Norwood Parade Precinct Committee

Minutes

27 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.
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City of Norwood Payneham & St Peters
Minutes of the Meeting of the Norwood Parade Precinct Committee held on 27 February 2018

VENUE
Mayors Parlour, Norwood Town Hall

HOUR
6.15pm

PRESENT
Committee Members
Cr Sue Whitington (Acting Presiding Member)
Cr Paul Wormald (entered the meeting at 6.22pm)
Cr Lucy Marcuccitti
Cr Christel Mex
Ms Annie Lovejoy (entered the meeting at 6.17pm)
Mr Mario Boscaini
Mr Ian King
Mr Terry Dalkos
Mr Tom McClure
Mr Michael Roxas

Staff
Mario Barone (Chief Executive Officer)
Keke Michalos (Manager Economic Development & Strategic Projects)
Thea Petros (Economic Development Co-ordinator)

APOLOGIES
Mayor Robert Bria (Presiding Member), Mr Luke Richards

ABSENT
Nil

TERMS OF REFERENCE:
The Norwood Parade Precinct Committee is established to fulfil the following functions:

- To develop and recommend to the Council in each financial year, an Annual Business Plan and Budget for The Parade Precinct.
- The Budget developed by the Norwood Parade Precinct Committee must be considered in conjunction with the Annual Business Plan. The amount recommended to the Council, to be approved by the Council, should meet the objectives set out in the Annual Business Plan.
- To oversee the implementation of the Annual Business Plan as approved.
- To oversee the implementation of the approved Marketing and Promotional Plan for The Parade.
- To assist in the development and promotion of a vibrant cultural and leisure tourism destination for businesses, residents and visitors.
- To facilitate and encourage networking and communication.

1A. APPOINTMENT OF ACTING PRESIDING MEMBER
Cr Marcuccitti moved that Cr Sue Whitington be appointed as Acting Presiding Member for the duration of the meeting. Seconded by Mr Terry Dalkos and carried unanimously.

1B. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 28 NOVEMBER 2017
Mr Michael Roxas moved that the minutes of the Norwood Parade Precinct Committee meeting held on 28 November 2017 be taken as read and confirmed. Seconded by Mr Tom McClure and carried unanimously.

Ms Annie Lovejoy entered the meeting at 6.17pm.

2. PRESIDING MEMBER’S COMMUNICATION
Nil

3. NORWOOD PARADE PRECINCT NEWS
Nil

Cr Paul Wormald entered the meeting at 6.22pm.

4. STAFF REPORTS
4.1 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2017-2018 ANNUAL BUSINESS PLAN

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee (NPPC), with a progress report on the implementation of the 2017-2018 Annual Business Plan.

BACKGROUND

At its meeting held on Tuesday 30 May 2017, the Committee endorsed the Draft 2017-2018 Annual Business Plan for the Norwood Parade Precinct and resolved to forward it to the Council for its endorsement. Subsequently, the Council endorsed the Annual Business Plan as being suitable for implementation at its meeting held on Monday 5 June 2017.

Subsequent to the endorsement of the Annual Business Plan, investigations have commenced in respect to a number of the deliverables and a number of the deliverables have been progressed. This report provides an update of the key strategies and deliverables that have been progressed by staff. A summary of the overall budget and expenditure to date is contained in Attachment A.

DISCUSSION

1. STRATEGY: EVENTS & ACTIVATIONS

   1.1 MOVIE ON THE OVAL

   As part of the 2017 Christmas celebrations, the Council held a free screening of The Grinch (PG) at an open air cinema on Norwood Oval.

   The free screening took place on Saturday 16 December 2017 at sundown (around 8.30pm) with roving entertainment, live music, food and refreshments available at the event.

   Over 1,100 people attended the movie night with the feedback from the attendees being overwhelmingly positive.

   Ronald Mc Donald House Charities collected gold coin donations on the night to continue their mission in supporting families of seriously ill children.

   1.2 GEORGE STREET PIAZZA

   At its meeting held on Tuesday 3 October 2017, the Council endorsed the proposal to host a new event, in replacement of the Norwood Food, Wine and Music Festival, called ‘George Street Piazza’. In response to concerns regarding the proposed event, the Council considered a report regarding this event at a Special Meeting held on Monday 12 February 2018. Following consideration of the issues which have been raised, the Council resolved to continue with this event as planned. The George Street Piazza will take place on Sunday 15 April 2018 between 10.00am and 4.00pm.

   A copy of the reports which have been considered by the Council in respect to this issue are contained in Attachment B.

   George Street Piazza will see George Street, Norwood transformed into a food, beverage and cultural experience, influenced by the quintessential Italian Piazza.
The George Street Piazza will activate the space between The Parade and Webbe Street and will showcase the City's café and food culture and celebrate Norwood’s Italian heritage.

Patrons can expect plenty of traditional Italian experiences to be showcased through The City’s local manufacturers and restaurants, musicians and performers, and live artists.

1.3 ART ON PARADE

At its meeting held on Tuesday 26 September 2017, the Committee resolved to allocate $5,000 towards the 2018 Art On Parade event for the purpose of marketing and promotion to encourage visitors to the Precinct to view the artworks within the participating businesses on The Parade.

Art on Parade (formally known as ‘Sculpturing Norwood’) is a curated art trail showcasing leading Australian artists. The artworks will be featured in the windows and shops of commercial businesses along The Parade, Norwood with an aim to activate the street and draw people to the Precinct to follow the trail. Artwork will be installed for a period of three weeks from Monday 16 April – Monday 7 May 2018.

Twenty two (22) businesses have expressed their interest in being a host venue for the Art On Parade event. The artworks will be featured in the windows and shops of commercial businesses along The Parade, Norwood with an aim to activate the street and draw people to the Precinct to follow the trail. The collection of artworks will be curated and managed by the City of Norwood Payneham & St Peters and will include pieces such as sculptures, paintings, drawings and photographs.

2. STRATEGY: MARKETING & COMMUNICATION

2.1 SOCIAL MEDIA

Interviews for the internal Digital Marketing Officer position have recently been completed. The successful candidate will be responsible for delivering all of the Council’s social media platforms, including those for The Parade. The intent is that once this position is filled, the Council’s arrangement with Glam Digital will be concluded.

3. STRATEGY: IDENTITY & BRAND

3.1 MERCHANDISE

At its meeting held on Tuesday 26 September 2017, the Committee resolved the following:

*That the Committee redirects up to $15,000 from the ‘Advertising’ budget for the purpose of purchasing an additional 3,000 Parade branded coffee cups.*

Subsequent to this decision, staff have purchased an additional 4,000 Parade branded coffee cups at a cost of $13,589.60 (due to the significant cost saving in ordering this amount), in comparison to ordering 3,000. Staff have worked with Council’s Environmental Sustainability Officer on a strategy to not only distribute these reusable coffee cups to the community, but to also involve the local businesses.

To promote sustainability, the Council will provide 50 ‘The Parade, Norwood’ branded reusable cups to participating cafés located in The Parade Precinct. The intent is that participating cafes will be able to offer these cups to customers as a more sustainable alternative to disposable cups, with an ongoing discount offered for those who bring in their cup. Participating cafes will be required display a sign that explains that this initiative is supported by the City of Norwood Payneham & St Peters. Of the seventeen (17) cafes within The Parade Precinct approached to participate in this campaign a total of twelve (12) cafes have agreed to endorse and support this promotion to their patrons.

At this stage this initiative is being considered as a pilot project, should it be successful staff will look at options to extend the initiative.

A copy of the artwork is contained in Attachment C.
3.3 COMPETITION

A total of $15,648 remains in the ‘Competitions & Promotions’ budget for the Norwood Parade Precinct Committee.

At its meeting held on Tuesday 26 September 2017, the Committee resolved the following:

That staff investigate the cost of conducting a ‘Norwood to New York’ Competition, potential sponsorship for the competition and approximate timing to run the competition in early 2018.

Since the September meeting, a number of investigations have taken place in relation to holding a major competition for The Parade Precinct in 2018 and the type of competition that should be offered.

Having previously run two (2) successful competitions which offered a holiday as prizes, staff have explored the option of running a competition that focusses on a bathroom makeover. This provides a fantastic opportunity for local Parade based homewares businesses to participate in the competition. It also provides The Parade to showcase some of its other attributes, one being the concentration of homewares and lifestyle businesses. Following a number of discussions Caroma has agreed to be the major sponsor of this competition.

As the major sponsor of the competition, Caroma have agreed to the following:

- $7,500 worth of bathroom products for the winner of the competition;
- Caroma showroom available for the launch of the competition at the networking function for The Parade businesses on Wednesday 23 May 2018;
- Promotion of the competition in store and to Caroma’s client database;
- Facilitation of styling and consultation session with the winner of the competition; and
- Caroma representative/s to be available for the drawing of the winner and the photoshoot.

The competition will require shoppers to spend a minimum of $25 at businesses within The Parade Precinct, and use their receipt to enter online via The Parade’s website, for the opportunity to go into the draw to win a ‘Bathroom Makeover’.

To add to the major prize, the Council has offered homewares businesses along The Parade, the opportunity to donate a voucher (of any value) so that the lucky winner can complete their bathroom makeover with accessories.

This is a major win given Caroma’s reputation in the market. It will also steer the focus on homeware style businesses which nowmake up a large cluster within The Parade Precinct.

3.4 PROMOTIONS – SUMMER SUndaes

Summer Sundaes is a promotion which is being run during February and March 2018 to promote all of the restaurants and cafes along The Parade, Norwood that serve ice-cream, gelato and desserts, with the theme ‘Summer Sundaes’.

The promotion focuses on special offers from participating businesses such as:

- buy one (1), get one (1) free;
- receive 10% off your purchase;
- receive a free upgrade; and
- purchase an adult serve and receive a kid’s serve free.

This promotion is being run every Sunday through February and March 2018.
The Summer Sundaes promotion has been promoted via the following means:

- The Parade’s Facebook & Instagram page (15k+ followers)
- The Parade’s website ([www.theparadenorwood.com](http://www.theparadenorwood.com))
- January, February and March e-newsletter (emailed to all businesses on The Parade)
- Footpath decals in front of the businesses
- Window decals and posters for display in the participating shop window’s
- A1 Posters displayed along The Parade and in the windows of the Norwood Town Hall

Of the 13 (thirteen) businesses approached for the initiative a total of eight (8) have chosen to participate.

4. **STRATEGY: BUSINESS DEVELOPMENT**

4.1 **NETWORKING**

The Council hosted its second City-Wide Business Networking Function for 2017, on Wednesday 6 December from 5.30pm – 7.30pm at Signature Wines, 31 King Street, Norwood.

The Function was attended by approximately 95 business owners, operators and managers from across the City of Norwood Payneham & St Peters and featured networking, a speech from the Mayor, as well as a number of door prizes, which were donated by various local businesses.

Staff have been overwhelmed by the positive feedback received following the Function, with the majority of guests attending saying they appreciated the opportunity to network and meet other business owners outside of their precinct.

Given the success of these networking functions, the Council proposed to continue running these in 2018.

4.2 **BUSINESS TRAINING & WORKSHOPS**

A budget of $8,000 has been allocated to implementing a schedule of Business Training and Workshops for The Parade business sector. Staff have investigated various options for topics and guest speakers/presenters and based on discussions with a number of The Parade traders, four (4) workshops have been scheduled in early 2018, with a focus on social media training, customer service and personal brand.

Each business within The Parade Precinct will be invited to register their interest in attending the free workshops, which are proposed to be held upstairs at Brick + Mortar Creative.

A copy of the Business Training & Workshops postcard is contained in Attachment D.

4.3 **EASTSIDE STARTUP SERIES**

The Eastside Startup Series, facilitated by Leap Sheep with the support of the Council, commenced a series of events in February 2018. Hosted at Brick + Mortar, the events are held in an open forum style environment facilitated by Leap Sheep and a panel of industry experts. The series which comprises of four (4) sessions, incorporating the following topics: getting started, global opportunities, startup growth and the future of the industry.

The expert panellists for the first event, ‘How to start a Startup’, included Daniels Langeberg, Founder and CEO at EcoCaddy; Ali Uren, Founder and Director at Kiikstart; and Simon Schmidt, Co-founder and Managing Director at Vinnovate with twenty five (25) budding entrepreneurs attending the workshop.

The second event scheduled for Tuesday 17 April, will explore ‘Global Opportunities – Adelaide in the new economy’. Tickets are available for $35 via [www.npsp.eventbrite.com](http://www.npsp.eventbrite.com).

A copy of the Eastside Startup Series postcard is contained in Attachment E.
4.4 EASTSIDE BUSINESS AWARDS

The Eastside Business Awards are a partnership between the City of Norwood Payneham & St Peters and News Corp and have been established to:

- recognise and celebrate the success of businesses within the City;
- raise the profile of the Council’s business sector;
- provide a platform for businesses that fall both within and outside of the Council’s business precincts the opportunity to be promoted;
- highlight the “hidden gems”;
- encourage exceptional customer service from businesses;
- make the City of Norwood Payneham & St Peters a destination of choice for shopping, dining and services;
- increase patronage for businesses within the City; and
- associate the Council with a high profile awards program.

These awards celebrate excellence across the following ten (10) categories:

- Hall of Fame (over 25 years in the City of Norwood Payneham & St Peters)
- Best Restaurant
- Best Café
- Best Pub/Bar
- Best Fashion Retailer
- Best Coffee
- Best Food/Beverage Manufacturer
- Best Customer Experience
- Best Hair/Beauty Salon
- Best Independent Retailer

Nominations closed on Friday 16 February 2018, and voting which is open to the public will take place from between Wednesday 28 February 2018 to Wednesday 14 March 2018.

Over 125 individual businesses have been nominated across multiple categories. The winners of each category will be announced at an Awards Night which will be held on Wednesday 28 March 2018 at the St Peters Banquet Hall.

RECOMMENDATION

That the status of the 2017-2018 Annual Business Plan Budget contained in Attachment A be noted.

Cr Mex moved:

That the status of the 2017-2018 Annual Business Plan Budget contained in Attachment A be noted.

Seconded by Ms Annie Lovejoy and carried unanimously.
5. OTHER BUSINESS
Nil

6. NEXT MEETING
Tuesday 27 March 2018

7. CLOSURE

There being no further business, the Acting Presiding Member declared the meeting closed at 6.53pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on ________________________________ (date)