

Business & Economic Development Advisory Committee

Agenda & Reports

4 July 2023

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

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City of
Norwood
Payneham
& St Peters

29 June 2023

To all Members of the Business & Economic Development Advisory Committee

Committee Members

- Mayor Robert Bria (Presiding Member)
- Cr Grant Piggott
- Cr Victoria McFarlane
- Cr John Callisto
- Ms Amanda Grocock
- Ms Amanda Pepe
- Mr Ben Pudney
- Mr Joshua Baldwin
- Mr Matt Grant
- Ms Rebecca Thomas
- Ms Trish Hansen

Staff

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

NOTICE OF MEETING

I wish to advise that pursuant to Sections 87 and 88 of the *Local Government Act 1999*, the next Ordinary Meeting of the Business & Economic Development Advisory Committee, will be held in the Mayors Parlour, Norwood Town Hall, 175 The Parade, Norwood, on:

Tuesday 4 July 2023, commencing at 6.15pm

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

A light meal will be available at the meeting.

Yours faithfully



Mario Barone
CHIEF EXECUTIVE OFFICER

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City of
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VENUE Mayors Parlour, Norwood Town Hall

HOOR

PRESENT

Committee Members

Staff

APOLOGIES Cr Grant Piggott, Mr Matt Grant

ABSENT

TERMS OF REFERENCE:

The Business & Economic Development Committee is established to fulfil the following functions:

- *To provide high-level independent expert advice to the Council on economic development matters and employment growth opportunities in the City of Norwood Payneham & St Peters and to have oversight of the continued implementation of the Council's Economic Development Strategy.*
- *To identify issues, opportunities, and initiatives which impact on business and economic development in the City of Norwood Payneham & St Peters.*
- *To provide advice to the Council and recommend actions, including the conduct of studies associated with business and economic development, as required, in order to facilitate the identification of opportunities, issues, strategies and actions.*
- *To assist the Council to facilitate and promote economic growth and development in the City of Norwood Payneham & St Peters.*
- *To provide advice to the Council as required, to facilitate the creation of business networks (both within South Australia and Australia), which provide benefits for the City of Norwood Payneham & St Peters and the business sector.*
- *To provide strategic direction and leadership to ensure that members of the business community are able to participate in the development and implementation of the City's business and economic development outcomes.*
- *Conduct forums to identify and articulate relevant information in respect to services and activities in the City of Norwood Payneham & St Peters that contribute to the City's economic growth.*
- *Advocate and work actively with State and Federal Governments and their agencies, the private sector and relevant peak bodies on key economic priorities which deliver positive outcomes for the City and the community.*
- *Consider and advise the Council on medium and long term matters relevant to business and economic development within the City of Norwood Payneham & St Peters.*

- 1. CONFIRMATION OF MINUTES OF THE BUSINESS & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING HELD ON 4 APRIL 2023**

- 2. PRESIDING MEMBER'S COMMUNICATION**

- 3. STAFF REPORTS**

3.1 PROGRESS REPORT ON THE 2021 – 2026 ECONOMIC DEVELOPMENT STRATEGY

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: qA109047
ATTACHMENTS: A - D

PURPOSE OF REPORT

The purpose of this report is to provide the Business & Economic Development Advisory Committee, with a progress report on the implementation of the *2021-2026 Economic Development Strategy*.

BACKGROUND

The *2021-2026 Economic Development Strategy*, is designed to guide economic development within the City, identify the priority areas for the five (5) year period and articulate the Council's role in supporting business and economic development.

The *Draft 2021-2026 Economic Development Strategy* is based on research, and its development is based on sector workshops and consultation with the business sector. The results were presented to the Business & Economic Development Committee at its meeting held on 16 June 2020. At that meeting, the Committee endorsed the Draft Strategy as being suitable to present to the Council for its consideration and endorsement to be released for community consultation and engagement.

Subsequently, the *Draft 2021-2026 Economic Development Strategy* was presented to the Council at its meeting held on 6 July 2020. At that meeting, the Council endorsed the *Draft 2021-2026 Economic Development Strategy* as being suitable to release for community consultation and engagement.

Following the conclusion of the consultation period, the results of the consultation and the revised final document, were presented to the Committee and subsequently to the Council for its endorsement. At its meeting held on 6 October 2020, the Council endorsed the *2021-2026 Economic Development Strategy*. The *2021-2026 Economic Development Strategy* and the *2021 – Year 1 in Review* documents can be accessed via the Council website. The *Economic Development Strategy 2022 – Year 2 in Review* document will also be placed on the Council website, following its endorsement by both the Committee and subsequently the Council.

This report provides an update on the key Strategies and Actions that have progressed since the last Committee meeting.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The *2021-2026 Economic Development Strategy* is the Council's "blueprint" to guide the growth of the City's economy for a five (5) year period. The Strategy sits within the Council's decision-making framework and has been developed to align with other key strategic and policy documents.

The key strategies that have been used to inform, or that will work in conjunction with the *2021-2026 Economic Development Strategy* are listed below:

- *The 30-Year Plan for Greater Adelaide*
- *Norwood, Payneham and St Peters (City) Development Plan*
- *CityPlan 2030: Shaping Our Future – Mid Term Review 2020*
- *Kent Town Economic Growth Strategy 2020 - 2025*
- *Norwood Parade Precinct Annual Business Plan*
- *Smart City Plan*

FINANCIAL AND BUDGET IMPLICATIONS

At its meeting held on 6 June 2022, the Council endorsed the Norwood Parade Precinct Annual Business Plan for the 2022-2023 financial year.

Subsequently, at its meeting held on 4 July 2022, the Council adopted the *Annual Business Plan, Budget and Declaration of Rates for 2022-2023*, which includes the following in respect to The Parade Precinct Separate Rate and the Economic Development Precinct Management budgets:

- A total budget of \$215,000 is to be collected through The Parade Precinct Separate Rate for the 2022-2023 financial year for the primary purpose of marketing and promoting The Parade, Norwood; and
- a total budget of \$97,750 be allocated by the Council to continue to deliver the Economic Development agenda in the 2022-2023 financial year.

In addition, *Raising the Bar Adelaide 2022* and the *Eastside Business Awards 2023*, received separate funding as part of the Council's 2022-2023 Budget.

The Council's 2022-2023 Economic Development Budget has been used to deliver the final Actions listed in Year 2 and to commence the delivery of the Year 3 Actions of the Strategy. Some of the Year 3 and Ongoing Actions that have progressed since the last Committee meeting are set out in **Attachment A**.

A total budget of \$100,000 to deliver the Economic Development Agenda in the 2023 – 2024 financial year, has been included in the Council's draft 2023 – 2024 Budget, which will be considered and endorsed by the Council in early July 2023. The intent is that this budget will be used to fund the remaining Actions in Year 3 and commence the Actions in Year 4 of the Strategy as well as deliver any other initiatives determined by the Committee and the Council.

EXTERNAL ECONOMIC IMPLICATIONS

The successful delivery of the *2021-2026 Economic Development Strategy* may be impacted by the broader economic environment and world events, although Australia's and more specifically the City of Norwood Payneham & St Peters' economy has shown resilience over the past three (3) years. With that said, the current interest rate is sitting at 4.1%, which is the highest rate that Australians have experienced over the last eleven (11) years, and there have been twelve (12) interest rate increases since May 2022. Economists forecast that Australians may see another rate rise of a quarter of a percent in the coming months, before stabilising in September or October this year.

In June 2023, the State Government released its 2023 – 2024 State Budget, which allocated substantial funding to areas such as health, housing and child protection and primarily focused on addressing the cost-of-living concerns. Whilst households receive some respite in this Budget, unfortunately this does not carry through to businesses. Businesses continue to face cost pressures, including wage growth, while being impacted by lower consumer demand.

Economic Development Staff continue to support business owners and operators through face-to-face meetings and by providing them with information to help them navigate through this challenging time.

SOCIAL ISSUES

Economic development impacts on both the business sector and the local community. Whilst the key focus of this Strategy is on the business sector, the two (2) are intrinsically linked and the prosperity of the local economy relies on creating a holistic environment where people want to invest, work, do business, live, shop and socialise.

CULTURAL ISSUES

The City is a culturally rich and diverse place, with a strong identity, history and "sense of place". Cultural and creative activity is increasingly recognised as important components of economic growth. Economic growth and sustainability through employment, vibrancy and growth are all important factors in achieving cultural vitality.

RISK MANAGEMENT

In establishing the Strategic Framework for the *2021-2026 Economic Development Strategy*, the Council took into account the economic and demographic profile of the City, the views of the business community and partners and the key influences and trends that have, and will, impact on the City's economy. In doing so, the Council has ensured that the Strategy appropriately addresses the wide range of opportunities and challenges facing businesses and economic growth in the City. The Council will continue to work with the business community to ensure that the Strategies and Actions remain relevant and beneficial.

ENVIRONMENTAL ISSUES

A vital component in meeting the aspirations of current and future businesses located in the City of Norwood Payneham & St Peters, is ensuring that issues relating to environmental sustainability are considered together with economic sustainability. A sustainable environment impacts on business investment decisions and is a key asset in the success of local businesses. The Council will continue to promote programs aligned with environmental actions, as well as look to introduce initiatives with a sustainable focus that encourage and promote a circular economy.

RESOURCE ISSUES

The *2021-2026 Economic Development Strategy* has been prepared by the Council Staff, however it will require additional support, from both internal and external resources to ensure its timely implementation. The Economic Development Staff continue to work with Staff across the organisation to deliver the Actions in the Strategy.

DISCUSSION

The implementation of the *2021-2026 Economic Development Strategy* commenced in January 2021 and to ensure that it is delivered in a timely manner, Council staff have developed a reporting structure that is presented to the Business & Economic Development Advisory Committee at each of its meetings, for the purpose of tracking the progress of the Strategy's implementation and to provide direction and guide the staff in its implementation.

The table contained in **Attachment A**, outlines progress on the Actions under each of the four (4) key themes that are currently being delivered in Year 3 of the Strategy or are 'Ongoing' Actions for the duration of the five (5) year Strategy. It should be noted that only the Actions that have recently been completed, commenced or progressed since the last Committee meeting have been included.

The information in the table, whilst detailed, should be read in conjunction with the *2021-2026 Economic Development Strategy* to obtain a better understanding of the individual Action and the Objective that the Council is proposing to achieve.

Similar to the *Economic Development Strategy, 2021 – Year 1 in Review* document, an *Economic Development Strategy, 2022 – Year 2 in Review* summary document has been prepared, which is contained in **Attachment B**.

CONCLUSION

The *2021-2026 Economic Development Strategy* recognises the leadership role of the Council in setting a clear direction for economic development within the City and in supporting the business sector. Developing the Strategy with clear direction and focus provides the foundation for the Council to implement successful actions and initiatives and establish partnerships with different stakeholders (i.e. Federal and State Governments, developers, businesses and residents) in order to ensure the successful longevity of the City's business and economic sector.

RECOMMENDATION

That the Committee endorses the *Economic Development Strategy, 2022 – Year 2 in Review* document as being suitable to present to the Council.

Attachment A

Progress Report on the 2021-2026 Economic Development Strategy

City of Norwood Payneham & St Peters
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IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

1. DYNAMIC & DIVERSE CITY

Outcome: A City with thriving and resilient business sectors that drive employment and deliver growth.

Objective: Support the growth and viability of the City's business sectors based on their competitive strength and strategic priority.

ACTION	UPDATE	STATUS
1.1.1: Continue to support and promote the Food & Beverage Manufacturing sector.	<p>EASTSIDE HOP EVENT</p> <p>The Suburban Brew, Little Bang Brewing and SixTwelve Brewing hosted the inaugural <i>Eastside Hop</i> event on Saturday, 10 June 2023 from 1.30pm – 7.00pm. The event was run and managed by the three (3) participating businesses, two (2) of which are located in the food and beverage manufacturing precincts of Glynde and Stepney and the other, which is located in St Agnes.</p> <p>For the duration of the event, the three (3) businesses offered live music, markets and food trucks, with a shuttle bus moving between the venues throughout the afternoon. The ticket included one (1) free beer at each venue, plus free transport during the event.</p> <p>During the planning stage of the event, The Suburban Brew and Little Bang Brewing contacted the Economic Development Unit to seek information on how the Council was able support the event, outside of the ongoing promotional activity that the Council offers through the <i>Eastside Wine & Ale Trail</i>.</p> <p>The Economic Development Unit and Events & Marketing Unit met, following the request from The Suburban Brew and Little Bang Brewing to discuss ideas and opportunities to present to the businesses, one of which was the Council's Community Grant Funding Program.</p> <p>The Community Grant Funding Program provides grants of up to \$5,000 and are made available through an application process under two (2) categories, Community Grants and Public Art & Culture Grants. Whilst the <i>Eastside Hop</i> is an event run by local businesses, the main objective is to design an event that encourages active participation and interaction with the local community, while collaborating with local and</p>	Complete

like-minded businesses. Delivering on this outcome, while showcasing local breweries and local musicians and artists, qualified the *Eastside Hop* to apply for a Public Art & Culture Grants.

The Suburban Brew, representing themselves and Little Bang Brewing, subsequently, applied to receive a grant under the Public Art & Culture Grants. The Suburban Brew and *Eastside Hop* were successful in their submission, receiving a total of \$2,000, which included \$1,500 for several local musicians over the course of the day and \$500 towards the DJ fee, at The Suburban Brew and Little Bang Brewing venues only.

The comments received from Mr Dichiera of The Suburban Brew and Mr Davidson of Little Bang, was that the event was a huge success. The sell-out event attracted over 300 attendees and the revenue generated at both businesses exceeded expectation. Both local businesses have expressed their interest to deliver this event again in 2024.

URBAN WINE WALK

In progress

The *Eastside Wine & Ale Trail* (EWAT) is one of the Council's key economic development initiatives. In an effort to further promote this significant initiative, the Council has partnered with Neighbourhood Events to deliver an exciting new event for the area – *Urban Wine Walk, Norwood*.

Neighbourhood Events, are a business that is responsible for delivering a number of wine and ale events, including the nationally held event, Urban Wine Walk. The Urban Wine Walk is their flagship event, which they run at various times throughout the year in a number of capital cities across Australia.

The EWAT has grown significantly in the past two (2) years, to now include thirteen (13) businesses, in addition to the numerous historic hotels within the Council area. The Council, in partnership with Neighbourhood Events, would be shining a spotlight on these unique businesses, many of whom are key manufacturing businesses tucked away off the main streets, with amazing and unique product and experience offerings worth exploring.

For an investment of \$4,500, the City of Norwood Payneham & St Peters and EWAT is recognised as a 'Celebrated by' event partner, which includes:

- Official partner acknowledgement via *Urban Wine Walk* event pages (Facebook – 12k followers and Eventbrite);
 - Official partner acknowledgement via all *Urban Wine Walk* EDM's (pre-event and post event);
-

-
- Logos on event flyers and posters;
 - Opt-in option for ticket buyers to subscribe to our Economic Development mailing lists (growing our database);
 - 10 x complimentary tickets to the *Urban Wine Walk* event which will be used to run a social media competition and grow the following of the relevant platforms; and
 - Neighbourhood Events plan and conduct the entire event, using the contact list provided by the Council.

The business names that were provided to Neighbourhood Events are listed below and the participating businesses are identified by a (Y):

- Amadio Wines);
- Australian Distilling Co.;
- CW Wines;
- Ferg's Stepney (Y);
- Fox Gordon Wines;
- Heartland Wines;
- KHOU by Signature Wines (Y);
- Lambrook Wines (Y);
- Little Bang Brewing (Y);
- Moorooroo Park Vineyards;
- Reform Distilling (Y);
- The Suburban Brew;
- Vineyard Road Wines;
- Alma Tavern (Y);
- Britannia Hotel;
- Kent Town Hotel;
- Republic (Y);
- Norwood Hotel;
- The Colonist; and
- The Maid (Y).

The *Urban Wine Walk, Norwood* event is scheduled to be held on Saturday 5 August 2023 from 12 noon – 4.00pm. Tickets are \$77 + booking fee and includes:

- Complimentary Tastings from each Winemaker;
-

-
- 1 x \$10 Food Voucher to Spend at your Nominated Starting Venue (Before 1pm);
 - 1 x \$25 Voucher for Event Day Wine Orders (Subject to Participating Producers); and
 - Official Event Wristband & Tasting Glass.

Event wristbands, tasting glasses and vouchers will be collected on the day of the event from The Maid between 11.00am – 1.00pm, prior to commencing the self-guided *Urban Wine Walk*. People are free to visit any of the participating businesses for as little, or as much time as they choose. Neighbourhood Events work with the participating businesses to ensure food and drink offers are available for those participants attending the event.

The Council will promote this event and the participating businesses via Council-owned websites, e-newsletters and social media platforms.

Tickets are on sale now and can be purchased at eventbrite.com.au

1.1.2: Continue to host regular bus tours, initiatives and events that showcase the City's food and beverage offering.

FOOD SECRETS + EASTSIDE WINE & ALE TRAIL TOURS

On going

The *Food Secrets + Eastside Wine & Ale Trail* tours recommenced in July 2022 after being temporarily suspended as a result of the COVID-19 Pandemic.

The tours are scheduled to run once a month on a Wednesday, between the months of February and November, with the tours for the remainder of the year now available for booking and occurring on the following dates:

- Wednesday 19 July 2023 (sold out);
- Wednesday 16 August 2023;
- Wednesday 20 September 2023;
- Wednesday 18 October 2023 (sold out); and
- Wednesday 15 November 2023.

All tours include a visit to four (4) businesses. First stop coffee, followed by a sweet, then a beverage at one of the EWAT businesses and will conclude at a venue for lunch. Each tour can accommodate fifteen (15) guests, two (2) Council Volunteers including the bus driver and a staff member.

A funding submission to re-appoint a highly acclaimed celebrity/influencer as the City's *Food Secrets Ambassador*, and to promote the sector has been prepared and will be considered by the Council at its meeting held on Monday 3 July 2023 as part of the Council's 2023-2024 Budget.

The most recent tour (June 2023) was attended by Ms Hayley Pearson from Adelady and HelloSA. Ms Pearson attended the tour with a Channel 9 camera man and filmed footage for a 5-minute TV segment which will feature on HelloSA on Sunday, 9 July 2023.

More information on the *Food Secrets + Eastside Wine & Ale Trail* tours is available at www.npsa.sa.gov.au/culture_and_lifestyle/shopping_and_dining/glynde_and_stepney_bus_tours

1.1.7: Identify funding and/or promotional opportunities for local artists.

2023 ART ON PARADE

Complete

The *Art on Parade* initiative returned this year, encouraging art lovers, residents and visitors to The Parade to enjoy a range of work. All businesses within The Parade Precinct were invited to express their interest to be a host venue for the event, which was held from 1 – 30, April 2023.

During the month of April, over 140 pieces of artwork created by forty-five (45) local artists were exhibited in businesses within The Parade Precinct. This year's collection included sculptures, paintings, drawings, glass and photographic work.

Twenty-four (24) Parade Precinct businesses/venues showcased artwork, with the month-long event concluding with a closing event held at 30 Acres on Friday, 28 April 2023. The event was attended by approximately sixty (60) guests. A new feature of this year's program were the two (2) separate prizes on offer. The Art on Parade Prize, worth \$500 was awarded to one of the exhibiting artists judged by two (2) industry professionals – Edward James and Yasmin Grass and the People's Choice Prize, worth \$250 was awarded to a member of the public who voted for their favourite artwork.

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

1.1.11: Continue to deliver marketing programs utilising a variety of channels to reinforce the position of the City as a leading and preferred retail destination

2023 A DAY OF FASHION

In progress

Each year during the month of October, the Council hosts a fashion event on The Parade, to support the range of businesses in the fashion sector. This year *A Day of Fashion* has been scheduled for Saturday 14 October, the weekend before ADL Fashion Week, which is being held from Friday, 20 to Sunday, 22 October 2023.

An expression of interest form for *A Day of Fashion* will open to businesses within The Parade Precinct in July, seeking suggestions to host an event in store, support an initiative, provide an offer for the day or suggest other ideas to showcase their business and products. Following the closure of the expression of interest period, Council Staff will meet to discuss the interest and develop the program for the day.

More details of the event will be reported to the Committee at its next meeting to be held on Tuesday 12 September 2023.

1.4.1: Create opportunities for businesses to interact through business events and networking functions.

2023 MID YEAR BUSINESS NETWORKING EVENT

Complete

On Tuesday, 27 June 2023, the Council held its Mid-Year Business Networking Event at The Suburban Brew, which is located within the food and beverage manufacturing precinct of Glynde. The Suburban Brew opened its second taproom and microbrewery in December 2022 and has since become a member of the *Eastside Wine & Ale Trail*.

The event was well attended with 115 business people representing 55 businesses within the City and from various business sectors. The event was an opportunity for new and existing business owners and employees to network with their peers, as well as Elected Members and Council Staff. The evening featured a speech from Mayor Robert Bria who outlined the Council's Economic Development programs and initiatives that are proposed for the next twelve (12) months and presented seven (7) businesses with their Business Commendation Awards. A list of these businesses has been included in Action 3.3.2.

The savoury items were catered by Flammekueche and J+D Cake Lab, who opened in Kent Town in late 2022, prepared the desserts.

2. DESTINATION CITY

Outcome: A destination with dynamic, cultural, vibrant and attractive precincts.

Objective: Increase the number of people who live, work and visit the City and enhance the community well-being of existing residents, workers and visitors.

ACTION	UPDATE	STATUS
<p>2.2.2: Manage the Norwood Parade Precinct Separate Levy and deliver and implement an Annual Business Plan for the Committee.</p>	<p>At its meeting held on 21 February 2023, the Norwood Parade Precinct Committee (NPPC) resolved the following:</p> <p><i>That the Draft 2023-2024 Norwood Parade Precinct Annual Business Plan be endorsed as being suitable to present to the Council for its endorsement and approval to be released for consultation with The Parade Precinct business community for a period of twenty-one (21) days.</i></p> <p>The <i>Draft 2023-2024 Norwood Parade Precinct Annual Business Plan</i> was presented and endorsed by the Council at its March 2023 meeting and was subsequently released for consultation with The Parade Precinct business community from Monday, 20 March – Wednesday, 12 April 2023. Comments were invited via email and in writing. One (1) submission has been received.</p> <p>The results of the consultation together with the <i>Draft 2023-2024 Norwood Parade Precinct Annual Business Plan</i>, were considered and endorsed by the Council at its meeting held on Monday 5 June 2023.</p> <p>The budget which has been allocated in the Annual Business Plan for the 2023-2024 financial year is \$215,000.</p> <p>A copy of the <i>2023-2024 Norwood Parade Precinct Annual Business Plan</i>, which sets out the Strategies and Deliverables and associated funding under each of the above categories, can be accessed via the Council and The Parade, Norwood websites.</p>	<p>In progress</p>
<p>2.3.2: Maintain an exciting event offering that contributes to the City's brand and continues to grow and enhance social and economic well-being.</p>	<p>AFL GATHER ROUND ON THE PARADE 2023</p> <p>On Friday, 14 and Sunday, 16 April 2023, Norwood Oval hosted two (2) AFL matches as part of the inaugural AFL Gather Round, which included all nine (9) games being played in South Australia. Norwood Oval became just the third location in South Australia to host an official home and away game of AFL.</p>	<p>Completed</p>

The Friday twilight game featured Fremantle and Gold Coast. This match was attended by approximately 9,600 people and the Sunday afternoon match included Greater Western Sydney and Hawthorn, again in front of just over 9,000 people. Both matches were close finishes and were two (2) out of the closest (3) games for the entire round, ensuring fans were treated to a great spectacle.

In total, twenty-five (25) businesses from across the City of Norwood Payneham & St Peters participated in the event through an in-store offer/discount or other activation. Some of the comments received from the businesses included:

“Hope you enjoyed the game Friday night. You guys [the Council] put on a great show. Best Footy game I have been too. I will admit that I was mostly in the beer garden outside talking to random people.” - Tomas Evan (The Engraving Crew in Glynde)

“Thank you for your email and for the opportunity to be a part of the AFL Gather Round event. It was a pleasure to be involved in such an exciting event, and we were thrilled to see such a positive response from the community.

As for feedback, we would like to provide some comments on our experience during the event. We were happy with the level of participation and interest in our business during the event. However, we found that some attendees were not aware of the specific offers and activations we had available for the AFL Gather Round event, and we would recommend clearer post or signage in the future.

Overall, we are grateful for the opportunity to be involved in this event, and we look forward to the possibility of Norwood Oval hosting future matches in the AFL Gather Round.

We hope that our feedback will be useful in improving future events and promoting a positive experience for all participants. Thank you again for your support and for the opportunity to provide feedback.” – Jerry Liu (Rain Modern Asian Bistro)

The Memorial Gardens, located immediately in front of Norwood Oval, was activated by the Council and the Norwood Football Club and included Eastside Wine & Ale Trail pop-up stands, food trucks, seating, live music, AFL goal post entries, a giant screen showing the games and various merchandise trucks. The Memorial Gardens also included a giant cube which featured The Parade branding and used the ‘Discover The Parade’ campaign. This cube included directions, walking distances, driving distances and travel

times to businesses who were offering ticket holders unique discounts/offers. One side of the cube featured pubs and hotels and the opposite side included restaurants and takeaway outlets. The cube also contained generic 'Discover The Parade' flyers containing information about the types of businesses they could find along The Parade, which people could take.

In its discussions with the AFL, the Council was successful in obtaining signed Adelaide Crows and Port Adelaide guernseys. Two (2) separate competitions were run on The Parade Facebook page to target both supporter bases. To complement the guernseys, each competition also offered five (5) \$100 Parade Gift Cards, in order to encourage a greater number of participants.

In relation to the entries for the competitions, the Adelaide Crows competition received 101 comments and the Port Adelaide competition received 70 comments. Although the entries were low, there was a significantly large engagement with the Facebook posts, which has resulted in an increase in The Parade Facebook following.

As Committee Members may also be aware, South Australia has been successful in obtaining the AFL Gather Round for the next three (3) years. Whilst no decision has been made regarding what venues (outside of Adelaide Oval) will host games, the Council is hopeful of games continuing to be played at Norwood Oval due to the resounding success of the inaugural offering. The Council has been advised that a decision regarding the venues will be made within the next couple of months.

2.3.8: Promote the role of key precincts as focal points for the evening and night-time economy.

2023 RAISING THE BAR ADELAIDE

In progress

The *Raising the Bar Adelaide* event has cemented its spot on the City of Norwood Payneham & St Peters' events calendar and will be held in the City for its sixth year, on Tuesday 8 August 2023. For one night only, the City will be transformed into a campus where top academics, industry experts and thought leaders will gather in some of the best local pubs for a one-of-a-kind, knowledge-driven event. The Council continues to be the only destination in South Australia that is granted a license to deliver this unique event. The event will follow the same structure, 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.

Expressions of interest to speak or to host an event for *Raising the Bar Adelaide* close on 30 June 2023, followed by the speaker and venue selection process, which will be decided by Council Staff. Marketing and promotions of the event will launch in July and free registrations to the talks will open. The event will

be promoted across a variety of channels including but not limited to, the website, print, digital, e-newsletters, social media and via the speaker's and venue's communication channels.

Further information on *Raising the Bar Adelaide 2023* can be accessed at npsp.sa.gov.au/rtb

3. INNOVATIVE CITY

Outcome: An innovative City that supports business and attracts investment.

Objective: Attract and maintain competitive businesses with the capacity for resilience and ongoing sustainability, innovation and growth.

ACTION	UPDATE	STATUS
<p><i>3.2.1 Conduct an Annual Business Awards program that gives customers, business owners and employees the chance to recognise and celebrate their favourite City businesses</i></p>	<p>2023 EASTSIDE BUSINESS AWARDS</p> <p>The <i>Eastside Business Awards</i> program is for businesses trading within the City of Norwood Payneham & St Peters. The intent of the Awards is to recognise the best small businesses – retailers, restaurants, cafes, venues, professional services and food and beverage manufacturers within the City of Norwood Payneham & St Peters.</p> <p>The aims of the <i>Eastside Business Awards 2023</i> is to achieve the following objectives:</p> <ul style="list-style-type: none"> • recognise businesses that create great customer experiences and build community; • recognise and celebrate the success of businesses within the City; • raise the profile of the Council's business sector; • provide a platform for businesses that fall both within and outside of the Council's business precincts the opportunity to be promoted; • highlight the "hidden gems"; • encourage exceptional customer service from businesses; • make the City of Norwood Payneham & St Peters a destination of choice for shopping, dining and services; • increase patronage for businesses within the City; and • associate the Council with a high-profile awards program. <p>The 2023 Awards Program launched on Thursday, 9 February 2023, with a week of general marketing and promotion to generate awareness of the Awards, prior to the voting stage opening on Thursday, 16 February 2023. The voting stage was open from Thursday, 16 February – Thursday, 16 March 2023. At the conclusion of the voting stage, three (3) businesses in each category were identified as the finalists and the winners were selected by a panel of three (3) people, including Mayor Robert Bria and two (2) Solstice Media representatives. Assistance was provided by the Council's Manager, Economic Development & Strategy and Economic Development Officer.</p>	Complete

The 2023 Awards attracted a record number of 11,062 public votes across the 11 categories. This year's winners have been recognised for providing an outstanding experience, product or service to their customers and the community. The eleven (11) winners are outlined in Table 1 below.

TABLE 1: 2023 EASTSIDE BUSINESS AWARD WINNERS

Best Arts & Culture / Entertainment Experience	Best Hair / Beauty Salon
Mary MacKillop Museum	Sueno Hair
Best Café / Restaurant	Best Independent Small Business
Taste of Nepal	Marden Continental
Best Coffee	Best Professional Service
Cheeky Grin Coffee	Explore Potential Consulting
Best Customer Experience	Best Pub / Bar
Wheel&Barrow Homewares	The Colonist
Best Fashion Retailer	Hall of Fame (20+ years)
Boutique Mon Ami	Gelato Bello
Best Food / Beverage Manufacturer	
Reform Distilling	

The winner of each category was announced at an Awards Night, which was held on Wednesday 19 April 2023 at the St Peters Banquet Hall in front of Hon Andrea Michaels MP, Minister for Small and Family Business, Minister for Consumer and Business Affairs and Minister for Arts, the finalists, Elected Members and Council Staff. Each winner received a digital advertising package to be spent on business marketing with Solstice Media to the value of \$1,000 and a choice of a business advisory service to the value of \$1,000 provided by AFM Services.

During the initial stage of the campaign, the Council focussed on communicating with the business community via The Parade, Magill Road and the Council's websites, associated social media platforms and via EDMs, to inform and prepare businesses for the voting stage. The Council designed and printed collateral that was available to all businesses and encouraged business owners and employees to display

the material within their business to promote the program. To complement the printed collateral, digital assets were available to businesses to download and use on their social media accounts.

The Council, in conjunction with Solstice Media, designed an extensive marketing campaign including print and digital advertising, editorial and social media across InDaily, SALIFE, CityMag and their targeted business EDM – Business Insights. The campaign delivered a clear and direct message, followed by a quick, user-friendly voting process that was completed online at the Eastside Business Awards website. To encourage public vote, a 'Vote & Win' competition was run with the winner receiving a voucher to the value of \$350 to the business of their choice. This competition received 1,143 entries, and the email addresses of 965 voters were added to the Council's 'visitor' list. The winner of the competition, Mr Jade Eley, was selected at random and chose to receive a voucher to spend at Willie Stewart Interiors on Magill Road.

The 2023 Awards Night was attended by 95 people, including a mix of business owners, employees, Elected Members and staff to celebrate the finalists and winners of this year's awards.

The food and beverages served at the Award's Night were sourced from a range of local businesses including, *Indulgence*, *Heartland Wines*, *Signature Wines*, *Lambrook Wines* and *The Suburban Brew*.

More information about the program, the winners and to read the articles relating to the Awards, visit www.eastsidebusinessawards.com.au

A selection of photos from the Awards Night is contained in **Attachment D**.

3.2.2 Conduct the Mayor's Business Commendation Awards annually

MAYOR'S BUSINESS COMMENDATION AWARDS

Ongoing

The *Mayor's Business Commendation Awards* is a program that recognises small businesses that contribute to the City's unique cosmopolitan lifestyle and sense-of-place, which makes the City so liveable.

Applications are open for small businesses who have reached the following milestones in the City of Norwood Payneham & St Peters:

- 10+ years Bronze Commendation;
 - 25+ years Silver Commendation;
-

-
- 50+ years Gold Commendation; and
 - 3+ generations Generational Family Business Commendation.

The seven (7) businesses that received a Mayor's Business Commendation Award are:

- Australian Medical Placements Health, Education and Training – received 10+ years;
- Adelaide Property Renovations – received 10+ years;
- Bambrick Legal – received 10+ years;
- No Strings Attached Theatre of Disability – received 10+ years;
- Taste of Nepal – received 10+ years;
- McConnell's Furnishings & Upholstery – received 25+ years; and
- Rio Coffee – received 50+ years.

Business can self-nominate at www.npsp.sa.gov.au/mba

All applications made up until 1 June 2024 will receive their award at the next Mid-Year Networking Event.

3.3.2: Deliver a program of forums, networking and training events for new and existing businesses collaborating with specialist providers.

BUSINESS WORKSHOPS

In progress

The Council offers a range of services to help local businesses start, grow and flourish. Several times throughout the year, the Economic Development Unit send out an expression of interest to businesses, to understand their challenges and to identify opportunities for workshop topics.

The next workshop that has been scheduled is 'Leveraging Your Life', which will provide business owners valuable insights and information to kickstart their business and avoid stagnation.

The event is being held at local business Upnext, located at 313 Payneham Road, Royston Park on Friday, 28 July 2023 at 7.30am.

For more information on the Council's workshop program, and to access the previous workshop recordings, visit www.npsp.sa.gov.au/workshops

4. BUSINESS FRIENDLY CITY

Outcome: A City that understands the needs of business.

Objective: Remove barriers and make it easy for business owners to start, run and grow a business.

ACTION	UPDATE	STATUS
<p><i>4.1.1: Maintain and promote the Council's accreditation as a Small Business Friendly Council to the business community.</i></p>	<p>SMALL BUSINESS FRIENDLY COUNCIL INITIATIVE – 2023 REPORT</p> <p>At its meeting held on 6 November 2017, the Council considered a report on the Small Business Friendly Council initiative and resolved to participate in the initiative. Participating Councils are required to report on their initiatives on an annual basis to the Small Business Commissioner, South Australia.</p> <p>At the next Business & Economic Development Advisory Committee meeting, which is scheduled for Tuesday 12 September 2023, a Small Business Friendly Council Initiative report will be presented to the Committee that outlines the initiatives that were delivered for the period 1 June 2022 – 31 May 2023.</p>	In progress
<p><i>4.1.3: Review the Council's 'Business & Economy' webpage to ensure it is easy to use and is informative for businesses.</i></p>	<p>BUSINESS & ECONOMY SECTION ON THE PARADE WEBSITE</p> <p>Since its last Committee meeting held on Tuesday 4 April 2023, the Council has launched the 'Invest in NPSP' section on the Council's website. The 'Invest in NPSP' section includes the following pages:</p> <ul style="list-style-type: none"> • Economic Overview; • Economic Development Strategy; • Smart City & Business; • Precinct Occupancy Reports; • Labour Force Reports; and • Start a Business Enquiry. <p>The objective of this section is to provide businesses and investors with a range of information, reports and insights in relation to the City, to assist them in making educated and informed business decisions.</p> <p>Detailed information and to download a range of reports, visit the 'Business & Economy' section of the Council's website.</p>	Ongoing
<p><i>4.1.6: Encourage residents to support their local businesses and services.</i></p>	<p>The Council promotes and encourages residents to support local, through a range of avenues, on an ongoing basis. Communication on this is driven through the Council's websites, EDMs and via a number of the Council's social media platforms.</p>	Ongoing

In the June EDM of 'Your NPSP' a Council e-newsletter, *Raising the Bar Adelaide*, *Shop The Parade* and *Cruise Europe competition and the Food Secrets + EWAT Bus Tours*, were the top three (3) stories that received the highest number of link clicks.









Attachment B

Progress Report on the 2021-2026 Economic Development Strategy

City of Norwood Payneham & St Peters
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City of
Norwood
Payneham
& St Peters

URBAN
DISTILLERY

Economic Development Strategy

2022 – Year 2 in Review



City of
Norwood
Payneham
& St Peters

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Business Friendly City	20

COVER IMAGE: Reform Distilling

Introduction

The City of Norwood Payneham & St Peters has a reputation of being one of Adelaide's most desirable places to live, work, study and visit.

Renowned for its cosmopolitan lifestyle and its strong cultural influence at heart, the City has evolved as a destination for independent retail, fresh produce, as well as a myriad of cafes, restaurants, pubs and boutique cellar doors.

In October 2020, the Council endorsed the 2021-2026 Economic Development Strategy. The Strategy outlines the Council's strategic direction for economic development, in order to strengthen and grow the City's local economy and support businesses, ensuring their long-term sustainability, viability and growth.

The Strategy identifies four key themes through which the vision will be achieved. Dynamic & Diverse City; Destination City; Innovative City and Business Friendly City.

Under the key themes is a series of programs and initiatives that have been delivered or initiative in order to achieve these strategies. Each of these initiatives have been labelled as either commenced, ongoing or complete.

Whilst 2022 has brought a change in government, at both a state and local level, the Council has continued to deliver programs and initiatives to support business, and host well-loved and long-standing community events.



IMAGE: The Parade, Norwood

2022 – Year in Review



Gross Regional Product
\$3.285 billion



Population
37,850



Businesses
7,888



Labour Force
21,928



Unemployment Rate
3.09%



**Top 5 sectors
based on business
registrations**

- Rental, Hiring and Real Estate Services
- Professional, Scientific and Technical Services
- Construction
- Health Care and Social Assistance
- Cultural and Creative Industries



Dynamic & Diverse City

A City with thriving and resilient business sectors that drive employment and deliver growth.



IMAGE: Art on Parade

Dynamic & Diverse City

Support the growth and viability of the City's business sectors based on their competitive strength and strategic priority.



CV.1.0.3

Focus marketing and promotional initiatives on the Retail and Hospitality sectors to increase discretionary spend.

Taste the Parade Hospitality Voucher Program

✓ **completed**

- 500 vouchers valued at \$25 each
- Redemption rate of 72.69% with Bravo Norwood, Hanamura Norwood and the European Café the top 3 businesses that had vouchers redeemed as a percentage of vouchers allocated. Based on the redemption rate, this resulted in a direct minimum spend of \$9,000 injected into The Parade Precinct hospitality sector

500 vouchers
with 72.69% redeemed

IMAGE: Gabriella Cavuoto, European Cafe





IMAGE: Art on Parade

Strategy 1.1

Focus on the support and growth of the City's priority sectors.

Art on Parade

✓ **completed**

- Artworks including paintings, illustrations, photography and indoor sculptures by 22 artists, which were featured in 22 premises on The Parade

A Day of Fashion

✓ **completed**

- Delivered 3 events including the *In Conversation with...*, *Sip & Swap* with *The Clothing Exchange*, *House of Gucci Movie Night* at *Hoyts Cinema*, plus business offers and in-store experiences across 65 businesses located within The Parade Precinct
- \$159,000 injected into the 'Department Stores and Clothing' category, which was the highest earning day for this category during the month of October. The 'Dining and Entertainment' category performed above average, generating \$608,000 within the Precinct

65 business offers and in store experiences at A Day of Fashion

Over **100** people attended the Clothing Exchange sold out event

IMAGE: In Conversation With... event at A Day of Fashion



Food Secrets + Eastside Wine & Ale Trail Bus Tours

🔼 **ongoing**

- Bus tours reinstated in July 2022, following their suspension due to the COVID-19 pandemic
- 12 businesses involved in the program
- 4 tours delivered in 2022

Win a Fiat 500 on The Parade Competition

✅ **completed**

- Spend a minimum of \$25 within The Parade Precinct and enter for the chance to win a FIAT 500
- The competition received a total of 5,216 entries

Direct expenditure of
\$514,039
 at 196 businesses within the Precinct

- 48.1% of entrants were aged 55 and over
- Average transaction value for this competition was \$98.55

IMAGE: James Thredgold, James Thredgold Jeweller



IMAGE: Eastside Design for Living publication

Eastside Design for Living Publication

✓ **completed**

- A publication designed to promote the homeware and furniture businesses in the retail sector in the City
- Launch event held at Art Images on The Parade
- Distributed to all participating businesses for collection in their stores, at new local residential display centres, real estate companies and Council facilities
- Delivered an extensive marketing campaign to promote the publication, through print, digital, on-street and radio

Strategy 1.2

Support the Education and Health sectors as key contributors to community well-being.

Brighten the Parade

✓ **completed**

- School children across the Council area were invited to colour in the template provided to them, then submit back to the Council for distribution to various businesses along The Parade
- The colouring page template was the same design as the live art installation
- 84 colouring pages were received which were distributed amongst 8 businesses

8 businesses showcased artwork

Strategy 1.4

Promote opportunities and collaboration across the sectors.

Mid-Year Networking Event

✓ **completed**

- Held at café and event space Fine & Fettle, located on Magill Road, Stepney
- Over 80 attendees, with several new faces attending the event, indicating a growth in the engagement between the Council and the business community

End of Year Networking Event

✓ **completed**

- Held at furniture business Transforma, located on Kensington Road, Norwood
- Over 100 people, representing 48 businesses within the City from a cross-section of business sectors

Over **100** attendees
representing 48 businesses



IMAGE: Networking event held at Transforma

Destination City

A destination with dynamic, cultural, vibrant and attractive precincts.



IMAGE: Raising the Bar Adelaide held at Lambrook Wines

Destination City

Increase the number of people who live, work and visit the City and enhance the community well-being of existing residents, workers and visitors.



Strategy 2.1

Showcase and promote the City's attractions and events to facilitate growth and visitation.

Adelaide Visitor Guide

✓ **completed**

- 2 full page ads promoting the Eastside Wine & Ale Trail, Food Secrets of Glynde & Stepney, The Parade, Norwood and Magill Road
- 50,000+ printed visitor guides distributed to interstate and intrastate locations
- Digital guides also available at southaustralia.com and experienceadelaide.com.au

Strategy 2.2

Support the City's vibrant mainstreet precincts.

Behind the Businesses Podcast – Series 2

✓ **completed**

- 5 episodes, featuring 3 business owners per episode
- Filmed at local businesses Beyond Boulderling and Reform Distilling – both in Kent Town

Norwood Parade Precinct Annual Business Plan 2021-2022

✓ **completed**

- The *Parade Precinct Annual Business Plan 2021-2022*, includes strategies and initiatives which are intended to improve the economic performance of the Norwood Parade Precinct in a number of areas such as:
 - Prosperity and development of The Parade Precinct
 - Attracting investment and business opportunities to the area
 - Development and support of appropriate industry clusters
 - Building community support and attracting visitors to spend on The Parade
- The *Parade Precinct Annual Business Plan 2021-2022* was delivered with a total budget of \$215,000



IMAGE: William Swale, Nick Keukenmeester and Keta Grishaj, Behind the Businesses podcast



IMAGE: The Parade, Norwood gift card

Development of the Norwood Parade Precinct Annual Business Plan 2022-2023

✓ **completed**

- The Draft 2022-2023 Norwood Parade Precinct Annual Business Plan was developed and released for consultation for a period of 21 days
- A total of 8 submissions were received during the consultation period. All submissions were presented to the Norwood Parade Precinct Committee and the Council
- The final 2022-2023 Norwood Parade Precinct Annual Business Plan was endorsed by the Norwood Parade Precinct Committee and subsequently endorsed by the Council in June 2022

Lunar New Year

✓ **completed**

- Digital advertising and on-street decorations celebrating Lunar New Year

The Parade, Norwood Gift Cards

⬆ **ongoing**

- The Parade, Norwood Gift Cards were introduced in September ahead of the festive season
- The gift cards are available for purchase from the Council's Citizen Services Centre and can be used at all businesses within the Precinct that use an eftpos terminal

74 gift cards were purchased
in the first 3 months

Activity Precincts Occupancy Reports

🔼 **ongoing**

- These reports have been designed to enable the Council to measure and monitor the precincts within the City in order to provide a more holistic picture of the business environment within the City of Norwood Payneham & St Peters
- Delivered The Parade, Norwood Occupancy Report

Spendmapp by Geografia

🔼 **ongoing**

- Spendmapp uses real, continuous and comprehensive bank transaction data to create a moving picture of the City's economy. It shows how long-term trends are reshaping activity and how short-term shocks, events and economic development initiatives impact spending in different sectors

IMAGE: Raising the Bar Adelaide



Strategy 2.3

Facilitate the activation of key spaces and precincts in the City.

Raising the Bar Adelaide

✅ **completed**

- The Council hosted its fifth consecutive Raising the Bar Adelaide event, which included 19 talks across 10 venues, on the one night
- 3 new host venues included the Norwood Hotel, Lambrook Wines and Reform Distilling
- Raising the Bar Adelaide attracted over 1,000 attendees

Over **1,000** recorded attendees

Adelaide Fringe in the City

✅ **completed**

- Early 2022, State and Local Governments were in a position to be able to deliver safe and well-managed events for the community. The Council assisted local businesses leverage major events such as the Adelaide Fringe, with over 20 events scheduled at venues in the City as a part of the program

Over **20** events held in the City



IMAGE: Christmas decorations, Norwood Town Hall

Christmas in the City

✓ **completed**

- \$316m of total expenditure across the City during the 2022 festive season. November & December 2022 was the strongest 2-month period of recorded data

The Parade Christmas Decorations

✓ **completed**

- The Christmas cheer returned to The Parade with the large illuminated star, hanging baubles in the street trees and window decorations installed at the Norwood Town Hall
- Pole decorations and branded banners adorned the length of Adelaide's premier mainstreet

Festive Gallery on Osmond Terrace

✓ **completed**

- 13 schools and childcare centres participated in this initiative
- 26 Christmas trees and 34 presents were decorated and installed to form the outdoor gallery

Norwood Christmas Paegent

✓ **completed**

- Over 15,000 people attended the Norwood Christmas Pageant

Live Art Christmas Installation

✓ **completed**

- Adelaide based muralist and visual artist, Alexandra Bellas painted a series of three artworks, which were admired and enjoyed at the Memorial Gardens, located at the front of Norwood Oval. The pop-up art display added vibrancy to the western end of The Parade, inviting visitors to explore

Christmas Wreath Workshop

✓ **completed**

- Blooms on The Parade hosted ten people at a Christmas Wreath Workshop, where they were guided by business owner on how to create a beautiful faux foliage wreath

How to Style Christmas Series

✓ **completed**

- Six themed videos were created to inspire and encourage shoppers to purchase food, retail and homeware items from businesses on The Parade during the Christmas period
- The series included three food boards and three striking table settings

TV Feature on Hello SA

✓ **completed**

- Hayley Pearson and Lauren De Cesare of Adelady, visited The Parade to film a segment for Hello SA
- The segment promoted The Parade as a destination to purchase a wide range of Christmas gifts and featured four businesses on The Parade, which included 'Exurbia', 'Bauhaus' 'House of Health Collective' and 'ortc Clothing Co.'
- The average peak audience for this episode was 60,000 viewers




IMAGE: Christmas art installation, Memorial Gardens

Strategy 2.4

Work with local business operators to strengthen the viability of precincts and enhance the customer experience.

The Parade & Magill Road Blogs and Websites

 ongoing

- Continued to advise new businesses along both The Parade and Magill Road that they can create a free business listing on the respective websites
- 19 blog articles were written on various Parade business and published on The Parade website and shared to The Parade Facebook page
- 12 blog articles were written on various Magill Road businesses and published on the Magill Road website and shared to the Magill Road Facebook page

IMAGE: Zest Living

Innovative City

An innovative City that supports business and attracts investment.



IMAGE: Evie charging station

Innovative City

Attract and maintain competitive businesses with the capacity for resilience and ongoing sustainability, innovation and growth.



Strategy 3.2

Recognise businesses and business sectors that make a significant contribution to the City.

Eastside Business Awards

✓ **completed**

- The Awards celebrate excellence across 11 categories
- The Awards program received a record number of votes with 10,974
- James Thredgold inducted into the Hall of Fame (20+ years)
- Winners received a \$1,000 advertising package with Solstice Media and a choice of business advisory service to the value of \$1,000 with AFM Services

Mayor's Business Commendation Awards

✓ **completed**

- The Mayor's Business Commendation Awards recognise small businesses that make a significant contribution to the City, and that have been operating in the City for a minimum of 10 years
- Presented annually at the Mid-Year Networking Event. The following businesses received a Commendation Award in 2022
 - James Thredgold Jeweller – received 25+ Years
 - DeConno & Blanco Insurance Brokers – received 25+ Years
 - Send a Gourmet Basket – received 10+ Years

A record **10,974** votes



IMAGE: 2022 Eastside Business Award Winners

Strategy 3.3

Facilitate communication, education and networking programs to support businesses.

Grow the Business Database

✓ **completed**

- City wide business database grew by 5% during 2022

Parade Precinct Business Boost Program

✓ **completed**

- 16 businesses received a \$250 voucher to put towards business advisory, marketing and communications and health and well-being services

Business Workshops

✓ **completed**

- 2 business workshops were delivered

Strategy 3.4

Embrace new and emerging technologies that will enhance business productivity.

Smart City Plan

⬆ **ongoing**

- A smart parking pilot was undertaken in the Webbe Street car park, which involved monitoring six (6) parking bays to understand vehicle occupancy and overstays against the two-hour parking provisions. The pilot concluded and indicated that the technology was worth pursuing on a more permanent basis to ensure regular vehicle turnover to better facilitate access and expenditure within The Parade Precinct

13 smart city initiatives were delivered

Strategy 3.5

Encourage sustainable working methods in all aspects of business.

Plastic Free SA & Ban on Single-Use Plastics

⬆ **ongoing**

- In April 2020 the Minister for Environment and Water, introduced the *Single-use and Other Plastic Products (Waste Avoidance) Bill 2020* to Parliament. In March 2021, a ban on the sale, supply and distribution of single-use plastics came into effect. The second phase of legislation was implemented in March 2022, which included a number of additional items. Information on these changes are communicated to businesses prior to and when these come into effect

Business Friendly City

*A City that understands
the needs of business.*



IMAGE: The Parade, Norwood

Business Friendly City

Remove barriers and make it easy for business owners to start, run and grow a business.



Strategy 4.1

Ensure that Council processes are business friendly and contribute to a well-functioning City.

Small Business Friendly Council Initiative

✓ **completed**

- The Council is recognised by the Office of the Small Business Commissioner as a Small Business Friendly Council
- A report on the initiatives that were delivered for the period 1 June 2021 – 31 May 2022 was prepared and submitted to the Small Business Commissioner

Labour Force Reports

⬆ **ongoing**

- Labour Force Reports are prepared quarterly, which provides information on the performance of the City's workforce, with a focus on the total number of employed and unemployed residents
- Delivered Quarter 1, 2 & 3, 2022 Labour Force Reports

Start a business enquiry form

✓ **completed**

- A form designed to help businesses learn about the local area and determine location suitability, navigate the development approval process, understand what permits are or are not required, understand what order applications need to be submitted and get information and advice from across the various Units of Council, was developed and uploaded onto the Council's website

IMAGE: Norwood Town Hall Citizen Services





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City of
**Norwood
Payneham
& St Peters**

3.2 KENT TOWN PRECINCT OCCUPANCY LEVELS ANNUAL ASSESSMENT 2022

REPORT AUTHOR: Economic Development Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA109047
ATTACHMENTS: A – B

PURPOSE OF REPORT

The purpose of this report is to present the results of the inaugural assessment of the occupancy levels within the Kent Town Precinct to the *Business & economic Development Advisory Committee*.

BACKGROUND

The Council commenced monitoring the occupancy rates within The Parade Precinct in 2020, following the release of the *Adelaide Retail High Street Overview*, a bi-annual report produced by JLL Australia, which analyses the vacancy rates of Adelaide's major high street precincts, including The Parade, Norwood. A copy of the most recent edition of the *Adelaide Retail High Street Overview (1Q23)* is contained in **Attachment A**.

Following the release of the JLL report, discrepancies were identified by staff in the methodology (i.e. scope of tenancies measured) and parameters which are used to assess the vacancy rates within these mainstreet precincts and in particular, The Parade, Norwood. As a result, an annual assessment of The Parade Precinct's occupancy levels is now undertaken by Council staff.

In recognition that occupancy levels provide a strong measure of how a precinct is performing and provide an indication of the likely demand in the rental market, it was determined that a similar assessment should also be undertaken for Magill Road. This would provide a better understanding of the overall health of the Precinct, as well as creating a complete database of businesses that exist, therefore enabling more targeted marketing and promotion. The analysis also enables trends to be identified and assumptions to be made, and if and when necessary, actions to be taken.

At its meeting held on 4 April 2023, the *Business & Economic Development Advisory Committee* (the Committee) was presented with the inaugural *Activity Precincts Occupancy Report 2022* which contained all of the occupancy data (as well as some other key statistics) for both The Parade and Magill Road. Following consideration of the matter, the Committee resolved the following:

1. *That the Activity Precincts Occupancy Report 2022 contained in Attachment B, be received and noted by the Committee.*
2. *That the Committee notes that an annual assessment of The Parade and Magill Road's occupancy levels, together with other key Activity Precincts over time, will be undertaken, with the results of the assessment to be presented back to the Business & Economic Development Advisory Committee through the annual Activity Precincts Occupancy Report.*

In February – March 2023, staff commenced the process of undertaking an occupancy assessment for the Kent Town Precinct. The purpose of this assessment was to establish a base line for future assessments. The Committee will note that the Kent Town Precinct occupancy results do not feature as part of the *Activity Precincts Occupancy Report 2022*, however moving forward, the intent is that Kent Town data collection will also be undertaken at the same time as The Parade and Magill Road. This is scheduled to occur towards the end of each calendar year to ensure consistency of reporting and data collection as part of the overall methodology. The data collected will be presented as part of the *Activity Precincts Occupancy Report*, which will be updated and released annually.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Strategies contained in the *2021-2026 Economic Development Strategy* are outlined below:

Dynamic & Diverse City

Outcome: Support the growth and viability of the City's business sectors based on their competitive strength and strategic priority.

Strategy: Focus on the support and growth of the City's priority sectors.

- *Action 1.1.9 – Continue to monitor location trends and employment numbers as majority of employment in the Professional, Scientific & Technical Services industry is in Kent Town and its surrounds.*

Destination City

Outcome: Increase the number of people who live, work and visit the City and enhance the community well-being of existing residents, workers and visitors.

Strategy: Support the City's vibrant mainstreet precincts.

- *Action 2.2.3 – Monitor vacancy rates on The Parade by undertaking annual audits.*

Innovative City

Outcome: Attract and maintain competitive businesses with the capacity for resilience and ongoing sustainability, innovation and growth.

Strategy: Facilitate communication, education and networking programs to support businesses.

- *Action 3.3.1 – Continue to grow the business database and communicate on a regular basis, including a process to identify new businesses.*

DISCUSSION

The current *Activity Precincts Occupancy Report 2022*, contains the data for The Parade and Magill Road Precincts, as well as high level information on what elements contribute to creating successful precincts and mainstreets. This report is designed in a way which will not only allow data for other key precincts (i.e. Kent Town) to be included, which will result in a more comprehensive report over time, but the individual precinct data can be easily extracted as standalone documents. A copy of this report which was presented to the Committee at its meeting held on Tuesday, 4 April 2023 is contained in **Attachment B**.

Prior to outlining the results of the Kent Town occupancy assessment, it is important to briefly understand and provide a comparison of the occupancy levels for both The Parade and Magill Road. This information will also form useful background information for the Committee Workshop that will occur as part of this meeting.

The Parade

The assessment, which was undertaken on Tuesday, 13 September 2022, and encompasses the entire Parade Precinct, which extends from Fullarton Road to Portrush Road, identified the following:

- 373 tenancies within The Parade Precinct;
- 345 tenancies were occupied by a business; and
- 28 tenancies were vacant (9 more than in 2021), which equates to an occupancy level of 92.5% (as compared to 94.8% in 2021).

Table 1 below highlights the tenancy mix within The Parade Precinct:

TABLE 1: TENANCY MIX OF THE PARADE PRECINCT – 2022

Sector	Number	Percentage (%)
Retail	101	29.3%
Dining & Entertainment	70	20.3%
Professional	65	18.8%
Medical, Health & Wellbeing	55	16.2%
Hair/Beauty	35	10.1%
Training/Employment	9	2.6%
Community	5	1.4%
N/A (i.e. Leased signage but no business yet)	5	1.4%

Magill Road

The assessment, which was undertaken on Friday, 28 October 2022, and encompasses the entire length of Magill Road, which extends from Fullarton Road to Portrush Road (both sides of the road), and from Portrush Road to Glynburn Road (northern side only), identified the following:

- 215 tenancies (excluding residential) within the Magill Road Precinct;
- 202 tenancies were occupied by a business; and
- 13 tenancies were vacant (5 more than in 2021), which equates to an occupancy level of 94% (as compared to 95.3% on 2021).

Table 2 below highlights the tenancy mix within the Magill Road Precinct:

TABLE 2: TENANCY MIX OF THE MAGILL ROAD PRECINCT – 2022

Sector	Number	Percentage (%)
Retail	79	39.1%
Medical, Health & Wellbeing	33	16.3%
Dining & Entertainment	32	15.8%
Professional	31	15.3%
Hair/Beauty	23	11.4%
Community	3	1.5%
Training/Employment	1	0.5%

Kent Town

Kent Town was selected as the next Precinct to be monitored based on its growing business profile and its importance as a key cultural, creative and professional sector employer within the City of Norwood Payneham & St Peters.

The assessment undertaken by Council staff encompasses the entire suburb of Kent Town, which is bordered by North Terrace (to the North), Hackney Road (to the West), Dequetteville Terrace (also to the West) and Fullarton Road (to the East). A map of the Precinct will be included in the *Activity Precincts Occupancy Report 2023*. The assessment undertaken by Council staff was conducted on Friday, 17 February and Friday, 10 March 2023 and all details from this assessment are correct as of that date.

The assessment conducted by Council staff identified the following:

- 357 tenancies within the Kent Town Precinct;
- 332 tenancies were occupied by a business; and
- twenty-five (25) vacant tenancies within the Kent Town Precinct, which equates to an occupancy level of 93%.

Part of this Precinct also contains a residential component, which although located within this Precinct, does not form part of this analysis.

Table 3 below highlights the tenancy mix within the Kent Town Precinct:

TABLE 3: TENANCY MIX OF THE KENT TOWN PRECINCT – 2023

Sector	Number	Percentage (%)
Professional	180	50.4%
Retail	60	16.8%
Medical, Health & Wellbeing	48	13.4%
Dining & Entertainment	19	5.3%
Community	11	3.1%
Hair/Beauty	8	2.2%
Training/Employment	6	1.7%

Table 4 below, further segregates the 'Retail' and 'Professional' sectors into sub-sectors to enable a deeper understanding of these high-level sectors. Retail is segregated into 'Product', which is inclusive of businesses that specialise in homewares, furniture, grocery stores, toys etc and 'Clothing'. The Professional sector is segregated into 'Technical' which includes architects, graphic design, IT, builders, marketing agencies etc, 'Financial', which includes accountants, banks, brokers etc, and 'Real Estate'.

TABLE 4: RETAIL AND PROFESSIONAL SECTOR BREAKDOWN FOR THE KENT TOWN PRECINCT – 2023

Sector Breakdown	Number	Percentage (%)
Retail – Product	58	96.7%
Retail – Clothing	2	3.3%
Professional – Technical	118	65.5%
Professional – Financial	43	23.9%
Professional – Real Estate	19	10.5%

As can be seen by the data contained in **Table 4**, Kent Town is dominated by 'Professional – Technical' businesses, which is very much in alignment with the look and feel of the Precinct and its identification as the creative hub of the City of Norwood Payneham & St Peters. The second largest sector is the 'Retail – Product' followed by the 'Medical, Health & Wellbeing' sector. These three (3) sectors dominate the business makeup of this Precinct. Combined, these three (3) high levels sectors (Professional, Retail and Medical, Health & Wellbeing) contribute to 80.6% of the business tenancy mix.

As more data is collected over time, a greater analysis of trends in Kent Town will occur, allowing for more informed assumptions and decisions to be made.

Overall Comparison

It is also important to compare The Parade, Magill Road and Kent Town against other mainstreets and business precincts within Metropolitan Adelaide and around Australia. **Table 5** below, indicates how The Parade, Magill Road and Kent Town compare against the other mainstreets identified in the JLL Australia report. In the absence of sufficient available data for Precincts similar to Kent Town, the mainstreet data has been used. Moving forward, Staff will seek to obtain other data that is more comparable:

TABLE 5: RETAIL HIGH STREETS OCCUPANCY LEVELS COMPARISON

Street	Most Recent Figure	Time Period	Source
Prospect Road, Prospect	94.7%	1Q23	JLL
Hindley Street, Adelaide	88.7%	1Q23	JLL
Rundle Street, Adelaide	91.7%	1Q23	JLL
King William Road, Goodwood	95.3%	1Q23	JLL
O'Connell Street, North Adelaide	92.7%	1Q23	JLL
Jetty Road, Glenelg	92.7%	1Q23	JLL
The Parade, Norwood	96.7%	1Q23	JLL
The Parade, Norwood (NPSP)	92.5%	4Q22	Staff
Magill Road (NPSP)	94%	4Q22	Staff
Kent Town (NPSP)	93%	1Q23	Staff

Notes: (NPSP) refers to data collected by the City of Norwood Payneham & St Peters. All other data is provided by JLL Australia.

As shown in **Table 5** above, all three (3) Precincts perform extremely well against other Metropolitan Adelaide mainstreets, especially given the total area of all three (3) Precincts in comparison to these other mainstreets.

It is also important to compare the tenancy mix of each Precinct against that of other Precincts of similar scale within Metropolitan Adelaide and from around Australia. **Table 6** below, depicts the tenancy mix for the Brunswick Precinct in Victoria and whilst the categories stated are slightly different to what is used for The Parade, Magill Road and Kent Town, a general understanding can be obtained.

TABLE 6: TENANCY MIX FOR THE BRUNSWICK PRECINCT IN VICTORIA (265 BUSINESSES) - 2022

Tenancy Category	Percentage
Cafes & Restaurants	30%
Fashion	15%
Pubs & Bars	10%
Other Retail	8%
Hair & Personal Services	8%
Health Care	7%
Other	7%
Grocery & Fresh Food	6%
Recreational	5%
Homewares	4%

As set out in **Table 6**, the Brunswick Precinct is dominated by its dining businesses with cafes, restaurants, pubs and bars accounting for over a third of all businesses.

Table 7 below, depicts the tenancy mix for Jetty Road, Glenelg, which is a mainstreet within Metropolitan Adelaide. Again the categories used are slightly different, but provide enough of an understanding to undertake a comparison.

TABLE 7: TENANCY MIX FOR JETTY ROAD (330 BUSINESSES) – 2022

Tenancy Category	Percentage
Services	33%
Hospitality	31%
General/Homewares	16%
Fashion & Jewellery	13%

As set out in **Table 7**, Jetty Road has an even mix of businesses within its Precinct. It is interesting to note that 'Service' related businesses comprise the most businesses within the Precinct, especially when Jetty Road is marketed as the State's premier seaside shopping and dining destination. It is also interesting to note that 'Dining & Entertainment' within The Parade Precinct equates to 20.3% compared to 33% within the Jetty Road Precinct.

When comparing these two (2) Precincts against The Parade, Magill Road and Kent Town, it is clear that both Magill Road and Kent Town are dominated by one (1) category of business, similar to the Brunswick Precinct, however, the dominant business category is in line with what each Precinct is associated with (Magill Road - retail products such as homewares and furniture and Kent Town - professional businesses). The Parade has a more diverse range in its tenancy mix, which as a destination mainstreet precinct, it needs to have to be able to cater for a more diverse demographic and greater visitation number.

OPTIONS

Not Applicable.

CONCLUSION

For a precinct the geographical size of Kent Town, it is acknowledged that an occupancy rate of 93% indicates that it is performing well. As a City fringe business precinct, Kent Town has for many years performed well, however anecdotally the restrictions placed by both the State and Federal Governments during the COVID-19 Pandemic benefitted precincts such as Kent Town and its occupancy rates as businesses moved away from the CBD and into City fringe locations such as Kent Town. As more assessments are undertaken, a better picture of the trend occurring within the Kent Town Precinct will be formed allowing for more informed decisions to be made regarding the future direction for Kent Town.

COMMENTS

Whilst it is acknowledged that a low vacancy rate is a positive representation of the health of a Precinct, research has shown that when vacancy rates fall below 5%, the rental market is considered to be in a good state. This can unfortunately lead to landlords subsequently increasing rents, which in turn can have a negative impact on the tenancy mix. It also means that landlords can afford to be selective about the type of tenants that they place in individual tenancies. For example, the JLL Australia measure for The Parade indicates that The Parade is close to being 'at capacity' in terms of leased tenancies, which can start to have a negative impact on the Precinct. It discourages businesses from looking to open within the Precinct due to the difficulty of finding a tenancy and it can cause stagnation with the tenancy mix with an inability to adapt or shift quickly. Staff will continue to monitor this activity to identify any such patterns or issues, should they arise. These results will be presented to the Committee and subsequently the Council.

RECOMMENDATION

1. That the Committee notes that an annual assessment of The Parade, Magill Road and Kent Town, together with other key Activity Precincts over time, will be undertaken, with the results of the assessment to be presented back to the Business & Economic Development Advisory Committee through the annual Activity Precincts Occupancy Report.
2. That the Committee notes that the Kent Town Precinct Occupancy data will be incorporated into the *Activity Precincts Occupancy Report 2023*, in addition to the preparation of a standalone document, similar to that for The Parade and Magill Road.

Attachment A

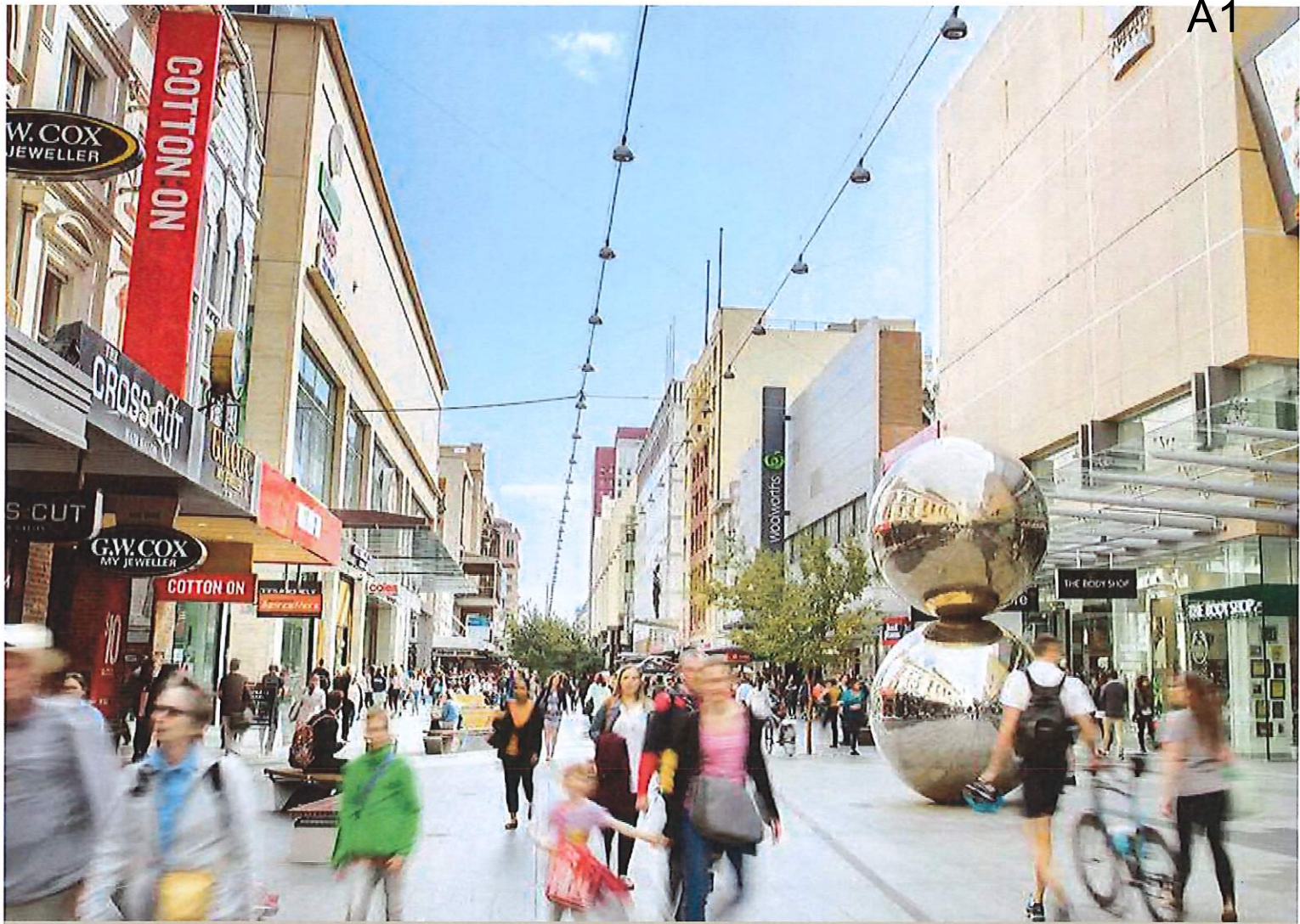
Kent Town Precinct Occupancy Levels Annual Assessment 2022

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City of
Norwood
Payneham
& St Peters



Research

Australia | June 2023

Adelaide retail high street overview

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Executive summary

The blended vacancy rate along Adelaide’s retail high streets is approaching historical lows in Q1 2023. Demand from occupiers is positive, driven largely from ongoing hybrid working which has increased weekday pedestrian traffic, as well as a strong labour market supporting consumer spending.

Over the last six months, the vacancy rate decreased across most precincts, with vacancy along The Parade, Norwood and King William Road, Hyde Park and Goodwood reaching the lowest figure since JLL Research began tracking the data.

The overall blended vacancy rate across all tracked retail high streets decreased 1.1% points to 6.9% - the lowest recorded blended vacancy since 2016.

Precinct	Vacancy (%)		
	Q1 2023	Q3 2023	
Rundle Street, CBD	8.3	7.3	▲
Hindley Street, CBD	11.3	12.7	▼
O’Connell Street, North Adelaide	7.3	8.3	▼
The Parade, Norwood	3.3	6.0	▼
King William Road, Goodwood / Hyde Park	4.7	5.5	▼
Jetty Road, Glenelg	7.3	9.7	▼
Prospect Road, Prospect	5.3	4.1	▲
Blended	6.9	8.0	▼



Consumer sentiment and retail turnover

The expected fall in Australian retail trade has yet to materialise. Despite 11 interest rate increases by the Reserve Bank of Australia over the last 12 months and inflation levels not seen since 1990, Australian consumers keep spending. Rolling annual retail trade growth in South Australia (SA), reached 9.8% in March 2023 – a rate of growth not recorded in over 20 years (10.0% y-o-y in December 2002).

Positively for Adelaide's retail high streets, spending in discretionary retail categories continues to outperform. As at March 2023, rolling annual retail trade growth in the fashion category reached 20.2% and has remained on a positive growth trajectory for 28 consecutive months.

Encouragingly, consumer spending growth in the restaurants, cafés and takeaway food category has recovered significantly since COVID-19 lows. As at March 2023, spending in the cafes, restaurants and takeaway food services category reached a 20 year high with rolling annual retail trade growth increasing 14.0%. This growth has been primarily driven by strong spending in the restaurant category, which has increased 21.3% y-o-y.

SA's labour force has been growing, which is driving retail trade. As at March 2023, SA's seasonally adjusted unemployment rate is at a historic low of 3.7%. The employment participation rate is also at a historic high of 64.5 – equating to a total of 948,600 South Australians employed.

Retail turnover (y-o-y): South Australia and Australia



Source: JLL Research

However, it is expected that the high interest rate environment will eventually grip, diminishing consumer purchasing power over the short-term. This is reflected in Westpac-Melbourne Institute Index of Consumer Sentiment, which, although improving on the back of a pause in the official cash rate, remains below the 100 index point which delineates between optimism and pessimism (85.5 in April 2023).

Westpac-Melbourne Institute Index of Consumer Sentiment



Source: Westpac-Melbourne Institute, JLL Research

Rundle Street, CBD

Rundle Street remains attractive to national and international fashion retailers. Although vacancy marginally increased by 1.0% over the last six months to Q1 2023, the vacancy rate of 8.3% is well below the COVID-19 peak of 13.7% recorded in Q3 2021.

In Q1 2023, two national fashion retailers opened their first SA stores along Rundle Street. Firstly, Assembly Label committed to its first SA store at 257 Rundle Street, and growing fashion reseller Goodbyes opened at 206 Rundle Street. This follows on from a strong period of fashion retailer demand in late 2022 that new store openings from Carla Zampatti, Viktoria & Woods, Florsheim and Crumpler.

Demand from fashion operators is expected to continue over the short-term. Already in May, it was announced that Cue and Veronika Maine has committed to the former Kathmandu space at 199-201 Rundle Street.

Demand from hospitality groups has been more mixed. Over the six months to Q1 2023, new restaurant offerings opened at 285 Rundle Street (Paper Tiger) and 184 Rundle Street (Wu Fei Hot Pot). However, this was counter-balanced by closures from Italy (275 Rundle Street) and Pure Thai Eatery (278 Rundle Street).

Foot traffic is expected to increase as we move through 2023 as international students numbers into South Australia increase.

To reiterate our forecast from previous reports, we maintain our view that the medium-term outlook for Rundle Street is positive. The precinct is expected to benefit from the strip's proximity to the rapidly growing employment zone Lot Fourteen.



Image source: <https://www.rundlemall.com/>

Hindley Street, CBD

Hindley Street retains the highest vacancy rate of all tracked Adelaide retail high streets. However, this headline figure doesn't truly reflect the full picture. Demand along Hindley Street has improved significantly, with vacancy decreasing for four consecutive quarters.

As at Q1 2023, the vacancy rate has reached 11.3%. This represents the lowest vacancy rate since mid-2019 and the second lowest rate on record since JLL Research began tracking the data.

The Hindley Street tenancy mix is disproportionately weighted to night-time economy offerings with nightclubs, small bars and pubs accounting for 23% of all retail space along the strip.

This proportion was increased in Q1 2023 with the opening of Icons Bar & Café in the former Flightpath Architects and Red Robin Café space at 101 Hindley Street. Additionally, restaurant operator Kenny's opened a store at 139 Hindley Street.

Similarly to Rundle Street, the pending return of international university students to Adelaide will support daily expenditure. The recovery of international student enrolments has been rapid. Over the last 12 months to January 2023, the latest Australian Government data indicates that current international student enrolments totalled 448,274 – a 20% increase over than the corresponding period in 2022.

Over the medium term, the ongoing health sector clustering within the Bio-Med City precinct along the western edge of North Terrace, comprising the Royal Adelaide Hospital, SAHMRI and SAHMRI2, as well as two university research facilities, will further support day-time retail trade. With the expectation that commercial office development will soon be underway in the precinct, the daily white-collar worker density will increase.



O'Connell Street, North Adelaide

The recovery of demand along O'Connell Street continued in Q1 2023 with vacancy along the strip reaching the lowest level since 2016.

Over the last six months to Q1 2023, the vacancy rate decreased by 1.0 percentage point to 7.3% but more significantly, has reduced by 4.2 percentage points over the last 12 months – the strongest decrease in vacancy across all tracked high streets over the time period.

Notable new retailers over the quarter included Mancini Ristorante opening in the former Piccoli Piatti space at 21 O'Connell Street, restaurant Soza's committing to space at 95 O'Connell Street, and Little Dog Daycare opening in the former National Australia Bank space at 112 O'Connell Street.

The major mixed-use development at 88 O'Connell Street, which commenced construction in April 2022, will translate to a further revitalisation of the precinct with higher residential density increasing pedestrian traffic and improved retail offerings along the ground floor space of the project.

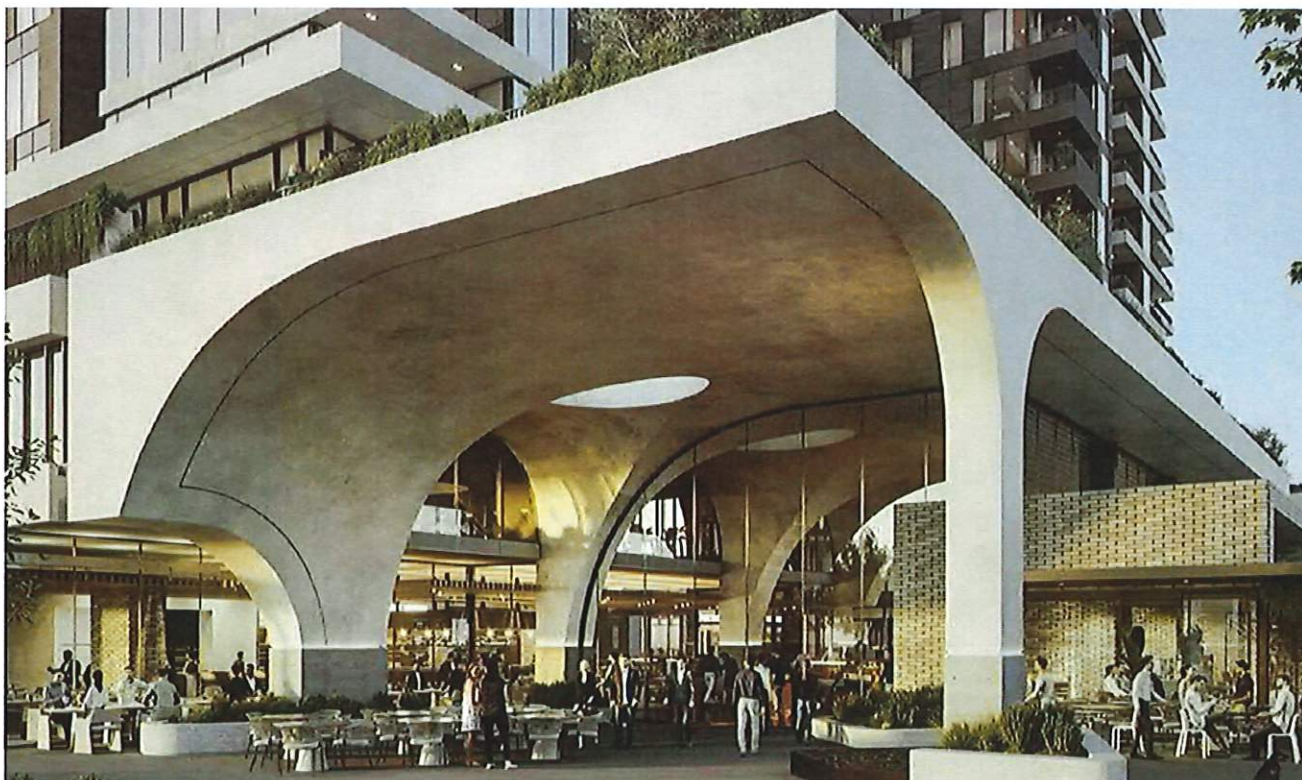


Image source: Artist Impression, <https://88oconnell.com/>

Jetty Road, Glenelg

After reaching a vacancy rate cyclical peak of 9.7% six months ago, occupier demand along Adelaide's beachside retail high street Jetty Road improved in Q1 2023. Vacancy decreased 2.4 percentage points to 7.3% to a level not recorded along the strip since late 2018.

New retail offerings to open over the period included Massey Cucina Espresso Dolce leasing two spaces at 47 Jetty Road, restaurant Uncle Doc's opening at 37 Jetty Road, and three new health and beauty retailers opening stores along the strip.

The gradual reopening of international tourism has supported retail trade and will be further enhanced by Taplin Group's \$50.0 million 65-room hotel development on the corner of Jetty Road and Colley Terrace which is under construction.



Image source: Talphin Group <https://www.jettyroadglenelg.com.au/news/introducing-jetty-road-glenelgs-newest-luxury-hotel>

The Parade, Norwood

The Parade recaptured the title of Adelaide's tightest retail high street in Q1 2023 after a marginal vacancy uplift six months ago. As at Q1 2023, vacancy along The Parade decreased to 3.3% - the tightest level of vacancy recorded along the strip since JLL Research began tracking the data in 2015. After an initial vacancy spike in the early COVID-19 period, occupier demand for space along The Parade has been very strong with vacancy falling rapidly from a peak of 14.7% recorded in Q3 2020.

National retailers continue to seek space in the precinct. Over the six month period to Q1 2023, Flight Centre re-opened at 148 The Parade, accessories retailer Lovisa opened in the former Mimco space at 161 The Parade, and Bupa Optical & Hearing opened a new store at 254 The Parade.

It is expected that retailer demand will continue over the medium term.

New retail offerings as part of broader mixed-use residential developments currently under construction will further enhance The Parade as a retail and hospitality destination.



Image source: <https://www.theparadenorwood.com/>

King William Road, Goodwood / Hyde Park

Much like The Parade, occupier demand along King William Road has been very strong after an initial COVID-19 related vacancy spike. The vacancy rate along the strip has decreased for three consecutive six-monthly periods and now sits at 4.7% - the lowest vacancy rate recorded on the street since JLL began tracking the data.

Four fresh fashion retailers unveiled their brand-new establishments recently. Marlii Lab, a renowned jeweler designer, inaugurated an exquisite boutique located at 155 King William Road.

Accompanying the fashion wave, designer Shane Staker also joined the scene by opening a stylish new space at the same address. Moreover, fashion enthusiasts can now delight in the trendy offerings of Better Together, a pre-loved fashion retailer that opened its doors at 76 King William Road. Lastly, catering to the fashion needs of little ones, the charming children's fashion retailer Out of the Cot established a captivating store at 149 King William Road.

In the hospitality space, demand was more mixed. New openings for Kintaro Sushi, Unley Social, Spier & Wright Whisky Merchants, and Amor Wine Bar were balanced by closures from Burgerstronomy, Hustle Café and Burger Republic.



Image source: <https://kingwilliamroad.com.au/>

Prospect Road, Prospect

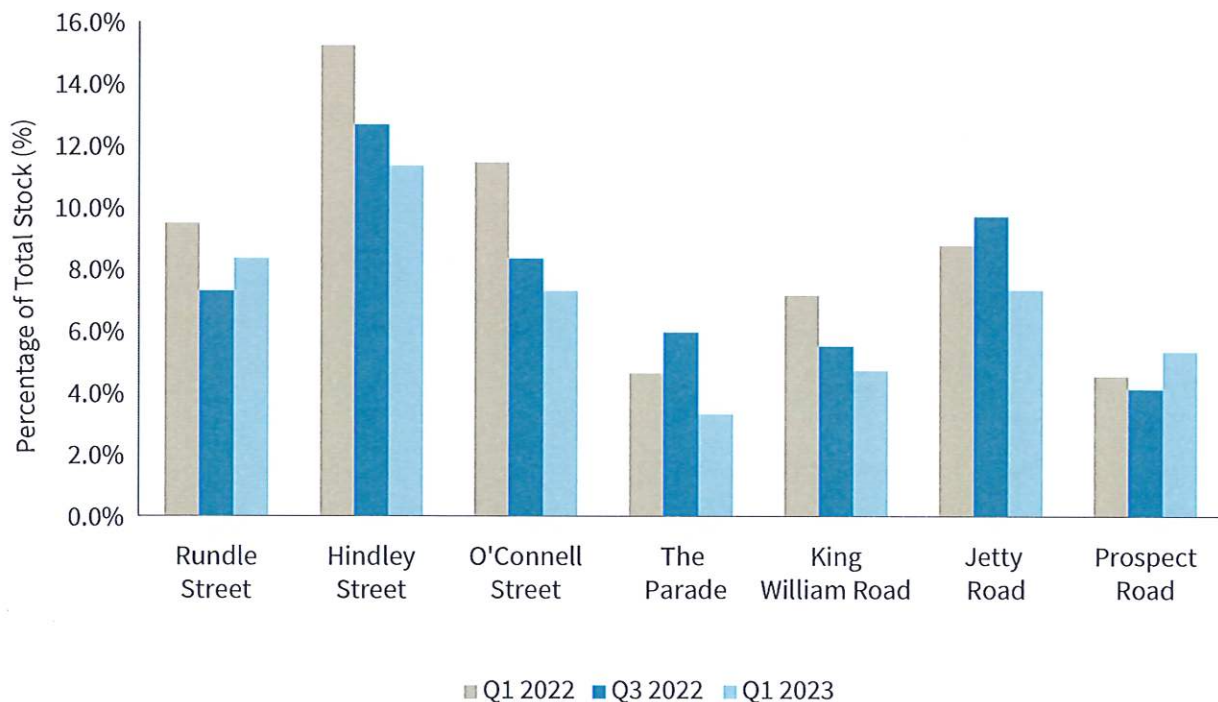
The vacancy rate along Prospect Road edged upwards to 5.3% in Q1 2023. This is generally where vacancy has sat for the last 18 months, with marginal movement in both directions between 4.1% and 5.3%.

The vacancy increase was a result of closures to long-standing restaurant Arriba Grill, which had been in operation since 2011, and two retail tenancies which ceased operations in the heritage-listed 83 Prospect Road building.

However, there were multiple new entrants to the market over the period which balanced vacancy somewhat. Café de Cena opened in the former Spargo's Café space at 101 Prospect Road and long standing Propsect Road restaurant Leo's Pizza reopened after a refurbishment.

A new Foodland supermarket anchored complex at 85 Prospect Road is now under construction, which will enhance the retail offering of the strip over the short-term.

Overall vacancy: Adelaide retail high streets, Q1 2022 to Q1 2023



Source: JLL Research

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Attachment B

Kent Town Precinct Occupancy Levels Annual Assessment 2022

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City of
Norwood
Payneham
& St Peters

CITY OF NORWOOD
PAYNEHAM & ST PETERS

Activity Precincts Occupancy Report

2022



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Kaurna Acknowledgement

The City of Norwood Payneham & St Peters acknowledges that this land is the traditional land of the Kaurna people and that we respect their spiritual connection with their country.

We also acknowledge the Kaurna people as the custodians of the greater Adelaide region and that their cultural and heritage beliefs are still important to the living Kaurna people today.

Located directly to the east of Adelaide's Central Business District (CBD) and covering an area of approximately 180 hectares, is the City of Norwood Payneham & St Peters, home to over 7,000 businesses and approximately 24,367 workers.

Introduction

Nestled amongst the predominately residential setting of the City are six major activity precincts, comprising of The Parade, Magill Road, Payneham Road, Glynde, Stepney and Kent Town, as well as two significant commercial strips located along Kensington Road and Glynburn Road. The location of each of the City's activity precincts and commercial strips, is shown on the Activity Precincts Map.

The activity precincts within the City, and in particular, the mainstreets, are a large and vital component of the retail, commercial and visitor landscape of the City. These are places for residents and visitors to gather, meet, shop, recreate and be entertained, as well as key service delivery points and important providers of jobs.

The character of these precincts, together with their historical and cultural significance, have contributed towards making them places that help to define the local community and its culture and more broadly the City of Norwood Payneham & St Peters, as the commercial centre of Adelaide's eastern region.

Each of these activity precincts comprise of a characteristically diverse range of businesses, services and settings, which over time have been proven to be essential in ensuring their sustainability and longevity—recognising that mainstreets and activity precincts across the world continue to face significant competition from 'hardtop' centres, the growth of online sales and the automation and agglomeration of jobs and business activity. The success or failure of an activity precinct is determined by its ability to adapt and evolve over time, and where necessary, change its primary role, in order to maintain a competitive advantage and to meet the changing trends and demands.

One of the unexpected and more positive consequences of the restrictions that were introduced during the COVID-19 Pandemic, has been the 'rediscovery' of the suburban mainstreets and relocation of businesses to activity precincts outside of Adelaide's Central Business District. This distribution of activities has helped to reinvigorate and strengthen the City's activity precincts.

Purpose

The purpose of this document is to:

01

Measure the occupancy and vacancy rates within all of the Council's activity precincts and to monitor and report on their changes over time.

02

Identify and monitor the business and industry mix within each of the Council's activity precincts and establish a baseline to be able to monitor the changes over time, in order to identify trends and patterns.

03

Provide a consistent measure of all of the occupancy and vacancy rates and the business and industry mix within each of the City's activity precincts.

04

Highlight the contribution that each of these activity precincts make to the City's economy.

The Activity Precincts investigated in this report are:



MAGILL 

This document has been designed to enable the Council to expand the number of activity precincts that are measured and monitored, which over time will provide a more holistic picture of the business environment within the City of Norwood Payneham & St Peters.

Role of the Council



The characteristics, diversity of use and clustering of complementary activities around the City's activity precincts, means that they are generally resilient and have the capacity to change form and function.

However, given that the City's activity precincts are not owned and managed by a single entity (that is, there are multiple land owners), there is an absence of a coordinated management service to guide and determine the best use and mix of the tenancies.

As the third tier of government and the overarching central authority, the Council has the opportunity to contribute and play a critical role, particularly in the areas of marketing and promotion. The Council has

elected to adopt this approach, with funding for these activities currently provided through a combination of the Differential Rate, which is applied to all commercial properties and through the collection of a Separate Rate, which is levied on the affected properties, in the case of The Parade, Norwood.

Through the collection of data, the Council can identify the strengths and weaknesses of a precinct and identify opportunities, deliver streetscape and amenity improvements and introduce

policies and programs to support the businesses and assist to market and promote a precinct in order to increase visitation and investment.

A critical component of the data collection is understanding a precinct's occupancy rate, vacancy rate and turnover. It is through the collection of this data that the Council can monitor the 'health' of the key precincts within the City and can identify trends and opportunities to assist its activity precincts to evolve and thrive.

Strategic Alignment

The monitoring of the City's activity precincts aligns with a number of the Council's strategic documents including *CityPlan 2030: Shaping Our Future*, the *Economic Development Strategy 2021–2026*, and the *Kent Town Economic Growth Strategy 2020–2025*.



CityPlan 2030: Shaping Our Future

CityPlan 2030: Shaping Our Future is the Council's long-term Strategic Management Plan, which outlines the long-term Vision and Outcomes for the City. Monitoring the occupancy levels and tenancies within the City's activity precincts strongly aligns with

Outcome 3: Economic Prosperity
- A dynamic and thriving centre for business and services.

The specific Objectives and Strategies that support this Outcome are:

Objective 3.1 – A diverse range of businesses and services.

Strategy 3.1.2 – Attract diverse businesses to locate in our City.

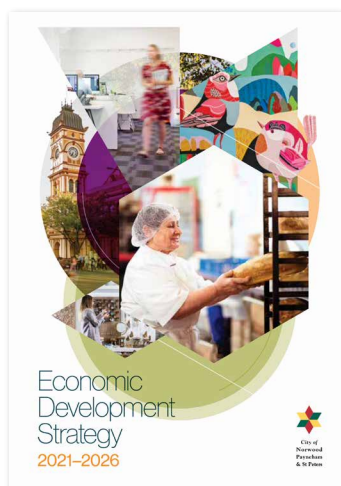
Objective 3.2 – Cosmopolitan business precincts contributing to the prosperity of the community.

Strategy 3.2.1 – Retain, enhance and promote the unique character of all our City's business precincts.

Strategy 3.2.3 – Promote the City as a visitor destination.

Objective 3.5 – A local economy supporting and supported by its community.

Strategy 3.5.1 – Support opportunities for people to collaborate and interact in business precincts.



Economic Development Strategy 2021–2026

The *Economic Development Strategy 2021–2026*, is designed to guide economic development within the City, identify the priority areas over the five year period and articulate the Council's role in supporting business and economic development.

The relevant Themes, Outcomes and Strategies which align with the collection of data on the occupancy levels and tenancies within the City's activity precincts are:

Theme 1: Dynamic & Diverse City

Outcome - Support the growth and viability of the City's business sectors based on their competitive strength and strategic priority.

Strategy 1.1 - Focus on the support and growth of the City's priority sectors.

Theme 2: Destination City

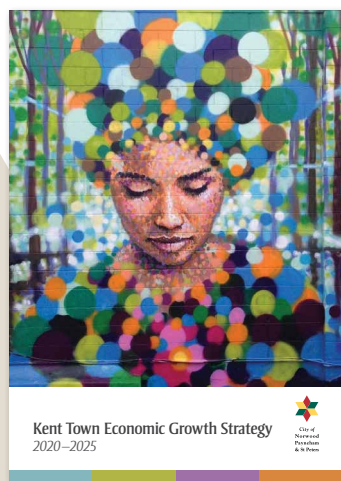
Outcome - Increase the number of people who live, work and visit the City and enhance the community well-being of existing residents, workers and visitors.

Strategy 2.2 - Support the City's vibrant mainstreet precincts.

Theme 3: Innovative City

Outcome - Attract and maintain competitive businesses with the capacity for resilience and ongoing sustainability, innovation and growth.

Strategy 3.3 - Facilitate communication, education and networking programs to support businesses.



Kent Town Economic Growth Strategy 2020–2025

The Kent Town Economic Growth Strategy 2020–2025 recognises the commercial importance of Kent Town and acknowledges the suburb's location, accessibility and convenience, all of which make it a desirable location for future growth. The Kent Town Economic Growth Strategy is driven by the following three key themes to attract investment, support growth and create prosperity.

Theme 1: Attract Investment

Objective - Attract investment opportunities that build on the existing

strengths of Kent Town and drive business and residential population growth.

Theme 2: Support Growth

Objective – To facilitate growth and equip businesses to thrive by providing support and facilitating relationships and connections that are linked to the broader well-being of the community.

Theme 3: Create Prosperity

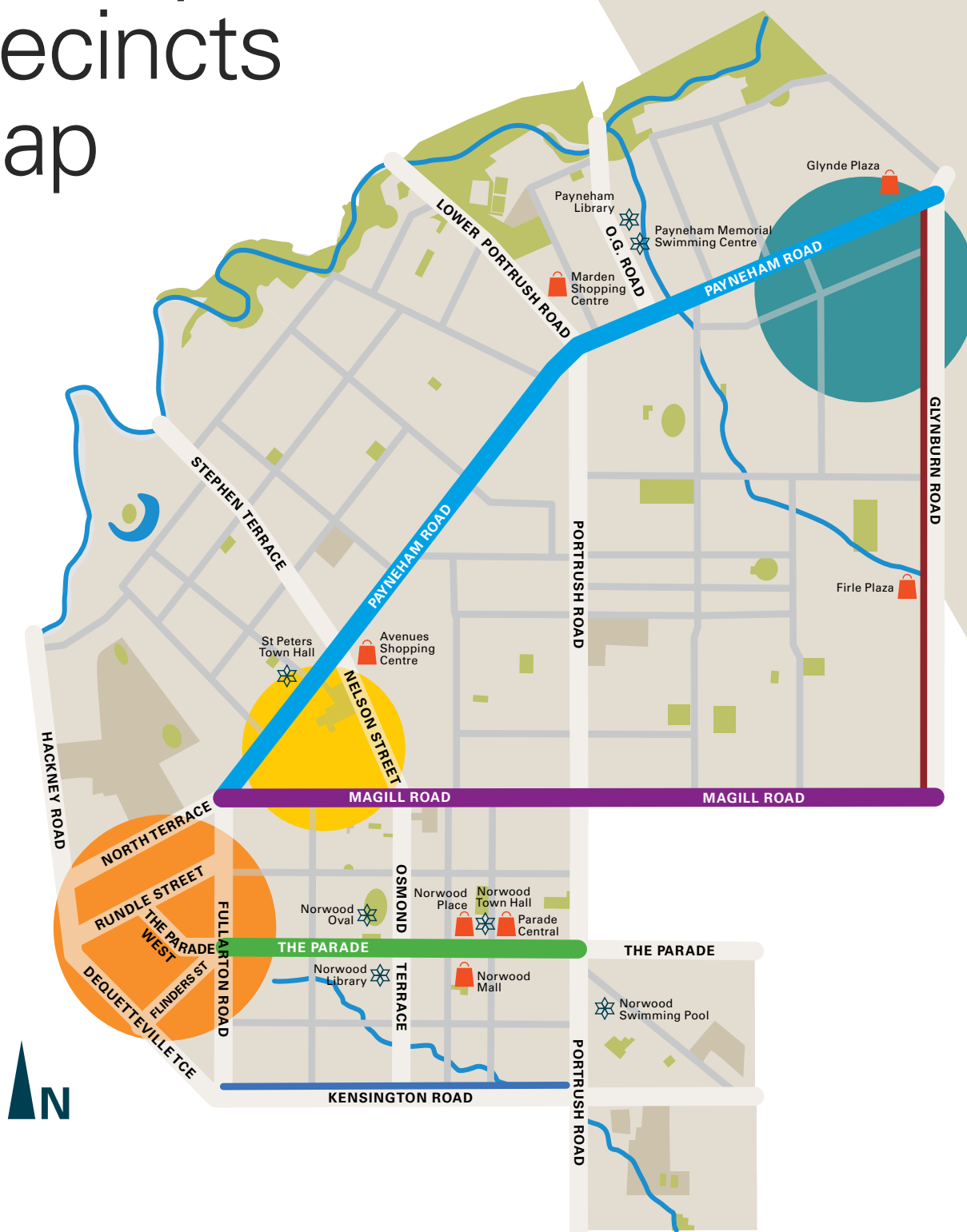
Objective - To maximise the economic potential of Kent Town by creating a supportive business environment and a vibrant and liveable community.

Community Alignment

Based on the comments which the Council has received through consultation on a number of the Council's strategic documents, the citizens within the City of Norwood Payneham & St Peters define a successful precinct as:

- an attractive, vibrant and diverse location
- having places and/or businesses that act as a drawcard
- comprising of a unique and eclectic mix of businesses
- having a connection with the local community, and
- accessible (pedestrian and cycle friendly).

Activity Precincts Map



A Successful Precinct

A successful precinct drives connection through a concentration of activity and people and builds on existing competitive strengths.

There are a number of key elements that work together to create a successful precinct.



Diversity

A diverse mix of businesses with a healthy combination of day-time and night-time trade.



Local Economy

A strong connection to the local area, offering residents and visitors quality and convenience.



Identity

A unique character, history and value that is expressed in creative ways including marketing and events.



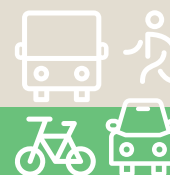
Drawcards

A number of drawcards that regularly bring in a large number of people, such as sporting facilities, a supermarket, movie complex, restaurants and flagship retail stores.



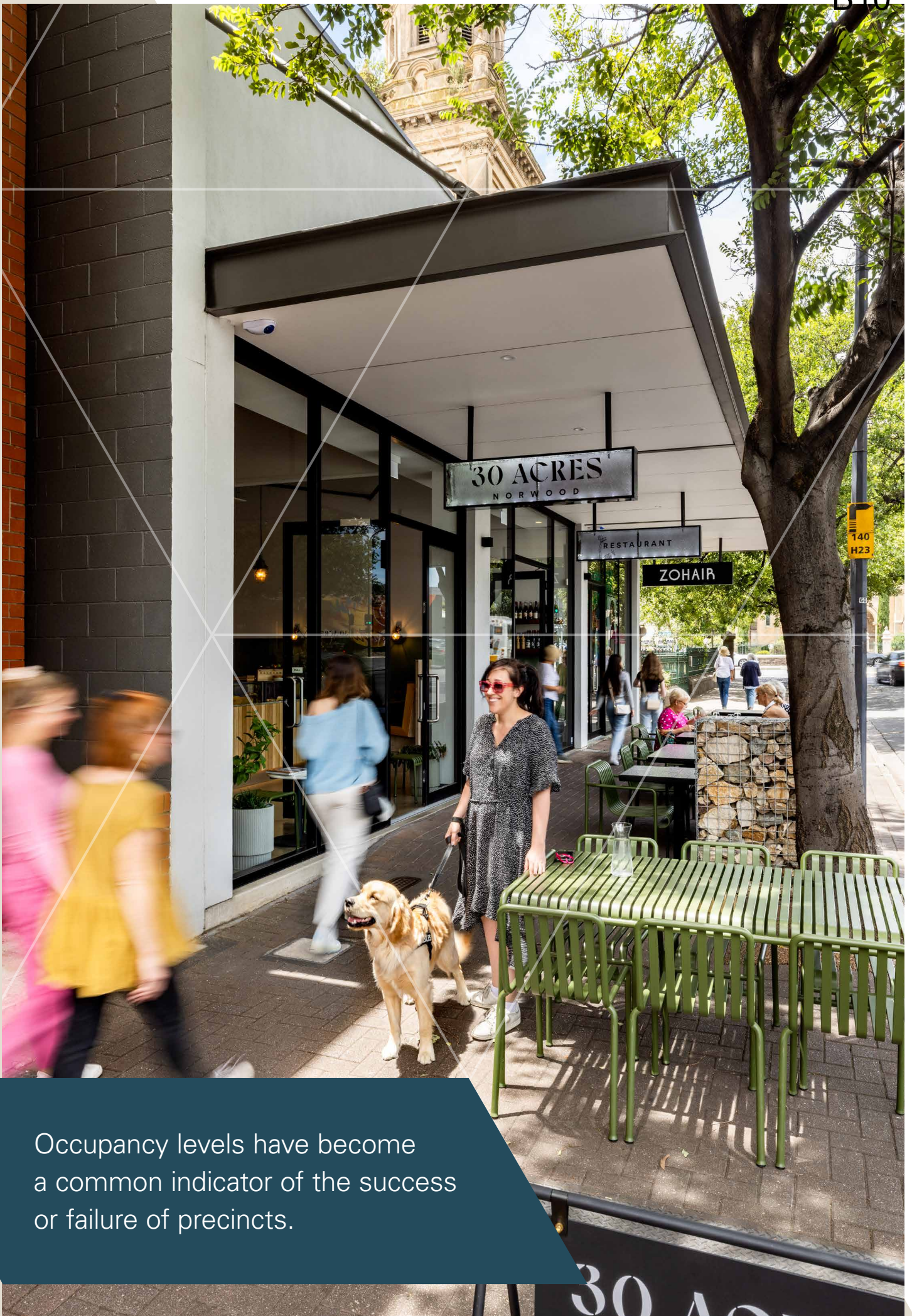
Placemaking

Built infrastructure and landscaping that makes the place more attractive, inviting and encourages visitors to stay and play.



Accessibility

Footpaths, public transport linkages, car parking and clear signage that enables people to easily access the precinct.



Occupancy levels have become a common indicator of the success or failure of precincts.

What is occupancy?

Occupancy levels have become a common indicator of the success or failure of precincts, however as a measurement tool, it is not scientific. Occupancy is measured as a percentage of all available tenancies within a precinct that are being actively occupied at a particular point in time. The measurement of occupancy over time reflects the ability of a precinct to attract and retain businesses.

Is there an 'optimal' level of vacancy?

The general consensus is that a high occupancy level is a positive reflection of the health of a precinct. However, research has shown that when vacancy rates fall below 5%, the rental market is considered to be in a good state, which can lead to landlords increasing rent. This can have a negative impact on the precinct. Therefore, maintaining an occupancy rate of between 90% and 95% is the optimal level for a successful precinct.

What causes vacancies?

It is inevitable that there will be some degree of vacancy within any precinct and there are often a number of factors that contribute to this, such as:

- High leasing rates
- Leasing terms
- Landlord sentiment
- Unsuccessful traders
- Accessibility
- Perception
- Functionality
- Changing demographics
- Fit-out costs
- Closure of nearby businesses
- Retirement
- Development disruption
- Competition

The effects of low occupancy levels

If occupancy levels fall below the 'optimal' range, it can have significant consequences for a precinct, such as:

- making the precinct feel like it is in decline;
- making the precinct feel unkept;
- making the precinct feel unsafe;
- impacts on business attraction and retention;
- impacts on overall visitation and expenditure; and/or
- impacts on the identity and character of a precinct.

Methodology

The Parade and Magill Road are two key commercial precincts within the City of Norwood Payneham & St Peters and are the first activity precincts within the City to have their occupancy levels measured and monitored. Monitoring of The Parade first commenced in 2020 and Magill Road commenced in 2021.

A consistent methodology ensures that the data that is collected and reported on, is comparable between each annual period of measuring occupancy.

Timing

The assessment of precinct occupancy occurs on an annual basis and generally, the on-ground assessment is undertaken annually in September or October.

Stages

The audit of the individual precincts comprises of two stages:

Field Survey - Physically conducting an assessment of each precinct and recording the location and name of each business in each tenancy.

Reporting - The data from each precinct assessment is then used to update the Activity Precinct Occupancy Reports, as well as update the statistics found in this document. The findings from each annual assessment are presented to the Norwood Parade Precinct Committee and the Council's Business & Economic Development Advisory Committee, prior to being presented to the Council.

The intent over time is that all of the City's activity precincts will be measured and monitored to track their success and performance.

Monitoring the occupancy levels of precincts ensures that decision making is informed and the necessary marketing, promotion and support is being provided. Being aware of the occupancy levels and overall performance of the precincts within the City allows for comparisons to be made with other precincts across metropolitan Adelaide such as Prospect Road, Jetty Road, Unley Road, King William Road, Hindley Street, Rundle Street and O'Connell Street.

Definitions

Average Daily Expenditure

Taken from Spendmapp by Geografia and is an account of total expenditure within the suburb during each calendar year. This expenditure is from both citizens of the City of Norwood Payneham & St Peters and visitors. Spendmapp data takes real banking transaction data (EFTPOS and credit/debit) and transforms it to create a comprehensive representation of the City's economy, taking into account a cash component which is informed by a survey conducted by the Reserve Bank of Australia (RBA). The process also ensures that outlier transactions do not skew the data, and seeks to maintain the privacy of merchants and cardholders by applying a degree of randomisation when there are small transaction volumes.

Industry Mix

Percentages may not add up to 100% due to rounding. Industry categorisation and inclusions are explained below.

Retail

Product: Includes businesses that retail in paint, alcohol (i.e. Parade Cellars, Dan Murphy's etc), homewares, furnishings, fuel, groceries, toys, equipment (bikes etc), jewellery, books, pet stores, dog day cares and cleaning services.

Clothing: Includes businesses that sell clothing (op shops included), footwear, lingerie as their main offering.

Dining & Entertainment

Includes cafes, restaurants, gelato/ice-cream, cinemas, theatres, pubs, bars, cellar doors, takeaway outlets and painting studios (i.e. Pinot & Picasso).

Medical, Health & Wellbeing

Includes general practitioners, dentists, supplement stores, pilates and yoga studios, gyms, physiotherapy clinics, care providers, psychologists, specialist health providers (i.e. SA Heart), health food providers, optometrists and Vet's.

Professional

Technical: Includes architects, graphic designers, IT support, engineers, business advisors, lawyers, builders, local Members of Parliament, phone providers, travel agencies, photographers, marketing agencies, taekwondo studios and car repairers.

Financial: Includes accountants, banks, mortgage brokers, financial advisers, conveyancers and tax agencies.

Real Estate: Includes real estate agencies.

Hair/Beauty

Includes women and men hairdressers, massage providers, day spas, hair removal, manicures and pedicures.

Training/Employment

Includes employment agencies, training centres and educational tutoring.

Community

Includes libraries, sporting ovals, parks, churches and community centres.

N/A

Includes tenancies that have a 'Leased' sign up, however no business has moved in, meaning no tenancy mix can be allocated. Also includes George House on The Parade.

New Businesses

Businesses that have opened and were not previously within the precinct.

Occupancy Rate

Defined as a percentage of all available occupiable commercial properties (residential not included) in a particular area that have a business actively trading from the premises.

Relocated Businesses

The total number of businesses that were previously operating within the Precinct and have since moved to another tenancy within the Precinct.

Turnover Rate

The number of new businesses and vacant tenancies as a percentage of the total number of tenancies within the Precinct.

Vacant Tenancy

Tenancies are noted as being vacant if:

- there is signage indicating that the tenancy or part of multi-tenancy building was for lease
- the tenancy had a 'leased' sign yet the premises was still vacant and the Council was not aware of a new business preparing to occupy the space, or
- the tenancy did not have any signage indicating it was for lease, however the space was vacant and the Council was not aware of a new business preparing to occupy the space.

THE PARADE

The Parade, Norwood is located only a short distance east of the Adelaide CBD and is the major drawcard to the City of Norwood Payneham & St Peters.



The Parade is approximately 1.6km in length and is recognised as Adelaide's premier mainstreet, offering a diverse range of businesses including dining and entertainment, clothing and retail, professional and financial services and hair and beauty. The Norwood Town Hall and the adjacent cinema complex located near the heart of the Precinct, are iconic and help to define the street.

The Foodland and Coles (currently being redeveloped) supermarkets are major anchors and attractions to the

street. Although strongly represented by independent retailers and other businesses, The Parade also hosts a number of major retailers and national brands. Over the last 20 years The Parade has continued to evolve and change, with the completion of The Bath and Nuova Apartments and the imminent completion of the COMO Development providing new medium density housing and a number of ground-floor retail spaces. These major developments along the street attract and create opportunity for

new businesses to enter the street, which subsequently plays a vital role in attracting visitors to the City, whilst also servicing local residents.

The Parade Precinct is currently the only mainstreet in the City where the Council collects a separate rate. The Parade Separate Rate is money which is raised through a levy on properties to be used for marketing and promotional purposes.




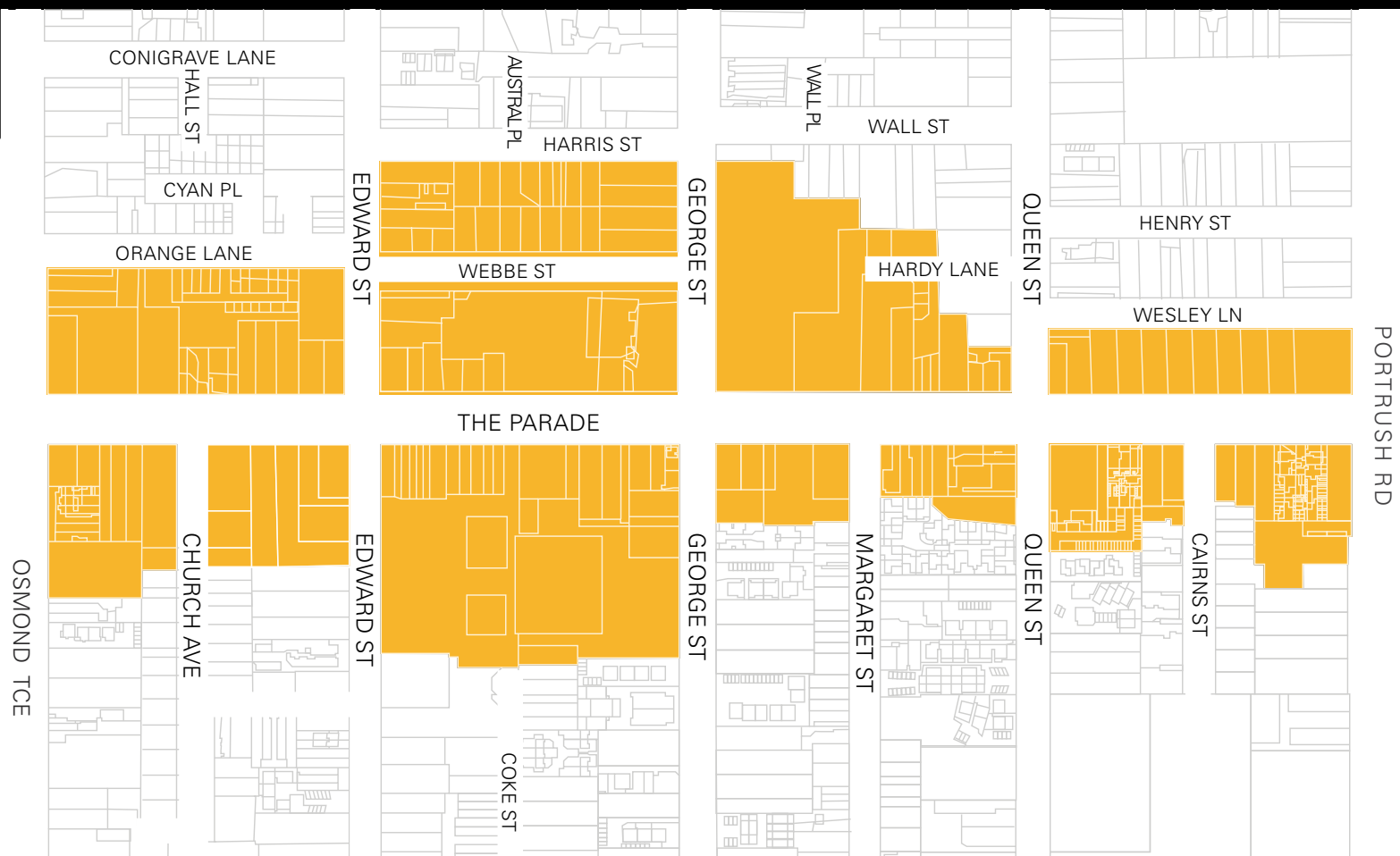


The Parade Precinct Boundary

The boundary for the assessment of occupancy levels within The Parade Precinct is based on Planning Zones defined within the Planning & Design Code 2016.

These zones highlight where commercial activity may be legally permitted and also form the basis for defining the Precinct for the collection of The Parade Separate Rate. The Precinct extends from Fullarton Road to Portrush Road and includes all ground level and non-ground level tenancies.

 The Parade Precinct



Occupancy Rate



373 Total Tenancies

Compared to 368 in 2021 and 381 in 2020

345

Total Businesses

Compared to 349 in 2021 and 341 in 2020



19

New Businesses

Compared to 34 in 2021 and 24 in 2020

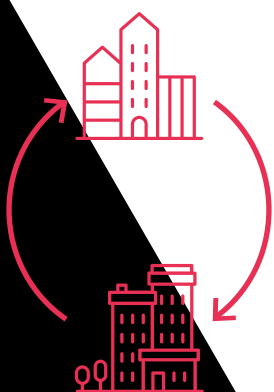


28

Total Vacant Tenancies

Compared to 19 in 2021 and 40 in 2020





13%

Turnover Rate

Compared to **14%** in 2021
and **23%** in 2020

3 Relocated
Businesses

Compared to **8** in 2021
and **0** in 2021



91%

Occupancy rate compared to
94% in 2021 and **91%** in 2020

Between Fullarton Rd & Osmond Tce

94%

Occupancy rate compared to **95%**
in 2021 and **91%** in 2020

Between Osmond Tce & George St

93%

Occupancy rate compared to
95% in 2021 and **87%** in 2020

Between George St & Portrush Rd

Industry Mix

The Norwood Parade Precinct consists of a variety of business industries as depicted below. This industry mix contributes to The Parade being Adelaide's premier mainstreet due to its unique and vibrant offering.

20%

**Dining &
Entertainment**

19%

Professional

54% Technical
9% Real Estate
37% Financial

16%

**Medical,
Health &
Wellbeing**

10%

Hair/Beauty

29%

Retail

65% Products
35% Clothing

1%

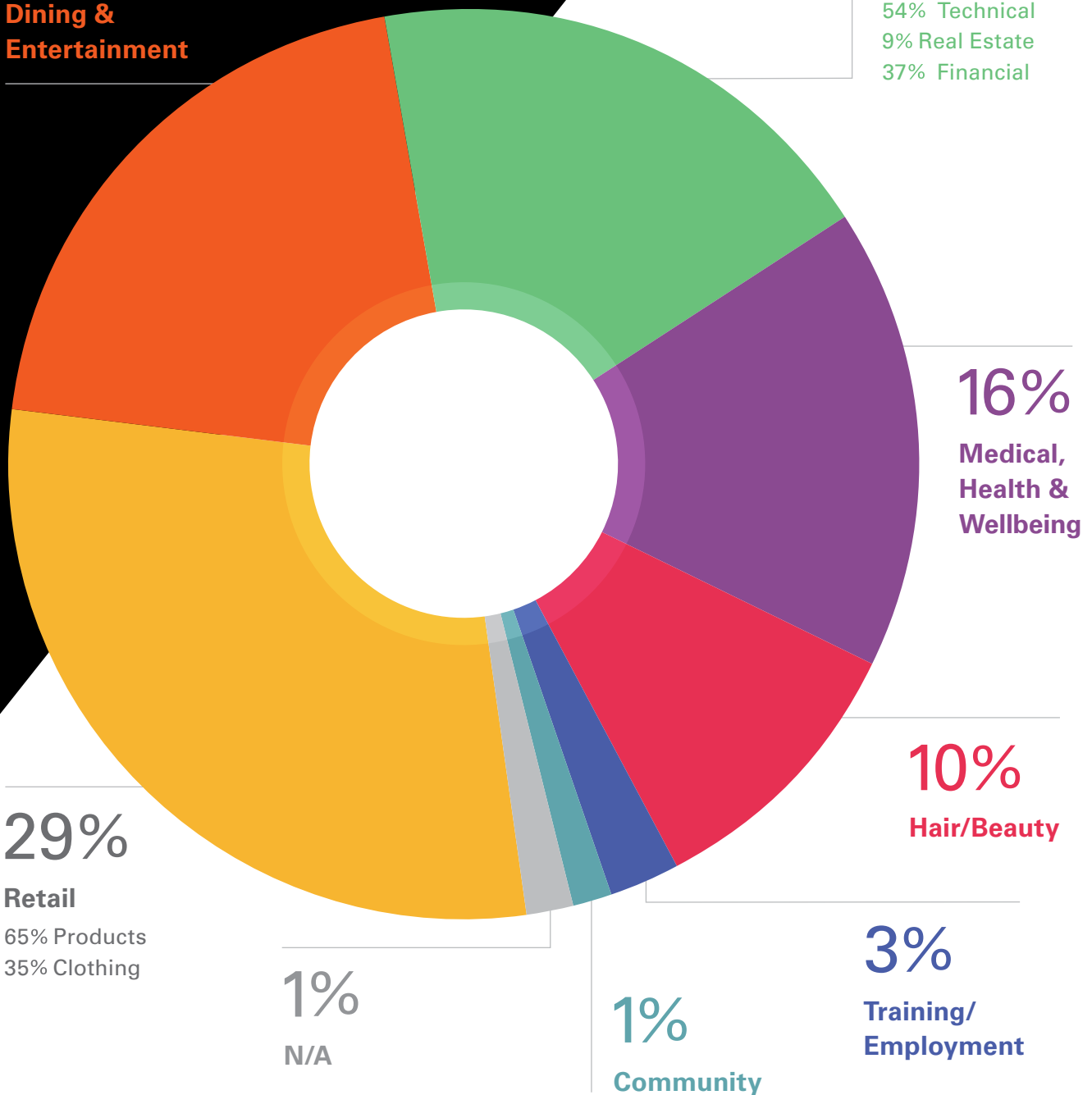
N/A

1%

Community

3%

**Training/
Employment**



Expenditure



Norwood Total Yearly Expenditure

\$562.40m*

Compared to **\$603.97m** in 2021 and **\$540.64m** in 2020

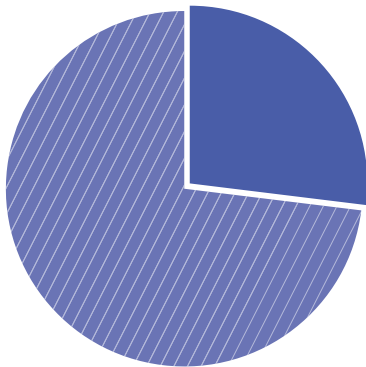


Norwood Average Daily Expenditure

\$1.54m*

Compared to **\$1.66m** in 2021 and **\$1.48m** in 2020

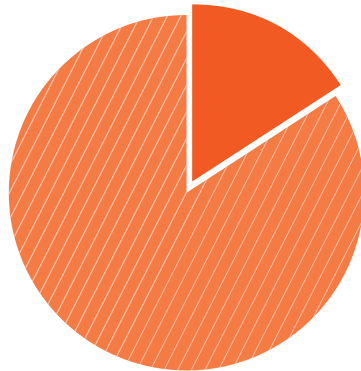
Top 3 Expenditure Categories



27%

Dining & Entertainment

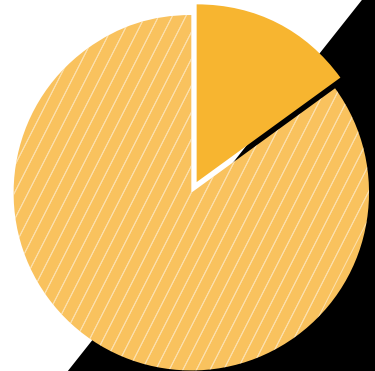
Compared to **27%** in 2021 and **23%** in 2020



16%

Grocery Stores & Supermarkets

Compared to **15%** in 2021 and **18%** in 2020



15%

Professional Services

Compared to **15%** in 2021
In 2020 **Specialised & Luxury Goods** made up **14%**

**The data represents the activity in the entire suburb of Norwood.*

MAGILL ROAD

Magill Road is located a short distance from the Adelaide CBD and extends for a length of approximately 3.2km, from Payneham Road to Glynburn Road, recognising that the southern side of Magill Road, between Portrush Road and Glynburn Road, falls within the City of Burnside.



The Magill Road Precinct encompasses an eclectic mix of retail, as well as some residential premises and larger manufacturers that break up the continuity of the commercial land uses. Unlike The Parade, Magill Road is predominantly represented by independent small businesses, however in recent years this main street has seen the emergence of some major retailers such as Aldi.

Over the last five years Magill Road has evolved, gaining a reputation as a destination due to its substantial

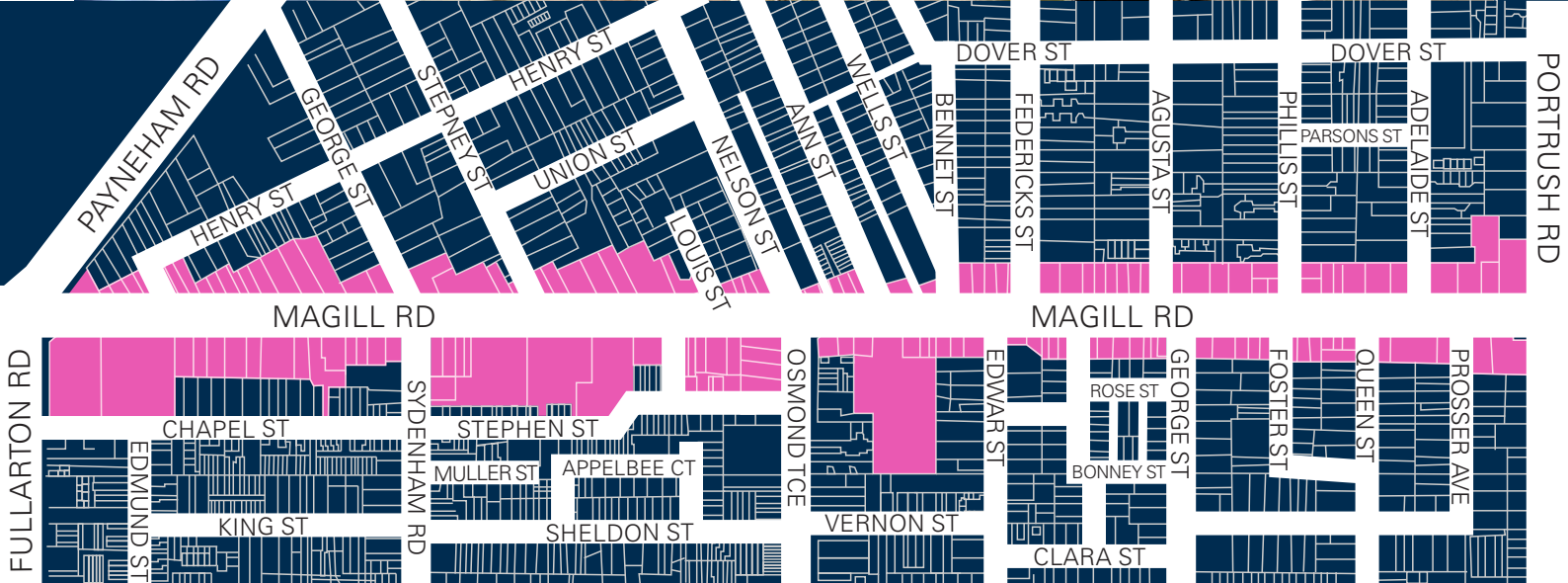
offering including homewares, furniture, retail, dining & entertainment and professional services. In addition to being one of Adelaide's most recognised mainstreets, Magill Road is also a major transport thoroughfare, connecting the CBD with the eastern suburbs.

In the case of Magill Road, while a large proportion of the businesses are owned and run by small business operators who are serving the local catchment, there is a portion of the businesses that are highly regarded providers of

unique goods and services, acting as an attractor to visitors from outside the catchment.

The distinctive brand identity that captures the unique essence and vibrancy of the street attracts customers, businesses and the community, and offers them an experience through its mix of eclectic and eccentric products and services. It is envisaged that the retail tenancies that form part of the Norwood Green development will complement the retail offering of this mainstreet.



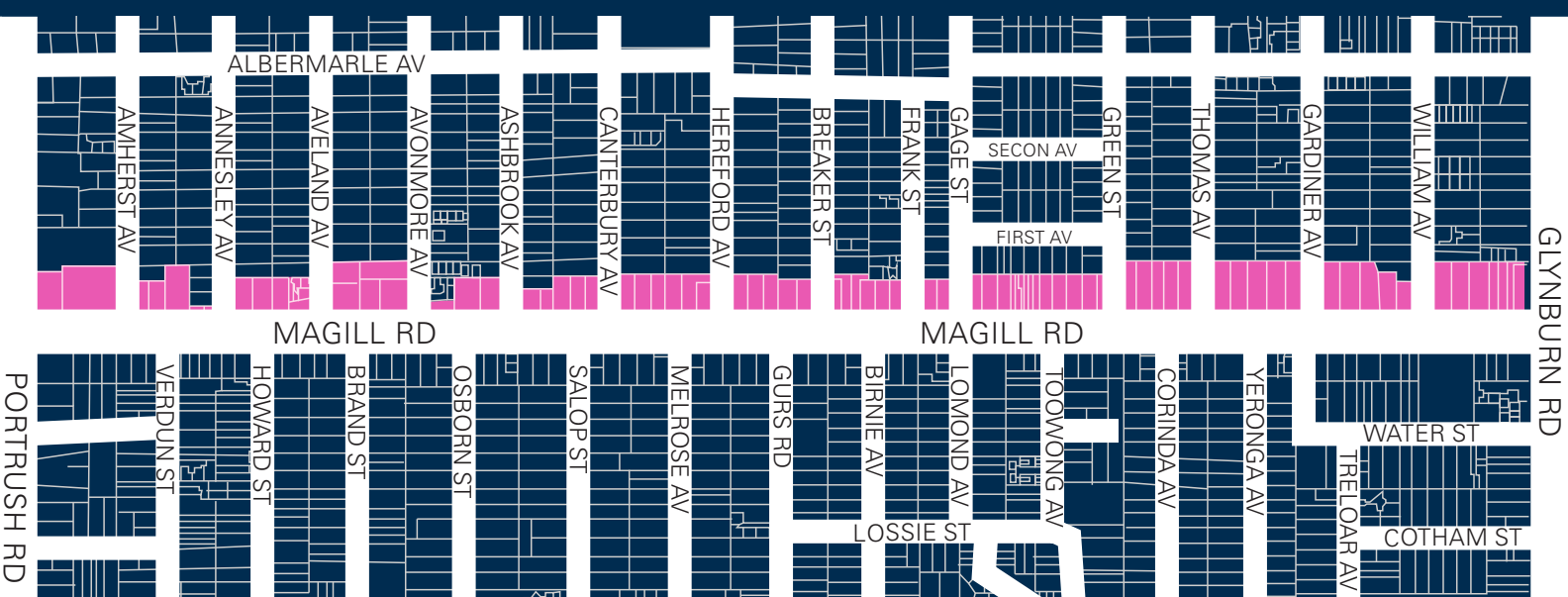


Magill Road Precinct Boundary

The boundary for the assessment of occupancy levels within the Magill Road Precinct is defined as being the entirety of Magill Road that falls within the City of Norwood Payneham & St Peters Council area.

This extends from Fullarton Road to Portrush Road, along both sides of the road and then from Portrush Road to Glynburn Road, only on the northern side of the road, recognising that the southern portion falls within the City of Burnside. Both ground level and non-ground level tenancies are included in the assessment.

 Magill Road Precinct



Occupancy Rate



215

Total
Tenancies

202

Total Businesses

Compared to 205
in 2021



10

New Businesses

Compared to 10 in 2021

13

Total Vacant
Tenancies

Compared to 10 in 2021



11%

Turnover Rate

Compared to 9% in 2021

1

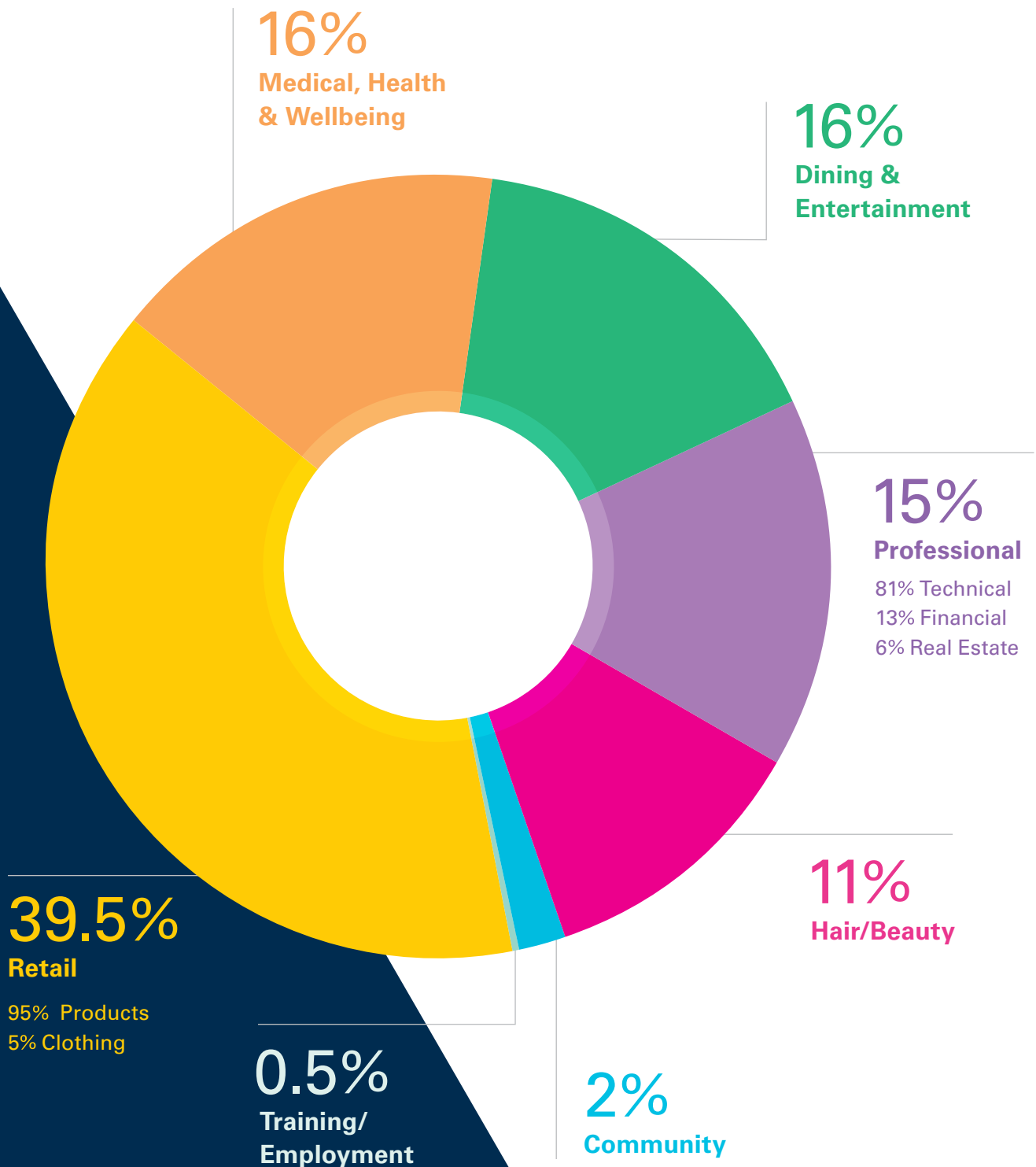
Relocated
Businesses

Compared to 0 in 2021





Industry Mix

Magill Road consists of a variety of business industries as illustrated below.



City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067

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Email townhall@npsp.sa.gov.au
Website www.npsp.sa.gov.au
Socials  /cityofnpsp  @cityofnpsp



City of
**Norwood
Payneham
& St Peters**

4. STAFF PRESENTATION

5. OTHER BUSINESS
(Of an urgent nature only)

6. NEXT MEETING
12 September 2023

7. CLOSURE