Norwood Parade Precinct Committee
Minutes

27 March 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

Minutes of the Meeting of the Norwood Parade Precinct Committee held on 27 March 2018

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VENUE
Mayors Parlour, Norwood Town Hall

HOUR
6.15pm

PRESENT
Committee Members
Mayor Robert Bria (Presiding Member)
Cr Sue Whittington
Cr Paul Wormald (entered the meeting at 6.19pm)
Cr Lucy Marcuccitti
Cr Christel Mex
Ms Annie Lovejoy
Mr Mario Boscaini
Mr Ian King
Mr Terry Dalkos
Mr Tom McClure
Mr Michael Roxas

Staff
Keke Michalos (Manager, Economic Development & Strategic Projects)
Thea Petros (Economic Development Co-ordinator)

APOLOGIES
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.

1. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 27 FEBRUARY 2018

Mr Mario Boscaini moved that the minutes of the Norwood Parade Precinct Committee meeting held on 28 February 2018 be taken as read and confirmed. Seconded by Mr Ian King and carried unanimously.

2. PRESIDING MEMBER’S COMMUNICATION
Nil

3. NORWOOD PARADE PRECINCT NEWS
Nil

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 GEORGE STREET PIAZZA

At its meeting held on Tuesday 3 October 2017, the Council endorsed the proposal to host a new event, to replace 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 were 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.

George Street Piazza will see George Street, Norwood transformed into a food, beverage and cultural experience, influenced by the quintessential Italian Piazza. More specifically, 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.

At this stage, The Bath, Manto Café and Bravo Kitchen, have registered to participate in the event. Staff are currently in discussion with a number of other Parade traders, as well as other businesses from across the City of Norwood Payneham & St Peters to ensure that the event delivers a traditional Italian experience, which also showcases the City’s local manufacturers and restaurants, musicians and performers, and live artists.

1.2 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 (3) 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

The Council has recently appointed a Digital Marketing Officer to oversee and deliver all of the Council’s social media platforms, including those for The Parade. The current arrangement with Glam Digital will cease shortly. The purpose of employing a Digital Marketing Officer is to bring the currently outsourced social media function in-house and consolidate social media into the broader digital media umbrella with a focus on strengthening the Council’s overall digital media presence.

It is anticipated that the introduction of an in-house Digital Marketing Officer will significantly improve the communication requirements across many areas, as well as general promotion of services and initiatives.

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 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.

As a pilot project to promote sustainability, Council staff have distributed fifty (50) ‘The Parade, Norwood’ branded reusable cups to participating cafés located within The Parade Precinct. Of the seventeen (17) cafés within The Parade Precinct approached to participate in this campaign, a total of twelve (12) cafés agreed to endorse and support this promotion to their patrons.

Since the launch of the initiative in early March, the participating cafes have been offering these cups to customers as a more sustainable alternative to disposable cups, with an ongoing discount offered to those customers who bring in their reusable cup. To promote the initiative participating cafes are displaying signage. The initial feedback from the participating businesses is that the initiative has been well received from customers.

At this stage this initiative is being considered as a pilot project, a full briefing as to its success will be provided to the Committee at its next meeting.

3.2 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 regarding major competitions for The Parade Precinct during 2018 and the type of competition that should be offered.

Having previously run two (2) successful competitions which offered a holiday as prizes, staff took the opportunity to explore the option of running a competition that focusses on a bathroom makeover. Preliminary details regarding this competition and Caroma’s agreement to be a major sponsor of the competition were presented to the Committee at its 27 February 2018 Meeting.

As the major sponsor of the competition, Caroma will provide 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’.

In addition 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. Details regarding the components of the prize are currently being finalised by staff.

The “Bathroom Makeover Competition” provides a fantastic opportunity for local Parade based homewares businesses to participate in the competition. It also provides The Parade the opportunity to showcase some of its other attributes, one being the concentration of homewares and lifestyle businesses with The Parade Precinct.

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

This promotion has been running every Sunday throughout 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)
- 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 BUSINESS TRAINING & WORKSHOPS

A budget of $8,000 has been allocated to implement a schedule of Business Training and Workshops for The Parade business sector. The various options for topics and guest speakers/presenters have been 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.

The first of the four (4) training workshops, Social Media 1.0, was held on Tuesday 20 March 2018. In total, 29 participants registered for the sessions. The next training session will be held on Tuesday 10 April 2018, *The Customer Perception is your Reality*, will focus on customer service and its importance to the success of a business.

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

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

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 comprises of four (4) sessions, incorporating the following topics: getting started, global opportunities, startup growth and the future of the industry.

The second event scheduled for Tuesday 17 April 2018, 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 C.

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. Over 125 individual businesses were nominated across multiple categories. Voting was open to the public from Wednesday 28 February 2018 to Wednesday 14 March 2018. 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 report and the status of the 2017-2018 Annual Business Plan and Budget, as contained in Attachment A, be received and noted.

Cr Paul Wormald entered the meeting at 6.19pm.

Cr Whitington moved:

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

Seconded by Mr Tom McClure and carried unanimously.
4.2 DEVELOPMENT OF THE 2018-2019 NORWOOD PARADE PRECINCT COMMITTEE ANNUAL BUSINESS PLAN

REPORT AUTHOR: Manager, Economic Development & Strategic Projects
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4509
FILE REFERENCE: S/01916
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee the Draft 2018-2019 Norwood Parade Precinct Committee Annual Business Plan, for its consideration and approval.

BACKGROUND

Pursuant to the Terms of Reference, which have been set by the Council, The Norwood Parade Precinct Committee is required to prepare an Annual Business Plan prior to each financial year, to guide its programmes and initiatives for the ensuing financial year and to assist in determining the funding requirements for consideration and approval by the Council.

The purpose of this report is to present to the Committee, the Draft 2018-2019 Norwood Parade Precinct Committee Annual Business Plan, for consideration and endorsement. Following the Committee’s endorsement of the Draft 2018-2019 Norwood Parade Precinct Committee Annual Business Plan, the document will be presented to the Council for endorsement and approval as being suitable for consultation with The Parade Precinct business community.

FINANCIAL AND BUDGET IMPLICATIONS

The 2017-2018 Annual Business Plan was based on a budget of $205,000, which was the amount collected by the Council through The Parade Separate Rate.

The budget which has been allocated in the Draft Annual Business Plan for the 2018-2019 financial year is $209,715. This figure reflects the amount that will be collected by the Council through The Parade Separate Rate.

At the conclusion of the 2017-2018 financial year, the Committee and the Council will be provided with a report outlining any carry forward amount and will be provided with the opportunity to allocate these additional funds into the 2018-2019 Annual Business Plan.

As such, the Draft 2018-2019 Norwood Parade Precinct Committee Annual Business Plan is based on a total budget of $209,715.

RESOURCE ISSUES

The implementation of the 2018-2019 Norwood Parade Precinct Committee Annual Business Plan will be undertaken by Council staff and managed by the Manager, Economic Development & Strategic Projects. Input and involvement from other Council staff and/or external contractors will be sought as required.

CONSULTATION

Once the Draft 2018-2019 Annual Business Plan is endorsed by the Committee, the draft document will be presented to the Council for its endorsement, prior to being released for consultation with The Parade Precinct business community for a period of twenty-one (21) days.
DISCUSSION

The Vision for The Parade has been identified as:

A vibrant meeting place and business precinct where residents and visitors can experience and enjoy a place to eat, meet, shop and do business.

Based on the Vision, staff have identified the following four (4) Objectives which form the basis of the draft 2018-2019 Annual Business Plan:

- 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.

It is proposed that supporting all of these Objectives will be a number of Strategies and Deliverables. Similar to the 2017-2018 Annual Business Plan, it is recommended that the proposed Strategies and Deliverables be grouped into the following five (5) categories, all of which have been developed with the aim of meeting these Objectives:

- **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.

- **Marketing & Communication**
  Implement a range of marketing initiatives that communicate and promote the positive strengths of The Parade to all markets.

- **Identity & Brand**
  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.

- **Business Development**
  Foster improved business presentation, appearance and cooperation and support business capability and sustainability through education, training and networking.

- **Administration**
  Ensure the ongoing and effective administration of the Committee.

A copy of the Draft 2018-2019 Norwood Parade Precinct Committee Annual Business Plan, which sets out the Strategies and Deliverables and associated funding under each of the above categories, is contained in Attachment A.

It should be noted that the details regarding the range of projects and initiatives that are proposed under each of these categories will be presented to the Committee at the meeting. The intent is not to include the specific projects and initiatives in the Annual Business Plan.

OPTIONS

The Committee can endorse the recommended Strategies and Deliverables and associated funding presented in the Draft 2018-2019 Norwood Parade Precinct Committee Annual Business Plan, as being suitable. Alternatively, the Committee can amend, omit or propose new Objectives, Strategies, initiatives or programmes for inclusion in the Annual Business Plan.
CONCLUSION

The Parade business community wants to see initiatives and programmes planned by the Norwood Parade Precinct Committee that create tangible outcomes and an increase in the number of visitors to The Parade. As such, it is important that the Strategies and Deliverables are measurable so that the results are able to be communicated.

COMMENTS

Nil.

RECOMMENDATION

That the Draft 2018-2019 Annual Business Plan be endorsed as being suitable to present to the Council for endorsement and approval to be released for consultation with The Parade Precinct business community for a period of twenty-one (21) days.

Mayor Bria declared an interest in this matter as he is a Member and the Number 1. Ticket Holder of the Norwood Football Club.

Cr Wormald moved:

That the Draft 2018-2019 Annual Business Plan be amended by increasing the allocation for Sponsorship to $10,000, by re-allocating $5,000 from the Signage & Street Decorations Budget and $4,000 from the Events & Activations Budget.

Seconded by Mr Ian King and carried unanimously.

Mr Michael Roxas moved:

That the Draft 2018-2019 Annual Business Plan, as amended (as set out above), be endorsed as being suitable to present to the Council for endorsement and approval to be released for consultation with The Parade Precinct business community for a period of twenty-one (21) days.

Seconded by Cr Whitington and carried unanimously.
5. OTHER BUSINESS
Nil

6. NEXT MEETING
Tuesday 29 May 2018

7. CLOSURE
There being no further business, the Presiding Member declared the meeting closed at 7.09pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on __________________________ (date)