

The Parade Precinct

# ANNUAL BUSINESS PLAN

2026—2027

# DRAFT

ONE  
WAY  
→



THE PARADE  
NORWOOD



City of  
Norwood  
Payneham  
& St Peters



**DRAFT**

VISION /

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

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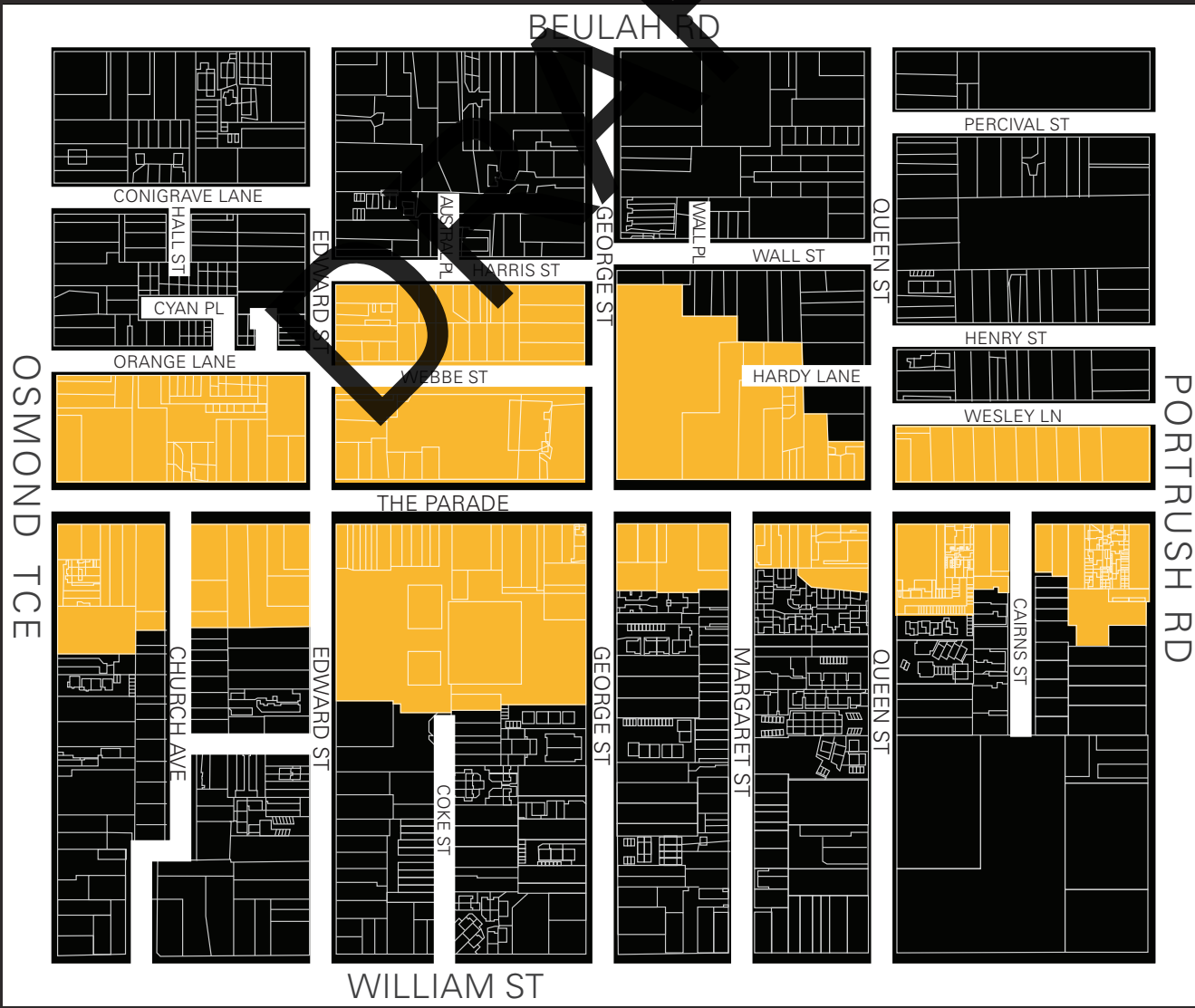
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Over the last 20 years The Parade has evolved and increased in popularity. Recently completed developments such as The Bath, Nuova Apartments and COMO, have provided

new medium density housing and additional ground-floor retail spaces. Planned major developments such as ORTA, will attract and create opportunity for more

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



ECONOMIC PROFILE

 **373** Total Tenancies  
Compared to **368** in 2021 and **381** in 2020

Occupancy Rate

**357**  **38**  
**Total Businesses**  
Compared to **360** in 2023

New Businesses

Compared to **40** in 2023



**16**  
**Total Vacant Tenancies**

Compared to **13** in 2023



# 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

## Lowest Business Failure Risk<sup>^</sup>



Ranked **#1** nationally for **16** consecutive months

"When you consider there are **537** councils in Australia, achieving the top ranking for the lowest business failure risk once is remarkable, but maintaining that for **16** consecutive months is truly outstanding and a clear reflection of confidence and resilience within the local business community."

Mayor Robert Bria

### Industry Mix Norwood\*

**20%**  
Dining & Entertainment

**21%**

**Professional**

- 57% Technical
- 37% Financial
- 7% Real Estate

**16%**

**Medical, Health & Wellbeing**

**11%**

**Hair/Beauty**

**2%**

**Training/ Employment**

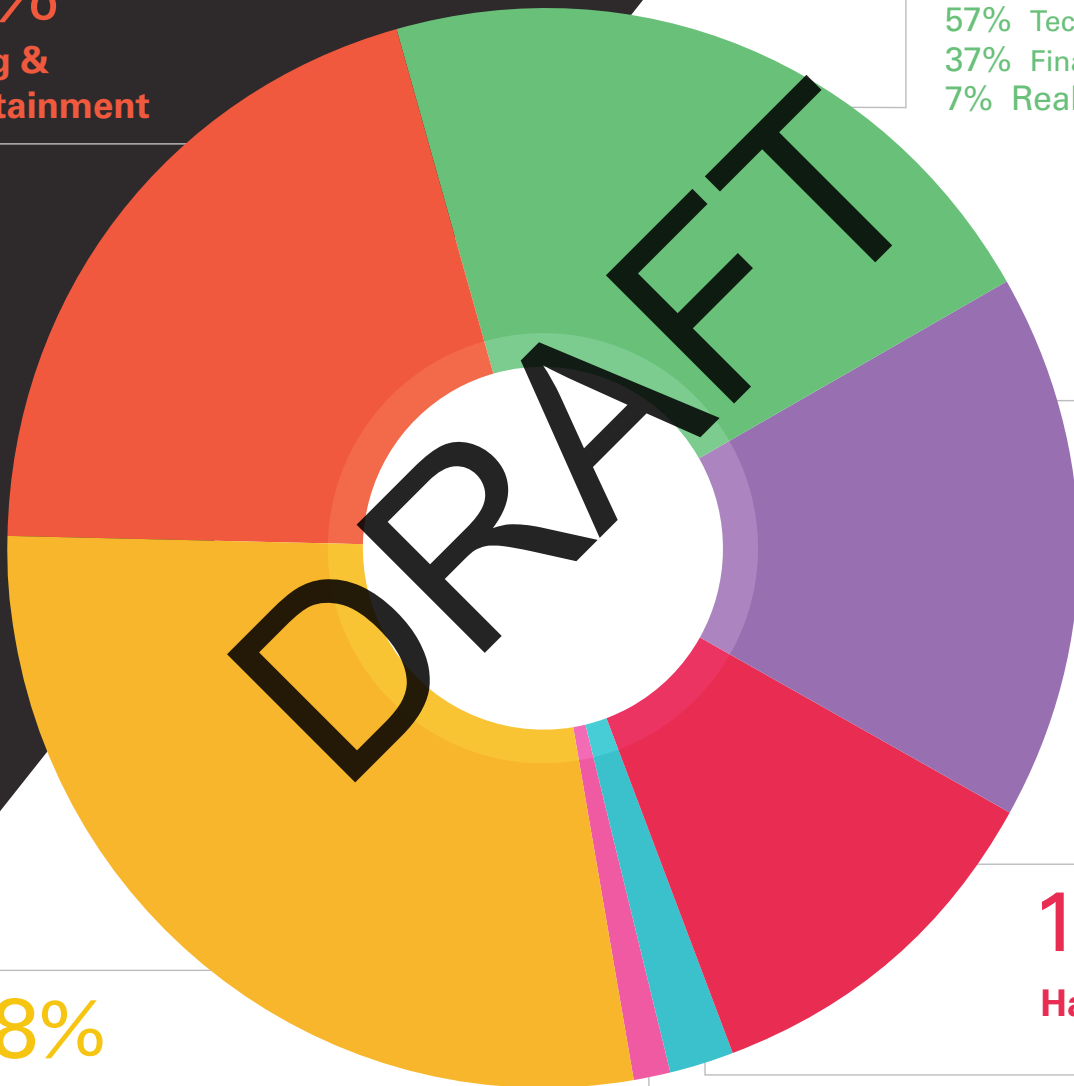
**1%**

**Community**

**28%**

**Retail**

- 67% Products
- 33% Clothing



## Expenditure#



City of NPSP consumer spend

# \$1.96B



5.2% increase in Norwood spending in 2024

## \$835.3M

Norwood Total Yearly Expenditure

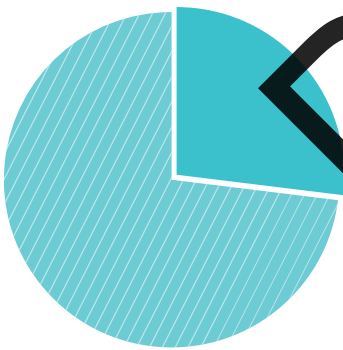
Compared to **\$794.4M** in 2024 and **\$744.7M** in 2023

## \$2.4M

Norwood Average Daily Expenditure

Compared to **\$2.2m** in 2024 and **\$2m** in 2023

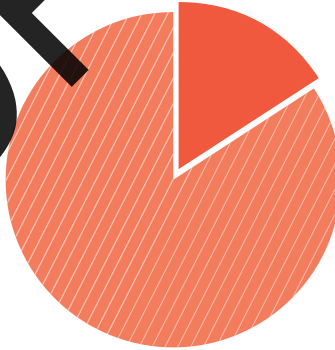
## Top 3 Expenditure Categories



# 21%

Dining & Entertainment

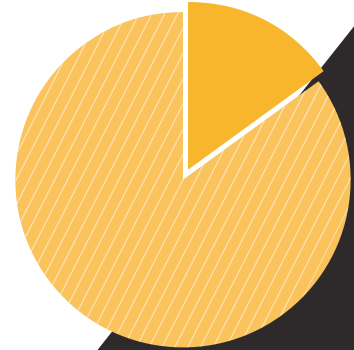
Compared to **18%** in 2024 and **27%** in 2023



# 17%

Grocery Stores & Supermarkets

Compared to **16%** in 2024 and **16%** in 2023



# 16%

Professional Services

Compared to **14%** in 2024 and **15%** in 2023

# 3km

from the centre of  
Adelaide CBD



# 10 schools

within a 1km radius  
of The Parade



### Active transport network and infrastructure

including dedicated  
cycling lanes on  
The Parade and  
surrounding bikeways



### Key public transport route

within the  
eastern Adelaide  
metropolitan  
network



### Ample drop off locations for taxis and ride share vehicles



### Diversity of housing typology and density



### Wellness Hub

abundance of health and  
wellness offerings and  
a host of allied health  
service providers all in the  
vicinity of The Parade.



### Sporting and recreation clubs

nearby to support social,  
health and wellbeing  
outcomes.



LIVEABILITY

# UNIQUE ATTRACTIONS

The Parade is a multidimensional destination that caters for all interests, all needs and all stages of life.



**Two major retail anchors** in Norwood Mall and Norwood Place.

**Iconic civic and entertainment precincts** in Norwood Town Hall, Norwood Concert Hall and Parade Central (Hoyts Cinema Complex)

**Norwood Oval** (Coopers Stadium) is home to the SANFL Norwood Football Club and a premier venue for SANFL, AFLW and AFL Gather Round matches.

**A diverse range of businesses** including dining and entertainment, clothing and retail, professional and financial services and hair and beauty, with numerous long-standing family-owned businesses along The Parade.

**All seven major banking institutions** located on The Parade.

**Public art installations** along the tree-lined boulevard of Osmond Terrace, with the fourth to be installed in July 2026.



49

outdoors on parade

DRAFT

ban  
Business E

Dentistry

53

burlingtons

photos

# 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 Precinct Annual Business Plan 2026–2027 outlines a series of objectives and strategies that will achieve The Parade, Norwood’s overall vision.

# OBJECTIVES

The objectives of The Parade Precinct Annual Business Plan 2026–2027 are to:

- Champion and proudly promote the Precinct and its diverse businesses, amplifying their strengths and stories.
- Encourage visitation and local spending by creating positive experiences that invite people to explore, stay longer and return.
- Foster strong business engagement and collaboration, supporting connections that help the Precinct thrive together.
- Advocate for and help shape strategic direction to support the future growth and sustainable 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.



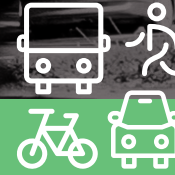
### Drawcards

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 Precinct Annual Business Plan 2026–2027 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 Precinct. The revenue collected is used for the purpose of marketing and promotion and enhancing business viability within The Parade Precinct.

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# BUDGET ALLOCATION

<b>STRATEGY 01—EVENTS &amp; PLACEMAKING</b>	<b>\$20,000</b>
Major event activations	\$15,000
Placemaking activations	\$5,000
<b>STRATEGY 02—MARKETING &amp; COMMUNICATIONS</b>	<b>\$70,000</b>
Website	\$2,500
Digital Media	\$20,000
Advertising	\$47,500
<b>STRATEGY 03—IDENTITY &amp; BRAND</b>	<b>\$115,000</b>
Signage & Street Decorations	\$50,000
Merchandise	\$5,000
Competitions	\$60,000
<b>STRATEGY 04—BUSINESS SUPPORT &amp; DEVELOPMENT</b>	<b>\$15,000</b>
Training & Workshops	\$13,000
Other	\$2,000
<b>STRATEGY 05—ADMINISTRATION</b>	<b>\$5,000</b>
<b>TOTAL</b>	<b>\$225,000</b>

# STRATEGIES

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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**

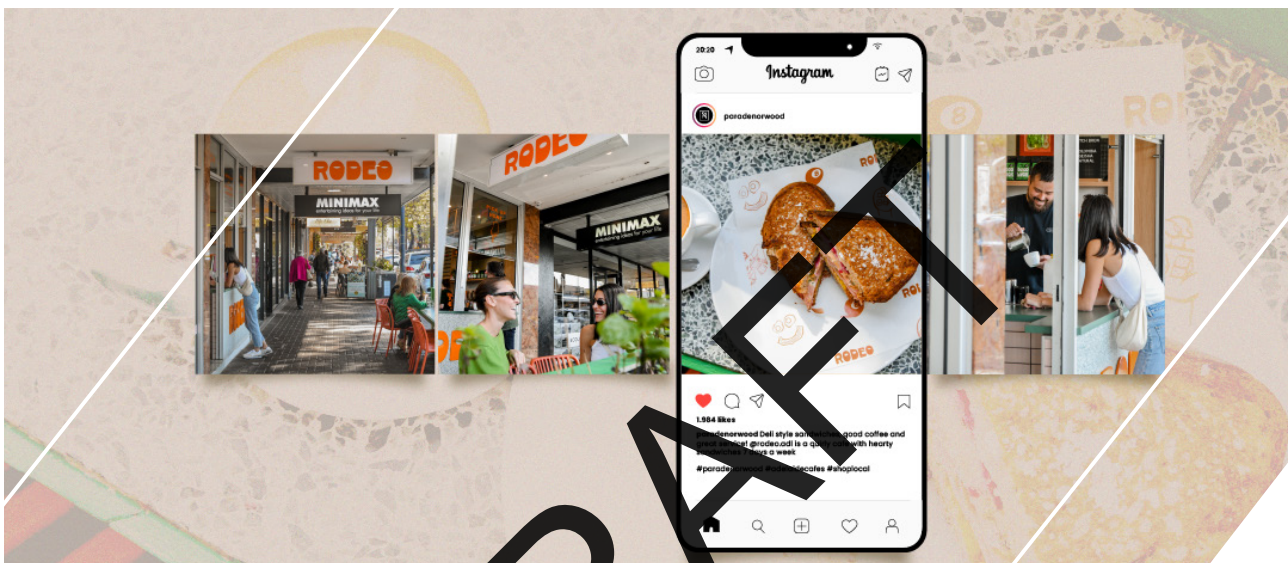
Support the Council's major events held on The Parade, including but not limited to Tour Down Under, Norwood Christmas Pageant, AFL Gather Round and Norwood Food & Wine Festival.

**1.2 Placemaking**

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 Digital Media

Develop and deliver a digital 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 & BRAND



ENSURE THE PARADE,  
NORWOOD REMAINS  
SOUTH AUSTRALIA'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 Precinct.

STRATEGY 04

## BUSINESS SUPPORT & DEVELOPMENT



CREATE A CONDUCIVE  
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.

## STRATEGY 05

## ADMINISTRATION



THE ONGOING  
AND EFFECTIVE  
ADMINISTRATION OF  
THE PRECINCT.

### 5.1 Trader Forums

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

# MONITORING & REPORTING

The Parade 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.

An aerial photograph of a city, likely Norwood, is shown in a dark, monochromatic style. A large, bold, white diagonal line runs from the bottom left towards the top right, bisecting the image. The word "DRAFT" is written in large, bold, black, sans-serif capital letters, oriented vertically along this diagonal line. The background shows a dense urban landscape with various buildings, streets, and greenery.

**DRAFT**

**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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THE PARADE  
NORWOOD



City of  
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