

# Norwood Parade Precinct Committee Minutes

**1 December 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.*

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City of  
Norwood  
Payneham  
& St Peters

Page No.

1.	CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 25 AUGUST 2020 .....	1
2.	PRESIDING MEMBER'S COMMUNICATION .....	1
3.	NORWOOD PARADE PRECINCT NEWS.....	1
4.	STAFF REPORTS.....	1
4.1	APPOINTMENT OF A PRESIDING MEMBER FOR THE NORWOOD PARADE PRECINCT COMMITTEE .....	2
4.2	THE PARADE PRECINCT OCCUPANCY LEVELS .....	4
4.3	PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2020-2021 ANNUAL BUSINESS PLAN .....	9
4.4	2021 SCHEDULE OF MEETINGS FOR THE NORWOOD PARADE PRECINCT COMMITTEE	17
5.	OTHER BUSINESS.....	19
6.	NEXT MEETING.....	19
7.	CLOSURE .....	19

**VENUE** Mayors Parlour, Norwood Town Hall

**HOUR** 7.20pm

**PRESENT**

**Committee Members** Mayor Robert Bria (Presiding Member)  
Cr Sue Whittington  
Cr Fay Patterson (entered the meeting at 7.23pm)  
Cr John Callisto  
Cr Carlo Dottore  
Mr Terry Dalkos  
Mr Joshua Baldwin  
Mr Ross Dillon  
Mr Rimu Good  
Mr Hao Wu  
Mr Phillip Rollas

**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** Ms Annie Lovejoy, Mr Sebastian Joseph

**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 25 AUGUST 2020**

*Cr Callisto moved that the minutes of the Norwood Parade Precinct Committee meeting held on 25 August 2020 be taken as read and confirmed. Seconded by Cr Whittington and carried unanimously.*

**2. PRESIDING MEMBER'S COMMUNICATION**  
Nil

**3. NORWOOD PARADE PRECINCT NEWS**  
Nil

**4. STAFF REPORTS**

#### 4.1 APPOINTMENT OF A PRESIDING MEMBER FOR THE NORWOOD PARADE PRECINCT COMMITTEE

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**REPORT AUTHOR:** Economic Development & Strategic Projects Officer  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4512  
**FILE REFERENCE:** qA59232  
**ATTACHMENTS:** A

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#### PURPOSE OF REPORT

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

#### BACKGROUND

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

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

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

- 4.1 *The Presiding Member of the Committee will be appointed by the Committee at the first meeting of the Committee.*
- 4.2 *The Committee will appoint one (1) of the Elected Member Representatives as the Presiding Member.*

As such, the Committee is required to appoint either the Mayor or one (1) of the four (4) Councillors currently on the Committee, as the Presiding Member at this meeting.

#### FINANCIAL AND BUDGET IMPLICATIONS

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

#### DISCUSSION

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

The Presiding Member may also be required to:

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

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

- 4.4.1 *overseeing and facilitating the conduct of meetings in accordance with the Act and the Local Government (Procedures at meetings) Regulations 2013;*
- 4.4.2 *ensuing all Committee Members have an opportunity to participate in discussions in an open and encouraging manner; and*
- 4.4.3 *where a matter has been debated significantly and no new information is being discussed to call the meeting to order and ask for the debate to be finalised and the motion to be put.*

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

Given that the Council has appointed the Members to the Norwood Parade Precinct Committee from 2 November 2020 until 31 October 2022, it is recommended that the term of appointment for the Presiding Member be consistent with the term of the Committee and that it also expire on 31 October 2022. However, it is at the discretion of the Committee to specify the term, should the Committee choose to initiate a term which expires prior to the 31 October 2022.

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

## COMMENTS

Mayor Bria has held the position of Presiding Member over the last three (3) terms of the Committee (February 2015 - October 2016, November 2016 – October 2018 and November 2018 – October 2020) and has indicated an interest to continue in the role.

## RECOMMENDATION

That pursuant to Section 41(4) of the *Local Government Act 1999*, \_\_\_\_\_ be appointed to the position of Presiding Member for the City of Norwood Payneham & St Peters' Norwood Parade Precinct Committee, for a term expiring on 31 October 2022.

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Cr Patterson entered the meeting at 7.23pm.

*Mr Ross Dillon moved:*

*That pursuant to Section 41(4) of the Local Government Act 1999, Mayor Robert Bria be appointed to the position of Presiding Member for the City of Norwood Payneham & St Peters' Norwood Parade Precinct Committee, for a term expiring on 31 October 2022.*

*Seconded by Cr Whittington and carried unanimously.*

## 4.2 THE PARADE PRECINCT OCCUPANCY LEVELS

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**REPORT AUTHOR:** Economic Development & Strategic Projects Officer  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4512  
**FILE REFERENCE:** qA59232  
**ATTACHMENTS:** A - B

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### PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee with an updated assessment of occupancy levels within The Parade Precinct, following the initial count that was undertaken in October 2019.

### BACKGROUND

As part of the report to Council's Norwood Parade Precinct Committee in November 2019, it was recommended that an assessment of The Parade Precinct's occupancy levels be conducted annually and the findings be presented back to the Committee to be noted, as well as be presented to the Council's Business & Economic Development Committee and the Council. The initial assessment was undertaken in response to a report published by JLL Australia relating to the occupancy rates of Adelaide high streets. The high streets assessed by JLL Australia as a part of the report include:

- The Parade, Norwood;
- Prospect Road, Prospect;
- Hindley Street, Adelaide;
- Rundle Street, Adelaide;
- King William Road, Goodwood;
- O'Connell Street, North Adelaide; and
- Jetty Road, Glenelg.

Since undertaking the review and presenting the results to the Business & Economic Development Committee at its meeting held on Tuesday 10 November 2020, JLL Australia has released the *3Q20 Adelaide Retail High Street Overview*, a copy of which is contained in **Attachment A**. This report depicts a vacancy rate increase of 0.1% from 2Q19 for The Parade (The Parade as defined by JLL Australia). As mentioned in the 2019 report to the Norwood Parade Precinct Committee, JLL Australia classify The Parade, as ground floor tenancies directly fronting The Parade between Osmond Terrace and Portrush Road.

In October 2020, Council staff undertook an assessment of The Parade Precinct (as defined by the Norwood Parade Precinct Committee) occupancy level to understand the potential impacts that the COVID-19 Pandemic may have had on occupancy levels within the Precinct and to compare research with the JLL Australia report. As Committee Members are aware, the Pandemic has been a significant disruptor for brick and mortar businesses throughout 2020 due to all levels of government applying restrictions to minimise the spread of the virus. As a result, selected business sectors were forced to close or reduce operating capacity, hindering their ability to function efficiently and in some cases, forcing them to close for a period of time or to close permanently.

Until recently, South Australia has handled the movement of the virus efficiently and effectively, allowing "brick and mortar" businesses to return to "normal". The assessment of The Parade Precinct occupancy level was therefore a key task to undertake to determine the impact. It will be interesting to see if there is a more significant impact when Job Keeper payments are no longer available.

## DISCUSSION

For the purposes of this report, vacancy rates are defined as a percentage of all available rental commercial properties (residential not included) 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. However, given the small number of non-ground floor tenancies along The Parade, these have been included in the assessment. 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 encompasses 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 B**. The assessment undertaken by Council Staff was conducted over the course of one (1) week concluding on Wednesday 16 October 2020, all details from the research are correct as of 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;
  - tenancies that had a 'Leased' sign and were still vacant, but only when the Council was unaware of a new business preparing to occupy the space; and
  - tenancies that did not indicate that they were for lease (no signage at all) but were empty and the Council was not yet aware of any new business proposed to occupy the site.
- the tenancies not included as being vacant were those that clearly had a business operating inside and 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 begin trading, either through direct contact or signage on the windows or overhead on the footpath.

It is noted that 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 property 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 381 tenancies within The Parade Precinct;
- at the time of undertaking the assessment, there were 341 tenanted spaces within The Parade Precinct;
- there are forty (40) vacant tenancies (2 more than in 2019) within The Parade Precinct, which equates to a vacancy rate of 10.5% (0.8% more than in 2019);
- twenty-eight (28) of the forty (40) vacant tenancies are located on the northern side of The Parade Precinct (13 more than in 2019);
- twelve (12) of the vacant tenancies are located on the southern side of The Parade Precinct (11 less than in 2019); and
- eleven (11) of the forty (40) vacant spaces either have a sign saying 'Leased', no sign at all and/or construction work occurring inside (potentially a new business). Taking this into account and removing these tenancies from the overall vacancy rate results in a more accurate Parade vacancy rate of 7.6%.

In comparison to the occupancy levels in 2019, the 2020 rate represents a slight increase in vacancies by 0.8%. The 2019 assessment noted that there were 392 tenancies within The Precinct, however upon completing the 2020 assessment, it was determined that there were some businesses that were counted in 2019 that should not be included within The Parade Precinct. For this reason they have been excluded from the 2020 assessment and will not be included in future surveys. This brings the total number of tenancies within The Parade Precinct to 381 tenancies. It is interesting to note that the impact of the COVID-19 Pandemic on brick and mortar businesses throughout 2020 all across the world, has resulted in a very minimal change to the vacancy rate within The Parade Precinct. Throughout 2020, the vacancy rate may at some point have been higher, however it is noted that the recovery has been positive and has resulted in minimal overall change.

The positive result for The Parade Precinct is largely due to a number of new businesses choosing to establish themselves within The Precinct since the October 2019 assessment. Some of the new businesses include:

- **Lightly Salted** (photography)
- **Zohair** (hair)
- **Soal Sister** (fashion)
- **Yours & Mine Boutique** (fashion)
- **Whole Foods by Argo** (food and beverage)
- **GR Phones** (technology)
- **Kokko** (food and beverage)
- **Onesystems** (technology)
- **Connect Allied Health** (health)
- **Mr Chu** (food and beverage)
- **Lukoumades** (coming soon) (food and beverage)
- **Say Ahh** (coming soon) (dentist)
- **The Drip Club** (coming soon) (health)
- **ThreeSixFive** (design)
- **Catania** (hair)
- **RSPCA Op Shop** (fashion)
- **Miss Norwood** (hair)
- **Kazumi Ramen** (coming soon) (food and beverage)
- **Let Them Eat** (food and beverage)
- **Bauhaus** (fashion and accessories)
- **Hanamura** (food and beverage)
- **Bakmi Lim** (food and beverage)
- **Ruby Poppy** (flowers)
- **Cono** (coming soon) (food and beverage)

Some of the businesses that have left The Precinct since the October 2019 assessment include:

- **Birdcage** (clothing)
- **Typo** (stationery)
- **Dotti** (clothing)
- **Windmill** (toys)
- **Subway** (at 2 locations) (food)
- **Wendy's** (food)
- **Tiara's Jewellery** (jewellery)
- **Paloma & Co** (clothing and accessories)
- **Jigsaw London** (clothing)
- **Stones Throw** (entertainment venue)
- **Schnithouse** (food)
- **Travel Associates** (service)
- **Funding Options** (service)
- **Professionals** (service)
- **McQueen's Flowers** (flowers)

The changing nature of where vacant tenancies are located when compared to 2019, is also of note. In 2019, fifteen (15) of the total vacancies were located on the northern side of The Precinct and twenty-three (23) were located on the southern side. The 2020 assessment determined that the northern side of The Precinct has twenty-eight (28) vacancies, an increase of thirteen (13), and the southern side now only has twelve (12) vacancies, a decrease of eleven (11). A reason for this increase on the northern side of The Precinct is due to a number of vacancy clusters which could potentially be a reflection of leasing costs.

The size of the vacancy and the prominence of the building also plays a significant role in the perception of vacancy rates. For example the exodus of Schnithouse has left a large void between Edward and Church Streets. Similarly, the former location of Birdcage on The Parade is a tenancy that has a large shop front which contributes to a vacant feeling when traversing the northern side of The Parade. Another example is the three (3) vacant tenancies fronting The Parade that form part of The Parade Central complex. Formerly Subway, 2XU and the Mac Centre, these large glass frontages dominate that section of The Precinct. Segregating The Precinct into the following three (3) sections assists in understanding where vacancy rates are higher (total businesses within each segment divided by total vacancies in each segment):

- The Parade Precinct between Fullarton Road and Osmond Terrace = 9.4%
- The Parade Precinct between Osmond Terrace and George Street = 9.5%
- The Parade Precinct between George Street and Portrush Road = 13.1%

Interestingly, the greatest number of vacancies are within the eastern side of The Parade within the section best recognised as the heart of The Parade. As highlighted earlier, there are a number of tenancies within The Parade Precinct that appear vacant but have a sign indicating that they are leased, no sign but vacant and some where there is internal construction work being undertaken, indicating a potential tenant. Taking into consideration and removing these tenancies from the overall assessment, results in a vacancy rate of 7.6%, 2.1% lower than 2019 level. This figure is a more accurate representation of the vacancy rate within The Parade Precinct. This figure highlights that The Precinct has responded relatively well to the impacts of the COVID-19 Pandemic and whilst there were a number of businesses which closed and or left The Precinct since the last assessment in 2019, the number of new businesses moving to The Parade Precinct is a positive indication that it is returning to good occupancy health and overall vibrancy.

The way in which the assessment undertaken by Council Staff compares to that undertaken by JLL Australia, is that whilst the overall vacancy percentages differ substantially (10.5% and 14.7% respectively), both highlight that The Parade Precinct has remained relatively unchanged over a twelve (12) month period (Council assessment reflected a 0.8% increase when counting all vacant tenancies and the JLL Australia assessment reflected a 0.1% increase). The overall figure of 14.7% as reported by JLL Australia, is inflated given the limited study area of JLL's survey which includes the segment of The Parade with the largest percentage of vacancies as indicated above.

The JLL Australia report depicts The Parade, Norwood as the Adelaide Retail High Street with the highest third quarter vacancy rate. Other high street vacancy rates include:

- Prospect Road, Prospect = 7.1% (increase of 2.9%);
- Hindley Street, Adelaide = 14% (increase of 5.4%);
- Rundle Street, Adelaide = 11.7% (increase of 5.4%);
- King William Road, Goodwood = 7.9% (decrease of 2.5%);
- O'Connell Street, North Adelaide = 8.2% (decrease of 1.1%); and
- Jetty Road, Glenelg = 6.6% (decrease of 3%).

In comparison to other outdoor shopping strips throughout Australia, Melbourne's Chapel Street and Bridge Road, Richmond, both have hit vacancy levels of more than 20% which is not surprising given the strict lockdowns imposed in Victoria.

Given the importance of monitoring the vacancy rates within The Parade Precinct, Council staff will continue to conduct annual occupancy and vacancy assessments and provide written reports to the Norwood Parade Precinct Committee as well as the Council's Business & Economic Development Committee and the Council to ensure a healthy and vibrant Precinct is maintained.

## OPTIONS

Not Applicable.

## CONCLUSION

During 2020 the retail and commercial sectors have been significantly impacted upon by the COVID-19 Pandemic and has been one of the biggest disruptors to “brick and mortar” businesses ever experienced. Despite this, businesses within The Parade Precinct have done an amazing job and have continued to remain operational. Since the previous occupancy assessment undertaken in October 2019, The Precinct has welcomed a substantial number of new businesses, overall resulting in minimal change to the vacancy rate from the last assessment undertaken in 2019.

## COMMENTS

Whilst it is acknowledged that a low vacancy rate is a positive representation of the health of the precinct, 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 landlords can afford to be selective about the type of tenants that they place in the individual properties. Therefore, maintaining a vacancy rate of between 5% and 9% is the optimal level for a successful precinct.

## RECOMMENDATION

That the report be received and noted.

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*Cr Patterson moved:*

*That the report be received and noted.*

*Seconded by Mr Ross Dillon and carried.*

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

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

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#### 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 respect 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 in partnership with *BIEcreative*, took the initiative "on the road" in the City of Norwood Payneham & St Peters. During August and September, the Council sponsored four (4) events in an attempt to breathe life back into local venues in the Council area and provide musicians with the opportunity to perform again.

The initiative has been a great success for businesses and especially the artists, with this event being their first booking since the COVID-19 Pandemic was declared in March 2020. Due to the overwhelming success, the Council is continuing this initiative on the first Friday night of the month, over the next six (6) months.

On Friday 6 November, Cue Bar hosted Breezin Duo, and was live streamed on The Parade Facebook page. The performance is still available to be viewed on Facebook and on the Happy Hour Live website [www.happyhourlive.com.au](http://www.happyhourlive.com.au)

## 1.2 NPSP BUSINESS PODCAST SERIES

Similar to the *Eastside Happy Hour Live & Local Sessions*, the Council, together with BIEcreative has delivered a *Business Podcast Series*, hosted by Nick Keukenmeester, owner of local *Eastside Wine & Ale Trail* business, Heartland Wines. The podcasts were recorded at Wolfies Records and Aura Objects, both businesses located on Magill Road.

Mr Kuekenmeester hosted over thirteen (13) local business owners and workers on five (5) panels. Each panel was allocated a different theme to try and capture the interest of the audience.

The five (5) themes for the podcasts are:

- 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 and challenges, while highlighting and promoting their businesses and what they do. The filming and editing of the podcasts is complete and all five (5) podcasts are now available to view and listen to via the Council website. They are also available on Anchor, Spotify, Google Podcasts and Pocket Casts streaming platforms.

The statistics to date, show that the audience is 64% female and 36% male, with 52% of the listeners between 28-34 years of age. The 'Game Changers' podcast, which features Bec Zamel from Strength Social and Matt Heavyside from Physio Smart has had the most streams with twenty-four (24) plays.

The podcast series has been promoted to the Council's business community as well as to the wider Adelaide community. The podcasts will remain available on the Council's website, under the 'Business & Economy' section.

## 1.3 SPRING BACK TO THE PARADE CAMPAIGN & VIP SHOPPING DAY

The *Spring Back to The Parade* campaign launched on Monday 21 September. The intent of the campaign was to encourage visitors and shoppers back to Shop, Taste, Play and Experience all The Parade has to offer.

To support this initiative an extensive marketing campaign was developed for an eight (8) week period, with advertising across print, digital, social media, bus backs, bus shelters, on-street, radio and media to name a few.

The primary objective of this campaign was 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 was developed 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.

As a part of the campaign, the Council, together with the Norwood Parade Precinct Committee, hosted a *VIP Shopping Day & Sidewalk Sale* event on Saturday 10 October 2020. Due to the COVID-19 Pandemic, this year's event focused predominantly on shopping offers and in-store experiences, to drive sales within individual businesses. Thirty-two (32) businesses on The Parade were involved in the event, with eight (8) businesses participating in the sidewalk sale concept. The sidewalk sale was a new addition to this year's event, and provided existing Parade businesses as well as local home-based businesses the opportunity to be involved in this spring event. Although the take-up from businesses on this element of the day was relatively low, the survey results revealed that nine (9) of the thirteen (13) businesses that responded to this question, said that they would consider participating in this concept again in the future.

As part of the *VIP Shopping Day & Sidewalk Sale* event, a recycled clothing "donation station" was facilitated by a local Opportunity Shop in Norwood Place to encourage the responsible disposal of pre-loved clothes that can be worn again. Donated clothes were be given to op shops located in the City of Norwood Payneham & St Peters.

The survey results also revealed that businesses would like to see this type of shopping day conducted twice a year. Overall, the results from the survey concluded that businesses felt that the spring campaign and event was promoted well, was beneficial to their business, and that the entertainment at six (6) locations along The Parade added to the atmosphere on the street.

A copy of the ‘*Spring Back to The Parade*’ creative on bus backs is contained in **Attachment B**.

#### 1.4 RAISING THE BAR ADELAIDE 2020

The fourth *Raising the Bar Adelaide* event, which was held on Tuesday 20 October 2020, was overall a great success. In delivering the event, the Council successfully raised the bar on the content people consume in their everyday lives by transforming ten (10) of the City’s pubs and bars into a learning campus for the night. The Raising the Bar model that the Council has previously used, is twenty (20) talks in ten (10) venues. However, due to the COVID-19 restrictions this model had to be modified delivering only ten (10) talks across ten (10) venues. Notwithstanding this, the Council is extremely pleased to say that Adelaide has been the only City in the world to hold the event this year, which is a great achievement for this Council.

For the first time, the Council live streamed all ten (10) talks at the same time, to the host venue’s Facebook pages as well as one (1) on The Parade and one (1) on The Eastside Wine & Ale Trail Facebook pages. This allowed people that unfortunately missed out on tickets or were unable to physically attend, to view the event live online, as well as give people the opportunity to view all events at a later date. The links to the live streams are available on the Council’s website at [www.npsp.sa.gov.au/rtb](http://www.npsp.sa.gov.au/rtb)

An extensive marketing campaign was developed to support this initiative, including outdoor advertising, print, digital, social media advertising as well as promotion via Adelaide publications including CityMag, InDaily and The Adelaide Review.

The final number of recorded attendees at the event, across the ten (10) talks was over 500 people, recognising that venue capacities were reduced due to COVID-19 restrictions. Through the registration process the Council was able to capture details of attendees, taking the Raising the Bar database to over 1,700 contacts. These contacts agreed to receive future promotion from the Council. Council staff will use this information in an appropriate and effective way to promote future events.

Table 1 below lists the speakers and their topics that formed the ‘*Raising the Bar Adelaide*’ 2020 event.

**TABLE 1: RAISING THE BAR ADELAIDE PROGRAM**

<b>Speaker</b>	<b>Topic</b>
Rick Sarre	Your right to know
Jason Lee	Dj-ing through the decades
Frances Nelson	To parole or not to parole
Hannah Wardill	Chemotherapy with a side of poo thanks!
Matthew Heavyside and Jessica Stenson (Tregrove)	Movement in medicine – why wait til we’re broken
James Muecke	Building resilience – a personal and global journey
Luke Broomhall	Murder, violence and psychopathy in South Australia
Marianna Sigala	Tourism and the next normal: can we ‘Build Back Better?’
Matthew Iasiello	Why a focus on mental wellbeing makes all the difference
Evangeline Mantzioris	When food plays mind games

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

## 1.5 TOUR DOWN UNDER 2021

Whilst the Council is disappointed that the Santos Tour Down Under won't be going ahead as planned in 2021, the Council supports the decision on the basis that the safety of the community must be considered as the priority. In previous years the Council has been involved in the event by hosting the *Norwood on Tour Street Event* as well as one (1) of the locations for a race start.

## 2. STRATEGY: IDENTITY & BRAND

### 2.1 CHRISTMAS DECORATIONS ALONG THE PARADE

On Tuesday 17 November 2020, 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 Wednesday 6 January 2021.

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. In 2019, the 3 metre illuminated 3D Silver LED Star, which was the final decoration as a part of the Council's Christmas decoration package was installed.

In addition to the Christmas decorations that have been installed along The Parade, the much-loved and anticipated *Festive Gallery on Osmond Terrace* initiative is back for its fourth year running. The Council's Coordinator Youth Program has worked closely with local education institutions over the past three (3) months to deliver this initiative. The Council will install the forty-two (42) decorated wooden Christmas trees as a part of this initiative, as well as 'Merry Christmas' signage in the same vicinity to complement the outdoor gallery.

Education institutes that are involved in this initiative include:

- Agnes Goode Kindy;
- Felixstow Community School;
- Margaret Ives Community Children's Centre;
- McKellar Stewart Kindergarten;
- Norwood Primary School;
- Precious Cargo Education Montessori Early Learning;
- Rosemont House Montessori Preschool;
- St Ignatius College Junior School;
- St Joseph's Memorial School;
- St Morris Community Child Care;
- St Peter's Childcare Centre;
- Treetops Early Learning Centre Stepney - Banksia House; and
- Trinity Gardens Primary School.

The *Festive Gallery on Osmond Terrace* will be available for the public to enjoy between Monday 23 November 2020 and Monday 4 January 2021. 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 4 January 2021, will win a \$500 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.

Unfortunately, due to the COVID-19 Pandemic, the Council decided to cancel the 2020 Norwood Christmas Pageant. In an attempt to try and bring some Christmas spirit to the community, the Council will install five (5) floats that have been a part of the Christmas Pageant for many years on Osmond Terrace, which will be on display to the public from Friday 18 December – Monday 28 December 2020. The five (5) floats include Father Christmas, The Norwood Town Hall, a Gingerbread House, the Pageant Princess and a Rocket Ship. Images of the floats that will be displayed on Osmond Terrace are contained in **Attachment D**.

## 2.2 AUGMENTED REALITY (AR) CHRISTMAS ACTIVATION 2020

For the first time, the Council is collaborating with digital technology company, CreativiTek to bring a unique experience of Christmas to The Parade. Children will be unlikely to visit Santa in person to have a photo with him this year, given the current circumstances with the COVID-19 Pandemic, and therefore the Council has engaged CreativiTek to develop augmented reality animations to activate different locations along The Parade. Each location will be identifiable by a large footpath decal that will outline how to activate the animation and what characters will come to life. The information on the decal will also encourage people to tag their pictures to help promote the initiative and inspire people to visit The Parade and do the same.

Activations at four (4) locations along The Parade will bring animations to life and will allow for photo opportunities with Santa, Santa and his reindeer, an elf and their snowman friend and three (3) snowmen. Activation locations are identifiable by a large footpath decal, which explains how to make the animations come to life.

The information on the decals will inform users on how to make the most of these digital experiences, by instructing them to perform the below.

*Follow these simple steps to get prepared and have the technology you need on hand:*

- *Download the 'ARLOOPA' app on your smartphone or tablet from the Apple App store or Google Play.*
- *Open your camera and position it over the image on the centre of the decal and watch what happens!*
- *Animations will activate and animate for approximately eight seconds before posing/stopping to allow for a photo opportunity.*
- *Jump in the photo and tag your photos on social media with #christmasonparade*
- *Visit the four locations to enjoy four very special Christmas experiences!*

The AR will be available from Monday 7 December – Wednesday 23 December 2020. Families will be encouraged to visit The Parade during this time to enjoy the floats, festive tree gallery as well as to shop, dine and experience all The Parade has to offer this Christmas.

## 2.3 DIGITAL CHRISTMAS ADVENT CALENDAR 2020

The Council has introduced a new initiative this year, which complements the existing Christmas activities and focuses on promoting the business in the City. The idea has been drawn from a traditional advent calendar, which is a countdown of days in December leading up to Christmas Eve, with each day revealing the classic chocolate square similar to the traditional Advent Calendar. The *Christmas in NPSP* Advent Calendar has been designed to reveal several offers each day. It has been designed with the flexibility to accommodate all businesses in the City that have decided to be involved, and therefore includes a variety of offers that fit within the categories of Shop, Eat & Drink, Experience and Live.

A *Christmas in NPSP* stylised webpage has been designed for this initiative, featuring iconic and longstanding buildings in the City. Included also on the webpage, are a series of doors with a number on each. The number on each door correlates to the date in December. Behind each door hides a special product or experience offer from businesses in the Council area. When a door is opened, by being clicked on, a pop-up with that day's business offer is revealed. Once the offer is revealed in the pop-up, users can read the full description of the offer and choose to email themselves the deal, if they wish to redeem the offer.

The user will be asked to enter their name and email address, agree to the terms and conditions and will be given the option to subscribe to receive daily emails for the remainder of the advent calendar campaign. New deals will be revealed and distributed to the database each day from Tuesday 1 December to Thursday 24 December 2020 (Christmas Eve). To redeem the offer, the user will either print it off, or show the voucher on their screen to a staff member at the specific business. Each business is responsible for managing and recording the number of vouchers that are redeemed.

The Council has received thirty-eight (38) deals to date from local businesses and will assign each offer to a date, with consideration to the preferred dates submitted by the business, while taking into account the type of offer, location of the business and flexibility in the offering.

This initiative is scheduled to be promoted via all Council-owned websites and social media platforms, relevant e-newsletters, as well as across several digital and print platforms.

The Advent Calendar forms a part of the Citywide *Christmas in NPSP* campaign, and therefore no funds from the 2020 – 2021 Norwood Parade Precinct Annual Budget have been allocated or are required to promote this initiative.

The calendar will commence on Tuesday 1 December 2020 and can be accessed at [www.npsp.sa.gov.au/adventcalendar](http://www.npsp.sa.gov.au/adventcalendar)

A snapshot of the '*Christmas in NPSP*' Christmas Advent Calendar is contained in **Attachment E**.

## 2.4 BLACK FRIDAY & THE PARADE CHRISTMAS TRADING 2020

On 5 November 2020, three (3) exemption notices were published in the SA Government Gazette that provide non-exempt shops with a range of additional trading hours that includes 'Black Friday' (Friday 27 November), Boxing Day (Saturday 26 December) and the Proclamation Day public holiday (Monday 28 December). An important condition of the exemptions is that all employees working during these extended hours will do so on a strictly voluntary basis.

In 2019, for the first time in South Australia, additional trading hours were approved for 'Black Friday' shopping day, and due to its success, the State Government have once again approved trading until 12 midnight. Black Friday is a United States retail phenomenon that falls on the day after Thanksgiving and marks the unofficial 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 once again seizing this opportunity and is using it to drive positive economic and job growth. Extended opening hours on Friday 27 November for Black Friday are entirely optional, and are at the discretion of each business.

The 2020 Christmas trading arrangements for the metropolitan shopping district are outlined in Table 2 below.

**TABLE 2: 2020 CHRISTMAS TRADING HOURS**

Day / Date	Time
Friday 27 November 2020	Until 12 midnight
Sunday 29 November 2020	9.00am – 5.00pm
Sunday 6 December 2020	9.00am – 5.00pm
Sunday 13 December 2020	9.00am – 5.00pm
Thursday 17 December 2020	Until 12 midnight
Friday 18 December 2020	Until 12 midnight
Saturday 19 December 2020	Until 6.00pm
Sunday 20 December 2020	9.00am – 6.00pm
Wednesday 23 December 2020	Until 12 midnight
Saturday 26 December 2020	9.00am – 5.00pm
Sunday 27 December 2020	9.00am – 5.00pm
Monday 28 December 2020	9.00am – 5.00pm

For all other days between Friday 27 November 2020 – Monday 28 December 2020 that are not included in the table above, normal trading hours apply.

The 2020 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.

### **3 STRATEGY: BUSINESS DEVELOPMENT**

#### **NETWORKING**

##### **3.1 BUSINESS NETWORKING & CHRISTMAS DRINKS**

After what has been an interesting and challenging year, the Council has scheduled a networking event and Christmas celebration for the business community. The end of year events are always well attended, and this year's event is no exception. The event has received eighty (80) RSVPs to date, with a maximum capacity of one-hundred and fifty (150). To ensure that the event is COVID Safe, bookings are essential and strictly limited to three (3) people per business. Entry is not permitted without prior RSVP.

At its meeting held on Monday 2 September 2019, the Council endorsed the Civic Recognition Policy, which recognises outstanding achievements, voluntary contributions and significant milestones of members in the community, local groups and/or organisations and businesses.

The Civic Recognition Policy includes the *Mayor's Business Commendation Awards*, which recognises small business that contribute to the City's unique cosmopolitan lifestyle, economic prosperity, liveability and sense-of-place. The commendations are open to small businesses that have been operating in the City of Norwood Payneham & St Peters for 10+, 25+, 50+, and those that are 3+ generational family businesses. Businesses need to self-nominate to be eligible for the award.

Further information on the *Mayor's Business Commendation Awards* and to apply, visit the Council's website at [www.npsp.sa.gov.au/mbca](http://www.npsp.sa.gov.au/mbca)

The businesses that have submitted an application and that have been granted a commendation, will be presented by Mayor Robert Bria, at the Business Networking & Christmas Drinks event.

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

Date: Friday 4 December 2020  
Time: 6.00pm – 8.00pm  
Venue: Linde Reserve, 43-45 Stepney Street, Stepney

A copy of the invitation is contained in **Attachment F**.

It should be noted that at the time of writing this report, the Council was still able to hold the event, however the State Government restrictions may be introduced that restrict the ability to hold the event.

#### **BUSINESS TRAINING**

##### **3.2 GROWTH WORKSHOPS**

The sixth and final event of the Council's business growth series was held on Thursday 12 November 2020. The breakfast event was facilitated by Ms Madhu Jeyakumaran from Think Stride Coaching and Consulting, and the topic was '*Cultivating a resilient mindset to thrive during the Pandemic*'. Ms Jeyakumaran delivered an informative and interactive presentation, which was enjoyed by the eleven (11) attendees. Three (3) of the six (6) events as a part of this series were delivered online during the COVID-19 Pandemic and can be accessed on the Council's website.

As a part of the Committee's 2020 – 2021 Annual Business Plan, \$5,000 has been allocated to business training. The Council Staff will propose some topics and presenters at the Committee meeting for discussion.

#### **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 Patterson 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 Joshua Baldwin and carried.*

#### 4.4 2021 SCHEDULE OF MEETINGS FOR THE NORWOOD PARADE PRECINCT COMMITTEE

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**REPORT AUTHOR:** Economic Development & Strategic Projects Coordinator  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4524  
**FILE REFERENCE:** qA59232  
**ATTACHMENTS:** Nil

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#### PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee with the proposed Schedule of Meetings for 2021.

#### 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 2021 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 the requirement to hold a minimum of four (4) meetings within each calendar year, and acknowledging that an additional two (2) meetings were scheduled for 2020 bringing it to a total of six meetings for the year, it is proposed that five (5) meetings be schedule for 2021 as outlined in Table 1 below. It is therefore 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 2021**

Meeting	Date	Start Time
1	Tuesday 16 February 2021	6:15pm
2	Tuesday 4 May 2021	6:15pm
3	Tuesday 6 July 2021	6:15pm
4	Tuesday 14 September 2021	6:15pm
5	Tuesday 23 November 2021	6:15pm

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**RECOMMENDATION**

That the Schedule of Meetings for 2021 as set out below, be approved.

**NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2020**

<b>Meeting</b>	<b>Date</b>	<b>Start Time</b>
1	Tuesday 16 February 2021	6:15pm
2	Tuesday 4 May 2021	6:15pm
3	Tuesday 6 July 2021	6:15pm
4	Tuesday 14 September 2021	6:15pm
5	Tuesday 23 November 2021	6:15pm

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*Cr Dottore moved:*

*That the Schedule of Meetings for 2021 as set out below, be approved.*

**NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2020**

<b>Meeting</b>	<b>Date</b>	<b>Start Time</b>
1	Tuesday 16 February 2021	6:15pm
2	Tuesday 4 May 2021	6:15pm
3	Tuesday 6 July 2021	6:15pm
4	Tuesday 14 September 2021	6:15pm
5	Tuesday 23 November 2021	6:15pm

*Seconded by Mr Terry Dalkos and carried.*

**5. OTHER BUSINESS**  
Nil

**6. NEXT MEETING**  
Tuesday 16 February 2021

**7. CLOSURE**  
There being no further business, the Presiding Member declared the meeting closed at 8.40pm.

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**Mayor Robert Bria**  
**PRESIDING MEMBER**

**Minutes Confirmed on** \_\_\_\_\_  
(date)