

Business & Economic Development Advisory Committee

Minutes

20 May 2025

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.*

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City of
Norwood
Payneham
& St Peters

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VENUE Mayors Parlour, Norwood Town Hall

HOUR 6.30pm

PRESENT

Committee Members Mayor Robert Bria (Presiding Member)
Cr Grant Piggott
Cr Hugh Holfeld (entered the meeting at 6.38pm)
Ms Amanda Grocock
Ms Amanda Pepe
Mr Ben Pudney
Mr Joshua Baldwin
Ms Trish Hansen

Staff Mario Barone (Chief Executive Officer)
Claire Betchley (Manager, Marketing & Place Activation)
Eve Green (Co-ordinator, Place Activation & Economy.)
Akarra Klingberg (Co-ordinator, Place Activation & Economy)

APOLOGIES Cr Garry Knoblauch
Mr Matt Grant

ABSENT Nil

1. CONFIRMATION OF MINUTES OF THE BUSINESS & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING HELD ON 8 APRIL 2025

Ms Amanda Grocock moved that the Minutes of the Business & Economic Development Advisory Committee meeting held on 8 April 2025 be taken as read and confirmed. Seconded by Ms Amanda Pepe and carried unanimously.

2. PRESIDING MEMBER'S COMMUNICATION
Nil

3. COMMITTEE MEMBER DECLARATION OF INTEREST
Nil

4. MATTERS FOR DECISION

4.1 THE PARADE NORWOOD PRECINCT SEPARATE RATE AND 2025-2026 ANNUAL BUSINESS PLAN

REPORT AUTHOR: Manager, Marketing & Place Activation
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4582
FILE REFERENCE: qA100657
ATTACHMENTS: A - B

PURPOSE OF REPORT

The purpose of this report is to present the results of the consultation on the proposed continuation of The Parade Norwood Precinct Separate Rate and to present the *2025-2026 The Parade, Norwood Precinct Annual Business Plan*, to the Business and Economic Development Advisory Committee for the purpose of providing advice to the Council.

BACKGROUND

At its meeting held on 3 March 2025, the Council considered a report and resolved the following:

1. *That the continuation of the Separate Rate for The Parade Precinct for one (1) financial year, be endorsed 'in principle'.*
2. *That the revenue raised by the Separate Rate for The Parade Precinct to be set at \$225,000 for the 2025-2026 financial year.*
3. *That consultation with business and commercial property owners located within The Parade Precinct be undertaken on the proposal to extend the application of a Separate Rate for The Parade Precinct into the 2025-2026 financial year, for a period of twenty-one (21) days.*

Following the Council's endorsement of the draft documents, consultation on the Separate Rate and the *Draft 2025-2026 The Parade, Norwood Precinct Annual Business Plan*, was undertaken with all businesses and property owners, located within The Parade, Norwood Precinct, from Tuesday 8 April to Monday, 5 May 2025.

A copy of the submissions that have been received are contained in **Attachment A**.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Objectives and Strategies contained in *CityPlan2030* are outlined below:

Outcome 3: Economic Prosperity

A dynamic and thriving centre for business and services.

- **Objective 3.1 A diverse range of businesses and services.**
 - Strategy 3.1.1
Support and encourage local small, specialty, independent and family-owned businesses.
- **Objective 3.2 Cosmopolitan business precincts contributing to the prosperity of the City.**
 - 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.
 - Strategy 3.5.2
Retain accessible local shopping and services.

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

Dynamic & Diverse City

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 that drive employment and deliver growth.**
 - Strategy 1.3
Identify emerging trends and support opportunities for economic growth.
 - Strategy 1.4
Promote opportunity and collaboration across the sectors.
 - Strategy 1.5
Identify and promote local competitive advantage.

Destination City

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.**
 - Strategy 2.1
Showcase and promote the City's attractions and events to facilitate growth and visitation.
 - Strategy 2.3
Facilitate the activation of key spaces and precinct in the City.
 - Strategy 2.4
Work with local business operators to strengthen the viability of precincts and enhance the customer experience.

Innovative City

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.**
 - Strategy 3.2
Recognise businesses and business sectors that make a significant contribution to the City.

Business Friendly City

A City that understands the needs of business.

- **Objective: Remove barriers and make it easy for business owner to start, run and grow a business.**
 - Strategy 1.3
Foster a local evening/night-time economy

FINANCIAL AND BUDGET IMPLICATIONS

Should the Committee resolve to recommend to the Council to continue the Separate Rate for a further year, it is recommended that the total revenue collected through the Separate Rate be set at \$225,000.

The 2025-2026 The Parade Norwood Annual Business Plan is based on this budget allocation and a copy of the Plan is contained in **Attachment B**.

The proposed Separate Rate model for The Parade, Norwood has been designed to ensure that the funds are used to ensure that The Parade remains viable in an increasingly competitive market, whilst bearing in mind the additional cost to the property owners and businesses.

Larger centrally operated shopping centres (i.e. Burnside Village and Westfields) undertake marketing which is paid for by the individual shop tenants through the respective lease arrangements and this is possible because they all have a single landlord. The Parade has multiple landlords and therefore the Council acts as the 'centre management' and undertakes the marketing and promotion for all of the businesses (i.e. tenants) located within The Parade Precinct.

RESOURCE ISSUES

The collection of The Parade Precinct Separate Rate will occur as part of the distribution of Council Rates Notices, which is undertaken by the Council's administration. The Separate Rate is then allocated in alignment with the *2025-2026 The Parade, Norwood Precinct Annual Business Plan*, which is implemented by the Council's Place Activation & Economy Unit with the involvement from other Council staff and external contractors as required.

CONSULTATION

An information package was released for consultation for a period of twenty-eight (28) days, from Tuesday 8 April until Monday, 5 May 2025.

An additional week was added to the usual consultation period of twenty-one (21) days due to Easter and Anzac Day long weekends. Letters, a Fact Sheet and Sample Effect Table, were distributed to all businesses and property owners within The Parade Norwood Precinct. In addition to this, posters were placed on The Parade and information was published on the Council and The Parade websites. The *Business on The Parade* Electronic Direct Marketing (EDM) was sent advising The Parade traders of the consultation details.

Comments were invited via email and in writing. In total three (3) submissions were received in respect to the consultation on the continuation of the Separate Rate and the draft 2025-2026 The Paade Norwood Annual Business Plan.

A copy of the submissions received are contained in **Attachment A**.

DISCUSSION

Despite releasing the proposed continuation to the Separate Rate and the *Draft 2025-2026 The Parade, Norwood Precinct Annual Business Plan* for consultation at the same time, the three (3) submissions received during the consultation period related specifically to the Separate Rate. One (1) of the submissions was opposed to the Separate Rate and two (2) were in support of the Separate Rate.

A summary of the issues raised in the submissions are set out below:

- business received no benefit from the promotion and marketing of The Parade;
- businesses are charged while others are not (neighbouring businesses in side streets); and
- with the completion of Burnside Village Shopping Centre, this is not the time to consider removing the Separate Rate.

As the Committee is aware, the allocation of the revenue from the Separate Rate for The Parade Precinct, is specifically used for marketing and promotion. The revenue generated from the Separate Rate, is not collected for the purposes of providing or maintaining infrastructure.

For the purposes of comparison, the Separate Rate collected in 2024-2025 for other mainstreet precincts in metropolitan Adelaide are outlined in Table 1 below.

TABLE 1: COMPARISON OF THE SEPARATE RATE COLLECTED FOR SIMILAR MAINSTREET FOR 2024-2025 PRECINCTS IN METROPOLITAN ADELAIDE*

Year	Mainstreet/Precinct	Separate Rate Revenue
2024-2025	Village Heart, Prospect Road	\$19,500
2024-2025	Goodwood Road, Goodwood	\$60,658
2024-2025	Unley Road, Unley	\$146,440
2024-2025	King William Road, Hyde Park	\$159,940
2024-2025	Fullarton Road	\$16,500
2024-2025	The Parade, Norwood	\$215,000
2024-2025	Jetty Road, Glenelg	\$707,115

OPTIONS

The Committee has the following options:

1. To recommend to Council to continue the collection of the Separate Rate for The Parade, Norwood Precinct and endorse the *2025-2026 The Parade, Norwood Precinct Annual Business Plan* as it was presented for community consultation. This would result in the collection of \$225,000 for the 2025-2026 financial year.
2. To recommend to Council to not collect the Separate Rate in 2025-2026.

Option 2 would result in no budget being available to fund the activities outlined in the 2025-2026 The Parade Norwood Precinct Annual Business Plan.

CONCLUSION

The Separate Rate model for The Parade has been designed to ensure that The Parade continues to remain viable in an ever increasing competitive market.

COMMENTS

By extending the Separate Rate for only one (1) year, enables the Council to once again review and evaluate the Separate Rate and the benefits that it delivers in twelve (12) months time. It also provides the Council with the opportunity to consult once again with the businesses and property owners and identify areas for improvement.

RECOMMENDATION

1. The Committee recommends to the Council that the Separate Rate for The Parade Norwood Precinct is to be endorsed for twelve (12) months commencing on 1 July 2025.
2. The Committee recommends to the Council that the revenue raised by the Separate Rate for The Parade Norwood Precinct be set at \$225,000 for the 2025-2026 financial year, having considered all submissions that have been received during the consultation period.
3. The Committee recommends to the Council that the *2025-2026 The Parade, Norwood Annual Business Plan* be endorsed.

Cr Holfeld entered the meeting at 6.38pm.

Cr Piggott moved:

1. *The Committee recommends to the Council that the Separate Rate for The Parade Norwood Precinct is to be endorsed for twelve (12) months commencing on 1 July 2025.*
2. *The Committee recommends to the Council that the revenue raised by the Separate Rate for The Parade Norwood Precinct be set at \$225,000 for the 2025-2026 financial year, having considered all submissions that have been received during the consultation period.*
3. *The Committee recommends to the Council that the 2025-2026 The Parade, Norwood Annual Business Plan be endorsed.*

Seconded by Ms Amanda Grocock and carried unanimously.

5. PRESENTATIONS / MATTERS FOR DISCUSSION

5.1 Presentation – AUKUS – Mr Dylan Jones

A presentation on what AUKUS means for South Australia was provided by Mr Dylan Jones of AUKUS.

5.2 Presentation – Where Main Street meets Sesame Street

A presentation titled “*Where Main Street meets Sesame Street*” was provided by the Presiding Member.

5.3 Presentation – Business Grants Program Proposal

A presentation on the Business Grants Program Proposal was provided by the Coordinator, Place Activation & Economy.

5.4 Presentation - AFL Gather Round

A presentation on the AFL Gather Round was provided by the Manager, Marketing & Place Activation.

5.5 Presentation - Eastside Business Awards

A presentation on the Eastside Business Awards was provided by the Coordinator, Place Activation & Economy

6. OTHER BUSINESS

Nil

7. NEXT MEETING

Tuesday 8 July 2025

8. CLOSURE

There being no further business the Presiding Member declared the meeting closed at 8.58pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on _____
(date)