

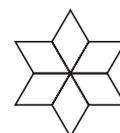
2023—2024

ANNUAL BUSINESS PLAN

Norwood Parade
Precinct



THE PARADE
NORWOOD



City of
Norwood
Payneham
& St Peters



VISION /

TO MAINTAIN THE STATUS OF ADELAIDE'S PREMIER MAINSTREET AS A VIBRANT DESTINATION WHERE RESIDENTS AND VISITORS CAN EXPERIENCE AND ENJOY A PLACE TO DINE, SHOP, PLAY AND DO BUSINESS.

CONTENTS

02

Overview

05

Purpose

05

Objectives

07

A Successful
Precinct

09

Budget

10

Strategies

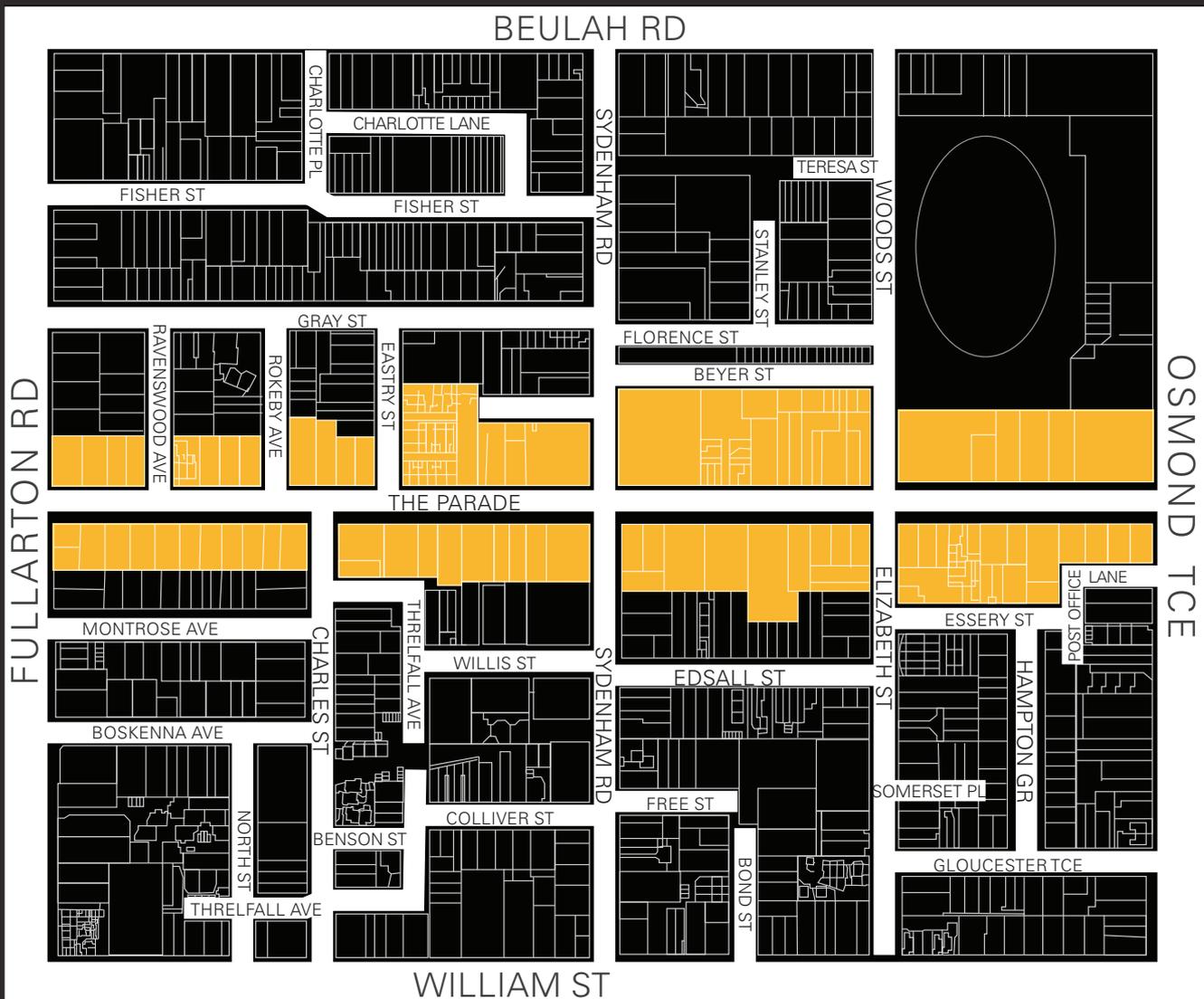
16

Monitoring
& Reporting

OVERVIEW

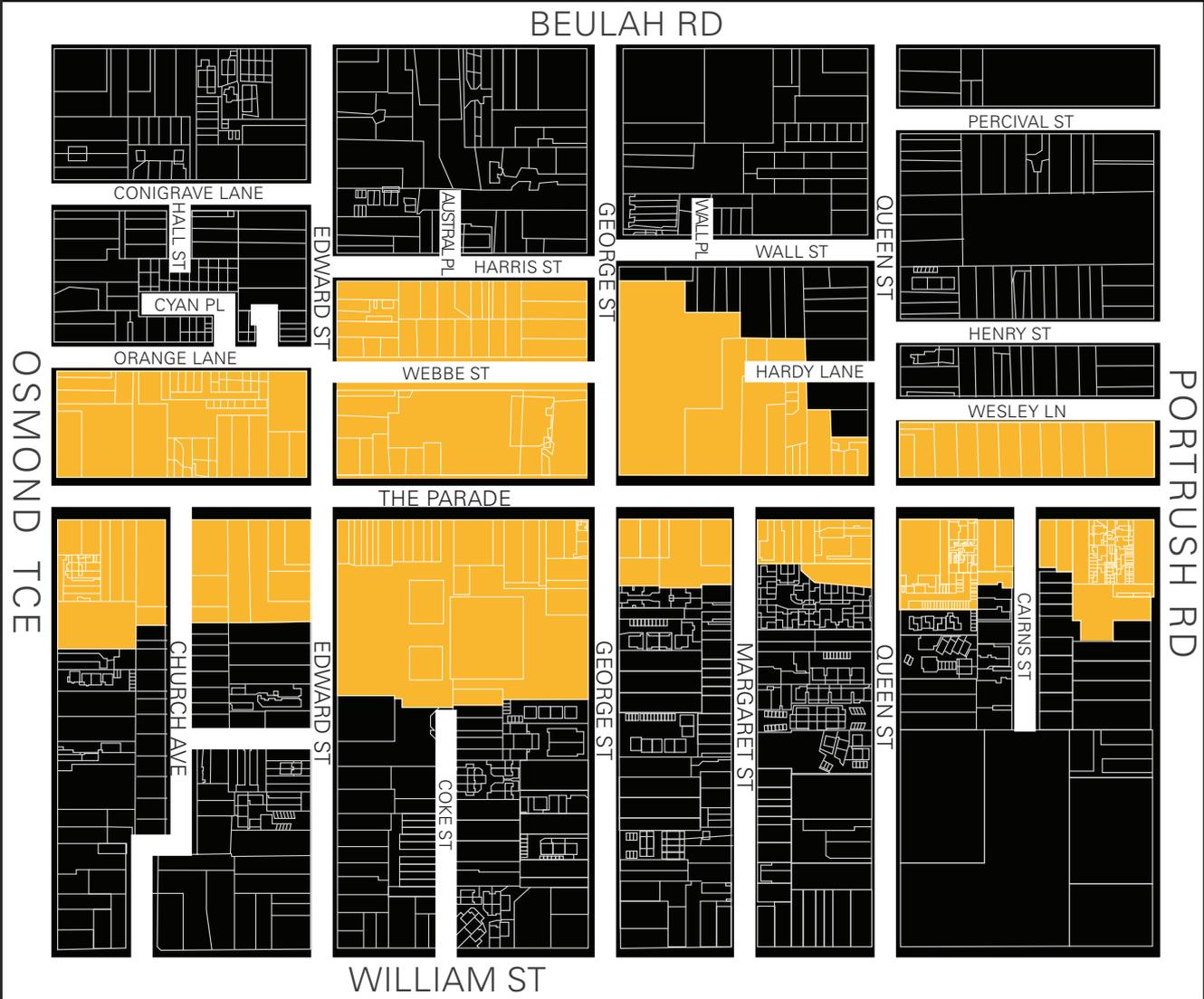
The City of Norwood Payneham & St Peters established the Norwood Parade Precinct Committee pursuant to Section 41 of the *Local Government Act 1999*. The Norwood Parade Precinct Committee is governed by Terms of Reference, which were adopted by the Council on 5 December 2022.

The Norwood Parade Precinct Committee consists of the Mayor, four Elected Members and eight Independent Members who represent the interests of commercial landlords and business owners trading within the Norwood Parade Precinct.



The Norwood Parade Precinct Committee is responsible for delivering exciting initiatives to develop and promote The Parade, Norwood as a vibrant retail, cultural and leisure destination for businesses, residents and visitors.

One of the roles of the Committee is to develop and recommend to the Council an Annual Business Plan and Budget for The Parade Precinct, while overseeing its implementation once approved by the Council.





49

outdoors on parade

ban
Business F

53



burlingtons

PURPOSE

The Norwood Parade Precinct Committee works to support, educate and facilitate a healthy, vibrant business community with an emphasis on placemaking for the enhancement of The Parade. At the heart of it, the Committee is tasked with helping to drive the economic prosperity of The Parade, Norwood.

The 2023–2024 Annual Business Plan outlines a series of objectives and strategies that will achieve The Parade’s overall vision.

OBJECTIVES

The objectives of the 2023–2024 Annual Business Plan are to:

- Courageously promote the Precinct and its businesses
- Increase visitation and encourage expenditure
- Increase business engagement and collaboration
- Provide strategic direction on the future growth and development of the Precinct

A SUCCESSFUL PRECINCT

THERE ARE A NUMBER OF
ELEMENTS THAT WORK
TOGETHER TO CREATE
A SUCCESSFUL PRECINCT.



THE SIX KEY ELEMENTS THAT UNDERPIN THE PARADE'S SUCCESS ARE:



Diversity

A diverse mix of businesses including retail, services, dining and office spaces, with a healthy combination of day-time and night-time trade.



Local Economy

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



Identity

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



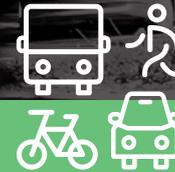
Drawcards

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



Placemaking

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



Accessibility

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

BUDGET

The total budget for the 2023–2024 Parade Precinct Annual Business Plan is \$215,000 which is the amount the Council will collect through the Separate Rate.

The Separate Rate is charged to commercial property owners on The Parade, Norwood. The revenue collected is used for the purpose of marketing and promotion and enhancing business viability within The Parade Precinct.



BUDGET ALLOCATION

STRATEGY 01 - EVENTS & PLACEMAKING **\$40,000**

STRATEGY 02 - MARKETING & COMMUNICATIONS **\$70,000**

Website \$5,000
Social Media \$10,000
Advertising \$55,000

STRATEGY 03 - IDENTITY & BRAND **\$90,000**

Sponsorship \$5,000
Signage & Street Decorations \$40,000
Merchandise \$5,000
Competitions \$40,000

STRATEGY 04 - BUSINESS SUPPORT & DEVELOPMENT **\$11,000**

Networking Events \$3,000
Training & Workshops \$4,000
Business Support \$4,000

STRATEGY 05 - ADMINISTRATION **\$4,000**

Catering \$1,000
Precinct Documents \$3,000

TOTAL **\$215,000**

STRATEGIES

Strategy 01 Events & Placemaking	11
Strategy 02 Marketing & Communications	12
Strategy 03 Identity & Brand	13
Strategy 04 Business Support & Development	14
Strategy 05 Administration	15

STRATEGY 01

EVENTS & PLACEMAKING



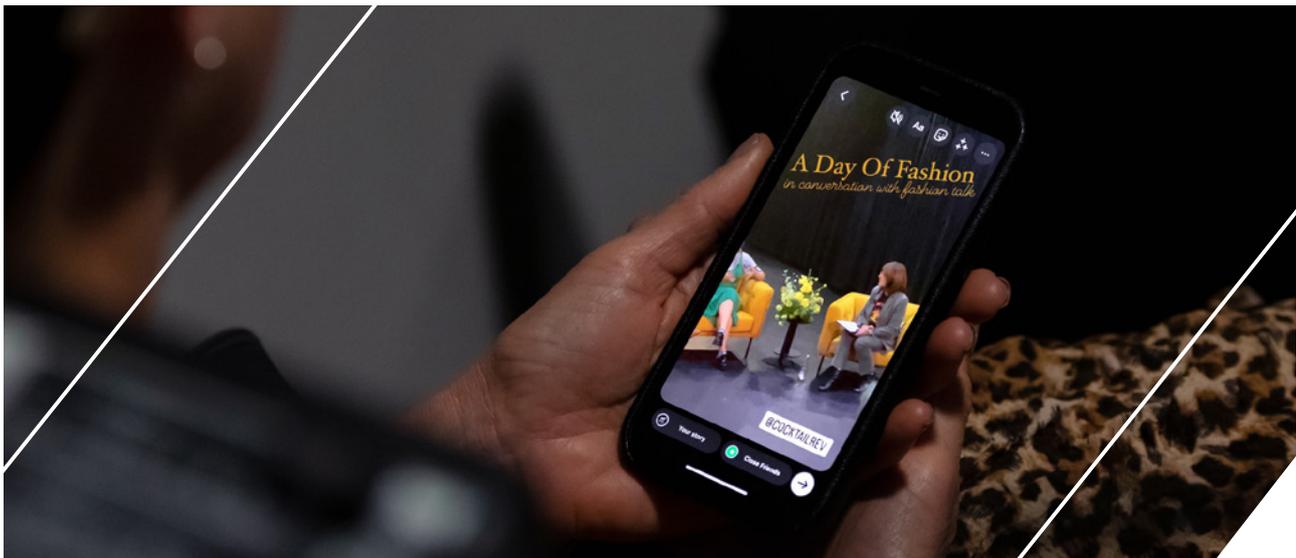
DEVELOP, DELIVER AND
SUPPORT MEANINGFUL
EXPERIENCES THAT CREATE
REMARKABLE MEMORIES
ON THE PARADE.

1.1 Support the Council's major events that are held on The Parade including but not limited to: Tour Down Under, Norwood Christmas Pageant, Art on Parade and A Day of Fashion.

1.2 Support events and activations underpinned by collaboration between the Council, businesses and the local community.

STRATEGY 02

MARKETING & COMMUNICATIONS



BACKED BY RESEARCH AND ANALYTICS, IMPLEMENT A RANGE OF MARKETING CAMPAIGNS AND COMMUNICATION STRATEGIES THAT PROMOTE THE STRENGTHS OF THE PARADE TO TARGET MARKETS.

2.1 Website

Continuously improve The Parade website and its functionality to maintain relevancy and engagement.

2.2 Social Media

Develop and deliver a social media strategy to maximise effectiveness of current channels, increase engagement with existing followers and attract new audiences.

2.3 Advertising

Develop and deliver advertising campaigns to promote The Parade across a wide variety of mediums to increase visitation and spending from Adelaide, Intra and interstate.

STRATEGY 03

IDENTITY & BRAND



ENSURE THE PARADE,
 NORWOOD REMAINS
 ADELAIDE'S PREMIER
 MAINSTREET THROUGH
 DELIVERING INITIATIVES
 THAT CREATE CONNECTIONS,
 IMPROVE LOYALTY, AND
 DRIVE BRAND AWARENESS
 AND VISITATION.

3.1 Sponsorship

Provide targeted sponsorship for external events and activities aimed at increasing awareness of, and patronage to, The Parade for the benefit of all businesses within the Precinct.

3.2 Signage & Street Decorations

Install signage and street decorations to promote specific campaigns and events that are held within the Precinct.

3.3 Merchandise

Purchase environmentally friendly Parade branded merchandise and distribute to businesses and to community event attendees.

3.4 Competitions

Develop and deliver competitions for The Parade that engage businesses and encourage additional expenditure within The Parade Precinct.

STRATEGY 04

BUSINESS SUPPORT & DEVELOPMENT



CREATE A CONDUCIVE
BUSINESS ENVIRONMENT
WHERE PEOPLE ARE ABLE
TO FLOURISH THROUGH
EDUCATION, TRAINING
AND NETWORKING.

4.1 Networking

Provide opportunities for business and property owners to build and strengthen relationships through networking forums and events.

4.2 Training & Workshops

Host business training and workshops, to educate the business community on a range of topics such as marketing, finance, business planning, wellbeing and leadership in business.

4.3 Business Support

Address and respond to the economic challenges caused by construction and development work within the Precinct. Specifically, support adjacent businesses directly impacted by developments through marketing and promotion.

STRATEGY 05

ADMINISTRATION



ENSURE THE ONGOING
AND EFFECTIVE
ADMINISTRATION OF
THE COMMITTEE.

5.1 Catering

Catering for Committee Meetings.

5.2 Precinct Documents

Develop, promote and consult on Committee documentation including, but not limited to Committee Membership and the Norwood Parade Precinct Annual Business Plan.

MONITORING & REPORTING

The Norwood Parade Precinct Annual Business Plan will be monitored and evaluated by the Council.

Progress reports on the implementation of this Plan, will be presented to the Norwood Parade Precinct Committee at each meeting.

Methods of measurement may include:

- Website and social media reports
- Visitation and attendance numbers at events
- Business participation in events and initiatives
- Analysis data from competition entries
- Level of spending within the Precinct
- Occupancy rates
- Written and verbal feedback received from businesses and the community

Visit Us

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