

# Business & Economic Development Advisory Committee

## Agenda & Reports

**28 November 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  
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City of  
Norwood  
Payneham  
& St Peters

23 November 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)
- 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 28 November 2023, commencing at 6.15pm**

Please advise Tyson McLean on 83664512 or email [tmclean@npsp.sa.gov.au](mailto:tmclean@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  
**Norwood  
Payneham  
& St Peters**

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**VENUE** Mayors Parlour, Norwood Town Hall

**HOOR**

**PRESENT**

**Committee Members**

**Staff**

**APOLOGIES** Cr John Callisto

**ABSENT**

**TERMS OF REFERENCE:**

*The Business & Economic Development Advisory 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 12 SEPTEMBER 2023**

**2. PRESIDING MEMBER'S COMMUNICATION**

**3. PRESENTATION**

A presentation will be provided by representatives of URPS (Town Planning Consultants) regarding the People Place & Activity Strategy.

**4. STAFF REPORTS**

#### 4.1 PROGRESS REPORT ON THE 2021 – 2026 ECONOMIC DEVELOPMENT STRATEGY

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

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##### 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 *2021-2026 Economic Development Strategy* is based on research and its development is based on sector workshops and consultation with various business sectors. 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 5 June 2023, the Council endorsed the Norwood Parade Precinct Annual Business Plan for the 2023-2024 financial year.

Subsequently, at its meeting held on 10 July 2023, the Council adopted the *Annual Business Plan, Budget and Declaration of Rates for 2023-2024*, 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 2023-2024 financial year for the primary purpose of marketing and promoting The Parade, Norwood; and
- a total budget of \$104,000 be allocated by the Council to continue to deliver the Economic Development agenda in the 2023-2024 financial year.

In addition, *Raising the Bar Adelaide 2023* and the *Eastside Business Awards 2024*, received separate funding as part of the Council's 2023-2024 Budget.

The Council's 2023-2024 Economic Development Budget has been used to deliver the final Actions listed in Year 3 and to commence the delivery of the Year 3 Actions of the Strategy. Some of the Year 4 and Ongoing Actions that have progressed since the last Committee meeting are set out in **Attachment A**.

A total budget of \$104,000 to deliver the Economic Development Agenda in the 2024 – 2025 financial year, will be included in the Council's draft 2024 – 2025 Budget, which will be considered and endorsed by the Council in early July 2024. The intent is that this budget will be used to fund the remaining Actions in Year 3 and commence with further 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 as indicated by steady expenditure growth via Spendmapp by Geographia. With that said, the current interest rate is sitting at 4.35%, which is the highest rate that Australians have experienced over the last twelve (12) years, and there have been thirteenth (13) interest rate increases since May 2022. The latest rate rise may have an impact on Christmas expenditure, with household budgets being tightened.

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 considered 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 and is now available on the City of Norwood Payneham & St Peters website.

## CONCLUSION

The *2021-2026 Economic Development Strategy* recognises the Council's leadership 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

1. That the report be received and noted.
2. That a draft *Economic Development Strategy, 2023 – Year 3 in Review* document be presented to the Business & Economic Development Advisory Committee at its next meeting.

# Attachment A

## Progress Report on the 2021-2026 Economic Development Strategy

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



## 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   |
|---|--|----------|
| <b>1.1.1: Continue to support and promote the Food &amp; Beverage Manufacturing sector.</b> | <p><b>EASTSIDE HOP EVENT</b></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 &amp; Ale Trail</i>.</p> <p>The Economic Development Unit and Events &amp; 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 &amp; 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 |

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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.

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#### URBAN WINE WALK

Complete

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 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 fourteen (14) businesses, in addition to the numerous historic hotels within the Council area.

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

- 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 businesses that participated 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 occurred on Saturday 5 August 2023 from 12 noon – 4.00pm. Tickets were \$77 + booking fee and included:

- 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.

This event was a sell out (300 tickets) and feedback from attendees and participating businesses included:

*"Fantastic event, thank you to the organisers and NPSP Council for supporting local businesses"* – Participating Business

*"Very organised, extremely impressed"* – Participating Business

*"A great opportunity to walk the streets and engage with some local businesses in the area that you would not normally know about. Such fun and a great mix of friendly people"* – Attendee

*"These events are always so well organised. I've been to the wine walk and cocktail walk in the west end before and was somewhat reluctant to go to this one because I live on the Fleurieu Peninsula. I'm so glad I came. I absolutely loved the venues and really want to visit a few more again..."* - Attendee

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**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**

Ongoing

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. The tours have concluded for 2023 and were once again a great success with all tours selling out.

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.

The June and October 2023 tours were attended by Ms Hayley Pearson and Ms Lauren De Cesare from Adelady and HelloSA. The June tour included the Channel 9 camera man and they filmed footage for a 5-minute TV segment which featured on HelloSA on Sunday, 9 July 2023. For the October Tour, the Adelady team ran an online competition where five (5) lucky winners could bring a friend and join the Adelady girls on a bespoke tour.

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Adelady have also assisted with digital marketing and promotion of the tours, contributing significantly to them selling out and there being a substantial waitlist for 2024.

The 2024 *Food Secrets + EWAT Bus Tours* have been scheduled and tickets are available for purchase. A number of new businesses have come on board to be part of the program. These businesses include:

- Ferg's Stepney;
- Khour Bar;
- Fogolar Furlan; and
- Inside Morocco.

More information can be viewed here:

[www.npsa.gov.au/culture\\_and\\_lifestyle/shopping\\_and\\_dining/glynde\\_and\\_stepney\\_bus\\_tours](http://www.npsa.gov.au/culture_and_lifestyle/shopping_and_dining/glynde_and_stepney_bus_tours)

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**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**.

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**GRANT FUNDING APPROVALS**

Ongoing

The City of Norwood Payneham & St Peters has established itself as a cultural and creative hub for artists and artistic spaces and with a strong internal team (Arts Officer, Coordinator Youth Programs and Manager, Arts, Culture & Community Connections), funding and promotional opportunities have flourished. In 2023 the following art and event initiatives have received grant funding from the Council as part of its Community Grants Program:

- solo exhibition at The Pod Gallery (Payneham Road);
- Deborah Brennan's Bootleg Choir at the Norwood Hotel;
- artist/student workshops for stobie pole painting (Felixstow Primary School);
- May(hem) Madness youth theatre workshops (No Strings Attached Theatre of Disability);
- SALA artist studios tour in the City of Norwood Payneham & St Peters;
- musicians at two (2) breweries for the Eastside Hop Event (The Suburban Brew and Little Bang Brewing);
- Carnaval at Adey, dance workshops and celebration at final workshop (Brazilian Association of SA);
- Adelaide Gang Show at the Norwood Concert Hall (Scouts SA);
- Youth Orchestra Junior Strings collaborating with SA Primary Schools Choir;
- mural painted in the Odeon Theatre foyer (Australian Dance Theatre);
- new workshop and community space (Collective Haunt Inc);
- corner sketching workshops (Deborah Smalley Artist);
- mural located on building located at 409 Magill Road (Ella Simpson Artist);
- artistic development culminating in an exhibition in The Gallery (St Peters Town Hall);
- Indian Art and Cultural Festival; and
- residency program facility upgrade in new studio in Kent Town.

A number of the abovementioned successful grant applications have been as a result of the Economic Development Unit recommending businesses to apply.

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**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**

Complete

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* was held on Saturday 14 October, the weekend before ADL Fashion Week, which was held from Friday, 20 to Sunday, 22 October 2023.

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In total twenty-eight (28) fashion related businesses and four (4) non-fashion related businesses participated in the day with in-store offers and activations. This is down on previous years and is likely due to factors including the declining presence of fashion related businesses along The Parade and that shopping days no longer have the appeal they once had due to sales occurring all year round and events such as Black Friday.

The participating businesses were supported by other activations within the precinct, including the Norwood Clothes Swap event which featured two (2) sessions where ticket holders could bring along ten (10) garments of their own that they were happy to part with in exchange for the chance to select ten (10) new garments to take with them.

This event was held in the Norwood Concert Hall and attracted 76 and 53 attendees respectively.

Along the street, live music contributed to the atmosphere at four (4) locations along The Parade from 11.00am to 2.00pm.

It must be noted that the weather on the day was not conducive to attracting large numbers of visitors as it was cold and raining lightly.

Positive feedback from a variety of the participating businesses included:

*“The day was much busier than a normal Saturday trade” – Ian’s Shoes*

*“Had full bookings for the day. Better than a normal Saturday trade” – Bailey Nelson Eyewear*

The Spendmapp analysis highlights the following amount of daily expenditure in the category of ‘Department Stores & Clothing’ in Norwood for each of the previous shopping day events:

- A Day of Fashion 2019: \$184,281
  - VIP Shopping Day 2020: \$212,261
  - Spring Shopping Day 2021: \$203,250
  - A Day of Fashion 2022: \$159,459
  - A Day of Fashion 2023: \$181,370
-

The average expenditure in the category of 'Department Stores & Clothing' in Norwood on a Saturday (across all available data) is \$138,668.27, highlighting that all of these shopping days do result in varying increases in expenditure.

Further analysis indicates that expenditure in the 'Department Stores & Clothing' category in Norwood on Saturday, 15 December 2023 was the 6<sup>th</sup> best day of spending in 2023.

However, after an internal review of the event, the decision has been made to investigate other ways that the Council can promote and support the fashion retail tenancies.

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#### **SA STYLE CAMPAIGN**

Ongoing

The Council has partnered with South Australia's leading fashion and design magazine, SA Style to continue to promote key retail initiatives within the City of Norwood Payneham & St Peters.

The partnership includes print features in their inaugural Weddings 2023 magazine, Spring Fashion 2023 magazine, Summer Gift Guide 2023/2024 magazine and Autumn Home 2024 magazine.

The partnership also includes a number of digital advertising opportunities including blog posts, EDM listings, Facebook and Instagram posts.

Throughout the partnership, the Council has, and will continue to be able to promote the following:

- Payneham Road bridal hub;
- A Day of Fashion and Parade fashion businesses;
- Magill Road gift guide ideas; and
- Eastside Design for Living businesses.

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#### **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*.

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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.

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#### **2023 END OF YEAR BUSINESS NETWORKING EVENT**

Scheduled

The 2023 End of Year Business Networking Event is scheduled to occur on Tuesday, 5 December at Art Images Gallery, located on The Parade. Thus far, 100 registrations have been received with capacity set at 150 people.

The event will be an opportunity for new and existing business owners and employees to network with their peers, as well as Elected Members and Council Staff prior to the festive period getting into full swing.

Six (6) businesses will also receive a Mayor's Business Commendation Awards at this networking event. A list of these businesses has been included in Action 3.3.2.

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## 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      |
|--|--|-------------|
| <b>2.2.2: Manage the Norwood Parade Precinct Separate Levy and deliver and implement an Annual Business Plan for the Committee.</b>                      | <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> | In progress |
| <b>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.</b> | <p><b>AFL GATHER ROUND ON THE PARADE 2023</b></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>  | Completed   |

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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

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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.

The AFL has recently announced that Norwood Oval will again host to (2) games as part of the 2024 fixture and these games are:

- Friday, 5 April 2024 at 4.40pm – Brisbane Vs North Melbourne; and
- Sunday, 7 April 2024 at 2.50pm – Richmond Vs St Kilda.

The Norwood Parade Precinct Committee has endorsed \$25,000 to assist with marketing, promotion and events associated with the games at Norwood Oval.

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

**2023 RAISING THE BAR ADELAIDE**

Complete

The *Raising the Bar Adelaide* event has cemented its spot on the City of Norwood Payneham & St Peters' events calendar and the sixth edition of the event was held on Tuesday 8 August 2023. For one night only, the City was transformed into a campus where top academics, industry experts and thought leaders gathered 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 2023 event featured eighteen (18) insightful talks on one night; across ten (10) different venues in the City, with over 900 people attending.

Below is the full list of speakers and their topics:

- 
- Nicholas Lee (Preventing bowel cancer and the test that might save your life);
  - Dominic McAfee (How oysters made human history);
  - Monique Bareham (10 years of cancer survivorship advocacy);
  - Sean Fewster and Daniel Panozzo (The four-way intersection: Bias, journalism, true crime and empathy);
  - Lyn Barrington and Sarah Moulds (A conversation with a survivor);
  - Helen Smith (45 faces of positive ageing);
  - Rebecca Perry (Early detection of cardiac abnormalities that can lead to sudden cardiac death);
  - Rick Sarre (10 things we can do to curb crime);
  - Marie Shaw KC (Miscarriages of justice and how they exposed);
  - Wala Truscott (Why do intimate relationships either deepen in dwindle?);
  - Dr Evangeline Mantzioris (When it comes to diet, can we really eat everything in moderation?);
  - Benjamin Elengovan (How working on 19 odd gigs made me start MyGigsters);
  - William Swale (The roller-coaster of a fashion start-up);
  - John Boland (The Goldilocks house – how to make your home comfortable without skyrocketing power bills);
  - Brett Aylen (What is a healthy house?);
  - Daniel Kirk (Adapting to thrive);
  - Michelle Holland (Myths at work: Business culture could be holding you back); and
  - Simon Dawson (Body language – what it means and how to read it).

A potential addition to the 2024 event is to create podcast episodes from some of the speakers and stream these online under the Raising the Bar brand.

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### 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><b>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</b></p> | <p><b>2023 EASTSIDE BUSINESS AWARDS</b></p> <p>The <i>Eastside Business Awards</i> program is for businesses trading within the City of Norwood Payneham &amp; 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 &amp; 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"> <li>• recognise businesses that create great customer experiences and build community;</li> <li>• recognise and celebrate the success of businesses within the City;</li> <li>• raise the profile of the Council's business sector;</li> <li>• provide a platform for businesses that fall both within and outside of the Council's business precincts the opportunity to be promoted;</li> <li>• highlight the "hidden gems";</li> <li>• encourage exceptional customer service from businesses;</li> <li>• make the City of Norwood Payneham &amp; St Peters a destination of choice for shopping, dining and services;</li> <li>• increase patronage for businesses within the City; and</li> <li>• associate the Council with a high-profile awards program.</li> </ul> <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 &amp; Strategy and Economic Development Officer.</p> | Complete |

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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**

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

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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

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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](http://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 at the Mid Year Business Networking Event were:

- 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.

The six (6) businesses that will receive a Mayor's Business Commendation Award at the 2023 End of Year Business Networking Event are:

- Italia Ceramics – 50+ years;
- Art Images Gallery – 25+ years;
- Outdoors on Parade – 50+ years;
- Treetops Early Learning Centre Pty Ltd – 10+ years;
- Gilberts Accounting – 10+ years; and
- The Rising Sun Inn – 10+ years.

Business can self-nominate at [www.npsp.sa.gov.au/mba](http://www.npsp.sa.gov.au/mba)

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**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.

Throughout 2023, the Council has run the following events:

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- Leveraging your Life presented by Rachel Titley and held at Upnext (313 Payneham Road, Royston park) on Friday, 28 July 2023; and
  - Managing Psychosocial Hazards at Work presented by Rebecca Weatherill and held at Khour Bar (65 King William Street, Kent Town) on Monday, 11 September 2023.

Eighteen (18) and fourteen (14) people attended these workshops respectively.

The next workshop that has been scheduled is 'Simple Ways to Grow the Profitability of your Business', which will provide business owners valuable insights and information to kickstart their business and avoid stagnation.

The event is being held at the Kent Town Hotel, located at 76 Rundle Street, Kent Town on Friday, 1 December 2023 at 8.30am and will be facilitated by local Kent Town business, All in Advisory.

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

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#### 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><b>SMALL BUSINESS FRIENDLY COUNCIL INITIATIVE – 2023 REPORT</b></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 its meeting held on Tuesday, 12 September 2023, the Business &amp; Economic Development Advisory Committee was presented with a Small Business Friendly Council Initiative report which it endorsed.</p>   | <p>Ongoing</p>  |
| <p><i>4.1.3: Review the Council's 'Business &amp; Economy' webpage to ensure it is easy to use and is informative for businesses.</i></p> | <p><b>BUSINESS &amp; ECONOMY SECTION ON THE PARADE WEBSITE</b></p> <p>Since its 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"> <li>• Economic Overview;</li> <li>• Economic Development Strategy;</li> <li>• Smart City &amp; Business;</li> <li>• Precinct Occupancy Reports;</li> <li>• Labour Force Reports; and</li> <li>• Start a Business Enquiry.</li> </ul> <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 &amp; Economy' section of the Council's website.</p> <p>To date, the Council has received eleven (11) Start a Business Enquiry forms. Through internal communication between departments and <i>Working Together</i> (Council value), effective advice can be provided to these potential businesses to make their decisions easier and more transparent.</p> | <p>Complete</p> |

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|   |   |         |
|---|---|---------|
| <b>4.1.6: Encourage residents to support their local businesses and services.</b> | 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. | Ongoing |
|---|---|---------|

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## 4.2 2024 SCHEDULE OF MEETINGS FOR THE BUSINESS & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

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**REPORT AUTHOR:** Economic Development Officer  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4512  
**FILE REFERENCE:** qA135720  
**ATTACHMENTS:** Nil

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### PURPOSE OF REPORT

The purpose of this report is to advise the Business & Economic Development Advisory Committee of the proposed Schedule of Meetings for 2024.

### BACKGROUND

In respect to meetings, the Business & Economic Development Advisory Committee's (the Committee) Terms of Reference state that:

*7.2 The Committee shall meet a minimum of four (4) times in every calendar year on dates to be set out in advance for each year or as determined by the Chief Executive Officer, at the Council's Principal Office, the Norwood Town Hall, 175 The Parade, Norwood or as determined by the Chief Executive Officer and in accordance with the responsibilities imposed upon them within these Terms of Reference.*

The purpose of this report is to present the proposed 2024 Schedule of Meetings to the Committee for its consideration and approval.

### DISCUSSION

In accordance with the Terms of Reference, the Chief Executive Officer has determined that the Committee Meetings will be held in the Mayor's Parlour, located in the Norwood Town Hall at 175 The Parade, Norwood.

In respect to the time and date of the meetings, it is recommended that the meetings of the Committee to be held in 2024 commence at 6.15pm on a Tuesday night and be held on the dates outlined in **Table 1** below. It is recommended that the 2024 Schedule of Meetings outlined in **Table 1** below, be approved by the Committee.

**TABLE 1: BUSINESS & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE SCHEDULE OF MEETINGS 2024**

| Meeting | Date                     | Start Time |
|---------|--------------------------|------------|
| 1       | Tuesday, 12 March 2024   | 6.15pm     |
| 2       | Tuesday, 28 May 2024     | 6.15pm     |
| 3       | Tuesday, 13 August 2024  | 6.15pm     |
| 4       | Tuesday, 29 October 2024 | 6.15pm     |

### RECOMMENDATION

That the Business & Economic Development Advisory Committee's Schedule of Meetings for 2024 as set out below, be approved.

**BUSINESS & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE SCHEDULE OF MEETINGS 2024**

| Meeting | Date                     | Start Time |
|---------|--------------------------|------------|
| 1       | Tuesday, 12 March 2024   | 6.15pm     |
| 2       | Tuesday, 28 May 2024     | 6.15pm     |
| 3       | Tuesday, 13 August 2024  | 6.15pm     |
| 4       | Tuesday, 29 October 2024 | 6.15pm     |

**5. OTHER BUSINESS**  
(Of an urgent nature only)

**6. NEXT MEETING**  
Tuesday 12 March 2024 (to be confirmed)

**7. CLOSURE**