be received and noted.*
2. *That the Committee notes the status of the 2020-2021 Annual Business Plan Budget contained in Attachment A.*

Seconded by Mr Ross Dillon and carried unanimously.

5. OTHER BUSINESS

5.1 Special Meeting of the Norwood Parade Precinct Committee

Cr Whittington moved:

That a Special Meeting of the Norwood Parade Precinct Committee be held on Tuesday 29 September 2020.

Seconded by Ms Annie Lovejoy and carried.

6. NEXT MEETING

Special Meeting - Tuesday 29 September 2020

7. CLOSURE

There being no further business, the Presiding Member declared the meeting closed at 7.59pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on _____
(date)