

Business & Economic Development Advisory Committee Minutes

14 April 2026

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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The Presiding Member declared the meeting open at 6.40pm.

PRESENT

Committee Members Mayor Robert Bria (Presiding Member)
Cr Hugh Holfeld
Cr Garry Knoblauch
Amanda Grocock (Committee Member)
Amanda Pepe (Committee Member)

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

APOLOGIES Cr Grant Piggott
Matt Grant (Committee Member)
Joshua Baldwin (Committee Member)

1 CONFIRMATION OF MINUTES OF THE BUSINESS & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING HELD ON 10 FEBRUARY 2026

Cr Knoblauch moved:

That the Minutes of the Business & Economic Development Advisory Committee Meeting held on 10 February 2026 be taken as read and confirmed.

Seconded by Amanda Pepe and carried unanimously.

2 PRESIDING MEMBER'S COMMUNICATION

Nil

3 COMMITTEE MEMBER DECLARATION OF INTEREST

Nil

4 PRESENTATIONS

4.1 2026 AFL GATHER ROUND

PRESENTER/S

Manager, Marketing & Place Activation.

ORGANISATION REPRESENTED BY PRESENTER/S

Not Applicable.

COMMENTS

A presentation of the 2026 AFL Gather Round, will be provided by the Manager, Marketing & Place Activation.

The Manager, Marketing & Place Activation provided a presentation to the Committee on this matter.

5 MATTERS FOR DECISION

5.1 THE PARADE MASTERPLAN IMPLEMENTATION

REPORT AUTHOR: General Manager, Infrastructure and Major Projects
APPROVED BY: Chief Executive Officer
ATTACHMENTS: A

PURPOSE OF THE REPORT

The purpose of this report is to provide an update to the Business & Economic Development Advisory Committee, on the progress of the implementation of The Parade Masterplan (including the George Street Upgrade Project) and to provide the opportunity for the Committee to make any comments and recommendations to the Council.

BACKGROUND

The development of The Parade Masterplan commenced in January 2016 and was undertaken in three phases. Phase 1 involved initial community engagement to capture ideas for The Parade. Phase 2, completed in July 2018, involved testing ideas and concepts to develop a draft Masterplan. The third phase involved further community engagement and refinement of the draft masterplan for The Parade.

At a Special Meeting held on 15 May 2019, the Council considered and endorsed The Parade Masterplan as the basis for the detail design for the streetscape upgrade to The Parade (between Fullarton Road and Portrush Road) and George Street (between the intersection of The Parade and Webbe Street).

As part of the 2020-2021 Annual Business Plan and Budget, the Council allocated funds for design of the streetscapes upgrade to The Parade (i.e. The Parade Masterplan Implementation) and George Street (i.e. George Street Upgrade Project).

In April 2021, the Council commenced a procurement process to appoint consultants to prepare the detail design and construction documentation for The Parade Masterplan Implementation, including the George Street Upgrade Project.

On 22 November 2021, the Council appointed a multi-disciplinary team, led by Landskap (landscape architecture and urban design consultants) to undertake design development for The Parade Masterplan Implementation and detail design and construction documentation for the George Street Upgrade Project.

STRATEGIC DIRECTIONS

CityPlan 2030 Alignment

Outcome 3: Economic Prosperity

A dynamic and thriving centre for business and services.

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.

Objective 3.3: An attractive and supportive City for business and new enterprise.

Strategy 3.3.2: Provide a quality public realm and infrastructure that supports businesses.

FINANCIAL AND BUDGET IMPLICATIONS

The Council's LTFP currently includes a budget allocation of \$30 million over multiple years for The Parade Masterplan Implementation.

Pursuant to Section 122 of the *Local Government Act*, the Council must undertake a review of its Long-Term Financial Plan (LTFP) on an annual basis. To meet this legislative requirement, a review of the LTFP financial targets, which will take into consideration the Draft 2026-2027 Budget, is currently being undertaken as part of preparing the Draft 2026-2027 Budget.

RISK MANAGEMENT

The key risks associated with the implementation of The Parade Masterplan and the controls used to mitigate these risks are set out below in **Table 1**.

TABLE 1: RISKS AND CONTROLS

Risk Description	Impacts	Risk Controls
Design does not meet community expectations	Community and stakeholders	<ul style="list-style-type: none"> Undertake a briefing workshop with the Council on the design development. Undertake engagement activities during the design process to understand the needs of the Precinct. Ensure amenity priority is built into detailed Project Specification.
Business interruption	Community and stakeholders	<ul style="list-style-type: none"> Undertake engagement activities during the design process to understand the needs of the Precinct. Develop construction approach / standards of access to minimise disruption as part of the design process.
Impacts on traffic movements	Motorists and Pedestrians	<ul style="list-style-type: none"> Undertake investigative and engagement activities during the design process to understand current usage and needs. Develop standards of access to minimise disruption. Ensure that Project staging is organised to allow access.
Business sales reduction	Community and stakeholders	<ul style="list-style-type: none"> Develop construction approach / standards of access to minimise disruption as part of the design process. Maintain ongoing communication with businesses to understand needs.
Design not acceptable to asset owner	Design	<ul style="list-style-type: none"> Establish Project Working Group. Include representative from the Department for Infrastructure and Transport on Project Working Group.
Lack of design integration (conflicts onsite causing delays)	Design / Construction	<ul style="list-style-type: none"> Undertake due diligence activities during detailed design stage. Undertake potholing during the detailed design stage.
Damage to heritage buildings	Construction	<ul style="list-style-type: none"> Develop appropriate construction methodology and use agreed building practices which will be specifically developed. (Construction and Vibration Noise Management Plan)
Third Party Utility Upgrades	Design / Construction	<ul style="list-style-type: none"> Engage with all service authorities during the design stages. Develop future proofing options through the design detail process.
Is the design safe (safety in design)	Design	<ul style="list-style-type: none"> Undertake independent Road Safety Audits. Include Safety in Design audits of the detail design Undertake materials testing where required to ensure compliance with standards.
Non – compliant design	Design	<ul style="list-style-type: none"> Establish Hold Points through the design process to review the design. Establish internal review and sign-off process. Undertake additional investigations to ensure there is sufficient information to design to the relevant standards. Undertake materials testing where required to ensure compliance with standards.
Sudden design changes	Design / Construction	<ul style="list-style-type: none"> Develop design options in the detailed design stage. Undertake potholing of services
Late design delivery	Design / Construction	<ul style="list-style-type: none"> Provided completed package of design options so that contractor will not be delayed.
Project Budget	Financial	<ul style="list-style-type: none"> Reporting to the Council. Engage Cost Estimator to capture costs associated with the design. Establish Hold Points through the design process to review costs. Develop sufficient risk contingency. Qualify risks through due diligence activities e.g. potholing of services, staging requirements through stakeholder engagement.

CONSULTATION

Elected Members

Elected Members have been involved throughout the process involving preparation of The Parade Masterplan and endorsement of The George Street Upgrade Project. An Elected Members Information Briefing on The Parade Masterplan Implementation, including scope, costings, sequencing, and other associated matters is scheduled for 21 April 2026.

Community

The community has been consulted during development of The Parade Masterplan. The community will continue to be consulted on The Parade Masterplan Implementation through the Annual Business Plan and Budget process. Property and business owners will be consulted on their operation and access needs to establish contractor requirements prior to any construction activities. Project communications will be proactive and coordinated to inform the community and businesses of timing and sequencing of any construction works.

Staff

Staff from across the organisation are involved with this Project.

Other Agencies

The Department for Infrastructure & Transport (DIT) has care and control for The Parade roadway, including road pavements and traffic control devices. Extensive engagement with DIT staff has already occurred and will continue throughout The Parade Masterplan implementation process.

DISCUSSION

As a destination for shopping, dining, working, living, recreation and entertainment, The Parade functions well as a significant main street serving both the local community and the metropolitan area generally and visitors attracted to the "sense-of-place" that The Parade offers and the diversity of services.

The Parade Masterplan is a planning and design document prepared to help guide future public realm improvements to The Parade between Fullarton Road and Portrush Road and intersecting side streets. The Masterplan focuses on retaining the distinctive and well-liked cosmopolitan character and "sense-of-place" for The Parade. Six unique 'Character Zones' have been identified and described in the Masterplan, which are shown in **Attachment A**. New design interventions are proposed for each proposed 'Character Zone' to improve The Parade's mainstreet function, public safety, comfort and attractiveness as a destination to live, work and play, and to encourage future investment.

Following the engagement of design consultants in 2021, the following activities have been undertaken.

- Review of Masterplan
- Traffic surveys to inform DIT engagement
- Establishment of a Working Group comprising relevant Council and DIT staff
- DIT approval of a base streetscape design (e.g. road geometry, lane dimensions, vehicle design speeds) and confirmation of all asset owner requirements
- Traffic impact studies for The Parade and George Street
- Stakeholder engagement for the George Street Upgrade Project
- Design and construction of the George Street Upgrade Project

The George Street Upgrade Project was completed in March 2026. It is a prototype for The Parade Masterplan Implementation, displaying the streetscape materials (e.g. paving, landscaping, lighting) and outcomes (e.g. more space for pedestrians and outdoor dining activities, better stormwater drainage) that can be delivered. The Project also demonstrates how the Council will effectively engage with stakeholders, communicate with the community, and maintain access for businesses to successfully deliver improvements along The Parade.

Now that the George Street Upgrade Project has been delivered, the Council's Project Team comprising staff and consultants, is focused on completion of design development for The Parade between Fullarton Road and Portrush Road. Due diligence activities (e.g. third-party services verification, DIT approvals, stormwater design, constructability assessments, cost estimating) are currently being undertaken. Design is planned to continue through the 2026-2027 Financial Year, with construction timing and sequencing to be determined by the Council in the future and subject to funding availability.

OPTIONS

Not Applicable.

CONCLUSION

The Parade is regarded as South Australia's premier mainstreet and is an important commercial hub for the eastern metropolitan region of Adelaide. The implementation of the Parade Masterplan will enhance The Parade's role as a premier destination to shop, work and play. Implementation of The Parade Masterplan is likely to be delivered over multiple years. The scope, timing and sequencing of works is subject to Council and external grant funding.

As part of this report to the Committee, Council staff will present the current detailed concepts that are currently undergoing further design development prior to presentation to the Council. This presentation will allow Members of this Committee, to provide comments and make any recommendations to the Council, to take into consideration at the Elected Members Information Briefing on 21 April 2026.

RECOMMENDATION

That the report be received and noted.

Amanda Pepe moved:

1. *That the report be received and noted.*
2. *The Committee recommends that the Council consider the following as part of The Parade Masterplan Implementation Project:*
 - *active transport connections;*
 - *building control / heritage buildings;*
 - *introducing a facade improvement scheme;*
 - *policy on Signage / Hoardings;*
 - *policy on Footpath Trading;*
 - *introducing improved public lighting at pedestrian level;*
 - *lighting of heritage buildings;*
 - *feature lighting of street furniture;*
 - *scheduling of works to cause minimal interruption to businesses;*
 - *dedicated funding / Business as usual campaigns;*
 - *involvement of local schools;*
 - *business incentives; and*
 - *interpretative signage about the history of The Parade (past & present).*

Seconded by Amanda Grocock and carried unanimously.

5.2 2027 EASTSIDE BUSINESS AWARDS

REPORT AUTHOR: Manager, Marketing & Place Activation
APPROVED BY: Chief Executive Officer
ATTACHMENTS: Nil

PURPOSE OF THE REPORT

The purpose of this report is to provide the Committee with an update on the 2026 Eastside Business Awards and proposed direction for the 2027 Eastside Business Awards.

BACKGROUND

As Committee Members are aware, in 2018, the Council delivered the inaugural Eastside Business Awards in partnership with News Corp Australia. This partnership arrangement continued in 2019 and 2020 and as a result of the Messenger print publication ceasing operation in mid-2020, News Corp Australia were unable to fulfil the editorial and marketing activity that was required to deliver the 2021 Awards Program.

As a result, in 2021, the Council partnered with Solstice Media, which includes brands such as InDaily, SALIFE, CityMag, and InReview. This diverse suite of brands provides the Council, the program, and importantly, businesses in the City of Norwood Payneham & St Peters with the flexibility to promote to different markets across all brands and platforms.

STRATEGIC DIRECTIONS

CityPlan 2030 Alignment

Outcome 3: Economic Prosperity

A dynamic and thriving centre for business and services.

Objective 3.1: A diverse range of businesses and services.

Strategy 3.1.3: Foster emerging industries that support the local economy and community.

FINANCIAL AND BUDGET IMPLICATIONS

Funding of \$35 000 for this Program, is provided by the Council.

RISK MANAGEMENT

There is no direct risk to the Council associated with this Program. Given the current state of the economy and the difficulties that many small businesses have had over the last few years, are currently facing, particularly in the hospitality and retail sectors, any support and recognition that the Council can provide to small business, is crucial.

Having committed to the Eastside Business Awards since 2018, and due to the success and positive feedback of the program, there may be a risk that businesses will question the Council if the Program is discontinued.

CONSULTATION

Elected Members

Not Applicable.

Community

Not Applicable.

Staff

Not Applicable.

Other Agencies

Nil

DISCUSSION

Over the years, the Eastside Business Awards Program has continued to build momentum as a key initiative supporting and promoting the City’s businesses. Now in its ninth year, the Program demonstrates sustained growth in participation, reach and overall impact.

This year’s Awards recorded 6,979 verified votes (up from 4,120 in 2025) and resulted in over 700 individual businesses receiving at least one vote, more than double previous averages of 250 individual businesses. This significant increase reflects strong community engagement, broader awareness of the Program and a more diverse representation of businesses from across the City. The Program also attracted a number of first-time nominees reinforcing the Programs accessibility and relevance to emerging and established businesses alike.

A key enhancement for 2026, was the review and refinement of award categories to better align with the evolving and changing local economy. The introduction of new categories, namely, Best Health & Fitness, Best Retail, Best Restaurant/Pub and Best Café, has strengthened the Program’s ability to recognise high-performing sectors and businesses and more accurately reflect contemporary business trends. These updates to the Program have ensured that the Awards remain relevant, inclusive and capable of identifying true local business leaders and performers.

The Program continues to deliver strong strategic value, aligning with Council’s objectives in economic development, place activation and community engagement. It provides a platform for businesses to gain recognition, increase visibility and benefit in the form of third-party endorsement driven by customer sentiment. Importantly, participation, whether through nomination, voting or finalist recognition, encourages businesses to reflect on and strengthen their respective customer offering.

The scale of engagement and positive outcomes from the 2026 Program highlight its effectiveness as a business support and promotional initiative. It also reinforces the importance of continuing to invest in programs that celebrate and elevate the local economy, particularly in a challenging operating environment for small businesses.

Table 1 below, sets out the results of each category in respect to the number of overall votes:

TABLE 1: VOTING NUMBERS FOR EACH CATEGORY

Category	Votes
Best Arts / Entertainment Experience	504
Best food	743
Best Hair / Beauty	712
Best Profess	558
Best Health / Fitness	678
Best Retail	555
Best Restaurant / Pub	721
Best Cafe	943
Best Independent Small Business	866
Hall of Fame	699*

*note eligibility of this is 20years plus

Hall of Fame Category

As part of the ongoing review of the Eastside Business Awards Program, the Hall of Fame Category has been identified as the only category requiring further clarification in terms of its purpose, positioning and alignment with the broader Awards framework.

Unlike all other categories within the Program, which are entirely driven by public voting, the Hall of Fame Category includes additional eligibility criteria, most notably a minimum number of 20 years in operation, which are not visible or directly understood by the voting public. This creates a level of inconsistency within the program, as community members are not voting with full understanding of the criteria that is being applied.

In addition, there is a clear overlap with the Mayor's Business Commendations, which recognises and celebrates business longevity through milestone achievements. With recent enhancements to that Program, including increased storytelling and promotion, both initiatives now deliver similar value in acknowledging long-standing businesses.

In light of this, three options are presented for consideration:

Option 1 – Retain and Reposition

Retain the Hall of Fame within the Awards, but reposition it as a prestige, community-voted category, where longevity is a qualifying criterion rather than the primary focus. This would align it more closely with the intent of the Awards and improve clarity for voters.

Option 2 – Refine and Elevate

Adjust the eligibility criteria (e.g. increasing to 30+ years) to further elevate the status of the award and clearly distinguish it from the Mayor's Business Commendations.

Option 3 – Remove and Consolidate

Remove the Hall of Fame category from the Eastside Business Awards and consolidate recognition of business longevity within the Mayor's Business Commendations program. This would:

- eliminate duplication across Council-led recognition programs.
- provide clearer differentiation between "publicly voted excellence" and "tenure-based recognition".
- simplify messaging and improve transparency for the community.

With this approach, the Eastside Business Awards would remain fully aligned as a 100% community program, with all categories assessed on a consistent basis.

Clarifying the intent and communication of this category, will strengthen the overall integrity and transparency of the Awards Program, ensuring consistency across all categories and a clearer understanding for both businesses and the community.

Partnership with Solstice Media

The continued partnership with Solstice Media remains a key strength of the Eastside Business Awards program, delivering significant value through strategic media reach, credibility and audience engagement.

Through its portfolio of established publications, including InDaily, SALIFE, CityMag and InReview, Solstice Media provides access to a broad and highly engaged South Australian audience. This multi-platform approach ensures the Awards reach diverse demographics, from local residents and professionals to visitors and key business audiences.

Key benefits of the partnership include:

- Extensive Media Reach and Visibility

Targeted editorial coverage and advertising across digital and print platforms significantly amplifies the profile of the Awards and participating businesses, extending well beyond Council-owned channels.

- Credibility and Third-Party Endorsement

Alignment with a respected, independent media organisation enhances the reputation of the Awards, positioning them as a credible and prestigious program within the broader business community.

- High-Quality Storytelling and Content

Professional editorial content showcases finalists and winners in a compelling way, helping to build brand recognition and tell authentic local business stories that resonate with audiences.

- Integrated Campaign Delivery

The partnership enables a cohesive, end-to-end campaign—from nominations and voting through to finalist promotion—ensuring consistency in messaging and strong engagement at every stage.

- Value for Money

The combined media exposure, content creation and campaign management represents significant value when compared to equivalent standalone advertising and promotional activity.

Overall, the partnership with Solstice Media continues to play a critical role in elevating the Eastside Business Awards beyond a standard recognition program, positioning it as a high-impact, City-wide campaign that actively supports and promotes local business. The program plays an important and critical role in maintaining the City of Norwood Payneham & St Peters reputation as a leader in fostering a successful local economy.

Looking Ahead

Looking ahead, it is proposed to reposition the timing/scheduling of the 2027 Eastside Business Awards to September–October. This strategic shift will align the program with a period where businesses can derive greater benefit from increased exposure and customer engagement, following the quieter winter months. It will also create stronger opportunities for promotion and sustained economic impact across local precincts. As the Program approaches its 10-year milestone, there is a clear opportunity to build on its success and further enhance its role as a flagship initiative of the Councils' supporting business growth, recognition and community connection.

OPTIONS

Nil

CONCLUSION

The Eastside Business Awards Program, continues to deliver strong and measurable success, evidenced by significant growth in participation, increased community engagement and broader representation of local businesses. The record number of votes and nominations demonstrates the Program's continued relevance and value as a platform to recognise and promote business excellence across the City.

The introduction of refreshed categories has further strengthened the program's alignment with the evolving business landscape, ensuring it remains contemporary, inclusive and impactful. Importantly, the Awards continue to foster a sense of pride and connection between businesses and the community, while providing meaningful promotional and reputational benefits to participants.

Overall, the Program has proven to be a highly effective initiative in supporting local economic activity and celebrating the businesses that contribute to the City's vibrancy. Its ongoing success provides a strong foundation to confidently continue and further enhance the program into 2027 and beyond.

As part of the Programs continued evolution, this Committee's views and advice in respect to improving, refining and enhancing the Program, is now sought.

RECOMMENDATION

That the report be received and noted and that the Committee provide any comments and/or recommendations to improve/enhance the Awards.

Cr Knoblauch moved:

- 1. That the report be received and noted.*
- 2. The Committee notes and endorses the Eastside Business Awards being held each year in September/October.*
- 3. That the following items be investigated as part of improving the Awards:*
 - The Hall of Fame winner to be based on special criteria rather than by a public vote.*
 - Celebrating the 10 Year Anniversary of the Eastside Business Awards.*

Seconded by Amanda Grocock and carried unanimously.

5.3 AFL GATHER ROUND

REPORT AUTHOR: Manager, Marketing & Place Activation
APPROVED BY: Chief Executive Officer
ATTACHMENTS: Nil

PURPOSE OF THE REPORT

The purpose of this report is to provide the Business & Economy Advisory Committee, with a summary of activities and events that have been undertaken by the Council for 2026 AFL Gather Round and to provide the Committee with an opportunity to comment and provide suggestions/ recommendations, regarding enhancements for 2027 AFL Gather Round.

BACKGROUND

The AFL Gather Round is a State Government and Australian Football League (AFL), initiative that brings all 18 AFL clubs and nine AFL matches to South Australia, over four days., turning the round into a major sporting and tourism event for the State.

The event includes not only football matches and associated events such as open training sessions and player appearances but also community activations, hospitality offerings and tourism-focused experiences across multiple metropolitan and regional locations. (i.e. Mount Barker in 2023 and 2024 and the Barossa in 2025 and 2026).

In 2026, Norwood Oval was, for the fourth consecutive time, selected as one of the Gather Round venues. This is a significant achievement as the ongoing success of Gather Round no doubt continues to raise interest from other venues. Two (2) AFL matches will be played at the Oval across the Gather Round weekend, supported by open training sessions, media activity and increased visitation in and around The Parade and the City of Norwood Payneham & St Peters generally. In addition, the Norwood Food & Wine Festival and the Rivals Long Lunch will be held.

Whilst the delivery of the matches (and associated food and beverages) at Norwood Oval rest with the Norwood Football Club and the AFL, the Council contributed to the events by delivering the Rivals Long Lunch and supporting the South Australian Tourism Commission in delivering the Norwood Food & Wine Festival. The Council also worked closely with stakeholders to ensure the precinct was ready to accommodate increased visitation and business activity during the course of Gather Round.

STRATEGIC DIRECTIONS

CityPlan 2030 Alignment

Outcome 2: Cultural Vitality

A culturally rich and diverse City, with a strong identity, history and sense of place.

Objective 2.5: Dynamic community life in public spaces and precincts.

Strategy 2.5.2: Host and facilitate community events and activities.

FINANCIAL AND BUDGET IMPLICATIONS

The Council allocated \$200,000 as part of the 2025–2026 Budget for the 2026 AFL Gather Round. This Budget covered:

- event planning and infrastructure;
- marketing and promotion;
- public amenities and safety; and
- contractor and activation costs.

RISK MANAGEMENT

As part of hosting the AFL Gather Round, any risks associated with the components which the Council is responsible for, are identified and where possible, eliminated or managed. Council staff also work with the AFL, the Norwood Football Club and the South Australian Tourism Commission, to ensure that all risks associated with the non-Council components are identified and managed.

CONSULTATION

Elected Members

Elected Members have been provided with updates on the various events.

Community

Engagement occurred through the Council's promotion of events on social media, The Parade website, the Council website, community e-newsletters and letters to residents who were potentially impacted by any of the activations.

Staff

Staff from across the organisation contributed to event planning, logistics, on-the-ground support and liaison with stakeholders and service providers.

Other Agencies

Council staff worked closely with the South Australian Tourism Commission, the AFL and the Norwood Football Club, in relation to event delivery, logistics and precinct coordination.

DISCUSSION

The Council's involvement in the 2026 AFL Gather Round, focused on contributing to location presence, precinct activation and supporting the delivery of a high-quality event experience in and around The Parade, the Norwood Oval and the City generally.

The Council's role included the delivery of the Rivals Long Lunch, supporting the SATC with the delivery of the Norwood Food & Wine Festival, supporting the AFL with operational requirements and providing operational input and coordination in preparation for the influx of local and interstate visitors and ensuring that Norwood Oval is ready to host AFL standard matches with particular attention to ensuring that the Oval playing surface is maintained to the standard required by the AFL.

Rivals Long Lunch

The Rivals Long Lunch will be held on Saturday, 11 April 2026, on Osmond Terrace as part of the AFL Gather Round Program, hosted by Jane Reilly OAM.

The event aims to showcase local food and beverage producers through the Council's Food Secrets Program, aligning with broader efforts by the AFL and State Government to promote South Australian produce. A key component is that the menu featured a range of local producers, highlighting the region's food and beverage offering.

Attendance has grown to 180 guests in 2026, up from 160 in 2025.

Norwood Food & Wine Festival

To be held on Sunday, 12 April, the Norwood Food & Wine Festival is delivered by the South Australian Tourism Commission and Event Managers Australia, in conjunction with the Council, with the Council providing operational and logistical support.

The Council's involvement included liaison with traders, assistance with permits and activation planning and general preparation of the precinct. With 27 traders from The Parade hosting a pop-up stall and offering a select menu for visitors with another nine (9) from the broader City of Norwood Payneham & St Peters. The Festival attracted an estimated attendance of 70 000 in 2024 and 90 000 in 2025.

AFL Matches and Associated Activities

The fixture for 2026, features two games at Norwood Oval:

- Sydney v Gold Coast in a twilight match on Saturday 11 April, and
- Geelong v West Coast Eagles on Sunday 12 April.

Norwood Oval is also hosting the following trainings sessions and clinics and signing in the lead-up:

Friday 10 April

- 11am–1pm - West Coast Eagles training
- 3pm–3.45pm - Gold Coast Suns training
- 4pm–4.45pm - Sydney Swans training

Saturday 11 April

- 9.30am–10am - Geelong Cats Captains Run
- 10am–11am - Geelong Cats clinic and signing

With AFL Gather Round bringing thousands of visitors into Adelaide, this is a prime opportunity for the City's businesses to be part of something bigger than just a single weekend.

Gather Round is not just about football, it's about atmosphere, discovery and experience, all of which contribute to the economic prosperity of the City and the building of community connections and networks. Visitors are exploring beyond the game, looking for places to shop, eat, relax and connect. Every business, regardless of the respective sectors, has a role to play in shaping that experience.

The Council seeks to encourage all traders to lean into the energy of the weekend, whether that's through special offers, extended trading hours, creative window displays or simply delivering standout customer service. Small touches can have a big impact, turning a one-time visitor into a returning customer.

Even for those who are not footy-focused, AFL Gather Round is a chance to showcase what makes each business unique. The impression that each business creates during Gather Round, can influence how people remember our City long after they've left. In short, addition to the increased trade during Gather round, it is an excellent opportunity to market and promote individual businesses.

By businesses working together with the Council, the City's business sector can position itself as a must-visit destination, one that captures attention, supports local business and keeps people coming back.

To ensure that Council's program of events and activities remain contemporary and refreshed and bespoke, it is important that planning commence early to allow sufficient time to investigate any proposed enhancements. The first step in this process is to seek the Committee's views and suggestions.

OPTIONS

This report is provided to the Committee for the purposes of discussing and making any recommendations to the Council in terms of how 2027 AFL Gather Round can be enhanced, particularly in respect to obtaining improved "buy-in" from the business sector, as well as any activities that the Committee believes will continue to enhance the Gather Round experience in the City Of Norwood Payneham & St Peters.

CONCLUSION

There is no doubt that the 2026 AFL Gather Round will once again demonstrate that there is a strong return on investment for the City of Norwood Payneham & St Peters. Economic data, trader feedback and visitation figures, will all be gathered following this year's Gather Round and will be provided to the Committee. This information can then be used to refine any proposals/suggestions for 2027 AFL Gather Round.

Through nationally broadcast /telecast games, vibrant precinct activations and major events such as the Norwood Food & Wine Festival, the City will be able to further strengthen its reputation as a leading cultural and events destination in South Australia.

While the future of AFL Gather Round beyond 2026 remains uncertain at the time of writing this report, negotiations between the AFL and the State Government are progressing.

While there is no certainty that Norwood Oval will be selected to host 2027 Gather Round should the State Government secure an extension to the current contract, the Council remains confident that Norwood Oval will be selected to host games. On this basis, it is important that planning for 2027 AFL Gather Round commence now to ensure that the Council can provide the AFL and the State Government, with a package that continues to warrant Norwood Oval and the City of Norwood Payneham & St Peters being part of Gather Round.

RECOMMENDATION

That the report be received and noted and the Committee provide any recommendations and/or comments in respect to enhancing future Gather Round activities in the City of Norwood Payneham & St Peters.

Amanda Grocock moved:

1. *That the report be received and noted.*
2. *The Committee recommends investigating the following as part of improving participation of the community and business sector:*
 - *residents and schools being encouraged to show their 'colours' by hanging of scarves, flags or club memorabilia in front yards/properties;*
 - *engaging a high-profile guest speaker at the Rivals Long Lunch;*
 - *encourage businesses to think outside of their business (e.g. AFL player book signings, a special beer or chocolate for the AFL); and*
 - *activities in Richards Park.*

Seconded by Amanda Pepe and carried unanimously.

6 OTHER BUSINESS

Nil

7 NEXT MEETING

Tuesday, 16 June 2026

8 CLOSURE

There being no further business, the Presiding Member declared the meeting closed at 8.40pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on _____
(date)