Norwood Parade Precinct Committee
Minutes

24 July 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 24 July 2018

VENUE
Mayors Parlour, Norwood Town Hall

HOUR
6.15pm

PRESENT

Committee Members
Mayor Robert Bria (Presiding Member) (entered the meeting at 6.24pm)
Cr Lucy Marcuccitti
Cr Paul Wormald (entered the meeting at 6.28pm)
Cr Sue Whitington (Acting Presiding Member)
Cr Christel Mex
Mr Mario Boscaini
Mr Tom McClure
Mr Terry Dalkos
Mr Michael Roxas

Staff
Keke Michalos (Manager, Economic Development & Strategic Projects)
Stacey Evreniadis (Economic Development Coordinator)

APOLOGIES
Mr Ian King, Mr Luke Richards

ABSENT
Ms Annie Lovejoy

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 Acting Presiding Member. Seconded by Mr Terry Dalkos and carried unanimously.

Cr Whitington assumed the Chair.

1B. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 29 MAY 2018

Mr Mario Boscaini moved that the minutes of the Norwood Parade Precinct Committee meeting held on 29 May 2018 be taken as read and confirmed. Seconded by Mr Terry Dalkos and carried unanimously.

2. PRESIDING MEMBER’S COMMUNICATION
Nil

3. NORWOOD PARADE PRECINCT NEWS
Nil

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

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
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 the final progress report on the implementation of the 2017-2018 Annual Business Plan.

BACKGROUND

At its meeting held on 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 been undertaken 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 for the year is contained in Attachment A.

DISCUSSION

1. STRATEGY: EVENTS & PROGRAMS

1.1 CAROMA BATHROOM COMPETITION

The ‘Caroma Bathroom Makeover’ Competition was launched on Wednesday 30 May 2018, at the Caroma Showroom, with The Parade business owners and operators and property owners invited to the event. The competition officially opened on Friday 1 June 2018 and entries closed on Saturday 30 June 2018. The winner of the competition was drawn on Monday 11 July 2018 at The Norwood Town Hall by Mayor Robert Bria, with Ms Nicole Staples from Caroma and a Justice of Peace present. The winner has been notified by telephone and email and will be announced publicly on Monday 23 July 2018, via The Parade website and Facebook page.

An extensive marketing campaign was arranged to promote this competition, which included promotion via radio, print and online. A summary report of the competition, including statistics, will be provided to the Committee at the next meeting.

2. STRATEGY: MARKETING & COMMUNICATION

2.1 SOCIAL MEDIA

As Committee Members are aware, the social media management was recently moved from the Council’s external provider, Glam Adelaide, to an in house Digital Marketing Officer. Glam Adelaide completed its contract at the end of June, which means that the Council now has full ownership over all its social media accounts.

The Parade Precinct has three (3) social media channels: Facebook, Instagram, and Twitter. Each channel serves a unique purpose in communicating to the community. While Glam Adelaide consistently posted the same content to all three channels, a more strategic approach will now be adopted. This will involve curated content tailored specific for each channel’s audience, and to the purpose of each platform.
Examples of social media posts across Facebook and Instagram, including statistic and demographics are contained in Attachment B.

2.1 PRINT ADVERTISING

Destinations Australia Magazine is a luxury magazine encapsulating the very best Australia has to offer in lifestyle, dining, shopping, fashion, the arts, entertainment, and weekend getaways. The magazine is distributed across Australia and can be found in the guest rooms of four and five star hotels, selected cafes and Qantas lounges in Australia, Singapore, Hong Kong and Los Angeles. The 2018-2019 edition was released in June 2018. A copy of the cover and double-page spread promoting The Parade is contained in Attachment C.

3. STRATEGY: IDENTITY & BRAND

3.1 MERCHANDISE

As a pilot project to promote sustainability, Council staff have distributed ‘The Parade, Norwood’ branded reusable cups to participating cafés and businesses located within The Parade Precinct. Of the seventeen (17) cafes within The Parade Precinct which have been 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 Reusable Coffee Cup initiative, Council staff have continued to distribute ‘The Parade, Norwood’ branded cups to the participating cafes and businesses, with an ongoing discount offered to customers that use the reusable cups. On Wednesday 18 July 2018, Council staff were approached by an Eastern Suburbs Old Scholars group to seek merchandise for “goodie bags” to be supplied to attendees at the movie night held at Hoyts Norwood on Thursday 19 July 2018. The “goodie bags” also included products which have kindly been donated by The Parade traders. A donation of eighty (80) coffee cups was agreed, which complemented the existing contents nicely. This served as a great branding exercise that not only targeted locals, but also reached people from across the City who attended the event.

The feedback from businesses and customers continues to be positive, with approximately 2000 cups distributed to date. Given the success of the current initiative, it is proposed that the distribution of the cups continue in this manner until the demand from The Parade traders ceases.

4. STRATEGY: BUSINESS DEVELOPMENT

4.1 BUSINESS TRAINING & WORKSHOPS

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

The last two (2) of the four (4) training workshops, Social Media 2.0 and Merchandising – Creating Inviting Retail Spaces were held on Tuesday 5 June 2018 and Tuesday 19 June 2018 at Brick + Mortar.

Each business within The Parade Precinct was invited to register their interest in attending the free workshops through the News on Parade monthly newsletter, but unfortunately the take-up was not as positive as anticipated. There were a total of sixty (60) attendees across all four (4) workshops.

It is suggested that the format of business development events in 2018-19 be reviewed with the option of breakfast sessions included in the programme.
4.2 EASTSIDE STARTUP SERIES

Ahead of Adelaide Entrepreneurs Week, a free networking event as part of The Eastside Startup Series was held on Wednesday 4 July 2018. Hosted at Little Bang Brewing Co, with a DJ and Soza’s Sri Lankan Food Truck, the event was well received by the seventy (70) attendees, which mostly comprised of people in the entrepreneurial and startup industry. The event provided a welcoming and casual environment, giving people the opportunity to connect with an inspiring group of like-minded entrepreneurs and business owners.

The next event will be held at Brick + Mortar on Tuesday 18 September 2018 and will focus on startup growth: funding, efficiency and customers.

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

Images of the Eastside Startup Series Networking Event are contained in Attachment D.

RECOMMENDATION

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

Assumption of Chair

Mayor Robert Bria entered the meeting at 6.24pm and assumed the Chair.

Cr Paul Wormald entered the meeting at 6.28pm.

Mr Mario Boscaini moved:

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

Seconded by Mr Tom McClure and carried unanimously.
4.2 FINAL SUMMARY OF EXPENDITURE FOR THE 2017-2018 NORWOOD PARADE PRECINCT COMMITTEE ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: S/01916
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee (NPPC), a summary of expenditure as at 30 June 2018.

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 at its meeting held on Monday 5 June 2017, as being suitable for implementation.

The 2017-2018 Norwood Parade Precinct Committee budget comprised of the following:

- Separate Rate Levy - $205,000
- Carry Forward (2016-2017) - $46,488.78

A summary of the overall budget and expenditure as at 30 June 2018, is contained in Attachment A.

DISCUSSION

As at 30 June 2018, $21,392.50 remains in the 2017-2018 Norwood Parade Precinct Committee budget. This amount will be carried forward to the 2018-2019 financial year with $18,099.50 and $180.00 allocated for the payment of two (2) outstanding invoices, the 50% deposit for the installation of the Christmas decorations on The Parade and the Caroma Competition, respectively. Therefore, the total amount available for reallocation is $3,113.

It is proposed that the amount of $3,113 be allocated to the advertising budget in the 2018-2019 Annual Business Plan, as outlined in Table 1.

A $3,113 increase in the advertising budget will allow for greater flexibility in promoting various events and activities that take place throughout the 2018-2019 financial year.

As outlined above, the allocation of $18,099.50 to signage and street decorations, will allow for the payment of the outstanding invoice for the installation of the Christmas decorations on The Parade and the allocation of $180.00 to competitions and promotions will allow for the payment of the outstanding invoice for the Caroma Competition.
TABLE 1: DISTRIBUTION OF CARRY FORWARD BUDGET

<table>
<thead>
<tr>
<th>STRATEGIES</th>
<th>2018-2019 ENDORSED BUDGET</th>
<th>PROPOSED CARRY FORWARD</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Events &amp; Activations</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events &amp; Activations</td>
<td>$36,000</td>
<td></td>
<td>$36,000</td>
</tr>
<tr>
<td><strong>Marketing &amp; Communication</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Social Media</td>
<td>$20,000</td>
<td>$20,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Advertising</td>
<td>$49,715</td>
<td>$3,113</td>
<td>$52,828</td>
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<tr>
<td><strong>Identity &amp; Brand</strong></td>
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<td></td>
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</tr>
<tr>
<td>Sponsorship</td>
<td>$10,000</td>
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<tr>
<td>Signage &amp; Street Decorations</td>
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<td>$18,099.50</td>
<td>$73,099.50</td>
</tr>
<tr>
<td>Merchandise</td>
<td>$5,000</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Competitions &amp; Promotions</td>
<td>$20,000</td>
<td>$180.00</td>
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<tr>
<td><strong>Business Development</strong></td>
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</tr>
<tr>
<td>Networking</td>
<td>$4,000</td>
<td></td>
<td>$4,000</td>
</tr>
<tr>
<td>Business Training &amp; Workshops</td>
<td>$4,000</td>
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<td>$4,000</td>
</tr>
<tr>
<td><strong>Administration</strong></td>
<td></td>
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</tr>
<tr>
<td>Catering</td>
<td>$2,000</td>
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</tr>
<tr>
<td>Print, Post &amp; Distribution</td>
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<td>$2,750</td>
</tr>
<tr>
<td>Administration</td>
<td>$250</td>
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<td>$250</td>
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<tr>
<td><strong>Total</strong></td>
<td>$209,715</td>
<td>$21,392.50</td>
<td>$231,107.50</td>
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</tbody>
</table>

OPTIONS

The Committee can amend the proposed allocation of the carry forward budget or can resolve to approve the allocations as set out in Table 1 above.

RECOMMENDATION

That the allocation of the $21,392.50 carry forward amount from the 2017-2018 financial year as outlined in Table 2 below, be endorsed and that the Committee notes that the total available budget for the 2018-2019 financial year is $231,057.50.

TABLE 2: FINAL 2018-2019 BUDGET

<table>
<thead>
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<th>BUDGET</th>
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<tbody>
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<td>Merchandise</td>
<td>$5,000</td>
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<td>Competitions &amp; Promotions</td>
<td>$20,180</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$108,279.50</td>
</tr>
</tbody>
</table>
Cr Wormald moved:

1. That the allocation of the $21,392.50 carry forward amount from the 2017-2018 financial year as outlined in Table 2 below, be endorsed and that the Committee notes that the total available budget for the 2018-2019 financial year is $231,057.50.

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<td>TOTAL</td>
<td>$231,107.50</td>
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</table>

2. That Staff investigate and prepare a report for the September 2018 meeting, regarding the existing tourism initiatives and other potential tourism related opportunities for The Parade Precinct.

Seconded by Mr Terry Dalkos and carried.
5. OTHER BUSINESS
   Nil

6. NEXT MEETING
   Tuesday 25 September 2018

7. CLOSURE
   There being no further business, the Presiding Member declared the meeting closed at 7.53pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on ____________________________

(date)