

The Parade Precinct

ANNUAL BUSINESS PLAN

2026—2027



THE PARADE
NORWOOD



City of
Norwood
Payneham
& St Peters



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.

CONTENTS

02

Overview

05

Economic Profile

08

Livability

09

Unique Attractions

11

Purpose & Objectives

12

A successful precinct

14

Budget

16

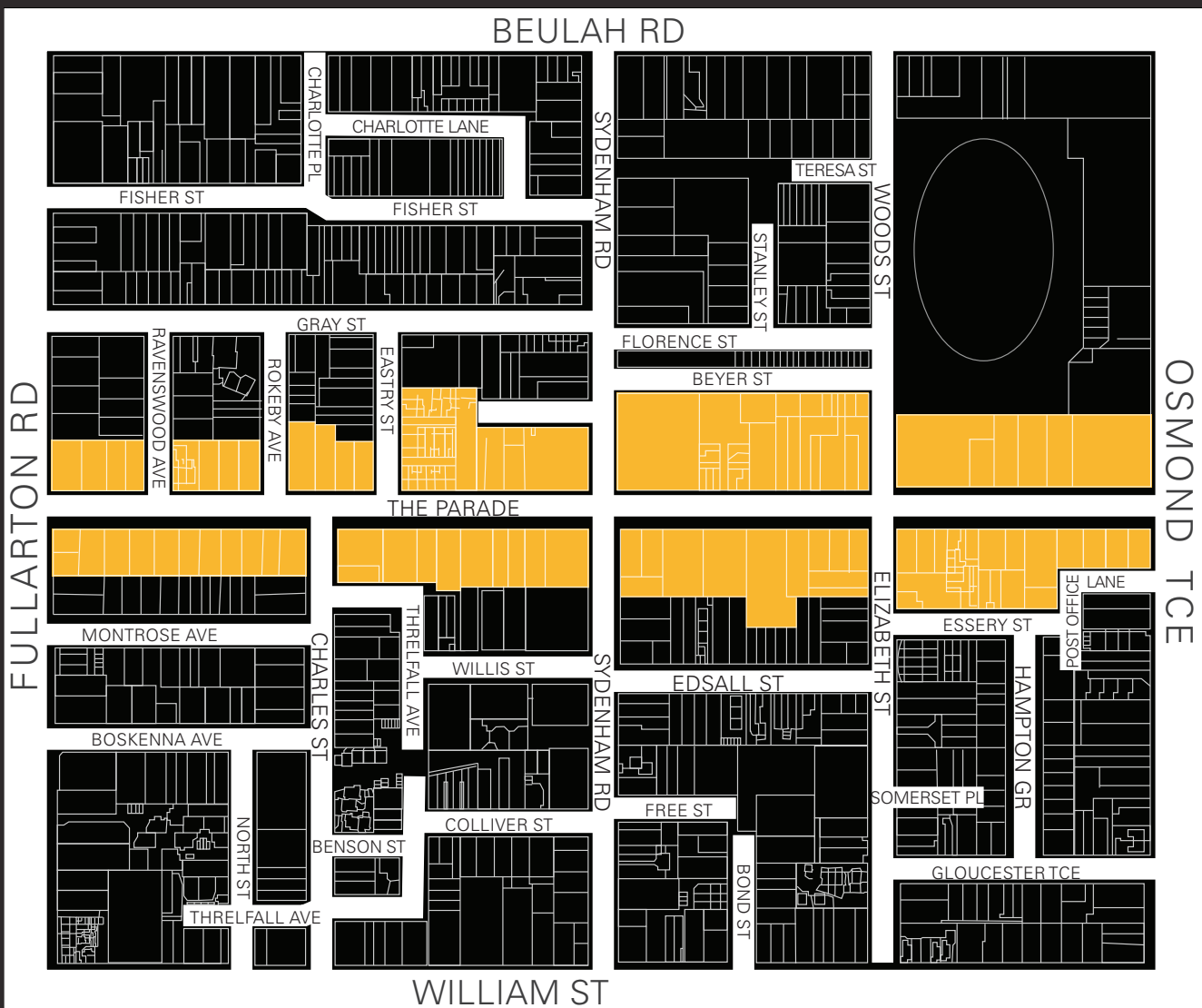
Strategies

OVERVIEW

The Parade Norwood, which is approximately 1.6km in length, is recognised as South Australia’s premier mainstreet, offering a diverse range of businesses including dining and entertainment, clothing and retail, professional and financial services and hair and beauty.

The Norwood Town Hall and the Parade Central/Hoyts Cinema Complex, located along George Street in the heart of The Parade, are iconic civic and entertainment destinations that attract people of all ages and backgrounds and help to define the street.

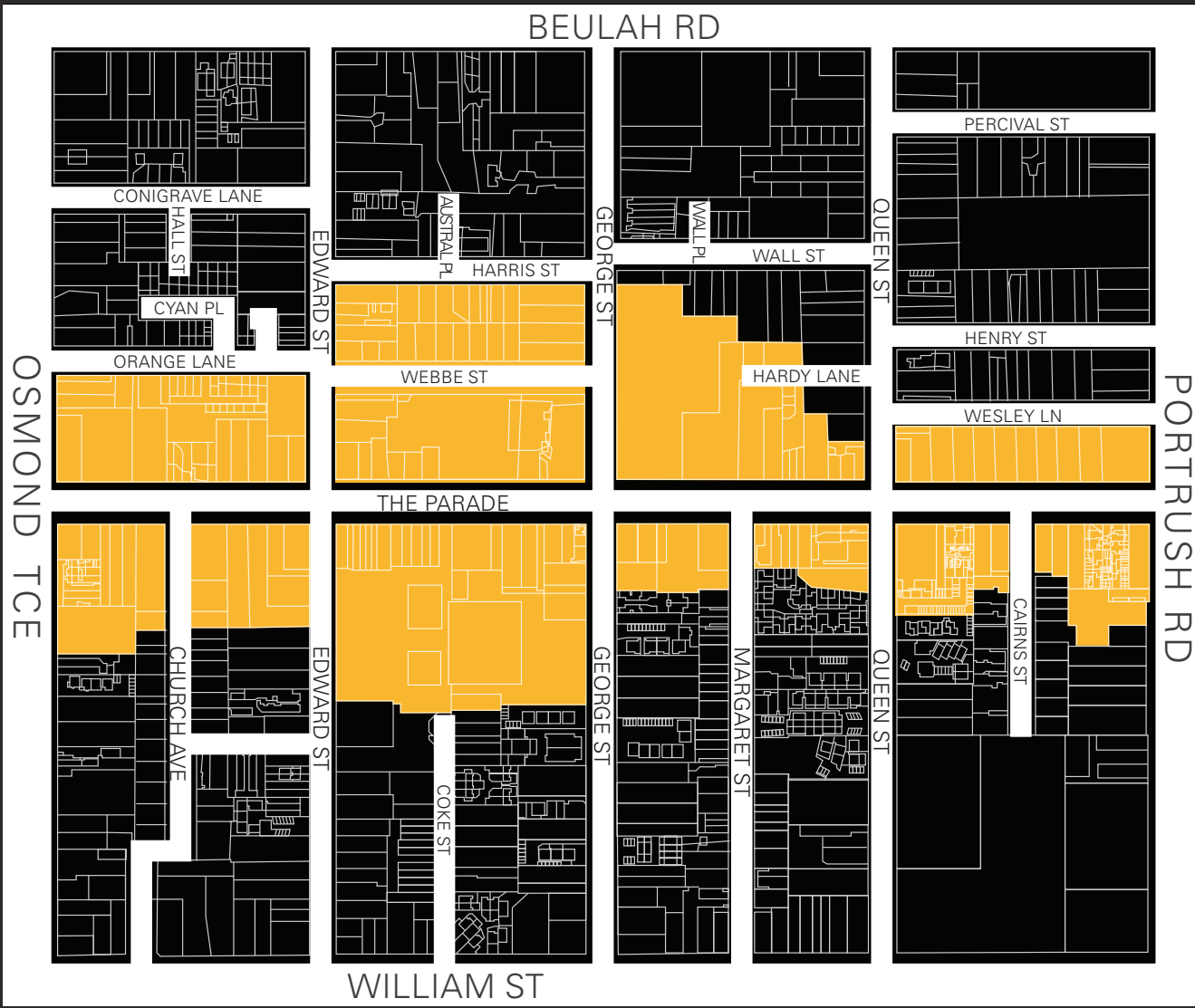
Norwood Place and Norwood Mall are major retail anchors and attractions to the precinct. Although strongly represented by independent retailers and other businesses, The Parade also hosts a number of major retailers and national brands.



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

Total Businesses

Compared to **360** in 2023



38

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[^]



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

28%

Retail

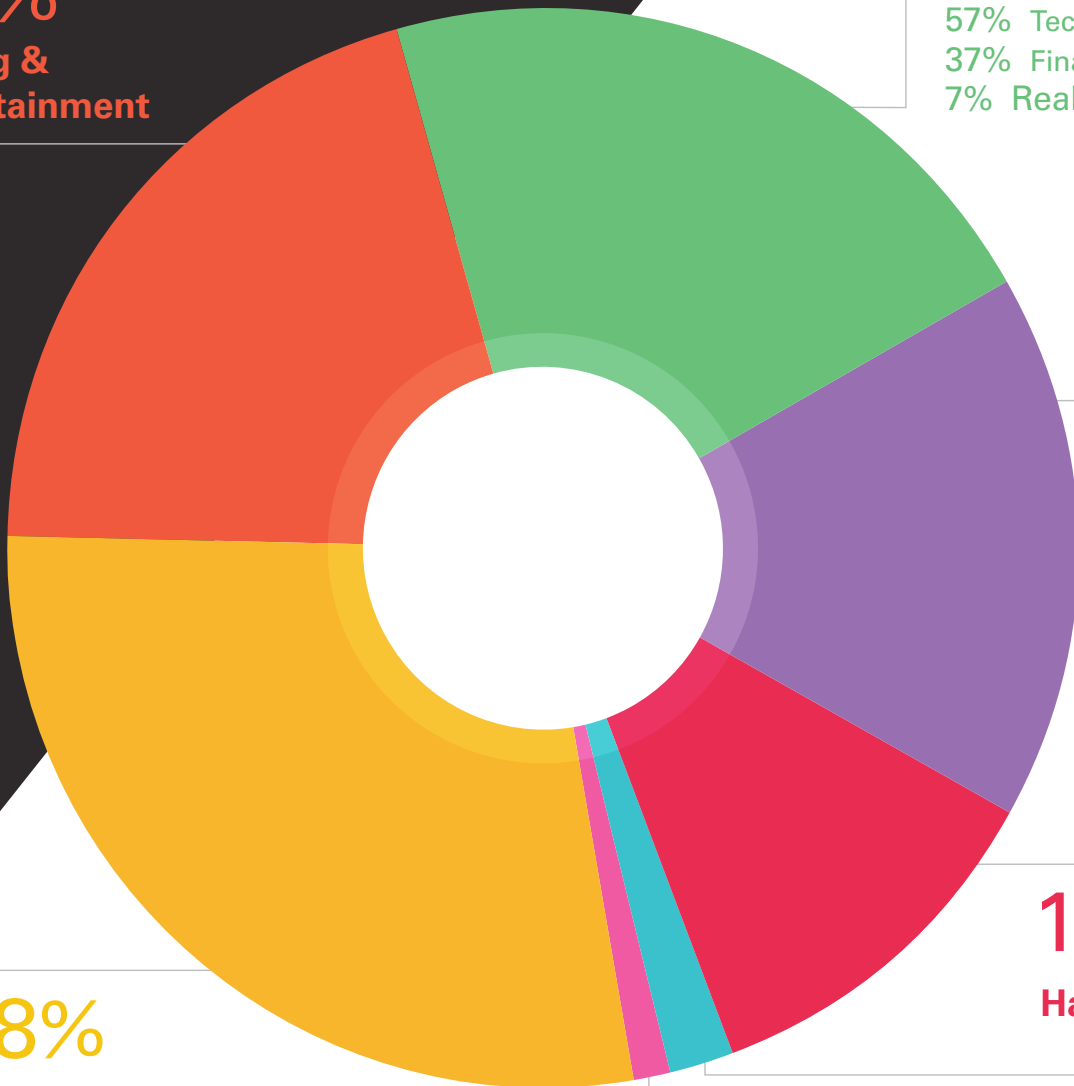
67% Products
33% Clothing

2%

Training/ Employment

1%

Community



* REPLAN

Expenditure#



City of NPSP consumer spend

\$1.96B



5.2% increase in Norwood spending in 2024

\$835.3M

Norwood Total Yearly Expenditure

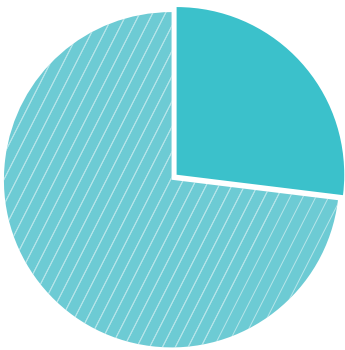
Compared to **\$794.4M** in 2024 and **\$744.7M** in 2023

\$2.4M

Norwood Average Daily Expenditure

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

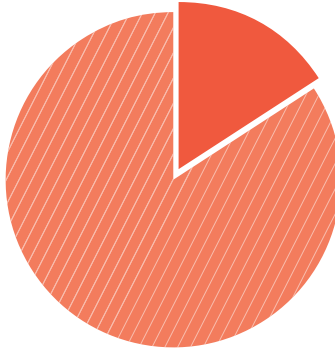
Top 3 Expenditure Categories



21%

Dining & Entertainment

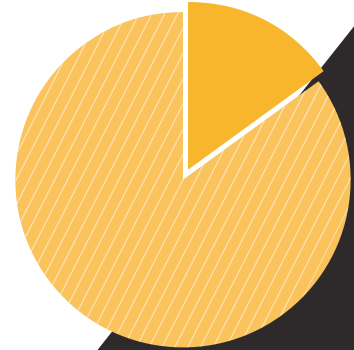
Compared to **18%** in 2024 and **27%** in 2023



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.



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.



BUDGET ALLOCATION

STRATEGY 01—EVENTS & PLACEMAKING **\$20,000**

Major event activations	\$15,000
Placemaking activations	\$5,000

STRATEGY 02—MARKETING & COMMUNICATIONS **\$70,000**

Website	\$2,500
Digital Media	\$20,000
Advertising	\$47,500

STRATEGY 03—IDENTITY & BRAND **\$115,000**

Signage & Street Decorations	\$50,000
Merchandise	\$5,000
Competitions	\$60,000

STRATEGY 04—BUSINESS SUPPORT & DEVELOPMENT **\$15,000**

Training & Workshops	\$13,000
Other	\$2,000

STRATEGY 05—ADMINISTRATION **\$5,000**

TOTAL	\$225,000
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STRATEGIES

Strategy 01 Events & Placemaking	11
Strategy 02 Marketing & Communications	12
Strategy 03 Identity & Brand	13
Strategy 04 Business Support & Development	14
Strategy 05 Administration	15

STRATEGY 01

EVENTS & PLACEMAKING



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

1.1 Major Events

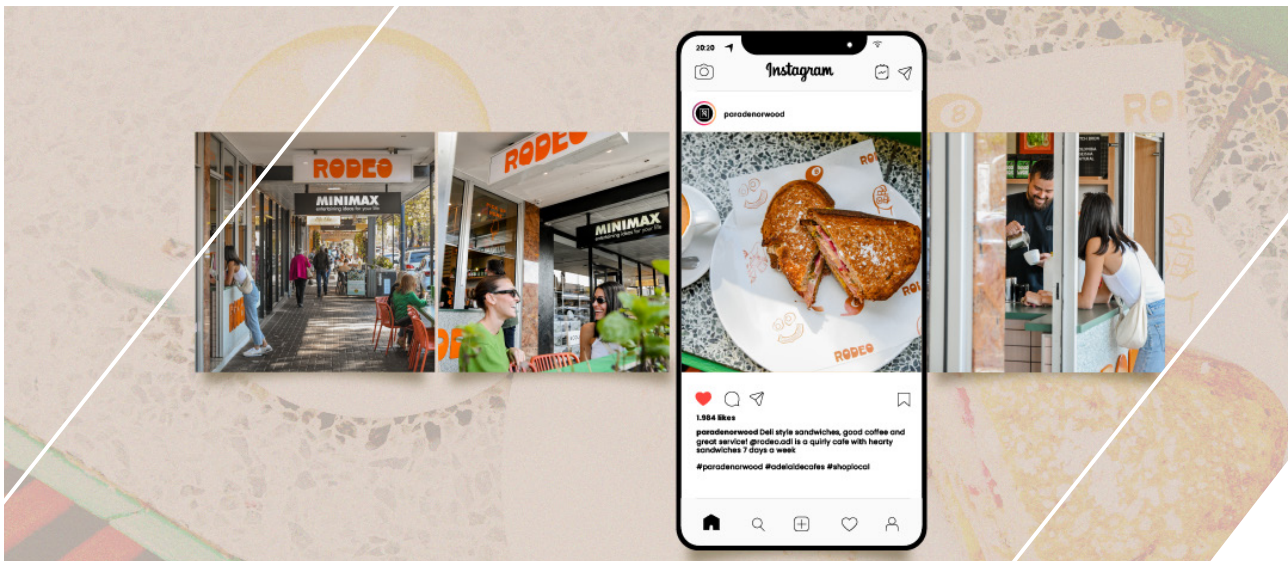
Support the Council's major events held on The Parade, including but not limited to Tour Down Under, Norwood Christmas Pageant, AFL Gather Round and Norwood Food & Wine Festival.

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



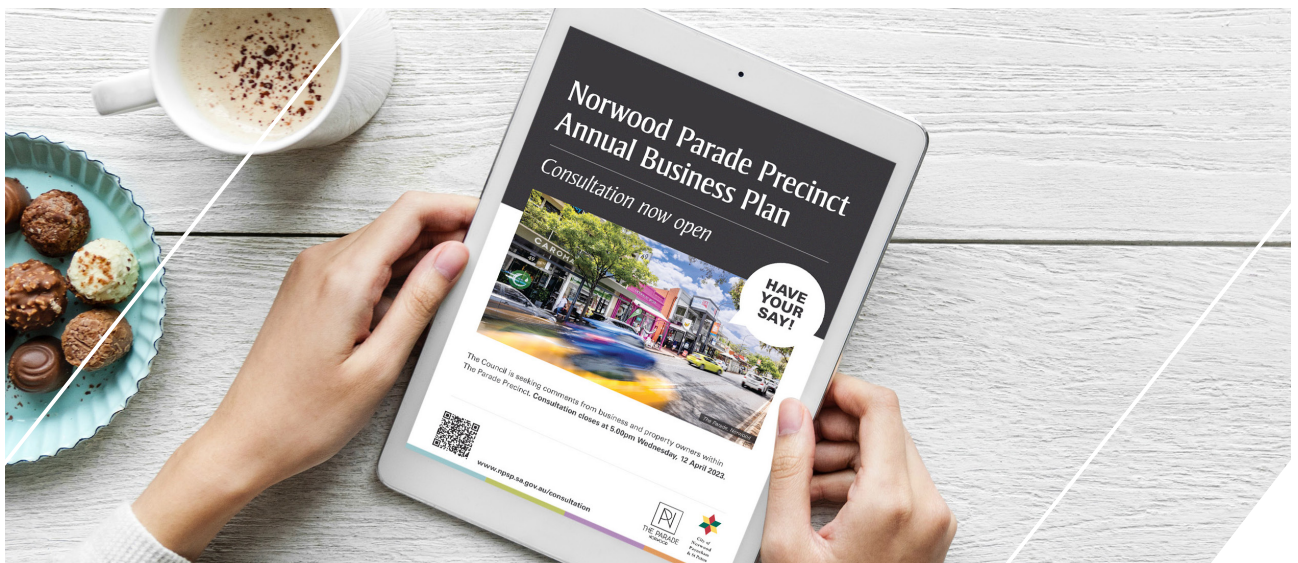
CREATE A CONDUCIVE
BUSINESS ENVIRONMENT
WHERE PEOPLE ARE ABLE
TO FLOURISH THROUGH
EDUCATION, TRAINING
AND NETWORKING.

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.



Visit Us



City of Norwood Payneham & St Peters

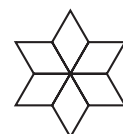
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