

Special Council Meeting Agenda & Reports

12 February 2018

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.*

City of Norwood Payneham & St Peters
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City of
Norwood
Payneham
& St Peters

9 February 2018

To all Members of the Council

NOTICE OF SPECIAL MEETING OF COUNCIL

I wish to advise that pursuant to Sections 83 and 87 of the *Local Government Act 1999*, the next Special Meeting of the Norwood Payneham & St Peters Council, will be held in the Council Chambers, Norwood Town Hall, 175 The Parade, Norwood, on:

Monday 12 February 2018, commencing at 7.00pm.

Please advise Tina Zullo on 8366 4545 or email tzullo@npsp.sa.gov.au, if you are unable to attend this meeting or will be late.

Yours faithfully



Mario Barone
CHIEF EXECUTIVE OFFICER

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175 The Parade, Norwood SA 5067

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City of
Norwood
Payneham
& St Peters

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VENUE Council Chambers, Norwood Town Hall

HOUR

PRESENT

Council Members

Staff

APOLOGIES Cr John Minney

ABSENT

1. **CONFIRMATION OF THE MINUTES OF THE COUNCIL MEETING HELD ON 5 FEBRUARY 2018**
2. **STAFF REPORTS**

2.1 GEORGE STREET PIAZZA EVENT

REPORT AUTHOR: Chief Executive Officer
General Manager, Governance & Community Affairs
GENERAL MANAGER: Not Applicable
CONTACT NUMBER: 8366 4539
FILE REFERENCE: S/04965 S/03292
ATTACHMENTS: A

At its meeting held on Monday 5 February 2018, the Council resolved that “a *Special Council meeting be held on Monday 12 February 2018, to consider the George Street Piazza event*”.

This report has been prepared in response to this resolution and to enable the Council to consider the staging of this event.

In addition, the date of the event was set by the Council for 22 April 2018. Due to a booking in the Norwood Concert Hall, the date on which the event was scheduled to be held was changed to 15 April 2018. If the event proceeds then the date of the event will need to be changed and this report also contains a Rescission Motion to change the date.

In this respect, Regulation 21(1) of the *Local Government (Procedures at Meetings) Regulations 2013* (the Regulations), provides for the Chief Executive Officer to submit a report to the Council recommending the revocation or amendment of a resolution passed since the last General Election of the Council. This is a procedural provision of an administrative nature which operates in the same manner as the Rescission Motion provisions of Regulation 12 of the Regulations, but without the requirement for a Notice of Motion 5 clear days’ notice before the meeting at which it is to be considered. Accordingly, the Chief Executive Officer, by virtue of this report, may recommend to the Council a revocation or amendment of a previous Council decision.

BACKGROUND

As Elected Members are aware, a number of Information Briefings and Workshops have been held with Elected Members regarding the Council’s Events. The review of the Council’s events has focussed on The Parade Food, Wine & Music Festival, Magill Road Alive, the Adelaide Fashion Festival, St Peters Fair, Payneham Community Carols, the Norwood Christmas Pageant, Tour Down Under and Parades on Norwood Parade.

During this period, new events have also been included within the Council’s program of events – The Twilight Carols & Christmas Market, the launch of the Food Secrets of Glynde and the Taste Glynde event, which was held as part of Tasting Australia and the Concert in the Park events at Joslin Reserve and Koster Reserve.

Various options for potential events to replace The Parade Food, Wine & Music Festival, were provided to Elected Members at the Information Sessions held in May 2016 and March 2017.

The Council has also considered this matter at three (3) separate meetings held on 18 April 2017, 3 July 2017 and 3 October 2017.

The presentation which was provided to Elected Members in May 2016, discussed the need to determine if there should be a replacement event on The Parade or whether the Council should be exploring other options.

The presentation focused on the following three (3) topics:

- What type of event does the Council want to host on The Parade?
- What is the objective of such an event?
- Should there be one large event or a series of smaller events?

In respect to The Parade Food, Wine & Music Festival, general comments which have been provided by Elected Members at the presentations held in May 2016, have been supportive of the concept of a series of small events rather than one large event upon which The Parade Food, Wine & Music Festival was based.

Following the presentations, staff assessed a number of options for a replacement event for The Parade Food, Wine & Music Festival, for the Council's consideration.

In developing the options for a new event for The Parade, the planning process involved the following:

- event concepts that met the objective and align with the Council's Strategic Management Plan, *City Plan 2030*;
- alignment of the concept with the branding of The Parade (Shop, Taste, Live, Play, Style);
- research of various locations, dates & times;
- considered opportunities to link the event concept with the development of *The Parade Masterplan*; and
- an event plan & process for implementation.

In March 2017, following consideration of various options, a presentation was provided to Elected Members regarding a proposed new event for the Council's information.

Event Theme

The proposed new event is based on the following concept (which was presented to the Elected Members in March 2017):

- one (1) event to be held on a Sunday in April 2018;
- using George Street, between Webbe Street & The Parade, instead of closing The Parade;
- based around the theme of an 'Italian Piazza':
 - food (showcasing the City as a genuine "food" city – The Parade café culture and the food manufacturing traders located and operating across the City);
 - coffee; and
 - wine and boutique beer.

It was determined that the objective of the new event was to host a free community event on George Street, which delivers a diverse range of experiences and appeals to a broad target audience and celebrates Norwood's culture and cosmopolitan atmosphere.

The benefits to the traders in hosting an event were identified as the following:

- activating a space that is not normally utilised to bring more people to the area;
- providing additional opportunities for the exposure of traders' brands;
- building on the Council's reputation as a 'food' City by showcasing manufacturers, producers and retailers.

Approval of Event

Following the presentation, Elected Members were advised that a proposal would be drafted for the Council's consideration as part of the 2017-2018 Budget.

Subsequently, at its meeting held on 3 July 2017, the Council endorsed the proposal to host a new event on George Street in 2018 and allocated \$75,000 for the event in the 2017-2018 Budget.

At its meeting held on 3 October 2017, the Council endorsed the concept for the new event, *George Street Piazza*, to be held on George Street, in April 2018.

A copy of the report which was considered by the Council is contained within **Attachment A**.

Petition from Mr Rino Pancione on behalf of Parade Traders

At its meeting held on Monday 5 February 2018, the Council considered a petition which was presented to the Council by Mr Rino Pancione on behalf of Norwood Parade traders, objecting to the closure of George Street for the George Street Piazza event.

As Elected Members are aware, the petitioners are requesting that the *George Street Piazza* event be re-located to an alternative location which does not involve the closure of George Street, Norwood.

At the same meeting, the Council considered a Notice of Motion submitted by Mayor Bria and resolved the following:

1. *remains committed to providing a diverse and exciting events program for the benefit of the local resident and business community, and visitors to the City of Norwood Payneham & St Peters;*
2. *acknowledges the positive social, cultural and economic contribution that events provide the City of Norwood Payneham & St Peters, and that it will continue to explore, and where appropriate, consider new event opportunities as they arise;*
3. *remains committed to holding regular events ie. Norwood Christmas Pageant and Tour Down Under on The Parade; and*
4. *is committed to consultation with The Parade traders with the aim of gaining the broad support of traders for such events.*

In addition to the above, at its meeting held on 5 February 2018, the Council resolved the following:

That a Special Council meeting be held on Monday 12 February 2018 to consider the George Street Piazza event.

George Street Piazza Event

The *George Street Piazza* event is scheduled to be held on Sunday 15 April 2018, commencing at 10.00am and concluding at 4.00pm.

In this respect, at its meeting held on 3 October 2017, the Council resolved the following:

That the Council notes and endorses the concept for the new event titled, George Street Piazza, to be held on George Street, Norwood on Sunday 22 April 2018.

At the time of selecting a date to hold the event (ie. on 22 April 2018), the Norwood Concert Hall and Don Pyatt Hall (which is proposed to be used as part of the George Street Piazza event) was available. Unfortunately, following selection of the date to hold the event (ie. 22 April 2018), the Norwood Concert Hall and the Don Pyatt Hall were booked for a major event.

As such, due to the major booking scheduled for Sunday 22 April 2018, in the Norwood Concert Hall, the date of the *George Street Piazza* event was changed to ensure that this booking in the Norwood Concert Hall and Don Pyatt Hall, does not conflict with the George Street Piazza event. The booking in the Norwood Concert Hall is for a major body building competition which the organisers have confirmed will include in excess of 600 competitors.

This means that should the Council determine to proceed with the *George Street Piazza* event, an amendment to the Council's decision is required to reflect the change of date.

The Council has allocated \$75,000 in the 2017-2018 Budget to hold the *George Street Piazza* event (the event).

The concept for the event is to create a temporary "piazza" in George Street featuring coffee, food, wine and beer tastings and demonstrations and entertainment. The objective of the event is to create a relaxed Sunday afternoon event experiencing the culture of the City.

Food and beverage traders from across the City have been invited to participate in the event.

The costs to conduct the event comprises of the following:

- road closure;
- infrastructure (ie marquees, audio equipment, staging, additional toilets, waste management, etc);
- entertainment; and
- marketing and promotion of the event.

Issues Raised by Mr Rino Pancione on Behalf of The Parade Traders

Access & Traffic Management

As Elected Members are aware, whilst the event is to be held on George Street, and a partial road closure will be in place to facilitate the staging of the event, access to and egress from the major car parks within the vicinity of George Street, will not be restricted. That is, vehicles will be able to access the car parks.

Access to the Norwood Mall car park (the Coles car park) will be via George Street (the southern side of The Parade) and Edward Street, and vehicular access will be unrestricted for those vehicles travelling on George Street to The Parade from the southern end of George Street.

Access to the other three (3) major car parks will also be unrestricted, as the closure of George Street will only extend to just south of the intersection of George Street and Webbe Street. This means that access to and egress from these car parks will be via George Street, Edward Street and Harris Street. This is exactly the same scenario which would occur if an event is conducted on The Parade which results in a full closure of The Parade.

The only affected car park is the Parade Central (Hoyts Cinema Complex) car park which is located within the undercover section of Parade Central which allows vehicles to make a right hand exit onto George Street from the car park. All access and egress to this car park will be from the existing entrance which is located immediately opposite Webbe Street.

As part of the road closure process, a letter will be forwarded to all residents and businesses of the suburb of Norwood to advise them of the road closure. The letter will also advise that the car parks will be accessible on the day of the event. This is standard operational practice.

In addition, the standard practise when hosting events which are held on The Parade or George Street and which require closure of The Parade (ie the Tour Down Under, the Norwood Christmas Pageant and the Fashion on Parade events), signage will be placed at various locations located on George Street/Beulah Road, George Street/William Street, Edward Street/Beulah Road and Edward Street/William Street, to advise visitors to The Parade that the car parks are open should the event proceed. The adequacy of this signage will be reviewed to ensure that it achieves its purpose in light of the concerns which have been raised.

The promotional material which is produced as part of the event, will also include a map of the area and it will highlight that the car parks will be open and accessible for the duration of the event.

Notwithstanding the above, should the event proceed, staff will consult (as usual) with representatives from Norwood Place (Foodland) and Parade Central, to discuss any additional suggestions which they may have to ensure that patrons to their premises are informed of the event and how to access the Norwood Place and Webbe Street car parks on the day of the event.

Emergency Access

In addition to the concerns which have been raised regarding access to the main car parks within The Parade Precinct, Mr Pancione on behalf of the Petitioners, have raised issues regarding access by emergency services vehicles in the event of a fire or emergency, and in particular, have suggested that the staging of the event on George Street would restrict access to the fire hydrant and fire facilities located in George Street and at the rear of the Norwood Town Hall, which services the Norwood place premises.

As is the case for every event which the Council conducts, a Risk Management Plan is prepared to ensure that all potential risks are considered and can be managed as required or, if possible, eliminated.

In addition, the closure of any road requires notification to the relevant authorities including the SAPOL, Metropolitan Fire Service, SA Ambulance Service, etc. In short, these authorities must be satisfied with the arrangements and risk management measures which are put in place as part of the road closure.

Access therefore by any emergency personnel and equipment will be available.

This is no different to the situation which occurs when much larger road closures are implemented for events (ie the Norwood Christmas Pageant, the Tour Down Under), which also includes both a closure of The Parade and the associated side streets, including George Street.

Public Safety

As stated previously, Mr Pancione, on behalf of the petitioners, has advised that they are concerned that public safety will be put at risk due to the limitations of the space for the event, and made reference to the former *The Parade Food, Wine & Music Festival*.

Whilst the *George Street Piazza* event has been endorsed by the Council as a replacement event for former *The Parade Food, Wine & Music Festival*, it is not intended that the *George Street Piazza* event will duplicate the former *The Parade Food, Wine & Music Festival*. It is well known the former *The Parade Food, Wine & Music Festival* attracted in excess of 100,000 people in the latter years the event was held.

Whilst the number of attendees at the *George Street Piazza* event is unknown at this stage, on the basis that it is a new event, the event will not be promoted as a "food, wine and music" festival and is scheduled to finish at 4.00pm (the former *The Parade Food, Wine & Music Festival* finished at 8.00pm), large attendees are not expected for this first time event.

However, as is the case with all Council events, the required number and type of Security Personnel will be in attendance throughout the day to ensure any crowd control issues are managed appropriately.

Relocation of the Event

At its meeting held on Monday 5 February 2018, Elected Members asked if the event could be relocated to The Parade, in the section between Edward Street and George Street.

The answer to this question is 'yes'.

However, whilst the event can be transferred to a new location, the concept for the event is to create a "piazza" atmosphere in George Street (ie. the objective of the event is to create a relaxed Sunday afternoon event experiencing the culture of the City featuring coffee, food, wine and beer tastings and demonstration and entertainment).

The area of The Parade between Edward Street and George Street is a space which does not lend itself to a "piazza" environment.

Therefore, should the Council determine to relocate the event and maintain the same objective, the name of the event will need to be changed to better reflect the new location.

As stated previously, the Council has allocated \$75,000 in the 2017-2018 Budget to conduct the *George Street Piazza* event.

The costs associated with transferring the event to The Parade will be slightly higher than if the event were to remain on George Street.

The area of The Parade (ie the section between Edward Street and George Street) is almost double the size of the area where the *George Street Piazza* is proposed to be held.

This means that additional costs will be incurred for the road closure and additional infrastructure will be required. For example, the road closure costs associated with George Street are approximately \$4,500. The cost to close The Parade is in the order of \$8,500. The additional costs are due to the requirements (ie, signage, barriers and personnel), associated with closing an arterial road compared to a local street.

The costs therefore to host a new event on The Parade have been estimated based on the costs associated with the *Norwood on Tour Street Party* which is \$90,000. Whilst the event objectives are not the same, similar requirements in terms of infrastructure, Security Personnel, the road closure and entertainment costs will be incurred for the new event and therefore if the event is relocated to The Parade, the budget will need to be increased.

If the event is relocated to The Parade, it has been suggested that the new event could be called *Sunday on Parade, Italiano* or *Sunday on Parade, The Italian Edit*.

Notwithstanding the change of date from 22 April 2018 to 15 April 2018, should the Council decide to relocate the event (ie. no longer old the event in George Street), it is proposed that the event should be held on Sunday 22 April 2018. The reason for the alternative date is that on Wednesday 7 February 2018, the Council was advised by Senior Constable First Class, Mick Klose, of the South Australian Police, that the Law Enforcement Torch Run will be conducted on Sunday 15 April 2018. The Law Enforcement Torch Run will commence at the Kensington Park Oval (adjacent Pembroke School) on The Parade and will travel along The Parade to finish at the Norwood Memorial Gardens at approximately 12.30pm. The event will comprise a rolling road closure of The Parade which means that an event cannot be held on The Parade on this day.

Should the Council determine to relocate the event as set out above, an amendment to the Council's decision on 3 October 2017, will be required to reflect the proposed new event. This is dealt with in the recommendation.

CONCLUSION

The staging of events is part of the Council's long term and sustainable marketing and promotion strategy, which is aimed at enhancing the experience which is offered by The Parade, thereby assisting to ensure that it remains viable and competitive in what has now become a very competitive retail sector.

All mainstreets are under constant threat from on-line shopping, major shopping centres and fragmented ownership (ie. no single landlord).

The Council has not and does not undertake the staging and hosting of events on The Parade to disadvantage traders and negatively impact on their businesses. Rather, from a business and economic development perspective, the Council's objective is to assist and facilitate business and economic growth through marketing and promotion.

The impacts from both an economic and community development perspective of deteriorating mainstreets, is well evidenced throughout South Australia, Australia and internationally. Without a landlord (as occurs at a Westfield Shopping Centre or more locally the Burnside Shopping Centre), the Council has an important role to play in the co-ordination and organisation of marketing and promotion and maintenance and improvement of infrastructure. The approach which has been taken by this Council in respect to mainstreets, is well documented over a long history and is being modelled by other councils in South Australia.

The primary issue which has been raised by Mr Pancione and the Petitioners is the loss of trade when events are held on The Parade and in this case, the George Street Piazza event. Measuring the amount of turnover (increase or decrease) on the day of an event does not take into account the potential increase in future turnover, by exposing The Parade to new patrons, a percentage of whom will return to The Parade to shop, visit or dine. The value of this type of exposure and marketing should not be underestimated.

The other substantive issue which has been raised by the Petitioners is that the closure of George Street for the George Street Piazza event, is seen as a "forerunner" for a permanent closure of George Street.

It is important to note that the Council has only agreed to host the event in 2018 at this stage. The Council has not committed to hosting additional events and will determine the future of the George Street Piazza event following a review of the 2018 event.

In respect to the creation of a piazza or civic space within The Parade precinct, it is important to note and confirm that the Council has not made any decision in respect to this issue.

In this respect, as Elected Members may recall, as part of the first round of consultation on the development of The Parade Masterplan, the community was asked a number of questions including what they like most about The Parade, what they would change about The Parade and what they would add to The Parade to improve it. Retention of trees, widening of footpaths and the greening of the street in general, both from a sustainability and an aesthetic perspective were major themes which were put forward by respondents. Through this process it was also identified that The Parade lacked a large community/civic space where people could gather and socialise.

In response to the comments, as Elected Members are aware, Oxigen (Consultants) have developed a number of options for The Parade incorporating where possible, the comments which have been received from the community. Included in the draft package of information will be options for George Street. It is intended that the draft package of information will be presented to the Council shortly, for its consideration, prior to it being released for the second round of consultation. Following this second round of community consultation and engagement, the results will be presented to the Council for its consideration.

Again, it is important to note and confirm that the Council has not made any decision in respect to both The Parade Masterplan or indeed what configuration in terms of urban design will occur on George Street. Any option will need to be assessed in terms of impacts (traffic management, access, cost) and will be subject to consultation before any decision is made.

As such, the closure of George Street for the George Street Piazza event, should not be seen as a forerunner to any decision in respect to the future options which may involve a permanent closure for George Street.

The hosting of large scale events on The Parade which involve full closure of The Parade, has been recognised by the Council as being difficult to achieve over and above the Norwood Christmas Pageant and the Tour Down Under. Notwithstanding this, whilst some traders are welcoming and receptive to holding events and full closure of The Parade, there are some traders who dislike this proposition.

At the same time, staging of events must be seen as part of a long term and sustainable marketing and promotion strategy, aimed at enhancing the experience offered by The Parade and ensuring that it remains viable and competitive, in what has now become a very competitive retail sector from a mainstreet perspective and more recently, the proposed expansion of Burnside Village and tram line extension to the East End of the City of Adelaide.

Measuring the amount of turnover (increase or decrease) on the day of an event, whilst most certainly relevant, it does not take into account the potential increase in future turnover, by exposing The Parade to new patrons through events, a percentage of whom will return to The Parade to shop, visit or dine.

The Council has not and does not undertake the staging and hosting of events on The Parade to disadvantage traders and negatively impact on their businesses. From an economic development perspective, the Council is seeking to assist and facilitate economic growth through marketing and promotion.

The impacts from both an economic and community development perspective of deteriorating mainstreets, is well evidenced throughout South Australia, Australia and nationally. Without a landlord (such as a Westfield or Burnside Shopping Centre), councils have an important role to play in the co-ordination and organisation of marketing promotion and maintenance of infrastructure of mainstreets. The approach which has been taken by this Council in respect to mainstreets is well documented over a long history and is being modelled by other councils in South Australia.

In respect to events within The Parade Precinct, as part of the discussions which took place regarding a replacement event for The Parade Food Wine & Music Festival, it was identified that full closures of The Parade should be avoided, save and except for the Norwood Christmas Pageant and the Tour Down Under. In this respect, for the 2017 Fashion on Parade event, The Parade was closed from George Street to Edward Street.

One of the benefits of hosting the event in George Street is that it provides an opportunity to activate a space that is not normally utilised. At the same time, The Parade will remain open and this will allow unimpeded movement of vehicles which in the case of the Norwood Place (Foodland) visitors and shoppers will be able to access both the Coles carpark, the Foodland carpark and the Webbe Street carpark from Edward Street (and other streets in the local road network).

As set out in this report, all of the operational issues which have been raised by Mr Pancione, have been or can be addressed including issues relating to safety and risk management.

Notwithstanding this, the Petitioners are requesting the relocation of the event to The Parade.

Whilst relocating the event to The Parade may seem to be a viable option, the traders who are located in this section of The Parade may not be happy with this option and could also want the event to be relocated.

In this respect, whilst Mr Pancione is, on behalf of the Petitioners, advocating for the event to be relocated from George Street to The Parade (or elsewhere), relocation of this event to The Parade, may result in traders located on The Parade objecting to its relocation for ostensibly the same reasons which have been put forward by Mr Pancione on behalf of the Petitioners. As such, if the event is relocated, the Council will need to give consideration to how this will impact on traders located between George Street and Edward Street and in light of Part 4 of the resolution made on 5 February 2018 (ie. the Council “*is committed to consultation with The Parade traders with the aim of gaining the broad support of traders for such events*”).

OPTIONS

Essentially the Council has three (3) options in respect to this matter and these are set out below:

- Option 1:
The Council can determine to host the *George Street Piazza* event on George Street, Norwood, on 15 April 2018.
- Option 2:
The Council can determine to relocate the event to The Parade, between Edward Street and George Street. This will mean that the event will be re-named and the Council will be required to amend the 2017-2018 Budget accordingly.
- Option 3:
The Council can determine to cancel the *George Street Piazza* event and not host a new event. The Council has not incurred any costs associated with the *George Street Piazza* event to date and therefore the cancellation of the event will not create a financial loss.

The issues which have been raised by the Petitioners have and can be addressed and no new information has been presented which may impede the staging of the event, therefore Option One is the recommended option.

On the basis that the Council determines to host the George Street Piazza event (ie. as per Option 1 above), the Chief Executive Officer's Recommendation 1 below, is to amend the wording of the resolution as set out below.

In this respect, Regulation 21(1) of the *Local Government (Procedures at Meetings) Regulations 2013* (the Regulations), provides for the Chief Executive Officer to submit a report to the Council recommending the revocation or amendment of a resolution passed since the last General Election of the Council. This is a procedural provision of an administrative nature which operates in the same manner as the Rescission Motion provisions of Regulation 12 of the Regulations, but without the requirement for a Notice of Motion 5 clear days' notice before the meeting at which it is to be considered. Accordingly, the Chief Executive Officer, by virtue of this report, may recommend to the Council a revocation or amendment of a previous Council decision.

Given that the Council has at least three (3) options in respect to this issue and in the interests of assisting the Council to make a decision at this meeting, three (3) alternative recommendations associated with rescinding and amending the Council decision made at its meeting held on 3 October 2017, are set out in the recommendation.

The Recommendations may be resolved by the Council by way of a motion being moved, seconded and passed by a simple majority vote at the meeting.

RECOMMENDATION 1

That the Council resolution made at its meeting held on 3 October 2017, in respect to the new event, *George Street Piazza* (Item 11.13 of the Council Meeting Minutes 3 October 2017) to host the event on Sunday 22 April 2018, be amended by including the proposed new date for the event as follows:

That the Council notes and endorses the concept for the new event titled, *George Street Piazza*, to be held on George Street, Norwood on Sunday 15 April 2018.

or

RECOMMENDATION 2

That the Council resolution made at its meeting held on 3 October 2017, in respect to the new event, *George Street Piazza* (Item 11.13 of the Council Meeting Minutes 3 October 2017):

That the Council notes and endorses the concept for the new event titled, George Street Piazza, to be held on George Street, Norwood on Sunday 15 April 2018.

be rescinded and replaced with the following:

1. That the Council notes and endorses the concept for the new event titled, *Sunday on Parade, The Italian Edit*, to be held on The Parade, Norwood on Sunday 15 April 2018;
2. That the 2017-2018 Budget be amended to include an allocation of \$90,000 for the event.

or

RECOMMENDATION 3

That the Council resolution made at its meeting held on 3 October 2017, in respect to the new event, *George Street Piazza* (Item 11.13 of the Council Meeting Minutes 3 October 2017):

That the Council notes and endorses the concept for the new event titled, George Street Piazza, to be held on George Street, Norwood on Sunday 22 April 2018.

be rescinded.

Attachment A

George Street Piazza Event

City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067

Telephone 8366 4555
Facsimile 8332 6338
Email townhall@npsp.sa.gov.au
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City of
**Norwood
Payneham
& St Peters**

11.13 NEW EVENT – GEORGE STREET PIAZZA

REPORT AUTHOR: General Manager, Governance & Community Affairs
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4549
FILE REFERENCE: S.03292
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to present the concepts and costings for the new event to be held on George Street, Norwood in April 2018, for the Council's consideration and endorsement.

BACKGROUND

As Elected Members are aware, a number of Information Briefings and Workshops have been held with Elected Members regarding the Council's annual Events Calendar. The review of the Council's events has focussed on a number of events including The Parade Food, Wine & Music Festival, Magill Road Alive, the Adelaide Fashion Festival, St Peters Fair, Payneham Community Carols, the Norwood Christmas Pageant, Tour Down Under and Parades on Norwood Parade.

During this period, new events have also been included within the Council's program of events – The Twilight Carols & Christmas Market, the launch of the Food Secrets of Glynde and the Taste Glynde event which was held as part of Tasting Australia and the Concert in the Park events at Joslin Reserve and Koster Reserve.

In May 2016, a presentation was provided to Elected Members "to determine if there should be a replacement event on The Parade or whether we should be exploring other options".

The presentation focused on the following three (3) topics:

- What type of event do we want to host on The Parade?
- What is the objective?
- Should we have one big event or a series of smaller events?

In respect to The Parade Food, Wine & Music Festival, general comments which have been provided by Elected Members at the presentation was supportive of the concept of a series of small events rather than one large event upon which The Parade Food, Wine & Music Festival was based.

Following the presentation, a staff project team was established to determine options for a replacement event for The Parade Food, Wine & Music Festival, for the Council's consideration

As part of the development of options for a new event for the Parade, the planning process involved the following:

- event concepts that met the objective and align with *City Plan 2030*;
- alignment of the concept with the branding of The Parade (Shop, Taste, Live, Play, Style);
- research of various locations, dates & times, and structures;
- considered opportunities to link the event concept with the development of *The Parade Masterplan*; and
- an event plan & process for implementation was developed.

In March 2017, following consideration of various options, a presentation was provided to Elected Members regarding a proposed new event for the Council's information.

The proposed new event was based on the following concept (which was considered as part of the presentation held in March 2017):

- One event to be held on a Sunday in April 2018;
- Showcasing George Street, between Webbe Street & The Parade, as a useable event space;
- Based around the theme of an 'Italian Piazza':
 - food (showcasing the City as a genuine "food" city – The Parade café culture and the food manufacturing traders located and operating within the City);
 - coffee; and
 - wine and boutique beer (ie the Eastside Wine & Ale Trail participants).

It was determined that the objective of the new event was to host a free community event on George Street which delivers a diverse range of experiences and appeal to a broad target audience and celebrates Norwood's heritage and culture.

The benefits to the traders in hosting an event were identified as the following:

- activating a space that is not normally utilised to bring more people to the area;
- providing additional opportunities for the exposure of our traders' brands;
- building on our reputation as a 'food' city by showcasing our manufacturers, producers and retailers, in conjunction with Food Secrets of Glynde and Stepney and the Eastside Wine & Ale Trail.

Following the presentation, Elected Members were advised that a proposal would be drafted for the Council's consideration as part of the 2017-2018 Budget.

Subsequently, at its meeting held on 3 July 2017, the Council adopted the proposal to host a new event on George Street in 2018 and included \$75,000 for the event as part of the 2017-2018 Budget.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Goals contained in CityPlan 2030 are:

Outcome 1: Social Equity

Objectives:

3. *An engaged and participating community.*
4. *More community life in public spaces.*

FINANCIAL AND BUDGET IMPLICATIONS

The Council has made an allocation within the 2017-2018 Budget to conduct a new event on George Street in 2018, as a replacement event for The Parade Food, Wine & Music Festival.

The costs to conduct the event include the following:

- road closure;
- infrastructure (ie marquees, audio equipment, staging, additional toilets, waste management, etc);
- entertainment; and
- marketing of the event.

EXTERNAL ECONOMIC IMPLICATIONS

Not Applicable.

SOCIAL ISSUES

Community events are designed to enrich our sense of place and promote participation. They are promoted as inclusive family events, therefore meeting the Council's aims of encouraging "an engaged and participating community" and attracting "more community life in public spaces".

CULTURAL ISSUES

Nil.

ENVIRONMENTAL ISSUES

All events managed by the Council are required to comply with the Council's environmental requirements including waste management and use of recyclable products where possible.

RESOURCE ISSUES

The Council's Events staff will co-ordinate and manage the event with assistance from staff across the organisation and volunteers.

RISK MANAGEMENT

Not Applicable.

CONSULTATION

- **Elected Members**

Various presentations have been provided to Elected Members regarding the Council's Annual Events Calendar over the last few years. Elected Members were provided with some options for potential events to replace the former The Parade Food, Wine & Music Festival at the Information Sessions held in May 2016 and March 2017.

The Council also considered this matter at its meetings held on 18 April 2017 and 3 July 2017.

- **Community**

Nil.

- **Staff**

Events Coordinators.

- **Other Agencies**

Nil.

DISCUSSION

As stated previously, at its meeting held on 3 July 2017, as part of the 2017-2018 Budget, the Council, endorsed a new event to be held on George Street, Norwood in April 2018.

The concept for the new event is to build on the Council's reputation as a 'food' city by showcasing our manufacturers, producers and retailers, in conjunction with the Food Secrets of Glynde and Stepney and the Eastside Wine & Ale Trail.

It is intended to create a "piazza" in George Street featuring coffee, food, wine and beer tastings and demonstrations and entertainment. The objective of the event is to create a relaxed Sunday afternoon event experiencing the culture of the City.

Food and beverage traders from within the City will be invited to participate in the event.

The event is scheduled to be held on Sunday 22 April 2018, commencing at 10.00am and concluding at 4.00pm.

This timing fits well within the Council's annual Events Calendar. The event will also be held during the Art on Parade event which will provide additional exposure for this event and an added art element to the George Street event.

OPTIONS

The Council has the following options in respect to the proposed new event:

- Option 1:
The Council can determine to not support the concept for the new event to be held on George Street, Norwood, in April 2018.
- Option 2:
The Council can determine to support the concept for the new event to be held on George Street, Norwood in April 2018, as part of the Council's annual events calendar.

Option 2 is recommended to the Council as this option has been endorsed by the Council at its meeting held on 3 July 2017, and is based upon the comments which have been received as part of many presentations to the Council.

CONCLUSION

It is important to simply not duplicate the same event all throughout the City and therefore it is proposed that the *George Street Piazza* event will complement the range of events which the Council conducts.

COMMENTS

Nil.

RECOMMENDATION

That the Council notes and endorses the concept for the new event titled, *George Street Piazza*, to be held on George Street, Norwood on Sunday 22 April 2018.

Cr Whittington moved:

That the Council notes and endorses the concept for the new event titled, George Street Piazza, to be held on George Street, Norwood on Sunday 22 April 2018.

Seconded by Cr Mex and carried.

3. **CONFIDENTIAL REPORTS**
Nil
4. **CLOSURE**