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

2. PRESIDING MEMBER’S COMMUNICATION ........................................ 1

3. NORWOOD PARADE PRECINCT NEWS ............................................. 1

4. STAFF REPORTS .................................................................................. 1
   4.1 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2017-2018 ANNUAL BUSINESS PLAN ........................................................................ 2
   4.2 ENDORSEMENT OF THE DRAFT NORWOOD PARADE PRECINCT COMMITTEE 2018-2019 ANNUAL BUSINESS PLAN ........................................... 6

5. OTHER BUSINESS ................................................................................. 9

6. NEXT MEETING .................................................................................... 9

7. CLOSURE ............................................................................................. 9
VENUE Mayors Parlour, Norwood Town Hall

HOUR 6.17pm

PRESENT

Committee Members Mayor Robert Bria (Presiding Member)
Cr Lucy Marcuccitti
Cr Paul Wormald
Cr Sue Whitington
Mr Mario Boscaini
Mr Tom McClure
Mr Terry Dalkos
Mr Michael Roxas

Staff Mario Barone (Chief Executive Officer)
Keke Michalos (Manager, Economic Development & Strategic Projects)
Stacey Evreniadis (Economic Development Co-ordinator)

APOLOGIES Cr Christel Mex, Mr Luke Richards, Ms Annie Lovejoy, Mr Ian King

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 MARCH 2018

Cr Whitington moved that the minutes of the Norwood Parade Precinct Committee meeting held on 27 March 2018 be taken as read and confirmed. Seconded by Mr Terry Dalkos and carried.

2. PRESIDING MEMBER’S COMMUNICATION

Nil

3. NORWOOD PARADE PRECINCT NEWS

Nil

Short Term Suspension of Proceedings

At 6.18pm the Presiding Member, with the approval of two-thirds of the Members present, suspended the meeting procedures pursuant to Regulation 20(1) of the Local Government (Procedures at Meetings) Regulations 2013, to enable a presentation on The Parade Masterplan Project to be made.

Resumption of Proceedings

At 7.01pm proceedings resumed.

4. STAFF REPORTS
4.1 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2017-2018 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 - D

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 which were raised by some traders 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 took place on Sunday 15 April 2018 between 10.00am and 4.00pm.

The objective of the event was to showcase the City’s café and food culture and celebrate Norwood’s Italian heritage. The event was designed to provide participants with a traditional Italian experience, whilst also showcasing the City’s local manufacturers and restaurants, musicians and performers, and live artists.

A total of Nine (9) local traders were engaged to provide Italian cuisine options, such as pizza, pasta, coffee, wine, confectionery; however, two (2) businesses pulled out prior to the day of the event because of the forecasted wet weather. A few examples of the participating businesses from across the City of Norwood Payneham & St Peters were The Bath, Manto Café, L’Abruzzeeze and Wholly Belly. Unfortunately, due to the weather conditions on the day, attendance numbers were low, estimated at 600 attendees across the day, compared to the expected attendance of 2,000-3,000 (based on similar events held previously within the Council area, ie Taste Glynde).

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.
The aim of the event was to activate the street and draw people to the Precinct to follow the trail. The Art on Parade event ran for a period of three (3) weeks, commencing on Monday 16 April and concluding on Monday 7 May 2018.

The artworks featured as part of this event were located in the windows and inside some of the shops and commercial businesses along The Parade, Norwood. The collection of artworks were curated and managed by the Council and included pieces such as sculptures, paintings, drawings and photographs. In total the self-guided trail of contemporary art, featured 95 unique works by South Australian artists and were located in twenty-three (23) business along The Parade.

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 employment 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 ‘The Parade, Norwood’ branded reusable cups to participating cafés located within The Parade Precinct. Of the seventeen (17) cafes within The Parade Precinct approached to participate in this campaign, a total of twelve (12) cafes agreed to endorse and support this promotion to their patrons.

Since the launch of the initiative in early March 2018, 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 feedback from the participating businesses is that the initiative has been well received from customers and at the time of preparing this report approximately 1600 cups had been distributed.

3.2 COMPETITION

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.

Following the September meeting, a number of investigations took place regarding a major competition 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 the prize, staff took the opportunity to explore the option of running a competition that focussed 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.
The total prize of the Caroma Competition is valued at $10,500 and includes $7,000 worth of Caroma bathroom products, $2,500 cash to be spent on the bathroom renovation and a $1,000 Outdoors on Parade voucher.

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

- $7,000 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 30 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’.

During the scoping of the Competition, the Council offered all 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. Outdoors on Parade was the only business that took up the opportunity and has subsequently been added to all of the promotional material. A copy of the promotional material is contained in Attachment B.

The “Bathroom Makeover Competition” provides an excellent opportunity for The Parade to showcase some of its other attributes, one being the concentration of homewares and lifestyle businesses within The Parade Precinct.

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 two (2) of the four (4) training workshops, Social Media 1.0 and The Customer Perception Is Your Reality, were held on Tuesday 20 March 2018 and Tuesday 10 April 2018. The next training session, Social Media 2.0 will be held on Tuesday 5 June 2018,

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 C.

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. In addition to the four (4) sessions, a Networking Function has also been scheduled for Wednesday 4 July 2018.

Tickets for each of the workshop sessions are available for $35 via www.npsp.eventbrite.com.

A copy of the Eastside Startup Series postcard is contained in Attachment D.
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 Whitington moved:

That the report and the status of the 2017-2018 Annual Business Plan and Budget, as contained in Attachment A, be received and noted.

Seconded by Mr Mario Boscairni and carried unanimously.
4.2 ENDORSEMENT OF THE DRAFT NORWOOD PARADE PRECINCT COMMITTEE 2018-2019 ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: S/01916
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee (NPPC), the final Draft of the 2018-2019 Annual Business Plan for final review and endorsement prior to the Council’s consideration and approval at its meeting to be held on 4 June 2018.

BACKGROUND

At its meeting held on 27 March 2018, the Committee resolved the following:

*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.*

*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.*

The Draft Annual Business Plan was subsequently presented to the Council at its meeting held on Tuesday 3 April 2018. At that meeting, the Council considered the Draft Annual Business Plan and endorsed it for the purposes of consultation with The Parade business community.

The Draft Plan, which was endorsed by the Committee for recommendation to the Council for the purposes of consultation, is based on the revenue which the Council proposes to collect from The Parade Separate Rate in 2018-2019, totalling $209,715.

The Draft 2018-2019 Annual Business Plan was subsequently released for consultation for a period of twenty-four (24) days, from Wednesday 25 April until Friday 18 May 2018. Letters were distributed to all businesses and property owners within The Parade Precinct. Notices were also placed in both the Eastern Courier and the East Torrens Messenger. In addition to this, information was published on The Parade website and an Electronic Direct Marketing advising The Parade traders of the consultation was also distributed.

No submissions have been received in respect to the Draft 2018-2019 Annual Business Plan.

A copy of the final Draft 2018-2019 Annual Business Plan is contained in Attachment A.

FINANCIAL AND BUDGET IMPLICATIONS

The Draft 2018-2019 Annual Business Plan is based on a total budget of $209,715 which is the total amount that the Council will receive from the Separate Rate.

Expenses incurred in placing the Draft Plan on consultation related to the:

- Letter distribution to The Parade Precinct business community; and

RESOURCE ISSUES

The implementation of the Draft 2018-2019 NPPC Annual Business Plan will be undertaken by the Council’s Economic Development Coordinators with input and involvement from other Council staff and external contractors as required.
CONSULTATION

The Draft 2018-2019 Annual Business Plan was released for consultation on Wednesday 25 April, with comments sought in writing by no later than 5:00pm, Friday 18 May 2018.

A letter was forwarded to all businesses and property owners on The Parade advising of the Draft Plan and the consultation process. Notices were placed in the East Torrens and Eastern Courier Messenger papers on Wednesday 25 April 2018. In addition, information was published on The Parade website and an Electronic Direct Marketing (EDM) advising The Parade traders of the draft Plan and consultation was also distributed.

Copies of the Draft Plan were also made available at the Norwood Town Hall.

DISCUSSION

Pursuant to the Terms of Reference 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.

A summary of how the Committee proposes to allocate the revenue received from the Separate Rate is outlined in Table 1 below.

TABLE 1: NORWOOD PARADE PRECINCT COMMITTEE 2018-2019 ANNUAL BUSINESS PLAN

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Events &amp; Activations</strong></td>
<td></td>
</tr>
<tr>
<td>Events &amp; Activations</td>
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<tr>
<td><strong>Marketing &amp; Communication</strong></td>
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<td>Website</td>
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<td>Social Media</td>
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<td>Advertising</td>
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<td><strong>Identity &amp; Brand</strong></td>
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<td>Sponsorship</td>
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<td>Signage &amp; Street Decorations</td>
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<tr>
<td>Merchandise</td>
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<td>Competitions &amp; Promotions</td>
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<td><strong>Business Development</strong></td>
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<td>Networking</td>
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<td>Catering</td>
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<td><strong>TOTAL</strong></td>
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</tr>
</tbody>
</table>

OPTIONS

The Committee can amend or delete strategies and budget allocations. However, given that no submissions have been made and in turn no amendments have been sought, it is recommended that the Committee endorse the Draft Annual Business Plan in its current form.

CONCLUSION

Nil

COMMENTS

Nil.

RECOMMENDATION

That the Draft 2018-2019 Norwood Parade Precinct Committee Annual Business Plan, as contained in Attachment A, be endorsed and recommended to the Council for its approval.

Cr Whittington moved:

That the Draft 2018-2019 Norwood Parade Precinct Committee Annual Business Plan, as contained in Attachment A, be endorsed and recommended to the Council for its approval.

Seconded by Cr Marcuccitti and carried.
5. OTHER BUSINESS
   Nil

6. NEXT MEETING
   Tuesday 24 July 2018

7. CLOSURE
   There being no further business, the Presiding Member declared the meeting closed at 7.16pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on ____________________________ (date)