

Special Meeting of the Norwood Parade Precinct Committee **Minutes**

23 March 2021

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 6.17pm

PRESENT

Committee Members Mayor Robert Bria (Presiding Member)
Cr Sue Whittington
Cr Fay Patterson
Cr John Callisto
Cr Carlo Dottore
Ms Annie Lovejoy
Mr Joshua Baldwin
Mr Ross Dillon
Mr Rimu Good

Staff Keke Michalos (Manager, Economic Development & Strategic Projects)
Stacey Evreniadis (Economic Development Co-ordinator)
Tyson McLean (Economic Development & Strategic Projects Officer)

APOLOGIES Mr Hao Wu, Mr Terry Dalkos, Mr Phillip Rollas

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 16 FEBRUARY 2021

Ms Annie Lovejoy moved that the minutes of the Norwood Parade Precinct Committee meeting held on 16 February 2021 be taken as read and confirmed. Seconded by Cr Callisto and carried unanimously.

2. PRESIDING MEMBER'S COMMUNICATION
Nil

3. NORWOOD PARADE PRECINCT NEWS
Nil

4. STAFF REPORTS

4.1 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

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: MARKETING & COMMUNICATIONS

1.1 NORWOOD MALL BUSINESSES

On 1 March 2021, the redevelopment of the former Coles property commenced and the Coles carpark was fenced off. As a result, amongst other things, this has affected foot traffic through Norwood Mall, which in turn has affected consumer spending for the retail businesses located in Norwood Mall, which do not form part of the redevelopment. Council Staff are working in partnership with the property owners, business owners and the Australasian Property Development & Rocca Property Group, to design and install new directional signage and will explore other temporary infrastructure options as issues arise in an attempt to support the businesses affected.

A 'Norwood Mall' series of articles is currently being prepared, which will include a profile on each business that is situated within the Mall or facing the pre-existing Coles carpark. This series will include ten (10) articles, with accompanying photos, which includes the following businesses:

- Pasta Chef;
- OptoMED Norwood;
- Hanger Lane;
- Uncle Albert's Café;
- One Systems;
- J'adore Lingerie;
- Norwood Shoe Repairs;
- Ford Dry Cleaners;
- Norwood Health Foods; and
- Diamond Nails & Beauty.

The articles will be published on The Parade website, and shared across The Parade's social media accounts. A schedule will be developed, for the roll-out of this initiative.

This series is just the first targeted initiative that has been developed to support the businesses in Norwood Mall, and the Council Staff will continue to work closely with this group of business owners, as well as other businesses in the retail sector to assist them to survive during this construction period and then thrive. A budget of \$4,000 has been allocated to deliver the Norwood Mall business articles.

Council Staff will present ideas to further promote the businesses located in Norwood Mall to the Committee at its meeting held on 23 March 2021, for discussion and endorsement.

COMPETITIONS

1.2 PROMOTION OF THE TOURISM SECTOR BUSINESSES

At its meeting held 16 February 2021, the Committee identified business sectors that are still experiencing difficulty, as a result of the COVID-19 Pandemic. Not surprisingly, the travel sector continues to be the most affected, due to restricted international travel. Whilst intrastate and interstate travel is popular, most travellers are capable of booking their own flights and accommodation, which has caused additional hardship for the travel agents on The Parade and more broadly within the City of Norwood Payneham & St Peters. Following the Committee meeting held on 16 February 2021, Council Staff visited the four (4) travel agents on The Parade that are still in operation and discussed opportunities on how the Committee can assist the sector. Guided by the comments which have been received, Council Staff have considered various options, three (3) of which are outlined below.

In two (2) of the three (3) options, potential customers will be encouraged to book their trips at one of the four (4) travel agencies on The Parade. Once the trip has been booked, the customer must submit their receipt on The Parade website to enter. The third option focuses solely on marketing and promotions.

It should be noted that first and foremost, this is a Federal and State Government issue and what the Council can do is simply complementary. In October 2020, the South Australian Tourism Commission launched the SA's Great State travel voucher scheme, which gave up to \$100 off hotels and holiday spots in South Australia. The \$4m Great State voucher scheme allowed around 50,000 vouchers to be issued, which were fully reserved in 90 minutes. The booking period was between 15 October and 21 October 2020, and the travel period was between 15 October and 11 December 2020. The scheme injected nearly \$10 million into South Australia's visitor economy.

Due to the hugely popular Great State travel voucher scheme, a second round was launched in January 2021 and bookings closed on 31 January 2021, with the travel period running until 31 March 2021. The second round of vouchers were reserved in 39 minutes, with almost 75,000 vouchers being allocated. Whilst there was a large number of vouchers that were allocated as a part of the second round of the scheme, on 30 January 2021 it was recorded that approximately 26,000 (just over one-third) of the vouchers had been redeemed.

The issue with the scheme that the South Australian Tourism Commission developed, was that South Australian's rushed to secure a voucher, then realised that it was too limiting in what they could book, resulting in a low redemption rate. The Council Staff have taken this issue into consideration and propose that the Committee considers options that encourage consumers to make initial investment before they receive any form of reward.

Whilst this initiative has supported part of the tourism sector, it has not provided direct support to travel agencies. These businesses have had to rely predominantly on JobKeeper and grants provided by the Federal Government.

Option 1 - Spend & Save

The first option that has been considered is a '*Spend & Save*' model, which could include three (3) tiers, Bronze, Silver and Gold. The reimbursement amount will depend on the total amount spent with the travel agency i.e. the more you spend the greater reward you receive. For example, if you spend \$500 you get \$100 back and if you spend \$1,000 you get \$200 back. Whilst this option would be extremely attractive to consumers, logistically this option will be challenging to manage due to the potential number of entries that may be received. Further to this the Council will not be able to guarantee an even influx of customers who book with each travel agent to then access the reimbursement offered. This means that potentially, all customers may choose to book through one (1) or two (2) of the travel agencies, therefore benefiting some more than others.

The other risk with this option is that similarly to the State Government's initiative, funding may be consumed within a very short period of time, resulting in a lack of funding for the entire length of the initiative, which has been considered to be a four (4) week period.

Option 2 - Mini-Competition - Massive Prizes

The second option that has been considered is a four (4) week mini-competition which will aim to encourage customers to visit any of the four (4) travel agencies along The Parade to book a trip to then go in the running to win a voucher with one (1) of the travel agencies along The Parade, which can be used at a later date.

When booking a trip, customers will be required to spend a minimum of \$200 or more in one transaction. They must then keep their receipt as proof of payment and enter online via The Parade website. In doing so they will go in the draw to win one (1) of four (4) weekly vouchers valued at \$1,000 each. The total number of vouchers will be evenly distributed amongst the four (4) travel agencies.

The total prize pool will consist of a weekly \$1,000 voucher to each of the four (4) travel agencies to be drawn over a four (4) week period. Therefore each week there will be a \$1,000 voucher winner for HelloWorld Norwood, Top Deck Travel, Travel Associates Norwood and Phil Hoffman Travel Norwood. The total competition cost will equate to \$16,000 (excluding marketing and promotion).

One of the benefits of this model is that it will result in an even distribution of \$4,000 in vouchers to each travel agency, as opposed to Option 1, which does not provide a mechanism to evenly distribute the vouchers.

Another benefit of this option is that given there will be four (4) \$1,000 vouchers on offer as a prize each week for four (4) weeks, customers will be encouraged to enter as they are likely to have a high chance of winning. This model may even encourage customers to visit an alternate travel agent if they think they have a better chance of winning a voucher with another business who may have less foot traffic.

In general, this mini-competition will also then encourage more customers to book a trip with the travel agencies located along The Parade, which will in turn assist a business sector that has been negatively impacted upon by the COVID-19 Pandemic.

In addition to the prize winnings, this mini-competition will require a budget to be allocated for marketing and promotion to ensure the public are aware of the prizes they can win. Accountability will also be placed on the four (4) travel agencies to market and promote the mini-competition via their communication channels (i.e. Facebook pages and websites), because the more customers they are able to book with them to then enter the draw, the better the result for them, which is the primary objective of this initiative.

It is recommended that \$22,000 be allocated to the Mini-Competition – Massive Prizes initiative from the 2020-2021 Marketing & Communications budget to support the travel agencies on The Parade. The \$22,000 includes marketing and promotion, a lottery license and a total of \$16,000 in vouchers as prizes. This initiative will achieve a total of 16 winners of \$1,000 vouchers.

This is the preferred option, however the details and logistics associated with its delivery will need to be resolved.

Option 3 – Marketing Campaign

The third option that is proposed is to allocate a total of \$10,000 to the marketing and promotion of the four (4) travel agencies on The Parade. This option, like option 1 and 2, will encourage customers to book through one of the four (4) travel agencies on The Parade. Whilst this initiative helps to promote travel agencies, the fact there is no incentive or direct benefit for the customer, it loses its attractiveness. Another challenge of this option is that it will be hard to track if the sales generated during the campaign dates, is as a result from this promotion.

1.3 POST A PIC & WIN

The Parade is South Australia's leading mainstreet, offering a diverse range of brands, products and services. To showcase the businesses and all that they have to offer, it is proposed to run a '*Post a Pic & Win*' competition for the month of May 2021 via Instagram. The competition will encourage visitors to The Parade to post a photo or video at a business or on the street, via the Story function on Instagram. The user must tag 'The Parade, Norwood', so that the Council is notified of the post and will be able to share it to The Parade Instagram profile. Information on user-generated content and the benefits are discussed below.

User-generated content is any form of content, such as photos, text, audio, that has been posted by users on online platforms such as social media, accounts and other marketing channels. For many brands, Instagram is the primary platform for user-generated content. Users create and share posts featuring brands, exposing products and services to their audience. The majority of content that is shared on The Parade Instagram account is generated by the businesses, but what is more powerful is customers and visitors to The Parade sharing content, which boosts the credibility of The Parade.

Statistics show that consumers are 2.4 times more likely to view user-generated content as authentic compared to content created by brands. Whether it's a product, a service or an experience, consumers want to know what to expect before they order. For example, 30 percent of millennials would not go to a restaurant if the location's Instagram presence was unprofessional or non-existent. The main benefit of user-generated content is the impact on purchasing decisions, with nearly 80 percent of people saying that it has a high impact on their own behaviours.

The Instagram story function allows content to be live on a profile for 24 hours, and has the staying power if the content is saved to a 'Highlights' album, which remains on the profile, until removed. This allows people to view the user-generated content at any time and is a powerful marketing tool for the brand.

All users that participate in this initiative and adhere to the Terms and Conditions, will receive a \$20 gift voucher to a business of their choice on The Parade. This will be limited to strictly one entry per person.

Taking the above information into consideration, it is worth exploring this initiative, which will both create user-generated content and hopefully attract and achieve new 'followers' for The Parade Instagram account.

It is proposed that the Committee allocates \$3,000 to the 'Post a Pic & Win' initiative from the 2020-2021 Marketing & Communications budget, which includes \$1,000 to promote the initiative.

2 STRATEGY: IDENTITY & BRAND

2.1 MERCHANDISE

A budget of \$5,000 has been allocated in the *2020–2021 Norwood Parade Annual Business Plan* for merchandise. Based on the popularity of The Parade, Norwood branded notebooks a quantity of 250 have been re-ordered.

The Parade, Norwood branded merchandise that is currently in stock, is listed below:

- notebooks;
- reusable coffee cups;
- leather look black bags;
- black shopping bags;
- large magnetic clips; and
- selfie ring lights.

The Parade, Norwood branded merchandise items are distributed to The Parade retailers and used at various Council events all-year round. The next event that merchandise will be distributed at is the *Food Secrets at the Green* event, which will be held on Sunday 16 May 2021 at Norwood Green.

RECOMMENDATION

1. That the Committee notes the status of the 2020-2021 Annual Business Plan Budget contained in Attachment A, be noted.
 2. That the allocation of \$22,000 from the Marketing & Communications 2020-2021 budget to deliver the 'Mini-competition, Massive Prizes' initiative to support the travel agencies on The Parade, be endorsed.
 3. That the allocation of \$3,000 from the Marketing & Communications 2020-2021 budget to deliver the 'Post a Pic & Win' initiative, be endorsed.
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Cr Callisto moved:

1. *That the Committee notes the status of the 2020-2021 Annual Business Plan Budget contained in Attachment A, be noted.*
2. *That the allocation of \$22,000 from the Marketing & Communications 2020-2021 budget to deliver the 'Mini-competition, Massive Prizes' initiative to support the travel agencies on The Parade, be endorsed.*
3. *That the allocation of \$3,000 from the Marketing & Communications 2020-2021 budget to deliver the 'Post a Pic & Win' initiative, be endorsed.*

Seconded by Cr Whittington and carried unanimously.

5. NEXT MEETING

Tuesday 4 May 2021

6. CLOSURE

There being no further business, the Presiding Member declared the meeting closed at 7.09pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on _____
(date)