

# Business & Economic Development Advisory Committee Minutes

16 June 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

<b>1 CONFIRMATION OF MINUTES OF THE BUSINESS &amp; ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING HELD ON 14 APRIL 2026 .....</b>	<b>3</b>
<b>2 PRESIDING MEMBER'S COMMUNICATION .....</b>	<b>3</b>
<b>3 COMMITTEE MEMBER DECLARATION OF INTEREST .....</b>	<b>3</b>
<b>4 PRESENTATIONS .....</b>	<b>3</b>
4.1 George Street Upgrade .....	4
<b>5 MATTERS FOR DECISION .....</b>	<b>5</b>
5.1 2026 Small Business Friendly – Red Tape Reduction Project.....	6
5.2 Re-naming of the Eastside Wine & Ale Trail .....	10
5.3 Summary of the 2025-2026 Budget Allocation for The Parade Precinct.....	15
5.4 2026 AFL Gather Round Spendmapp Results.....	20
<b>6 OTHER BUSINESS .....</b>	<b>24</b>
<b>7 NEXT MEETING .....</b>	<b>24</b>
<b>8 CLOSURE .....</b>	<b>24</b>

The Presiding Member declared the meeting open at 6.30pm.

**PRESENT**

**Committee Members** Mayor Robert Bria (Presiding Member)  
Cr Grant Piggott  
Cr Hugh Holfeld  
Cr Garry Knoblauch  
Amanda Grocock (Committee Member)  
Amanda Pepe (Committee Member)  
Joshua Baldwin (Committee Member)  
Matt Grant (Committee Member)

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

**APOLOGIES** Nil

**1 CONFIRMATION OF MINUTES OF THE BUSINESS & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING HELD ON 14 APRIL 2026**

*Amanda Grocock moved:*

*That the Minutes of the Business & Economic Development Advisory Committee Meeting held on 14 April 2026 be taken as read and confirmed.*

*Seconded by Cr Holfeld and carried unanimously.*

**2 PRESIDING MEMBER'S COMMUNICATION**

Nil

**3 COMMITTEE MEMBER DECLARATION OF INTEREST**

Nil

**4 PRESENTATIONS**

#### **4.1 GEORGE STREET UPGRADE**

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The Manager, Strategic Communications & Advocacy provided a presentation to the Committee on the George Street upgrade Project communications strategy.

**5 MATTERS FOR DECISION**

## 5.1 2026 SMALL BUSINESS FRIENDLY – RED TAPE REDUCTION PROJECT

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

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### PURPOSE OF THE REPORT

The purpose of this report is to provide the Business & Economic Development Advisory Committee with an overview of the Project Plan submitted to the *Small Business Friendly Council* (SBFC) as part of its Red Tape Reduction Project and to seek the Committee's advice in respect to enhancing this Project.

### BACKGROUND

On Tuesday, 15 July 2025, the Council re-signed the Small Business Friendly Commission Charter.

Members of the Small Business Friendly Council Program are required to be committed to working with small businesses, industry, community, and government, to create a more supportive environment for small business success.

The Charter outlines the Councils' commitment to supporting the success of small businesses and it builds on the original Small Business Friendly Council Program launched by the Office of the South Australian Small Business Commissioner in 2017 and reflects evolving undertakings and lessons learned along the way.

To be small business friendly means that councils are engaged, collaborative, innovative and are able to demonstrate a clear commitment to continuous improvement.

By signing the Small Business Friendly Council Charter, the Council commits to upholding the Program's core principles and delivering on the specific actions outlined across three key pillars:

- payment terms;
- dispute resolution; and
- red tape reduction.

The Charter also requires the Council to submit annual reports, which will assist the Small Business Commission to identify best practice examples that can be shared with other participating councils.

The Councils interface with the City's business sector is fundamental to building, enhancing and maintaining the excellent working relationship between the Council and the City's Business Sector. Improving communication as well as reducing red tape are fundamental to ensuring the excellent reputation that this City has in terms of business success.

### STRATEGIC DIRECTIONS

#### *CityPlan 2030 Alignment*

#### **Outcome 3: Economic Prosperity**

*A dynamic and thriving centre for business and services.*

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

*Strategy 3.3.1: Provide an 'easy to do business with' and supportive experience for businesses, organisations and social enterprises.*

## **FINANCIAL AND BUDGET IMPLICATIONS**

The Red Tape Reduction Project will deliver website modules that can be utilised across Council's main website and associated precinct sub-sites, including Magill Road, The Parade and Look East.

Funding has been allocated as part of the Council's existing website development and Economic Development budgets and as such, no additional funds are required.

## **RISK MANAGEMENT**

Not Applicable.

## **CONSULTATION**

### **Elected Members**

Not Applicable.

### **Community**

Not Applicable.

### **Staff**

Nil

### **Other Agencies**

Nil

## **DISCUSSION**

Following a workshop with the Small Business Commission SA staff on Thursday, 12 February 2026, Council Staff were tasked to report on one particular project that would assist with reducing the Red Tape for our small businesses.

The project selected for the Small Business Friendly Council Red Tape Reduction Project is the redevelopment of the Business & Economy section of Council's website. The project will focus on monitoring, improving and reporting on the delivery of the website enhancement initiative currently being undertaken by staff. This project was identified as a priority due to existing challenges experienced by businesses, including being redirected between departments, difficulty locating permit and approval information, and duplication in enquiries relating to regulatory requirements and processes.

While the Project will not alter legislative or statutory requirements, it aims to significantly improve the way business-related information, processes and support pathways are presented and accessed, resulting in a more streamlined and user-friendly experience for businesses engaging with Council.

The Business & Economy website improvement project aims to address current challenges faced by new and existing businesses when navigating council information and processes online. At present, the structure of the Business & Economy pages can make it difficult for businesses to clearly understand requirements, identify the appropriate council contact area, and access relevant guidance efficiently.

As part of the project, the business-related web pages will be redesigned and reorganised to provide information in a clearer, more logical and accessible format. Developed collaboratively with relevant council departments, the revised structure will support businesses to more easily understand processes, locate accurate information, and engage with the appropriate council representatives without unnecessary delays or administrative burden.

This project is being coordinated by the Councils Place Activation Unit and will also include the Urban Planning staff.

The webpage will function as a central, continually updated reference point for the business community, ensuring that key information, contacts and opportunities are consolidated in one accessible location.

Successful delivery of the project will result in businesses being able to find required information more quickly, reduced redirection of enquiries between council departments, and an increase in businesses independently completing required processes online. User feedback and reporting are also expected to demonstrate improved clarity, navigation and accessibility across the business pages, while administrative steps associated with understanding and meeting business requirements should be significantly reduced.

A 12-month delivery timeframe is considered achievable, with stages progressively completed and released as individual sections are finalised. Delivery will be dependent on timely input and collaboration across relevant council areas to ensure information is accurate, consistent and aligned across departments.

Following multiple stages of business engagement on the needs, structure and design of the website, the revised website will be presented to the Business and Economic Development Advisory Committee for further feedback prior to the website being released to the public.

Engagement with the Business community to provide their feedback will also be included in this Project. We will use new businesses as our case studies and allow for feedback on how best to improve these pages.

The project supports the Councils Business and Economic Development initiatives by making it easier for businesses to understand the Councils requirements, reducing unnecessary administrative steps and improving the efficiency of engagement with Council services. It also aligns with the Councils Strategic Management Plan City Plan 2030 through the delivery of clearer information, improved accessibility and a more streamlined customer experience.

In addition, the initiative complements internal organisational objectives by improving communication between council areas, streamlining processes and reducing avoidable delays that contribute to administrative complexity for business owners.

Success measures may include reductions in redirected enquiries, website analytics relating to page navigation and time spent locating information, increased completion of online processes, and qualitative feedback gathered through business engagement activities.

## **OPTIONS**

Nil

## **CONCLUSION**

Most interactions that business owners have with government are at a local level, which is why it is essential that the Council continues to focus on building stronger, more productive relationships, which result in better outcomes for the business and community.

Whilst Council has consistently delivered high-quality services to businesses within the City of Norwood Payneham & St Peters, including prior to its formal commitment to the Small Business Friendly Council initiative, it is pleasing to continue strengthening this approach and to be formally recognised as a business-friendly Council.

The Committee's views and advice in terms of how this project could be enhanced and/or improved is now sought. Any advice that is provided by the Committee will be incorporated into the Project.

## **RECOMMENDATION**

1. *That the report be received and noted.*
  2. *That the Committee's advice in respect to how this project could be enhanced be provided to the Council.*
- 

*Cr Knoblauch moved:*

1. *That the report be received and noted.*
2. *That staff undertake further investigations in respect to:*
  - a. *the specific issues that are facing business operators in terms of information from the Council;*
  - b. *what information are business operators seeking from the Council; and*
  - c. *opportunities to improve the interface between the Council and business operators.*

*Seconded by Matt Grant and carried unanimously.*

## 5.2 RE-NAMING OF THE EASTSIDE WINE & ALE TRAIL

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

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### PURPOSE OF THE REPORT

The purpose of this report is to seek the Committee's endorsement of a proposed change to the title of the *Eastside Wine & Ale Trail*, to ensure that the brand accurately reflects the current composition and experience of this longstanding initiative and to seek the Committees advice in respect to both the name of the initiative and its marketing.

### BACKGROUND

The *Eastside Wine & Ale Trail* was established by the Council in February 2017, to promote a cluster of local beverage producers and encourage visitation to the City. At its inception, the Trail consisted of five (5) wine producers and one (1) brewery, with a clear focus on wine and craft beer experiences.

Since its inception, the initiative has experienced significant growth and diversification. It now comprises twelve (12) producers, including six (6) cellar doors, three (3) breweries and three (3) distilleries.

This evolution reflects broader industry trends and a growing consumer appetite for diverse, locally produced beverage experiences.

### 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 3.2.3: Promote the City as a visitor and shopping destination.*

### FINANCIAL AND BUDGET IMPLICATIONS

The proposed name change can be delivered with a low to moderate financial impact, with implementation staged and aligned to existing initiative promotion budgets. The total estimated cost is \$8,000, which covers updates to marketing and promotional materials including merchandise, rebranding assets for participating businesses, social media and website updates, and printed collateral. This allocation also includes adjustments to existing promotional signage across the City.

This cost will be fully absorbed within current budgets, and as such no additional funding is required. Any optional updates to business-owned assets or merchandise will be undertaken in consultation with participating businesses and where applicable, at their cost.

### RISK MANAGEMENT

If the name and by implication, marketing of the initiative is not updated, there are several risks to its ongoing effectiveness and growth.

Firstly, there is a risk of continued misrepresentation of the initiative's offering. The current name does not acknowledge distilleries and no longer reflects the diversity of businesses involved. This may lead to missed opportunities to promote the full experience.

There is also a risk of reduced marketing effectiveness. A name that does not accurately describe the product limits the ability to clearly communicate the value of the initiative in promotional campaigns, potentially impacting visitation and engagement.

In addition, retaining the term “trail” presents a risk of mismatched visitor expectations. As the experience is not linear or route-based, visitors may find it difficult to navigate or understand how to engage with the initiative, which can affect overall satisfaction.

There is a further risk of excluding or undervaluing participating businesses, particularly distilleries, which are not currently represented in the name. This may impact stakeholder satisfaction and future participation.

Finally, there is a risk that the brand could become increasingly outdated over time. As consumer expectations evolve and competing destinations adopt more contemporary and inclusive branding, the initiative may lose its competitive edge if it does not adapt accordingly.

## **CONSULTATION**

### **Elected Members**

Nil

### **Community**

Nil

### **Staff**

Nil

### **Other Agencies**

Preliminary discussions with participating businesses have identified support for a more inclusive and contemporary brand identity, with formal consultation to occur as part of implementation.

## **DISCUSSION**

The *Eastside Wine & Ale Trail* has evolved significantly since its establishment in 2017, expanding from a small group of wine and beer producers to a diverse offering that now includes cellar doors, breweries and distilleries. The current name no longer accurately reflects this diversity or the way visitors experience the initiative.

A key issue is the continued perception of the initiative as a structured “trail”, which implies a linear, bookable journey. In reality, the initiative operates as a dispersed network of independent venues, with visitors engaging in a flexible, self-directed way.

The current name, *Eastside Wine & Ale Trail*, no longer accurately reflects the composition of the initiative. Since its establishment, the number and diversity of producers has expanded significantly, most notably through the inclusion of distilleries. As a result, the existing name no longer represents the full range of participating businesses and understates the breadth of the offering. This creates a disconnect between visitor expectations and the actual experience and limits the effectiveness of marketing and promotion.

The continued relevance of the title of the initiative is now more evident than at any point since the initiative's establishment. At the time of inception, distilleries were not present within the local producer mix and were not anticipated to become a significant component of the initiative. However, this sector has continued to grow and mature rather than remaining a temporary trend, reinforcing the need for a name that accurately reflects the current and emerging industry landscape.

A key issue being experienced is the ongoing perception that the initiative operates as a structured, bookable “trail” experience. Despite previous adjustments to wording and promotional approaches, the term “trail” continues to generate expectations of a curated, sequential journey. In practice, however, the initiative operates as a dispersed network of independent venues with no fixed starting point or prescribed route. Visitors engage in a flexible, self-directed manner, choosing destinations based on preference rather than following a defined path. Retaining the term therefore risks ongoing misalignment between expectation and experience.

Importantly, removing the word “trail” does not diminish the established identity of the initiative. Brand equity is retained through the “Eastside” identifier and the continued focus on locally produced beverage categories, which anchor the initiative both geographically and conceptually. The proposed change instead modernises the identity and better reflects contemporary visitor behaviour, where experiences are curated rather than linear or prescribed. This ensures the branding remains relevant, accurate, and better aligned with how the initiative is experienced in practice.

To address these issues, it is proposed that the initiative be renamed *Eastside Wine + Spirits + Ale*. This name provides a clear and inclusive representation of all core beverage producer types within the City, while maintaining a strong connection to the established brand. It is contemporary in tone, easy to understand, and suitable for use across a range of marketing and communication channels. It also provides flexibility for future growth, ensuring the brand remains relevant as the initiative continues to evolve. The order of wording has been deliberately structured to create a balanced and visually adaptable brand expression suitable for a variety of applications.

It is also recognised that there are additional beverage manufacturers operating within the City that may fall outside traditional alcohol-based categories. Opportunities may exist to promote these producers through complementary initiatives; however, inclusion within this initiative is defined by a clear set of criteria to ensure economic alignment and consistency of purpose. Participation is limited to South Australian-made beverage producers with a physical cellar door or shopfront located within the City of Norwood Payneham & St Peters, and where products are manufactured in South Australia.

This does not extend to general retail outlets or businesses that solely sell third-party products without direct involvement in production. The initiative is intended to support authentic makers and manufacturers, ensuring a clear focus on local economic development outcomes. This distinction reinforces the initiative’s positioning as a destination that supports local manufacturing, tourism, and hospitality through the responsible promotion of genuine South Australian producers.

### **Promotion and Implementation Support**

The Council will continue to actively promote the *Eastside Wine + Spirits + Ale* initiative and participating businesses, through a coordinated suite of marketing and activation activities.

This will include the delivery of an annual (one or more over a weekend subject to business participation) organised bus tour program during the winter months, providing a structured opportunity to showcase participating venues to residents and visitors. In addition, initiative businesses will continue to be featured within Council’s existing *Food Secrets Bus Tour* program, with one venue included per tour where appropriate.

Ongoing promotional activity will also include external marketing opportunities such as print media features (e.g. SA Life Food magazine), as well as participation in major tourism and food and beverage events including *Cellar Door Fest* and the *Norwood Food & Wine Festival*, where relevant.

It is also proposed to undertake a refresh of the initiative’s digital presence, including redevelopment of the webpage and revitalisation of associated social media channels. This will be supported by a new suite of high-quality photography across all participating venues, with assets provided back to businesses for their own marketing and social media use.

In addition, it is also proposed to continue to support promotional consistency through the inclusion of initiative merchandise in *Food Secrets Bus Tour* packs, as well as the provision of updated collateral and marketing assets to participating businesses when involved in broader Council-led initiatives. Where appropriate, some collaborative marketing activities may be delivered in partnership with businesses, including co-investment in promotional materials or event participation.

### **Performance Measure**

Performance is proposed to be measured through increased visitation and engagement across the initiative monitored by local businesses. Success will also be demonstrated through improved clarity and effectiveness of marketing activity, reflected in stronger audience understanding of the initiative offering.

In addition, growth in digital engagement and social media reach will indicate improved visibility and audience connection. Finally, stakeholder satisfaction, particularly among participating producers, will be monitored to ensure the initiative continues to meet industry and community expectations.

### **OPTIONS**

The Committee have the options to:

1. Endorse the renaming of the *Eastside Wine & Ale Trail* to *Eastside Wine + Spirits + Ale* and proceed with implementation and staged rollout of the updated brand across marketing, communications and signage.
2. Recommend an alternative rebranding.
3. Retain the existing *Eastside Wine & Ale Trail* brand in its current form, with no changes made to the name or associated branding materials.

**Option 1** is recommended for the reasons laid out in the Discussion.

### **CONCLUSION**

The *Eastside Wine & Ale Trail* has evolved into a broader and more diverse offering than originally established. The current name no longer reflects the composition, scale, or experience of the offering. Renaming the initiative to *Eastside Wine + Spirits + Ale* provides a clear, inclusive and contemporary identity that aligns with its current and future direction.

The Council's role in this initiative is to support and strengthen a network of local beverage producers by providing a coordinated initiative identity and delivering targeted marketing, promotion and activation activities that enhance visibility, visitation and economic outcomes.

The initiative exists to support local manufacturing businesses by increasing awareness of the City of Norwood Payneham & St Peters as a destination for premium, locally produced wine, beer and spirits. The provision of a unified initiative identity, will enable the Council and individual producers, most of which are small and independently operated, to benefit from collective marketing reach and destination branding that would not be achievable individually.

The Council's role is not to operate commercial venues or direct business activity, but to act as a facilitator and connector, bringing together producers under a shared identity, supporting collaborative promotion, and leveraging broader tourism and events platforms to increase exposure for participating businesses.

This approach delivers clear economic development outcomes by driving visitation, supporting local employment, and strengthening the profile of the City of Norwood Payneham & St Peters as a destination for authentic, locally made products. It also supports place-making objectives by activating initiatives, encouraging visitor dispersal, and enhancing the City's visitor economy offering.

Changing the title of this initiative and the associated promotional program, will strengthen the initiative by ensuring that the title accurately reflects the current composition of this sector of the City' Business Sector and in turn, continue to enhance the visitor experience as well as building on the City's food and beverage manufacturing sector.

The Committees advice and endorsement of a new title and ideas for the ongoing marketing of this initiative, is now sought.

### **RECOMMENDATION**

1. *That the report be received and noted.*
  2. *That the Committee's advice in respect to the title and marketing of the Eastside Wine & Ale Trail be provided to the Council.*
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*Amanda Grocock moved:*

1. *That the report be received and noted.*
2. *That staff undertake consultation with the food and beverage manufacturers located within the City of Norwood Payneham & St Peters in respect to the re-naming and marketing of the Eastside Wine & Ale Trail, including the potential to develop a "Makers Mark" that could be applied/used by all food and beverage manufacturers within the City of Norwood Payneham & St Peters.*
3. *That a report be provided to the Committee on the outcome of the consultation and proposed title change.*

*Seconded by Amanda Pepe and carried unanimously.*

### 5.3 SUMMARY OF THE 2025-2026 BUDGET ALLOCATION FOR THE PARADE PRECINCT

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

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#### PURPOSE OF THE REPORT

The purpose of this report is to provide the Business & Economic Development Advisory Committee with a summary of the activities undertaken in respect to 2025-2026 The Parade Annual Business Plan and Budget. And to seek the Committees advice on how marketing and promotion of The Parade precinct can be enhanced.

#### BACKGROUND

At its meeting held on 2 June 2025, the Committee endorsed the following:

1. *That a Separate Rate for The Parade Norwood Precinct be endorsed for the 2025-2026 financial year.*
2. *Following consideration of the three (3) submissions that have been received during the consultation period, the revenue that is raised through application of the Separate Rate for The Parade Norwood Precinct be set at \$225,000 for the 2025-2026 financial year.*
3. *That the 2025-2026 The Parade, Norwood Annual Business Plan be endorsed.*

These recommendations were subsequently adopted by the Council and implemented.

#### 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 3.2.3: Promote the City as a visitor and shopping destination.*

#### FINANCIAL AND BUDGET IMPLICATIONS

For the 2025-2026 financial year, as approved by the Council, \$225,000 was collected through the Separate Rate on the Parade Precinct.

The objective of raising the Separate Rate for The Parade Precinct is based on using the funds 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.

In the absence of one single landlord (as would normally be the case in a large shopping centre such as Burnside Village or a Westfield Shopping Centre), the Separate Rate plays a vital role in ensuring The Parade, Norwood remains South Australia's leading mainstreet destination. It provides dedicated funding to promote the Precinct, deliver vibrant events and support local businesses in an increasingly competitive retail and hospitality market.

Similar arrangements exist across the metropolitan area.

Importantly, it also enables the City to showcase The Parade's distinctive character from its diverse dining and retail mix to its strong sense of place. This investment helps attract visitors, support business growth, and ensure The Parade continues to evolve while retaining the qualities that make it uniquely valued by the community.

**TABLE 1: ALLOCATION OF FUNDS FOR THE NORWOOD PARADE PRECINCT 2024-2025 BUDGET**

<b>Strategies</b>	<b>Allocation</b>
<i>Events &amp; Placemaking</i>	\$35,000
<i>Marketing &amp; Communication</i>	\$70,000
<i>Identity &amp; Brand</i>	\$110,000
<i>Business Support &amp; Development</i>	\$5,000
<i>Administration</i>	\$5,000
<b>Total</b>	<b>\$225,000</b>

## RISK MANAGEMENT

It is important to note that the revenue that is raised through the Separate Rate must be expressly used for the purpose for which it is collected. As such it is important that the expenditure is reported.

## CONSULTATION

### Elected Members

Not Applicable.

### Community

Following the end of year reconciliation of expenditure and outcomes, a report will be available to all property and business operators with the Precinct.

### Staff

Not Applicable.

### Other Agencies

Nil

## DISCUSSION

During the 2025-2026 financial year, the revenue collected through The Parade Precinct Separate Rate has been invested in a coordinated program of destination marketing, business activation, events and promotional initiatives designed to strengthen The Parade's position as South Australia's premier mainstreet destination.

The marketing program has focused on maintaining a consistent presence in the market, driving visitation, supporting local businesses and reinforcing The Parade's reputation as a vibrant precinct for dining, retail, entertainment and community experiences. Campaign activity throughout the year has included seasonal destination marketing campaigns, trader-led promotional initiatives, digital advertising, content creation, public relations opportunities, business engagement activities and major event support.

A key objective of the program has been to ensure that The Parade remains front of mind for residents, visitors and consumers, in an increasingly competitive environment where shopping, dining and entertainment choices continue to expand across metropolitan Adelaide. The campaigns delivered during the year, have highlighted the unique strengths of the Precinct, including its diverse business mix, established hospitality offering, community events, local business stories and strong sense of place.

The expenditure of funds collected through the Separate Rate, has been undertaken in accordance with The Parade Precinct Annual Business Plan, ensuring that all revenue collected has been directly applied to initiatives that benefit the Precinct and the businesses located within the Precinct. Through this investment, the Council has continued to act as the overarching marketing and destination management body for The Parade, delivering coordinated activities that would otherwise be difficult for individual businesses to achieve independently.

**Attachment A** provides a high-level summary of the marketing campaigns, promotional activities and business engagement initiatives that have been delivered throughout the 2025-2026 financial year, together with an overview of the allocation of the funds generated through the Separate Rate.

The continued investment of funds collected through the Separate Rate enables the Council to build on the momentum generated through these initiatives, respond to emerging market opportunities and ensure The Parade remains a competitive, vibrant and economically resilient destination for businesses, residents and visitors alike.

To achieve the initiatives contained in the *2025-2026 Parade Precinct Annual Business Plan*, the following budget allocations were made

Budget Allocation

**Events & Placemaking** – A total of \$35,000 was allocated to: *Develop, deliver and support meaningful experiences that create remarkable memories on The Parade.*

**TABLE 2: ALLOCATION OF FUNDS FOR EVENTS & PLACEMAKING**

Item	Allocation
<i>Santos Tour Down Under – contribution to the event</i>	\$3,500
<i>AFL Gather Round – contribution to the events</i>	\$18,000
<i>George Street Upgrade activations</i>	\$1,500
<b>Total</b>	<b>\$23,000</b>

**Marketing & Communications** – A total of \$70,000 was allocated to: *Backed by research and analytics, implement a range of marketing campaigns and communication strategies that promote the strengths of The Parade to target markets.*

**TABLE 3: ALLOCATION OF FUNDS FOR MARKETING & COMMUNICATIONS**

Item	Allocation
<i>Website – update imagery and review functionality</i>	\$2,200
<i>Social Media – develop content to promote local services</i>	\$11,600
<i>Advertising – not limited to: radio, print publications, Google ads</i>	\$64,200
<i>Project specific advertising: George Street Upgrade</i>	\$6,000
<b>Total</b>	<b>\$84,000</b>

**Identity & Brand** – A total of \$110,000 has been allocated to: *Ensure The Parade, Norwood remains Adelaide’s premier mainstreet through delivering initiatives that create connections, improve loyalty and drive brand awareness and visitation.*

**TABLE 4: ALLOCATION OF FUNDS FOR INDENTITY & BRAND**

Item	Allocation
Signage & Street Decorations – installation of Christmas Decorations and AFL Gather Round Street signage	\$36,000
Parade Gift Cards – promotion and competitions	\$7,000
Competitions – annual competition consisting of three-tiered prizes	\$68,000
<b>Total</b>	<b>\$111,000</b>

**Business Support & Development** – A total of \$5,000 was allocated to: *Create a conducive business environment where people flourish through education, training and networking.*

**TABLE 5: ALLOCATION OF BUSINESS SUPPORT & DEVELOPMENT**

Item	Allocation
Training & Workshops	\$400
Business SA Fundamentals Program sign-up	\$1,600
<b>Total</b>	<b>\$2,000</b>

**Administration** - A total of \$5,000 was allocated and spent to: *Ensure the ongoing and effective administration of the Committee (i.e. consultation material development for each financial year Annual Business Plan). This allocated budget will be spent to review the 2025-2026 Norwood Parade Precinct Annual Business Plan*

## OPTIONS

This report is proved for information only. However, the Committee is requested to provide any ideas and suggestions on how marketing and promotion of The Parade can be improved and/or enhanced, particularly in light of the recent expansion of Burnside Village and the comparative advantage that The Parade continues to enjoy in respect the other metropolitan mainstreets and the Adelaide CBD.

## CONCLUSION

The Parade Precinct Separate Rate continues to deliver significant value by providing a dedicated funding source to promote, activate and strengthen one of South Australia’s most recognised mainstreet destinations. Through the delivery of targeted marketing campaigns, destination branding, events, business engagement initiatives and promotional activities, Council has maintained a strong focus on driving visitation, supporting local business growth and enhancing the overall appeal of the Precinct.

The outcomes that have been achieved during 2025-2026, demonstrate the ongoing importance of a coordinated approach to destination marketing and precinct management. The continued investment of funds that are generated through the Separate Rate ensures that The Parade remains competitive, responsive to changing consumer trends and well positioned to capitalise on future opportunities.

Accordingly, the Committees advice in terms of how/what improvements can be made to the marketing and promotion of The Parade, particularly in light of the recent expansion of Burnside Village, as well as the comparative advantages that The Parade continues to enjoy is now sought.

## RECOMMENDATION

1. *That the Committee notes that a summary of the expenditure of the funds generated through the Separate Rate that was collected during the 2025-2025 financial year and the outcomes achieved, will be available to property owners and business operators with The Parade Precinct.*
  2. *That the Committee provide advice in respect to marketing and promotion of The Parade to the Council.*
- 

*Cr Knoblauch moved:*

1. *That the Committee notes that a summary of the expenditure of the funds generated through the Separate Rate that was collected during the 2025-2025 financial year and the outcomes achieved, will be available to property owners and business operators with The Parade Precinct.*
2. *That in respect to marketing and promotion of The Parade Precinct, staff seek to include components which build on The Precinct's comparative and competitive advantage including, but not limited to the point of difference between the Precinct and its 'competitors'; telling the narrative about the difference/competitive and comparative advantages; maintaining and building upon the authenticity of the businesses within the Precinct and continuing with the 'meet the owners' promotions.*
3. *That a report be provided to the Committee on the proposed marketing arrangement for The Parade Precinct.*

*Seconded by Amanda Pepe and carried unanimously.*

## 5.4 2026 AFL GATHER ROUND SPENDMAPP RESULTS

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

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### PURPOSE OF THE REPORT

The purpose of this report is to provide the results of the economic activity during the 2026 AFL Gather Round period.

### BACKGROUND

As Committee members are aware, the 2026 AFL Gather Round took place between Thursday 9 April to Sunday 12 April 2026.

Norwood Oval was again selected to host two (2) matches on Saturday 11 April and Sunday 12 April, with both matches again sold out.

Norwood Oval has been part of AFL Gather Round since its inception.

### 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 3.2.3: Promote the City as a visitor and shopping destination.*

### FINANCIAL AND BUDGET IMPLICATIONS

The data continues to demonstrate the significance of AFL Gather Round as a major visitor and spending driver, generating increased visitation, higher transaction volumes and greater overall expenditure across the local economy and the City generally.

These insights help quantify the value of major events such as AFL Gather Round in attracting visitors, supporting local businesses and enhancing the vibrancy of the precinct and the City of Norwood Payneham & St Peters.

### RISK MANAGEMENT

Nil

### CONSULTATION

#### **Elected Members**

Not Applicable.

#### **Community**

Not Applicable.

#### **Staff**

Not Applicable.

#### **Other Agencies**

Not Applicable.

## DISCUSSION

The Spendmapp data again demonstrates its propensity to significant increase economic activity across the City and in particular, within The Parade Precinct during the 2026 AFL Gather Round. When compared with previous Gather Round events and comparable weekends, the data indicates increased visitation and spending, reflecting the event's ability to attract both local patrons and visitors from interstate.

The data contained in Table 1 below, outlines the key trends that have been observed in respect to visitor expenditure, transaction volumes and visitation patterns.

**TABLE 1: SPENDMAPP DATA – 2026 AFL GATHER ROUND**

All Categories			
<b>Norwood</b>	<b>Gather Round Weekend Spend</b>	<b>Comparison Weekend</b>	<b>Difference</b>
	9-12 April 2026	16-19 April 2026	
	\$10,718,203 (\$10.7m)	\$9,743,896 (\$9.74m)	\$974,307 (9%)
<b>Norwood *</b>	<b>Norwood Food &amp; Wine Festival Spend</b>	<b>Comparison Weekend</b>	<b>Difference</b>
	12 April 2026	19 April 2026	
	\$2,515,173 (\$2.52m)	\$1,647,589 (\$1.65m)	\$867,584 (34%)
<i>* 2025 AFL Gather Round – all weekend – NORWOOD and all categories - \$7,948,160 (7.95m)</i>			
<b>City-wide **</b>	<b>Gather Round Weekend Spend</b>	<b>Comparison Weekend</b>	<b>Difference</b>
	9-12 April 2026	16-19 April 2026	
	\$22,065,996 (\$22.1m)	\$21,161,351 (\$21.2m)	\$904,645 (4%)
<i>** 2025 AFL Gather Round – all weekend – all NPSP and all categories - \$15,876,219 (15.9m)</i>			
Dining, Entertainment, Bar & Clubs			
<b>Norwood</b>	<b>Gather Round Weekend Spend</b>	<b>Comparison Weekend</b>	<b>Difference</b>
	9-12 April 2026	16-19 April 2026	
	\$3,235,433 (\$3.24m)	\$2,067,401 (\$2.07m)	\$1,168,032 (36%)
<b>Norwood</b>	<b>Norwood Food &amp; Wine Festival Spend</b>	<b>Comparison Weekend</b>	<b>Difference</b>
	12 April 2026	19 April 2026	
	\$1,390,552 (1.39m)	\$450,678	\$939,874 (67%)
<b>City-wide</b>	<b>Gather Round Weekend Spend</b>	<b>Comparison Weekend</b>	<b>Difference</b>
	9-12 April 2026	16-19 April 2026	
	\$5,510,576 (\$5.51m)	\$4,251,493 (\$4.25m)	\$1,259,083 (22%)

**TABLE 2: SPENDMAPP DATA – 2026 NORWOOD FOOD & WINE FESTIVAL**

<b>Dining, Entertainment, Bar &amp; Clubs</b>			
<b>Norwood</b>	<b>2026</b>	<b>2025</b>	<b>2024</b>
	12 April 2026	13 April 2025	7 April 2024
	\$1,390,552 (\$1.39m)	\$1,540,873 (\$1.54m)	\$1,143,411 (1.14m)
	\$247,141 (21%) up from 2024	\$397,462 (34%) up from 2024	

Overall, the data highlights the positive economic impact of AFL Gather Round on the City and in particular, The Parade Precinct.

The increase in visitation, transaction activity and consumer spending, compared with benchmark periods demonstrate the economic impact of AFL Gather Round in terms of driving economic activity and supporting local businesses.

These outcomes reinforce the value of attracting and then leveraging off major events to strengthen the local economy, enhance destination appeal and contribute to a vibrant and active City.

In addition, the multiplier effects in terms of exposure and marketing are invaluable. To this end, not only are there significant economic impacts during AFL Gather Round, the exposure that the City’s business sector receives, which in turn leads to repeat visitation and branding, cannot and should not be underestimated.

**OPTIONS**

This report is provided to the Committee for information purposes only.

Notwithstanding this, whilst venues for 2027 AFL Gather Round will not be selected until later this year, advice is sought from the Committee, not in respect to individual events our activations that can be scheduled, but rather, in respect to how the Council can leverage-off AFL Gather Round in terms exposure of AFL Gather Round and its positive impacts on the City’s business sector generally (and not just the food and beverage sector) and in turn, get more “buy-in” from businesses across the City.

This discussion and advice from the Committee is important in terms of both the advocacy that will be progressed to secure AFL Gather Round for 2027 and beyond and to continue to build on the economic benefits that are clearly being accrued for the City’s business sector.

**CONCLUSION**

The Spendmapp analysis confirms that AFL Gather Round has again delivered a measurable uplift in economic activity across the City and within The Parade Precinct and there have been year-on year increases since its inception. The data indicates significant increases in visitor numbers, transaction activity and overall spending, highlighting the event’s ability to continue to attract additional patrons and encourage greater consumer expenditure.

These results reinforce the role of major events such as AFL Gather Round, in supporting local businesses, activating public spaces and strengthening the area’s reputation as a destination for dining, retail and entertainment. The continued growth in visitation and spending associated with AFL Gather Round demonstrates the ongoing value of the event in contributing to the local economy and creating positive outcomes for businesses and the broader community.

**RECOMMENDATION**

1. *That the report be received and noted.*
2. *That the Committee’s advice in respect to how the Council can continue to leverage-off AFL Gather Round in terms of exposure of AFL Gather Round to the City’s business sector and increasing participation by businesses be provided to the Council.*

*Cr Knoblauch moved:*

*That the report be received and noted.*

*Seconded by Matt Grant and carried unanimously.*

**6 OTHER BUSINESS**

Nil

**7 NEXT MEETING**

Tuesday, 18 August 2026

**8 CLOSURE**

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

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**Mayor Robert Bria**  
**PRESIDING MEMBER**

**Minutes Confirmed on** \_\_\_\_\_  
(date)