

The Parade Norwood Precinct

# ANNUAL BUSINESS PLAN

2025—2026



THE PARADE  
NORWOOD



City of  
Norwood  
Payneham  
& St Peters





## VISION /

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

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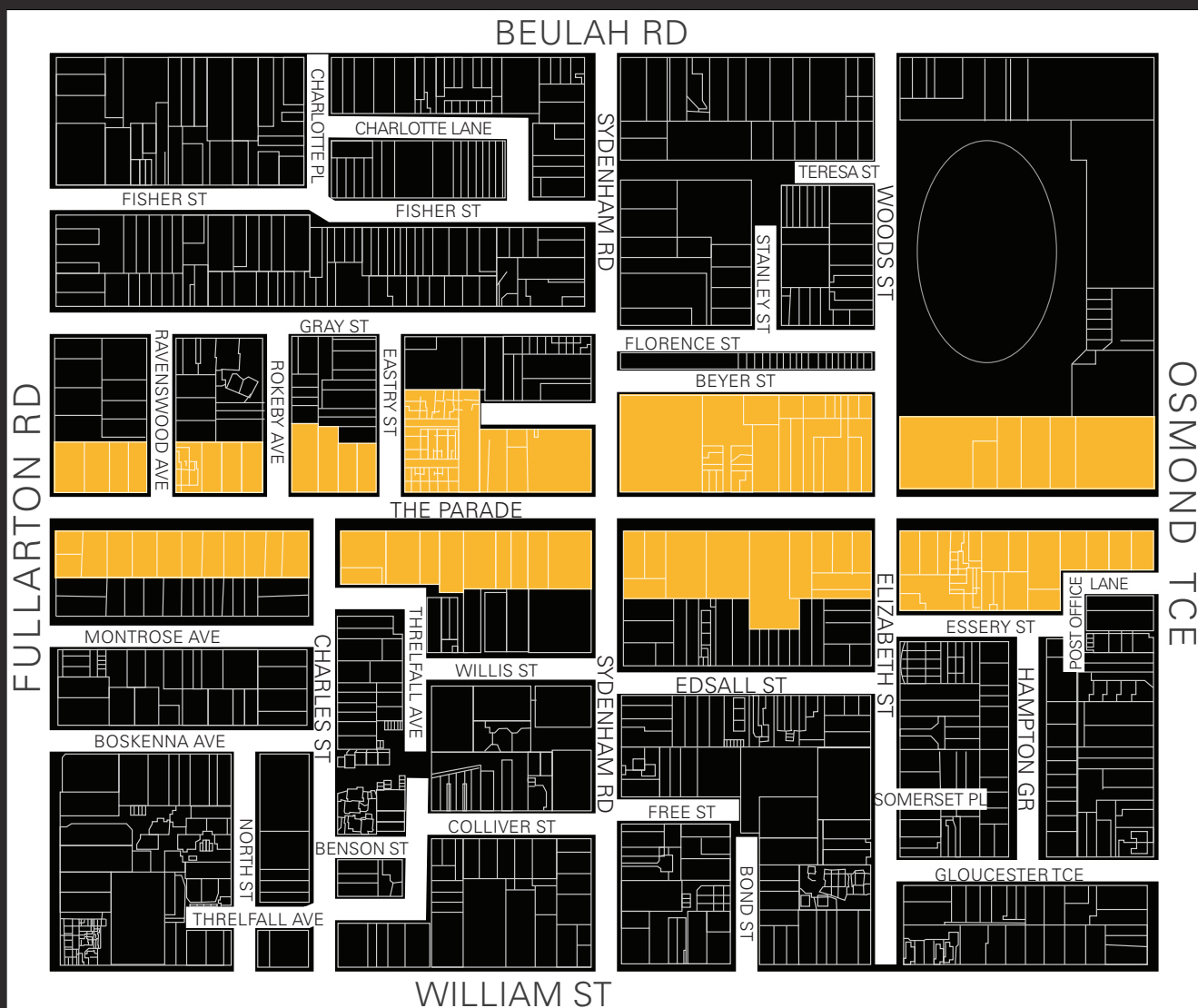
Monitoring  
& Reporting

# OVERVIEW

The Parade, Norwood, is a dynamic retail and commercial hub that offers a unique blend of shopping, dining and cultural experiences. Just five minutes from the CBD, it has become the vibrant heart of both the City of Norwood Payneham & St Peters and the eastern suburbs.

Spanning from Fullarton Road to Portrush Road, this section of The Parade is known as the State's premier main street, drawing locals and visitors alike with its mix of local, national and international businesses, as well as exclusive stores unique to the precinct.

In addition to its vast array of shops and eateries, The Parade is home to two major retail anchors—Norwood Place and Norwood Mall Shopping Centres—and a wealth of non-retail commercial services, office buildings and medical consulting rooms.

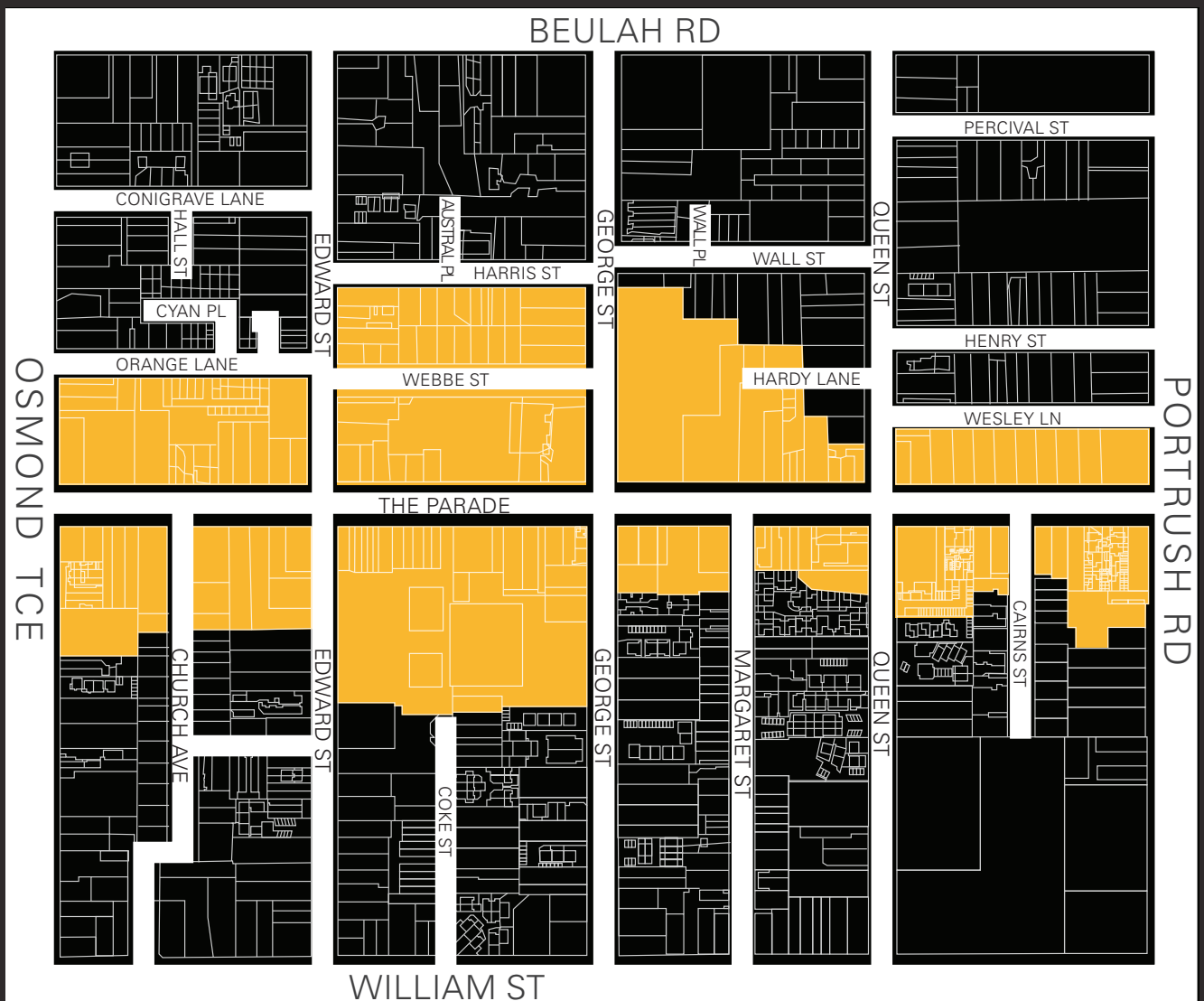




For sports enthusiasts, Norwood Oval (Coopers Stadium), the home of the Norwood Football Club, adds to the area's appeal, while the Norwood Concert Hall and Norwood Town Hall cater to a wide range of cultural events.

Popular events such as the Tour Down Under, AFL Gather Round and the beloved Norwood Christmas Pageant further enhance The Parade's status as a must-visit destination.

With more than 250 shops, cafes and restaurants, The Parade offers something for everyone, making it the perfect place to live, work, shop, dine and enjoy life.











# PURPOSE

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

The Parade Norwood Precinct Annual Business Plan 2025–2026 outlines a series of objectives and strategies that will achieve The Parade, Norwood’s overall vision.

# OBJECTIVES

The objectives of The Parade Norwood Precinct Annual Business Plan 2025–2026 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 daytime 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 attract a large number of people, including sporting facilities, supermarkets, movie complex, restaurants and flagship retail stores.



### Placemaking

Built infrastructure and landscaping that enhances appeal, inviting and encouraging visitors to stay and enjoy The Parade and all it offers.



### Accessibility

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



# BUDGET

The total budget for The Parade Norwood Precinct Annual Business Plan 2025–2026 is \$225,000 which is the amount the Council will collect through the Separate Rate.

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





# BUDGET ALLOCATION

<b>STRATEGY 01—EVENTS &amp; PLACEMAKING</b>	<b>\$35,000</b>
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<b>STRATEGY 02—MARKETING &amp; COMMUNICATIONS</b>	<b>\$70,000</b>
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Website	\$2,500
Social Media	\$20,000
Advertising	\$47,500

<b>STRATEGY 03—IDENTITY &amp; BRAND</b>	<b>\$110,000</b>
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Signage & Street Decorations	\$45,000
Merchandise	\$5,000
Competitions	\$60,000

<b>STRATEGY 04—BUSINESS SUPPORT &amp; DEVELOPMENT</b>	<b>\$5,000</b>
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Training & Workshops	\$3,000
Other	\$2,000

<b>STRATEGY 05—ADMINISTRATION</b>	<b>\$5,000</b>
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<b>TOTAL</b>	<b>\$225,000</b>
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# STRATEGIES

**Strategy 01**  
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**Strategy 02**  
Marketing & Communications

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**Strategy 03**  
Identity & Brand

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**Strategy 04**  
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**Strategy 05**  
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## STRATEGY 01

## EVENTS &amp; PLACEMAKING



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

**1.1 Major Events**

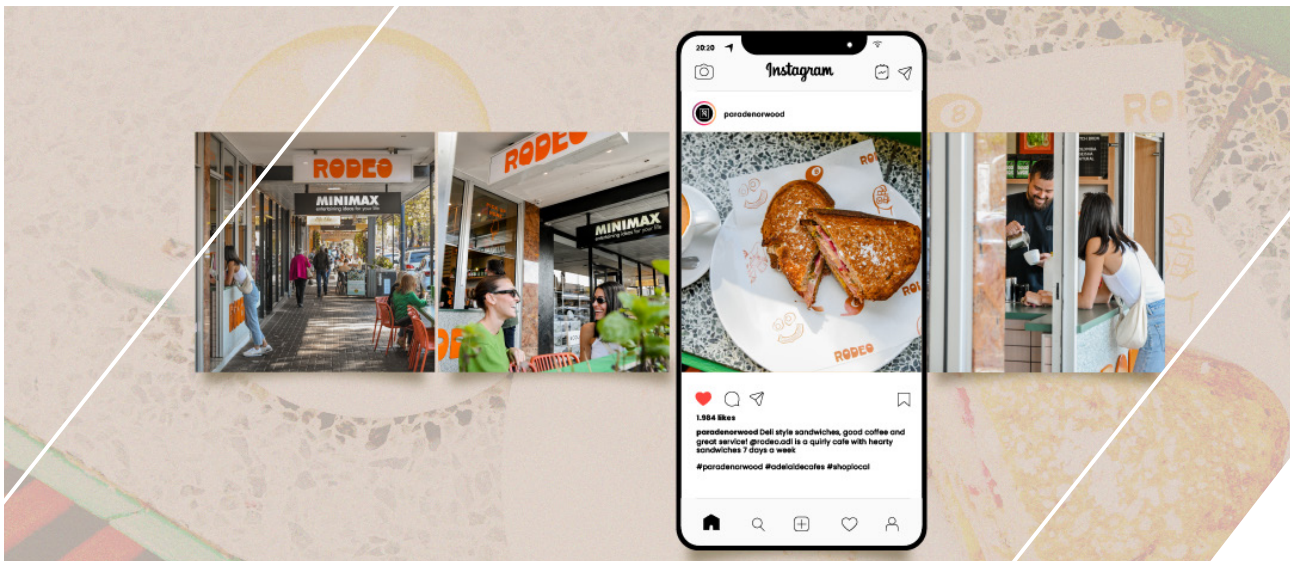
Support the Council's major events held on The Parade, including but not limited to Tour Down Under, Norwood Christmas Pageant, AFL Gather Round and Norwood Food & Wine Festival.

**1.2 Event Collaborations**

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 Norwood 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 Norwood across a wide variety of mediums to increase visitation and spending from Adelaide, intra and interstate.



## STRATEGY 03

## IDENTITY &amp; 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 Signage & Street Decorations**

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

**3.2 Merchandise**

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

**3.3 Competitions**

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



## STRATEGY 04

# BUSINESS SUPPORT & DEVELOPMENT



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

### **4.1 Training & Workshops**

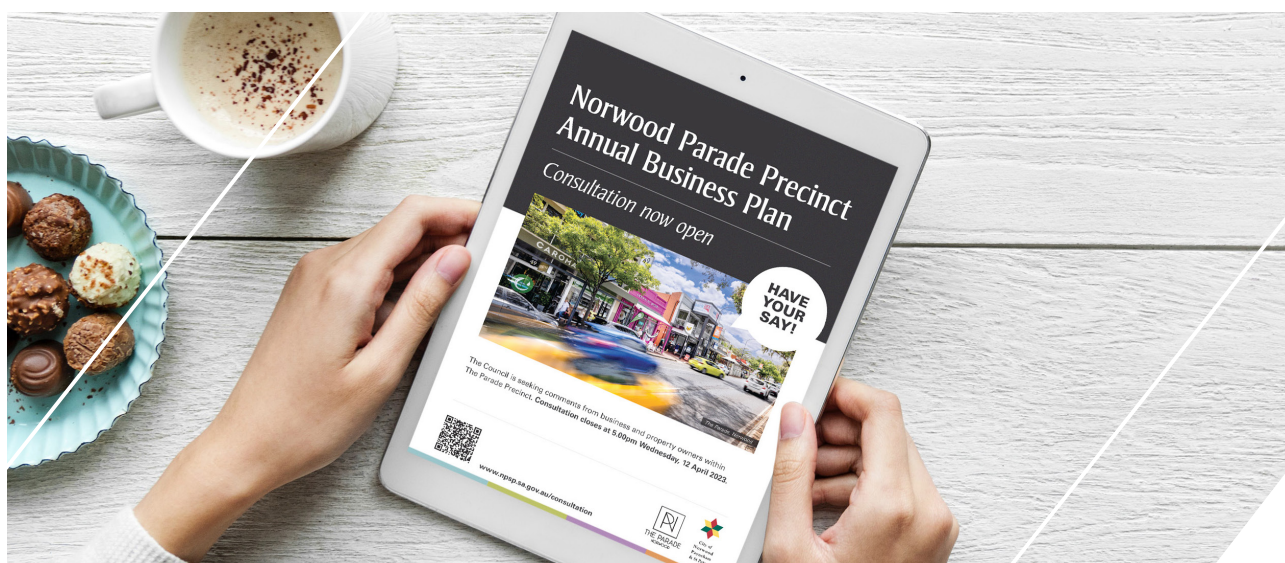
Host business training and workshops, to educate the business community on a range of topics such as marketing, finance, business planning, wellbeing and leadership in business.

### **4.2 Adhoc Support**

Provide additional support to businesses within the Precinct as necessary.

## STRATEGY 05

## ADMINISTRATION



THE ONGOING  
AND EFFECTIVE  
ADMINISTRATION OF  
THE PRECINCT.

### 5.1 Trader Forums

Host (at least three) trader forums with property and business owners to keep them informed of decision pertaining to this Annual Business Plan.



# MONITORING & REPORTING

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

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

**City of Norwood Payneham & St Peters**



175 The Parade, Norwood  
[theparadenorwood.com](http://theparadenorwood.com)

### Get Social With Us

#ParadeNorwood  
@ParadeNorwood  
/TheParadeNorwood



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