2019–2020
ANNUAL BUSINESS PLAN
NORWOOD PARADE PRECINCT COMMITTEE

TASTE
STYLE
SHOP
LIVE
PLAY
VISIT

THE PARADE
NORWOOD

City of Norwood
Parnham & N Peters
OVERVIEW

The City of Norwood Payneham & St Peters established the Norwood Parade Precinct Committee pursuant to Section 41 of the Local Government Act 1999. The Norwood Parade Precinct Committee is governed by Terms of Reference, which were adopted by the Council on the 3 December 2018.

The Norwood Parade Precinct Committee is responsible for delivering exciting initiatives to develop and promote The Parade, Norwood as a vibrant cultural and leisure tourism destination for businesses, residents and visitors.

The Committee consists of the Mayor, four Elected Members and eight independent members who represent the interests of commercial landlords and business owners trading within the Norwood Parade Precinct.

The key role of the Committee is to develop and recommend to the Council an Annual Business Plan and Budget for The Parade Precinct, while overseeing its implementation once approved by the Council.

The Committee also facilitates networking and communication between The Parade business community and the Council.

PURPOSE

The purpose of the 2019-2020 Annual Business Plan is to promote and capitalise on the current retail and commercial activity generated within The Parade Precinct to ensure future growth and the potential of the Precinct.

This Business Plan focuses on developing marketing and promotional activities to stimulate visitation, activate the area and encourage retail, services, leisure and dining patronage to The Parade.

The Business Plan outlines a series of objectives and strategies that will achieve The Parade’s overall vision.
A VIBRANT MEETING PLACE AND BUSINESS PRECINCT WHERE RESIDENTS AND VISITORS CAN EXPERIENCE AND ENJOY A PLACE TO EAT, MEET, SHOP AND DO BUSINESS.
OBJECTIVES

The objectives of the 2019-2020 Annual Business Plan are to:

- Attract new customers.
- Promote the Precinct.
- Build on the Precinct’s unique atmosphere, culture and ‘sense of place’.
- Strengthen relationships amongst businesses and provide support.

BUDGET

The total budget for the 2019-2020 Annual Business Plan is $215,000 which is the amount the Council will collect through Separate Rate.
## Allocated Spend

<table>
<thead>
<tr>
<th>Item Number</th>
<th>Strategy</th>
<th>Allocated Funds</th>
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</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Events &amp; Activations</td>
<td>$35,000</td>
</tr>
<tr>
<td>2.1</td>
<td>Website</td>
<td>$10,000</td>
</tr>
<tr>
<td>2.2</td>
<td>Social Media</td>
<td>$20,000</td>
</tr>
<tr>
<td>2.3</td>
<td>Advertising</td>
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<tr>
<td>3.1</td>
<td>Sponsorship</td>
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<tr>
<td>3.2</td>
<td>Signage &amp; Street Decorations</td>
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<tr>
<td>3.3</td>
<td>Merchandise</td>
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<tr>
<td>3.4</td>
<td>Competitions &amp; Promotions</td>
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<tr>
<td>4.1</td>
<td>Networking</td>
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<tr>
<td>4.2</td>
<td>Business Training</td>
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<tr>
<td>5.1</td>
<td>Catering</td>
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</tr>
<tr>
<td>5.2</td>
<td>Print, Post &amp; Distribution</td>
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<td><strong>Total</strong></td>
<td></td>
<td><strong>$215,000</strong></td>
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EVENTS & ACTIVATIONS

Develop, support and implement events and activations on The Parade to attract customers, provide a unique experience and grow the Precinct’s reputation as a leading cultural Precinct.

1.1 EVENTS & ACTIVATIONS
Support the Council’s current major events held on The Parade; Adelaide Fashion Festival, Norwood Christmas Pageant and the Tour Down Under and investigate options to host smaller events and activations throughout the year.

BUDGET — $35,000
Implement a range of marketing initiatives that communicate and promote the positive strengths of The Parade to all markets.

**2.1 WEBSITE**
Regularly maintain and promote The Parade’s website and improve functionality. Ensure that all businesses within the Precinct have a presence on the website and continue to update their information and utilise the ‘offers’ page to advise customers of any special promotions in store.

**BUDGET — $10,000**

**2.2 SOCIAL MEDIA**
Develop a social media strategy to maximise effectiveness of current social media channels, increase engagement with current followers and attract new ones.

**BUDGET — $20,000**

**2.3 ADVERTISING**
Develop and implement advertising campaigns promoting The Parade across a wide variety of mediums to increase visitation from the wider Adelaide region.

**BUDGET — $50,000**
Further develop The Parade’s brand and implement initiatives that define and communicate The Parade’s identity and raise the community’s appreciation of the Precinct.

3.1 SPONSORSHIP
Provide targeted sponsorship to external events and activities aimed at increasing patronage to The Parade for the benefit of all businesses in the Precinct.

BUDGET — $10,000

3.2 SIGNAGE & STREET DECORATIONS
Implement signage and street decorations to promote specific campaigns, events and activities associated with the Precinct, in particular during the Christmas period.

BUDGET — $55,000

3.3 MERCHANDISE
Investigate options and purchase appropriate branded merchandise and distribute to businesses.

BUDGET — 5,000

3.4 COMPETITIONS & PROMOTIONS
Coordinate a major competition for The Parade that engages businesses and encourages community participation.

BUDGET — $20,000
Foster improved business presentation, appearance and cooperation and support business capability and sustainability through education, training and networking.

4.1 NETWORKING
Host networking forums for Parade businesses and property owners to build and strengthen relationships. Focus on increasing numbers through the use of informative speakers, topics and venues.

BUDGET — $4,000

4.2 BUSINESS TRAINING
Develop a business training and workshop program for businesses to educate traders on a range of topics such as marketing, social media and customer service.

BUDGET — $4,000
Ensure the ongoing and effective administration of the Committee.

5.1 CATERING
Catering for Committee and special meetings.

TIMELINE — ONGOING
BUDGET — $500

5.2 PRINT, POST & DISTRIBUTION

BUDGET — $1,500
In order to assess the success of the 2019-2020 Annual Business Plan, the various Strategies need to be measured. Methods of measurement may include:

- Recording attendance numbers at events.
- Analysing data from competition entries.
- Conducting feedback surveys.
- Evaluating the performance of businesses after a major activity or event.
- Website and social media reports.