Norwood Parade Precinct Committee
Agenda & Reports

26 February 2019

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.
To all Members of the Norwood Parade Precinct Committee

Committee Members
- Mayor Robert Bria
- Cr Sue Whittington
- Cr Fay Patterson
- Cr John Callisto
- Cr Kester Moorhouse
- Ms Annie Lovejoy
- Mr Mario Boscaini
- Mr Tom McClure
- Mr Terry Dalkos
- Mr Joshua Baldwin
- Mr Ross Dillon
- Mr Sebastian Joseph
- Ms Elizabeth Donaldson

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

NOTICE OF MEETING

I wish to advise that pursuant to Sections 87 and 88 of the Local Government Act 1999, the next Ordinary Meeting of the Norwood Parade Precinct Committee, will be held in the Mayors Parlour, Norwood Town Hall, 175 The Parade, Norwood, on:

Tuesday 26 February 2019, commencing at 6.15pm

Please advise Keke Michalos on 83664509 or email kmichalos@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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VENUE
Mayors Parlour, Norwood Town Hall

HOUR

PRESENT
Committee Members
Staff

APOLOGIES

ABSENT

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 PRESIDING MEMBER

1B. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 25 SEPTEMBER 2018

2. PRESIDING MEMBER’S COMMUNICATION

3. NORWOOD PARADE PRECINCT NEWS
   Committee Members to report on news from the Precinct.

4. STAFF REPORTS
4.1 APPOINTMENT OF A PRESIDING MEMBER FOR THE NORWOOD PARADE PRECINCT COMMITTEE

PURPOSE OF REPORT

The purpose of this report is to provide the Committee with information to assist with the appointment of a Presiding Member.

BACKGROUND

Section 41(4) of the Local Government Act 1999 (the Act), states that the Council must appoint a person as the Presiding Member of a Committee, or make provision for the appointment of a Presiding Member.

In respect to the Norwood Parade Precinct Committee, the Council has determined that the Committee will appoint a Presiding Member in accordance with the Terms of Reference (contained in Attachment A).

In respect to the appointment of the Presiding Member, the Committee’s Terms of Reference state that:

4.1 The Presiding Member of the Committee will be appointed by the Committee at the first meeting of the Committee.

4.2 The Committee will appoint one (1) of the Elected Member Representatives as the Presiding Member.

As such, the Committee is required to appoint either the Mayor or one of the four (4) Councillors currently on the Committee, as the Presiding Member at this meeting.

FINANCIAL AND BUDGET IMPLICATIONS

There are no financial or budget implications associated with the appointment of a Presiding Member.

DISCUSSION

The primary role of the Presiding Member is to ensure that the Committee meetings are conducted in a proper and orderly manner and to act as the spokesperson on behalf of the Committee. The Presiding Member must be impartial, provide leadership and ensure that the opinion of the Committee during Meetings, where items are considered, is properly resolved. In order to do this, the Presiding Member must understand his or her authority, know the rules and give clear direction at meetings. It should be noted that Council staff will be present at meetings to assist with relevant legislative and meeting procedures and to provide advice generally.

The Presiding Member may also be required to:

- encourage new or inexperienced members to contribute their views to the discussion;
- discourage any members from monopolising or dominating discussions;
- assist members to express their intentions clearly;
- make sure the discussions are centred on issues and not personalities;
- stop any aside discussions or interruptions while a member is speaking; and
- take advice from Council staff or refer to the Act or Regulations in relation to correct meeting procedure.
In addition, the Committee’s Terms of Reference state that the role of the Presiding Member will include:

4.4.1 overseeing and facilitating the conduct of meetings in accordance with the Act and the Local Government (Procedures at meetings) Regulations 2013;

4.4.2 ensuring all Committee Members have an opportunity to participate in discussions in an open and encouraging manner; and

4.4.3 where a matter has been debated significantly and no new information is being discussed to call the meeting to order and ask for the debate to be finalised and the motion to be put.

The Presiding Member of the Norwood Parade Precinct Committee has a deliberate vote, but not a casting vote. This means that the Presiding Member must vote at the same time that all of the other Committee Members vote. The Presiding Member, along with all Committee Members, must vote on all items for which they are present at the meeting. The Presiding Member cannot put an issue to the vote, wait to see the result and then exercise his/her vote.

Given that the Council has appointed the Members to the Norwood Parade Precinct Committee from 4 February 2019 until 31 October 2020, it is recommended that the term of appointment for the Presiding Member be consistent with the term of the Committee and that it also expire on 31 October 2020. However, it is at the discretion of the Committee to specify the term, should the Committee choose to initiate a term which expires prior to the 31 October 2020.

The method of voting to elect the Presiding Member will be a show of hands. In the event of two (2) candidates being nominated for the position of Presiding Member, the method of voting shall be simple majority (or as it is otherwise known first past the post). In the event that three (3) or more candidates are nominated for Presiding Member, the method of voting will be bottom up lowest vote elimination, until two (2) candidates remain. The candidate with the highest number of votes will be elected. In the event of there being a tie in the election of a Presiding Member, the matter is to be decided by the drawing of lots.

COMMENTS

Mayor Bria has held the position of Presiding Member over the last two (2) terms of the Committee (February 2015 - October 2016 and November 2016 – October 2018) and has indicated an interest to continue in this role.

RECOMMENDATION

That pursuant to Section 41(4) of the Local Government Act 1999, _________________ be appointed to the position of Presiding Member for the City of Norwood Payneham & St Peters’ Norwood Parade Precinct Committee, for a term expiring on 31 October 2020.
Attachment A

Appointment of a Presiding Member for the Norwood Parade Precinct Committee
NORWOOD PARADE PRECINCT COMMITTEE
TERMS OF REFERENCE

1. ESTABLISHMENT

1.1 The Council has established the Norwood Parade Precinct Committee (referred to in these Terms of Reference as “the Committee”) pursuant to Section 41 of the Local Government Act 1999 (“the Act”).

1.2 The Committee will be known as the Norwood Parade Precinct Committee.

1.3 The Committee may be wound up at any time by resolution of the Council.

1.4 These Terms of Reference were adopted by the Council on .

2. FUNCTIONS

2.1 To develop and recommend to the Council in each financial year, an Annual Business Plan and Budget for The Parade Precinct.

2.2 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.

2.3 To oversee the implementation of the Annual Business Plan as approved.

2.4 To oversee the implementation of the approved Marketing and Promotional Plan for The Parade.

2.6 To assist in the development and promotion of a vibrant cultural and leisure tourism destination for businesses, residents and visitors.

2.7 To facilitate and encourage networking and communication.

3. MEMBERSHIP

3.1 The Committee will comprise of thirteen (13) Members.

3.2 Membership of the Committee will comprise of:

3.1.1 Mayor Robert Bria and four (4) Elected Members (Cr Fay Patterson, Cr Sue Whittington, Cr John Callisto and Cr Kester Moorhouse) as determined by resolution of the Council; and

3.1.2 eight (8) Representatives who must be either a current property owner/trader/business owner, currently trading or owning a property within the Precinct boundaries as defined by Map 1 (attached), selected and appointed by the Council as representing, in the opinion of the Council, the interests of all business and property owners within the Norwood Parade Precinct.

3.3 Subject to Clause 1.3 of these Terms of Reference, Membership of the Committee is for the term of the Committee unless a Member resigns or is otherwise incapable of continuing as a Member, or is removed from office by the Council.

3.4 The Committee must report to the Council where a Member has failed (without the leave of the Committee) to attend three (3) consecutive meetings of the Committee.
4. PRESIDING MEMBER

4.1 The Presiding Member of the Committee will be appointed by the Committee at the first meeting of the Committee.

4.2 The Committee will appoint one (1) of the Elected Member Representatives as the Presiding Member.

4.3 If the Presiding Member of the Committee is absent from a meeting then an Elected Member representative on the Committee, chosen from those present, will preside at the meeting until the Presiding Member is present.

4.4 The role of the Presiding Member includes:

4.4.1 overseeing and facilitating the conduct of meetings in accordance with the Act and the Local Government (Procedures at Meetings) Regulations 2013;

4.4.2 ensuring all Committee Members have an opportunity to participate in discussions in an open and encouraging manner; and

4.4.3 where a matter has been debated significantly and no new information is being discussed to call the meeting to order and ask for the debate to be finalised and the motion to be put.

5. DELEGATED AUTHORITY

Pursuant to Section 44 of the Local Government Act 1999, the Norwood Parade Precinct Committee does not enjoy the delegation of any powers, functions and duties of the Council. All decisions of the Committee will, therefore, constitute only recommendations to the Council.

6. NOTICE OF MEETINGS

6.1 Notice of the meetings of the Committee will be given in accordance with Sections 87 and 88 of the Act. Accordingly, notice will be given:

6.1.1 to Members of the Committee by email or as otherwise agreed by the Committee at least three (3) clear days before the date of the meeting; and

6.1.2 to the public as soon as practicable after the time that notice of the meeting is given to Members by causing a copy of the notice and agenda to be displayed at the Council's offices and on the Council's website.

7. PUBLIC ACCESS TO MEETINGS

7.1 The Committee shall meet at the Norwood Town Hall, 175 The Parade, Norwood.

7.2 Members of the public are able to attend all meetings of the Committee, unless prohibited by resolution of the Committee under the confidentiality provisions of Section 90 of the Act.

8. OPERATIONAL MATTERS

8.1 The Norwood Parade Precinct Committee shall act at all times in strict accordance with the Local Government Act 1999 and any other relevant legislation.

8.2 Subject to Clause 5.3 below, the Norwood Parade Precinct Committee shall act in strict accordance with the Local Government Act 1999 and Part 2 of the Local Government (Procedures at Meetings) Regulations 2013.
8.3 The Norwood Parade Precinct Committee shall meet four (4) times in every calendar year, at a place to be determined by the Chief Executive Officer and then on such dates and at such times as determined by the Precinct Committee.

8.4 A quorum for a meeting of the Norwood Parade Precinct Committee shall be six (6) Members of the Precinct Committee, comprising of a minimum of four (4) property owner/trader/business owner representations.

8.5 All decisions of the Precinct Committee shall be made on the basis of a majority decision of the Members present. If the vote is tied then the motion shall be determined to have lapsed.

8.6 All Precinct Committee Members, including business representatives, must vote on decisions before the Committee.

9. REPORTING

9.1 Pursuant to Section 41(8) of the Local Government Act 1999, all decisions of the Precinct Committee will be referred to the Council as recommendations of the Precinct Committee. The reporting of the decisions of the Committee in this manner will satisfy the requirements of Section 41(8).

9.2 The Norwood Parade Precinct Committee shall make at least one annual public report presentation to business and property owners within the Norwood Parade Precinct and other interested organisations and members of the local community at a meeting to be held in the Norwood Town Hall or other public place as determined by the Committee.

10. TERM OF THE COMMITTEE

10.1 The Committee will be wound up without further action by the Council at the conclusion of the term of the Committee.

10.2 The term of the Committee expires on 31 October 2020.
4.2 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 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 - O

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 2018-2019 Annual Business Plan.

BACKGROUND

At its meeting held on Tuesday 29 May 2018, the Committee endorsed the Draft 2018-2019 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 4 June 2018.

Subsequent to the endorsement of the Annual Business Plan, investigations have progressed in respect to a number of the deliverables. 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 FASHION ON PARADE 2018

On Sunday 14 October 2018, the Council, in conjunction with the Norwood Parade Precinct Committee, hosted the Fashion On Parade event as part of the 2018 Adelaide Fashion Festival (the Festival) Presented by Norwood Place. The event featured three (3) fashion parades held on the outdoor catwalk and showcased the latest in-season trends from the twenty-seven (27) participating fashion retailers citywide. Models were styled by Yots Hair Norwood and Media Makeup, and dressed by local designer and stylist Ms Cristina Tridente and Ms Nathalia Covino.

Guided by the comments which were received in 2017, the entertainment schedule was reviewed and included three (3) fashion and beauty talks which took place on the main stage, in between the parades, ensuring a constant flow of events. The talks included a mini makeover with Media Makeup and Yots Hair Norwood, an op-shop style session with Cristina Tridente and a bridal talk with local designer Greta Kate. In addition, businesses citywide were given the opportunity to host a pop up shop of their own, with many taking up the opportunity and adding to over forty (40) other market stalls on the street. One day offers were taken up by twenty-seven (27) businesses and were promoted online and as part of the printed collateral that was distributed to attendees on the day.

In addition to the entertainment on the catwalk, a bar area was centrally located within the event space run by The Colonist. The bar offered a range of beer, wine, gin cocktails and cheese platters. This area featured a duo live music act for the duration of the day. Other entertainment included a kids activity hub, run by staff from the St Peters Library; and a Beauty Bar which was hosted by Endota Spa, Media Makeup and Bladez the Barber providing quick pampering sessions for free. To encourage engagement with The Parade’s social media channels and events, a digital photo booth was organised and available to patrons for free. The photo booth proved to be a very popular stall and The Parade branded selfie ring lights were a great addition and takeaway at the event. Norwood Place activated their centre with face painting, a photo booth and live music, at no cost to the Council.

An online questionnaire via Survey Monkey was distributed to market stallholders and traders following the event.
A total of 11 responses from the market stallholders were received, and the following data was gathered:

- 45% of stallholders rated their experience at the event as excellent or a score of 5 out of 5
- 67% of stallholders did not believe that the event needed any improvements
- 91% of stallholders had a positive experience dealing with the Council and Market Stallholder Coordinator
- 70% of stallholders see the value in holding the event again in the future

A total of 9 responses from the traders were received, including the following:

- Happy to be involved with the event. Did not generate any sales by being involved. Always has a negative impact on our days trade being blocked off;
- Unfortunately the weather was not ideal, and sales were down on the previous years. However, I still think the event has value for my business;
- All was very well organized and I feel the Norwood Payneham & St Peters council is very active within the community

Some ideas that have been suggested by the Council staff include a VIP Shopping Night on The Parade. This would involve traders along The Parade hosting their own discounted shopping night. In this scenario the street would remain open, but the footpaths would be activated with decorations, lighting, signage, and entertainment. Additionally, a brochure would be produced to outline all the different specials the traders have to offer, and this would be distributed widely prior to the event to encourage additional shopping.

The businesses outside of The Parade could also be encouraged to participate offering similar styling and signage as The Parade traders to continue the brand of the event.

The Council will shortly consider a report on the Fashion on Parade event and will decide whether it continues with the event in its current format, changes the event or no longer holds the event.

Images of 2018 Fashion on Parade can be found in Attachment B.

1.2 CHRISTMAS GIFT WRAPPING STATION IN NORWOOD PLACE SUPPORTED BY THE SALVATION ARMY

To complement the Council and Christmas on Parade’s initiatives, the Council explored the opportunity to host a Christmas Gift Wrapping Station in Norwood Place for the week leading up to Christmas Day. The initiative was designed to encourage shoppers to The Parade, to purchase their Christmas gifts, and then visit Norwood Place to get their gifts wrapped for a gold coin donation.

With support from Norwood Place, the Council staff approached the Norwood Salvation Army Store, to seek their interest to collaborate on this initiative and they thankfully accepted. The gift wrapping station was managed and delivered by the Council, with the Salvation Army volunteers and staff manning the station during its opening hours. The initiative raised $920.85, with the proceeds contributing to the Salvation Army Christmas Day Lunch.

Images of the gift wrapping station are contained in Attachment C.

1.3 TOUR DOWN UNDER 2019

The Norwood on Tour Street Party

The Norwood on Tour Street Party was held on Monday 14 January 2019 at The Parade Norwood, between Edward Street and George Street. The three (3) main components of the event included entertainment, food stalls and kids activities.

Live music performed at the main stage, in the pedestrian crossing between Norwood Place and Norwood Mall. The stage entertainment included one (1) solo musician, a three-piece band, a seven piece brass band and an eight-piece cover band.
After contacting over fifty (50) City of Norwood Payneham & St Peters traders, eighteen (18) food and wine stalls applied to provide a range of cuisine, including Vietnamese, burgers, barbeque, salads, ice-cream, wine, beer, and cocktails. Originally twenty (20) food stalls were expected to participate; however, two (2) businesses withdrew from the event due to the extreme heat and staffing issues.

The participating Traders were:
- Amadio Wines
- Ben & Jerrys (Hoyts Cinemas)
- Crepe Bar
- Fine & Fettle
- Gelatissimo
- Grill'd Norwood
- Little Bang Brewing Company
- Norwood Catering Services
- Norwood Hotel
- Nourish'd Kitchen
- Popsicle
- Salena Estate Cellar Door Pty Ltd
- Signature Wines - Ginscato
- The Colonist
- The Lost Barrel
- VDR on the Parade
- Viva Continental Deli & Wine Bar
- Yak Pirate Life; and
- The Bath Hotel and Taste of Nepal (pulled out before the event)

All participating traders were invited to provide their comments regarding the event, with twelve (12) of the eighteen (18) responding.

In summary:
- 58.33% of the respondents saw the benefit of participating;
- traders loved the entertainment but wanted more activities along the street;
- the main recommendation for improvements was for more food stalls to participate; and
- many of the respondents indicated the weather being a massive issue again.

There were two (2) areas that provided entertainment for kids, which included large games, provided by Life Be In It, and a range of circus apparatus, provided by Circus Elements. In addition, there was henna and glitter artists, and roving entertainers. All entertainment was provided as a free service.

**Attendance**

The temperature during the event ranged from 39 degrees to 32 degrees for majority of the event, which resulted in a reduction of attendees for the first two (2) hours of the event. Notwithstanding this, Security Personnel recorded an estimated total of 8,000 people in attendance over the five (5) hour event, an increase of around 1,000 compared to the 2018 event.

In addition to the Street Party, the Council hosted the *Novatech Stage 2 Start* on The Parade on Wednesday 16 January 2019. The event attracted many spectators that lined The Parade for the Stage Start.

Images of the Norwood on Tour Street Party are contained in Attachment D.
2. STRATEGY: MARKETING & COMMUNICATIONS

2.1 SOCIAL MEDIA

The Parade’s social media accounts have seen a steady increase in followers, with engagement remaining consistent delivering improved targeted content.

A copy of The Parade Social Media Progress Report is contained in Attachment E.

2.3 PRINT AND DIGITAL ADVERTISING

CityMag Feature – December (Digital and Online)

The Council partnered with CityMag in December 2018, to feature quintessential food and drink experiences in the City of Norwood Payneham & St Peters. Cold Rock, The European, La Madeleine and the Little French Wine Bar were among The Parade businesses that were profiled. The article was included in the summer print edition and complemented online.

A copy of the article is contained in Attachment F.

Adelady Magazine

In early 2015, Ms Hayley Pearson and Ms Lauren De Cesare launched website and blog Adelady. The idea behind the blog is to feature businesses, locations, events and activities for women in Adelaide. The blog articles are written with genuine love and authenticity of the products, which can be attributed to the success of the website and brand. Only eighteen (18) short months later, Adelady was approached by The Nine Network to produce a lifestyle series under the same name and now, Adelady has now diversified into print, featuring the same key areas of style, fashion, food, art, travel, health, fitness, fun and family.

Issue 1 of Adelady Magazine was released in February 2019 and is a free to publication, available at all Romeo’s Foodland’s across South Australia and in New South Wales flagship stores, Flight Centre’s in South Australia and café and accommodation locations across the State. A copy of the publication will be distributed at the meeting.

A copy of the double page spread featuring businesses on The Parade is contained in Attachment G.

2.2 COMPETITIONS & PROMOTIONS

CAROMA BATHROOM MAKEOVER 2018

Ms Pamela Shepard, the winner of the ‘Caroma Bathroom Makeover’ competition, has completed the bathroom renovations in her home and would like to thank the Norwood Parade Precinct Committee and Caroma for the prize.

Images of the renovated bathroom, including products from Caroma and Outdoors on Parade, can be found in Attachment H.

COMPETITION 2019

Council staff have done some preliminary brainstorming and have approached a travel business on The Parade to support the competition. The Council is waiting for final approval, before proceeding with the development of a marketing and promotions plan. Further details regarding the proposed competition will be discussed at the meeting.
3. STRATEGY: IDENTITY & BRAND

3.1 CHRISTMAS DECORATIONS 2018

On Tuesday 20 November 2018, the three (3) large illuminated Christmas trees, in addition to the twenty (20) light pole decorations and Christmas branded banners were installed along The Parade, Norwood. The decorations remained in place for a period of seven (7) weeks over the Christmas period and were removed on Monday 7 January 2019 and delivered to storage.

To complement the decorations along The Parade, the Council also installed decorations along the windows of the Town Hall and in the three (3) street trees that surround the Norwood Town Hall. One (1) on George Street and the other two (2) located on The Parade. The feedback from The Parade businesses, residents and the community was overwhelmingly positive, with many encouraging the Council to consider additional decorations for the 2019 festive season.

For the third year running, the Council has installed decorated wooden Christmas trees on Osmond Terrace to create an outdoor gallery for the public to enjoy. The response from local schools was positive and saw sixty-two (62) six-foot trees decorated by school students, up from fifty-five (55) in 2017. To encourage additional visitors to The Parade, the Council agreed to accept the interest from nearby schools in this initiative.

This initiative comprised of 16 schools (2 of which fall just outside of the Council boundary) with children from various year levels decorating the trees. The schools that participated in this initiative are listed below.

<table>
<thead>
<tr>
<th>East Adelaide School</th>
<th>St Joseph’s Memorial School Kensington</th>
</tr>
</thead>
<tbody>
<tr>
<td>Felixstow Community School</td>
<td>St Joseph’s Memorial School Norwood</td>
</tr>
<tr>
<td>Marden Senior College</td>
<td>St Joseph’s School Payneham</td>
</tr>
<tr>
<td>Marryatville Primary School</td>
<td>St Peters Child Care Centre &amp; Preschool</td>
</tr>
<tr>
<td>Norwood Primary School</td>
<td>Trinity Gardens School</td>
</tr>
<tr>
<td>Prince Alfred College</td>
<td>Trinity Gardens Early Learning Centre</td>
</tr>
<tr>
<td>St Ignatius Junior School</td>
<td>St Joseph’s School Tranmere</td>
</tr>
<tr>
<td>St Ignatius Early Learning Years</td>
<td>Rose Park Primary School</td>
</tr>
</tbody>
</table>

The Christmas trees were on display from Tuesday 20 November 2018 through to Wednesday 2 January 2019. As part of this initiative, the community was invited to visit and walk through the display on Osmond Terrace taking in the creative sights before voting for their favourite Christmas tree in the People’s Choice competition on The Parade Facebook page. The photo with the most likes by Wednesday 2 January 2019 at 5.00pm, won a $250 voucher to Dillons Norwood Bookshop for the school, plus $1,000 to a charity of choice, kindly donated by the Norwood Parade Precinct Committee.

The winner of the competition was Rose Park Primary School with 343 votes and their charity of choice was Shelterbox, which is an organisation that provides emergency shelter and tools for families robbed of their homes by conflict and natural disaster.

“Our SRC has voted to support the Shelterbox project after one of our Year 7 students Jade spoke about her fundraising efforts at our recent school assembly, for this project. Jade has independently raised over $2000 for Shelterbox and in the process inspired our students at Rose Park to do the same.” – Di Burrell, Principal, Rose Park Primary School.

A selection of decorated trees, including the winning tree that were involved in the Festive Gallery on Osmond Terrace initiative are contained in Attachment I.
3.2 ART ON PARADE 2019

At its meeting held on Monday 3 September 2018, the Council resolved to continue to hold the Art on Parade event annually during the month of April.

The 2018 Art on Parade event provided an opportunity to encourage creative expression and invite new audiences to The Parade whilst at the same time supporting local artists and promoting The Parade as an arts-friendly precinct.

The event showcased ninety-five (95) artworks by twenty-two (22) artists, which were displayed in twenty-three (23) premises along The Parade, including the Norwood Town Hall, over a three (3) week period. In 2019, the event will run for the entire month of April and the aim is to increase the number of traders participating in the event and subsequently the number of artists.

At its meeting held on Tuesday 25 September 2018, the Committee endorsed the allocation of $5,000 from the Sponsorship budget towards the 2019 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.

The Art on Parade branding has been reviewed and amended, taking into consideration the comments received by the Council in 2018. A copy of the 2019 Art on Parade branding is contained in Attachment J.

All businesses within The Parade Precinct were invited during the months of January and February 2019 to express their interest in being a host venue for the 2019 Art on Parade event. Due to the success of last year’s event and positive contribution made by artist Kerry Reid, the Council has again engaged Kerry to be the liaison between the businesses that have expressed their interest and the artists that are showcasing their work. Kerry is currently in the process of matching artworks to venue spaces that are appropriate logistically and are visually complementary.

A new and exciting addition to this year’s Art on Parade will be a flower form sculpture by artist Quentin Gore that will be installed on the corner of The Parade and George Street, outside Parade Central. This will provide a new visual element to the event, bringing artwork on to the footpath. An image of the artwork is contained in Attachment K.

The 2019 Art of Parade launch event is scheduled for the first week in April. Further details will be shared with the Committee once they are confirmed.

3.3 MERCHANDISE

A budget of $5,000 has been allocated in the 2018-2019 Norwood Parade Precinct Committee Annual Business Plan for merchandise.

The Parade Norwood selfie ring lights that were purchased for Fashion on Parade were a hit amongst the festival goers. The item complemented the activities at the photo booth site well, and is a product that will be used time and time again by the target demographic.

To complement the Art on Parade event, investigations have been made into a quirky, practical and useful merchandise to promote The Parade and the event. Approximately $1,600 of the remainder of the budget has been invested into Art on Parade pencil sets that will be available for pick up at the event launch and will also be distributed to all participating businesses for customers to collect.

A mock-up of the Art on Parade branded pencil sets is contained in Attachment L.
4. STRATEGY: BUSINESS DEVELOPMENT

NETWORKING

4.1 CITY WIDE BUSINESS NETWORKING AND CHRISTMAS DRINKS

On Tuesday 4 December 2018, the Council hosted the *City Wide Business Networking and Christmas Drinks* function at Rustic Gourmet, 58 King William Street, Kent Town.

The function was well attended by over 100 business owners, managers and staff from across the Council area, including several Elected Members both past and present. The evening was abuzz with networking, a speech from the Mayor that highlighted the successes of 2018 and direction for 2019, followed by a number of door prizes kindly donated by Quinzi’s Confectionary, Scoffed Cooking School, Rustic Gourmet and Little Bang Brewing Company.

Please find some photos of the event contained in Attachment M.

BUSINESS DEVELOPMENT

A budget of $8,000 has been allocated to implement a series of networking and training sessions for The Parade businesses and property owners.

4.2 GROWTH WORKSHOPS

The Council staff have sourced three (3) external facilitators with backgrounds in digital marketing, social media and business development to conduct the four (4) workshops:

- Ms Chloe Grayling, Director and Social Media Specialist Chloe Jane Creative;
- Ms Ali Uren, Director & Business Strategist, KiikStart and;
- Ms Georgi Roberts, Director & Digital Marketing Specialist, Pitstop Marketing

The workshops have been scheduled for the following dates:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
<th>Time</th>
<th>Facilitators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram for Business</td>
<td>Tuesday 26 March 2019</td>
<td>6.00pm – 8.00pm</td>
<td>Chloe Grayling</td>
</tr>
<tr>
<td>Planning for Innovation and Development (Part 1)</td>
<td>Tuesday 4 June 2019</td>
<td>6.00pm – 8.00pm</td>
<td>Ali Uren</td>
</tr>
<tr>
<td>Planning for Innovation and Development (Part 2)</td>
<td>Tuesday 16 July 2019</td>
<td>6.00pm – 8.00pm</td>
<td>Ali Uren</td>
</tr>
<tr>
<td>Utilising Social Media’s Video Capabilities for Business</td>
<td>Tuesday 15 October 2019</td>
<td>6.00pm – 8.00pm</td>
<td>Georgi Roberts</td>
</tr>
</tbody>
</table>

Workshops will be held at *Brick+Mortar Creative* with the exception of Workshop 1, which will be held at *Bendigo Bank Norwood*, in order to showcase their new refurbished branch, event and community space.

The Growth Workshops will be marketed to all the businesses within the Council area via social and digital channels including target electronic newsletters and printed collateral.

The event is free and bookings are essential.
4.3 EASTSIDE STARTUP SERIES

The fourth and final event of the 2018 Eastside Startup Series ‘Future of Work’ was rescheduled from Tuesday 20 November 2018 to Tuesday 22 January 2019, due to the effects of the busy Christmas period, which also allowed for additional promotion of the event.

The ‘Future of Work’ event was held at Brick+Mortar Creative and facilitated by Mr Kirk Drage, CEO of LeapSheep. Kirk was joined by panellists, Marina Pullin, Peter Holliday and Stuart Burden who delivered an informative and engaging presentation, with several attendees highly engaged during the Q&A session. Overall, the event was well received by the thirty (30) attendees with many making the most of the additional networking time provided after the formalities.

In general, the 2018 Eastside Startup Series has been received and attendance remained consistent across the four (4) events. The Council has engaged LeapSheep to facilitate the 2019 series in the same format.

The 2019 Series comprises of four (4) sessions, with topics drawn from current market trends, and taking into consideration the Council’s Economic Development key sectors, Retail and Education.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
<th>Time</th>
<th>Expert Panellist</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOWARDS A CLEAN ENERGY</td>
<td>Tuesday 30</td>
<td>6.00pm – 8.30pm</td>
<td>Aaron Yew Co-Founder of</td>
</tr>
<tr>
<td>FUTURE</td>
<td>April 2019</td>
<td></td>
<td>Oxamii</td>
</tr>
<tr>
<td>Clean and affordable energy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PROPTECHS’ POTENTIAL</td>
<td>Tuesday 25</td>
<td>6.00pm – 8.30pm</td>
<td>JiaMing Kok Founder of</td>
</tr>
<tr>
<td>Transforming developments</td>
<td>June 2019</td>
<td></td>
<td>Home 3D</td>
</tr>
<tr>
<td>THE EDUCATION MOVEMENT</td>
<td>Tuesday 6</td>
<td>6.00pm – 8.30pm</td>
<td>Eddie Blass Founder of</td>
</tr>
<tr>
<td>Facilitating learning</td>
<td>August 2019</td>
<td></td>
<td>Inventorium</td>
</tr>
<tr>
<td>LEGAL LEADING THE WAY</td>
<td>Tuesday 29</td>
<td>6.00pm – 8.30pm</td>
<td>Bjarke Larsen CEO of</td>
</tr>
<tr>
<td>Impacts of automation</td>
<td>October 2019</td>
<td></td>
<td>Syntaq</td>
</tr>
</tbody>
</table>

Tickets for each of the workshop sessions are available for $30 per person, or at a discounted rate of $100 for all four (4) events via www.npsp.eventbrite.com.

4.4 2019 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 twelve (12) categories, including two (2) new categories that have been highlighted in bold.

- Best Café
- Best Customer Experience
- Best Fashion Retailer
- Best Independent Retailer
- Best Restaurant
- **Best Entertainment Venue**
- Best Coffee
- **Best Emerging/Startup Business**
- Best Pub/Bar
- Best Food/Beverage Manufacturer
- Best Hair/Beauty Salon
- Hall of Fame (over 20 years in the City of Norwood Payneham & St Peters)

The introduction of the Best Emerging/Startup Business category has been a success in 2019, resulting in this new category being the third most popular category in the nomination period.

Nominations closed on Wednesday 20 February 2019. Over 150 individual businesses have been nominated across twelve (12) categories. Voting will open from Wednesday 27 February 2019 to Wednesday 20 March 2019. The winner of each category will be announced at an Awards Night on Tuesday 9 April 2019 at the St Peters Banquet Hall and each winner will win a slice of the $18,000 prize pool to put towards business marketing and advisory services.

The 2019 Eastside Business Awards promotional campaign kicked off on Wednesday 16 January and will run for thirteen (13) weeks, concluding on Wednesday 17 April. The Parade has a strong and diverse business presence within the City of Norwood Payneham & St Peters and therefore The Parade website and social media accounts will support this initiative with heavy promotion.

Business owners and members of the community are encouraged to vote for their favourite business within the City of Norwood Payneham & St Peters online at: [www.eastsidebusinessawards.com.au](http://www.eastsidebusinessawards.com.au) before Wednesday 20 March 2019.

A copy of the 2019 Eastside Business Awards marketing collateral is contained in Attachment N.

5. **STRATEGY: ADMINISTRATION**

5.1 **USEFUL CONTACTS FLYER**

The Parade’s Useful Contact Flyer has been updated to include details pertaining to Government and Industry Bodies, coupled with Council contacts relating to Marketing, Social Media, Parking and Planning. The Useful Contacts Flyer will assist traders to direct their enquiries eliminating pressure on Customer Service representatives.

The Useful Contacts Flyer is contained within Welcome Packs, which are provided to new traders when Council staff visit their premises.

A copy of the Useful Contacts Flyer is contained in Attachment O.

**RECOMMENDATION**

1. That the report be received and noted.

2. That the Committee notes the status of the 2018-2019 Annual Business Plan Budget contained in Attachment A.
Attachment A

## Strategy 01 - Events and Activation

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Expenditure</th>
<th>Budget</th>
<th>Difference</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christmas Gift Wrapping Station - In-store</td>
<td>$3,200.00</td>
<td></td>
<td></td>
<td>December</td>
</tr>
<tr>
<td>Christmas Gift Wrapping Station - Parade Printing</td>
<td>$2,074.57</td>
<td></td>
<td></td>
<td>January</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$5,274.57</td>
<td></td>
<td></td>
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</table>

## Strategy 02 - Marketing and Communications

### 2.2 Smart Media

<table>
<thead>
<tr>
<th>Medium</th>
<th>Expenditure</th>
<th>Budget</th>
<th>Difference</th>
<th>Timeframe</th>
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<tbody>
<tr>
<td>Website Development</td>
<td>$1,402.00</td>
<td></td>
<td></td>
<td>July</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$1,402.00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 2.3 Advertising

<table>
<thead>
<tr>
<th>Medium</th>
<th>Expenditure</th>
<th>Budget</th>
<th>Difference</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carols Competition - Nova 969</td>
<td>$2,200.00</td>
<td></td>
<td></td>
<td>July</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$2,200.00</td>
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</table>

## Strategy 03 - Identity and Brand

### 2.1 Photography

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Expenditure</th>
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<th>Difference</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parade Photos - PR Event</td>
<td>$570.00</td>
<td></td>
<td></td>
<td>December</td>
</tr>
<tr>
<td>Art on Parade 2019</td>
<td>$5,500.00</td>
<td></td>
<td></td>
<td>January</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$5,070.00</td>
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## Strategy 04 - Management and Support

<table>
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<tr>
<th>Medium</th>
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<th>Budget</th>
<th>Difference</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installation &amp; Maintenance of Christmas Decorations (Donations)</td>
<td>$1,600.00</td>
<td></td>
<td></td>
<td>November</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$1,600.00</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## TOTAL Budget

| Budget | $231,058.00 | | | |
| SPENT | $183,466.81 | | | |
| REMAINING | $47,591.19 | | | |
### 2000 Support: Decorations Installation

<table>
<thead>
<tr>
<th>Item</th>
<th>Budget</th>
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</tr>
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<tbody>
<tr>
<td>TOTAL</td>
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#### 2.2 Advertising

<table>
<thead>
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<th>Item</th>
<th>Budget</th>
<th>Difference</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>$4,400.31</td>
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<td></td>
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</table>

#### 2.3 Competitions and Promotions

<table>
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<tr>
<th>Item</th>
<th>Budget</th>
<th>Difference</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
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</table>

#### 2.4 Business Developments

<table>
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<th>Item</th>
<th>Budget</th>
<th>Difference</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>TOTAL</td>
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</table>

#### 4.4 Strategic Planning

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<th>Difference</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>TOTAL</td>
<td>$64,400.00</td>
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</table>

### Strategy 0.1: Administration

<table>
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<th>Item</th>
<th>Budget</th>
<th>Difference</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>$48,380.00</td>
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<td></td>
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</table>

### Strategy 0.2: Print

<table>
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<th>Item</th>
<th>Budget</th>
<th>Difference</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>$54,200.00</td>
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</tbody>
</table>

### Strategy 0.3: Administration

<table>
<thead>
<tr>
<th>Item</th>
<th>Budget</th>
<th>Difference</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>$43,380.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Attachment B

Attachment C

Attachment D

Attachment E

The Parade Social Media Progress Report: 21/02/19

Facebook

The following statistics apply to the period 1/07/18 – 21/02/19 (the total time that management of The Parade’s Facebook page has moved in house). When compared to the previous time period (the previous 8 months):

- Number of posts and impressions both decreased, while engagement remained level. The reason for the decrease in number of posts is strategic: we are focussing on quality over quantity in order to reduce ‘unfollows’. This also indicates that our posted content is more engaging than previously.
- Total fans: 16519 (increase of 234)
- Impressions: 684,084
- Engagements: 8,733
- Link clicks: 1,970

From Facebook to The Parade Blog:

- Five of our top 10 pages on The Parade website (directed by social media) are to various blog posts. Top Blog Post is ‘Win a Double Pass to HOYTS Norwood’, followed by Fashion on Parade, Tour Down Under, and Christmas related blogs. This indicates that we can continue to strategically leverage major events on The Parade to direct traffic to our website.

The Festive Gallery

The most successful series of posts on The Parade Facebook for 2018 was the Festive Gallery on Osmond Terrace.

The aim of digital promotions for the Festive Gallery was to increase awareness of, and promote The Parade as a destination of choice for the Christmas period. Additionally, to promote The Parade’s active role in the community.

Results:

- Total votes for 54 photos: 3781
- People reached: 21,226
- Total engagement: 10,778 (this is made up of 5,424 comments/reactions, and 5,354 post clicks to view photos or ‘see more’ of the text.)
- Winner: 343 likes – Rose Park Primary School
- 2nd place: 216 likes – Norwood Primary School
- 3rd place: 177 likes – Felixstow Community School
The following statistics apply to the period 1/07/18 – 21/02/19 (the total time that management of The Parade’s Instagram page has moved in house). When compared to the previous time period (the previous 8 months):

- Number of impressions decreased by 48.9%, but number of engagements increased by 10,764%. This indicates that while we are reaching less people, we are now more targeted, and reaching the right people. This is a result of effective strategy and targeted marketing.
- Number of photos posted increased by 17%. This indicates that our digital presence is more ‘active’ than previously.

Examples of Instagram posts below, including the caption and related hashtags on the most recent post featuring Dillons Norwood Bookshop.
Since taking over our social media channels, we have implemented the strategic use of the Instagram Stories function. This is a way to provide here-and-now updates of events, new shop openings, and other happenings on The Parade. Overall, it contributes to the vibrant and cosmopolitan brand of the retail strip. Some examples of various Instagram Stories are provided below. The following statistics apply to our Instagram Stories for the period 1/07/18 – 21/02/19.

- Stories sent: 65
- Total Story impressions: 13,969
- Story taps forward (engaged viewers): 10,371

Moving Forward
For the remainder of the financial year, the intentions of The Parade’s social media channels will be:

- To continue to post high quality content, and to continue to share stories of current Parade news and events
- To focus on further developing and promoting The Parade Blog to increase engagement
- To develop a digital branding campaign, and promote The Parade as a vibrant and cosmopolitan retail strip
Attachment F

Quintessential food & drink experiences in Norwood Payneham & St Peters

The must-try places and staples of a good food and drink time on Magill Road and The Parade.

1. Cold Rock
228 The Parade, Norwood

Pictured above: The European
Before you get ice cream on The Parade next time, we implore you to re-visit the original Cold Rock in Adelaide. That classic shop that had line-ups out the door in 2004 is still going strong in 2018.

The rock is still cold, the ice cream flavours still unique and the lollies you can have smashed into your ice cream — still sinfully sweet. Our order is the Ferrero ice cream and Picnic bar with Nutella.

For the full nostalgic experience, get a cup from Cold Rock before going to see a movie across the road at Hoyts. You’ll be feeling sweet 16 in no time!

### 2. The European
219-219B The Parade, Norwood

Celebrating 40 years on The Parade this year, The European is an institution and one of Adelaide’s timeless establishments. We’ve just finished a delicious gnocchi gorgonzola and side of rucola salad and down comes this perfectly wobbly panna cotta. “That’s on us,” says the woman as she places it down.

Of course this is not any woman but Gabriella Cavuoto who, along with her husband George established The European on The Parade in 1979. This landmark restaurant set the standard for Italo-Australian cuisine in Adelaide in many ways. It’s idiosyncratic interior evokes the design
sensibility of the famous Campari illustrator Fortunato Depero and each
dish sings with the warmth of family cooking.

Indeed it’s not just Gabriella and George running The European but their
sons as well. While Adelaide seems obsessed with new restaurants and
million-dollar-fit-outs there is a reason why quality establishments like
The European continue to thrive – and you’ll have to book a table to find
out for yourself.

3. La Madeleine and the Little French Wine Bar
248 The Parade, Norwood

Who says Adelaide can’t have nice things? Indeed we can have real French
pastries made with real French butter. We can also have Louis Roederer in
an ice bucket at happy hour and cheers to another excellent year with real
Champagne.

William Blanc has brought a lot to The Parade and his patisserie La
Madeleine and adjoining wine bar do well to convey the elegance and
authenticity of French cuisine.

“I always liked Norwood. There’s more people, always busy. Daytime,
nighttime, I like the vibe,” William says.

It’s strange to think of what we and the rest of Adelaide might be missing
had William chosen to remain as a military police officer in France,
Instead of leading to study pastry but lucky for us he did.
4. Stone’s Throw
127 The Parade, Norwood

Stone’s Throw is a truly versatile business with a bit of a mullet approach – business at the front and party out the back. Immediately upon entering the venue, you’re greeted by a small bar with stools and a fine selection of wines and boutique spirits.

Further into the venue you’ll be amazed as the dining room opens up in light with a garden beyond. Letting the chef “feed you” is always a great way to tackle a delicious meal and Stone’s Throw’s chefs know how to do this well.

Opening Hours:
- Tues-Wed: 11:00am – 11pm
- Thursday: 11:00am – 12am
- Fri-Sat: 11:00am – 12:30am
- Sunday: 11:00am – 11pm
Coming from Melbourne, 400 Gradi is still under construction but we can already see from the formwork and stone installed to-date that this is going to be a bit of a game changer for The Parade.

And while exquisite design features continue to take shape on site, what everyone is really wanting to know is, ‘What does the pizza taste like?’ Stay tuned to CityMag to find out.
6. Viva Continental Deli & Wine Bar
346 Magill Rd, St Morris

Opening Hours:
Tues-Wed: 8:00am – 6pm
Thursday: 8:00am – 9pm
Fri-Sat: 8:00am – 10:00pm
Sunday: 8:00am – 4pm

Viva has been on Magill Road for little over 12 weeks now and Mark Najar is very happy with his decision to move from Burnside Village.

At Burnside Village, Viva was just a providore / delicatessen type of shop but at the new Magill Road location Viva is a full time cafe and restaurant with a bit of side hustle as a wine bar too. Viva moved because the lease was up in Burnside and Mark owned this building.
“We purchased this property 10 years ago for offices and warehousing. Back then there was nothing around us – you could walk outside and not see anyone on the street. But we’ve just watched it develop – it was so lucky that it became this hub around us,” Mark says.

Viva’s wine list is all biodynamic, organic, sustainable and small batch. They’re not doing the ho-hum offering of every other restaurant and this niche is working well to bring new customers in through the doors early. We had the smashed avocado breakfast with beetroot and it was delicious but unfortunately it was a little too early for wine – even of the lighter Basket Range kind.

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**7. Martini Ristorante**
52A The Parade, Norwood

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**Opening Hours:**
- Tues-Wed: 8:00am – 6pm
- Thursday: 8:00am – 9pm
- Fri-Sat: 8:00am – 10:00pm
- Sunday: 8:00am – 4pm
Martini Ristorante has been in its current location for 12 years but you might not recognise what head chef and owner Larry Piscioneri has done with the place.

Elegantly re-imagined with contemporary furniture and embellishments by James Sharley architects, Martini is looking light and airy and every bit the contemporary Australian diner.

Of course Italian food is at the heart of the operation but Larry (a Calabrese) says he’s happy to cater to Australia’s changing eating habits.

“We’ve always had sharing items on the menu but with the re-design of the space I thought we could re-design the menu a bit and make those options more obvious,” he tells us. “We Australians are more and more into sharing food and that’s the way they do it in Italy too, so it all makes sense.”

Looking at the menu there’s not a single thing we don’t want to try, so we’re glad sharing is an option on the table because we’re going to need to order everything.
Attachment G

ONE PRECINCT

WORDS Em Worthington

The Parade is hands down one of our favourite places to hang out. It’s a mecca for retail therapy, a hotspot of delicious eateries, places to get your caffeine fix and enjoy bubbles with friends, a wealth of information, and a top spot for sports, theatre, music and community celebrations. It’s no secret that we love soaking up everything there is to offer, and we’re constantly discovering new gems along the strip. Plus, right throughout the year they have exciting events.

Regardless of whether you’re visiting or a regular to the area, you won’t regret swinging by. Day or night, all year round, it’s the perfect playground for a few hours or a day of indulgence — one precinct with endless fun.

To whet your whistle, here’s a few of our favourite spots...

FASHION

Need to overhaul your wardrobe or grab a few staple pieces? It’s easy to get your fashion fix with high quality fashion and unique labels — all the hottest trends are at your fingertips.

Aqua Boutique Our go-to for something stylish when we want a pop of colour.

Paloma+Co Stunning jewellery, ready-to-wear accessories, homeware and gifts.

Darem and Cloth The best streetwear for guys and girls, as well as boho pieces from Tegridity. Sadie Heritage Beautiful style in clothing, shoes and accessories for you and your little ones.

The Birdcage Boutique The hottest trends from established and emerging Australian designers, perfect for finding a statement piece when you want to shine.

Cotton On Body The cutest knickers and active wear that makes you feel like getting sweaty (or grabbing a latte).

Shoe Shun Stay out in style with an eclectic range of the hottest trends in footwear.

For YU Jewellery Eye-catching jewellery and handbags in styles from around the globe.

PAMPER

It’s amazing what a little pampering can do. To make ourselves feel brand new, we can’t go past these great businesses.

Boris The Cuttery We couldn’t survive without these guys. For gorgeous cuts, quality colour and the best styling in town, pop in and let them love your tresses.

Lacquer Nail Lounge Give a woman gorgeous nails and she can conquer the world.

The Medi Pedi Nail Spa An indulgent padi experience with a specialised podiatry service. It’s no wonder these guys were awarded the Perks Business Boost Awards in 2018.

PAMPER

Mumtiz Alversten Stroud Boris The Cuttery

ENDLESS FUN

FOOD

While we’re grabbing a quick bite or are keen for a leisurely lunch, we can’t get enough of all the fabulous eateries and bars on this strip.

Argo on the Parade Pop in any day of the week and chances are you’ll see (or hear) us working away while we fill ourselves with delectable food and coffee that’s perfect every time.

Madame Wu’s Treat yourself to the best laksa in town.

Corto + Molti Creative Interior meetings, or entertaining clients, we love having an Adelady meeting here. Hats off, too, for their collaborative working space, which makes working for yourself or in a small business so much more enjoyable.

La Madeleine Two words: almond croissants. This quant French café plates up delicious pastries, freshly baked baguettes and top-notch espresso.

The Cinnamon Club Get your taste buds ready for an exotic adventure with this flavouresome menu.

Stone’s Throw Our pick for a drink with friends or a bite to eat with their delectable menu full of seasonal local produce.

Lost Barrel Bar & Grill The newcomer on the street, it’s the perfect place to plunge into the best charcoal grills and long, long list of craft beers.

The Colonel Some of the best breakfasts around, plus there’s always a great vibe on weekends. We love that it’s got such a wide demographic, so you never feel out of place.

Pasta Deli Grab a mouth-watering bite to eat at a ready-made meal from this outlet of authentic Italian meals made with the freshest ingredients.
Attachment H

Attachment I

Attachment J

Attachment K

Attachment L

Full Colour Direct Digital
We will attempt to print the artwork as close as possible to the CMYK values and/ or spot colours shown on the proof, or embedded within the artwork. However, some slight colour variation should be considered acceptable.

- Please check this Artwork Approval carefully.
- Colours viewed on screen and paper do not accurately represent PMS colours
Attachment M

Attachment N

Nominate NOW!

Who’s the best in the East?
Have you been blown away by great customer service? Got a favourite retailer? Know the place for the perfect cup of coffee? If you’re a business owner or customer, it’s time to show your love for local in Adelaide’s east!

Nominate in one or all 12 categories including best café, best fashion retailer and best entertainment venue.

Nominations open until Wednesday 20 February 2019

advertiser.com.au/eastsidebusinessawards
Attachment O

USEFUL CONTACTS

ALL MARKETING, PROMOTION, SOCIAL MEDIA & GENERAL ENQUIRIES

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Jennifer Attick
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Gabrielle Agnew
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Events Unit
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PLANNING & BUILDING

Mark Thomson
Manager, Development Assessment
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GOVERNMENT & INDUSTRY BODIES

Government of South Australia – Department for Industry and Skills (Small Business)
T: 1300 142 820
W: www.business.sa.gov.au

Small Business Commissioner SA
T: 08 8303 2026
E: sasbc@sa.gov.au
W: www.sasbc.sa.gov.au

Business SA
T: 08 8300 0000
E: customerservice@business-sa.com
W: www.business-sa.com

PARKING

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Team Leader, Customer & Regulatory Services
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City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067
Telephone 08 8366 4555
Facsimile 08 8332 6338
Email townhall@npsp.sa.gov.au
Website www.npsp.sa.gov.au
4.3 DEVELOPMENT OF THE 2019-2020 NORWOOD PARADE PRECINCT COMMITTEE 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 the Draft 2019-2020 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 2019-2020 Norwood Parade Precinct Committee Annual Business Plan, for consideration and endorsement. Following the Committee’s endorsement of the Draft 2019-2020 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 2018-2019 Annual Business Plan was based on a budget of $209,715, 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 2019-2020 financial year is $215,000. This figure reflects the amount that will be collected by the Council through The Parade Separate Rate in 2019-2020.

At the conclusion of the 2018-2019 financial year, the Committee and the Council will be provided with a report outlining any carry forward amounts and will be provided with the opportunity to allocate these additional funds into the 2019-2020 Annual Business Plan.

As such, the Draft 2019-2020 Norwood Parade Precinct Committee Annual Business Plan is based on a total budget of $215,000.

RESOURCE ISSUES

The implementation of the 2019-2020 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 2019-2020 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 2019-2020 Annual Business Plan:

- Attract new customers.
- Promote the Precint.
- 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 2018-2019 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 2019-2020 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 2019-2020 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 2019-2020 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.
Attachment A

Development of Norwood Parade Precinct Committee
Annual Business Plan 2019 - 2020
OVERVIEW

The City of Norwood Payneham & St Peters established the Norwood Parade Precinct Committee pursuant to Section 41 of the Local Government Act 1999. The Norwood Parade Precinct Committee is governed by Terms of Reference, which were adopted by the Council on the 3 December 2018.

The Norwood Parade Precinct Committee is responsible for delivering exciting initiatives to develop and promote The Parade, Norwood as a vibrant cultural and leisure tourism destination for businesses, residents and visitors.

The Committee consists of the Mayor, four Elected Members and eight independent members who represent the interests of commercial landlords and business owners trading within the Norwood Parade Precinct.

The key role of the Committee is to develop and recommend to the Council an Annual Business Plan and Budget for The Parade Precinct, while overseeing its implementation once approved by the Council.

The Committee also facilitates networking and communication between The Parade business community and the Council.

PURPOSE

The purpose of the 2019-2020 Annual Business Plan is to promote and capitalise on the current retail and commercial activity generated within The Parade Precinct to ensure future growth and the potential of the Precinct.

This Business Plan focuses on developing marketing and promotional activities to stimulate visitation, activate the area and encourage retail, services, leisure and dining patronage to The Parade.

The Business Plan outlines a series of objectives and strategies that will achieve The Parade’s overall vision.
A VIBRANT MEETING PLACE AND BUSINESS PRECINCT WHERE RESIDENTS AND VISITORS CAN EXPERIENCE AND ENJOY A PLACE TO EAT, MEET, SHOP AND DO BUSINESS.
OBJECTIVES

The objectives of the 2019-2020 Annual Business Plan are to:
- 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.

BUDGET

The total budget for the 2019-2020 Annual Business Plan is $215,000 which is the amount the Council will collect through Separate Rate.
# Allocated Spend

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<thead>
<tr>
<th>ITEM NUMBER</th>
<th>STRATEGY</th>
<th>ALLOCATED FUNDS</th>
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</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Events &amp; Activations</td>
<td>$35,000</td>
</tr>
<tr>
<td>2.1</td>
<td>Website</td>
<td>$10,000</td>
</tr>
<tr>
<td>2.2</td>
<td>Social Media</td>
<td>$20,000</td>
</tr>
<tr>
<td>2.3</td>
<td>Advertising</td>
<td>$50,000</td>
</tr>
<tr>
<td>3.1</td>
<td>Sponsorship</td>
<td>$10,000</td>
</tr>
<tr>
<td>3.2</td>
<td>Signage &amp; Street Decorations</td>
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<tr>
<td>3.3</td>
<td>Merchandise</td>
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<td>3.4</td>
<td>Competitions &amp; Promotions</td>
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<tr>
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<td>Networking</td>
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</tr>
<tr>
<td>4.2</td>
<td>Business Training</td>
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<tr>
<td>5.1</td>
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</tr>
<tr>
<td>5.2</td>
<td>Print, Post &amp; Distribution</td>
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</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$215,000</strong></td>
</tr>
</tbody>
</table>
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.

1.1 EVENTS & ACTIVATIONS
Support the Council’s current major events held on The Parade; Adelaide Fashion Festival, Norwood Christmas Pageant and the Tour Down Under and investigate options to host smaller events and activations throughout the year.

BUDGET — $35,000
Implement a range of marketing initiatives that communicate and promote the positive strengths of The Parade to all markets.

2.1 WEBSITE
Regularly maintain and promote The Parade’s website and improve functionality. Ensure that all businesses within the Precinct have a presence on the website and continue to update their information and utilise the ‘offers’ page to advise customers of any special promotions in store.

**BUDGET — $10,000**

2.2 SOCIAL MEDIA
Develop a social media strategy to maximise effectiveness of current social media channels, increase engagement with current followers and attract new ones.

**BUDGET — $20,000**

2.3 ADVERTISING
Develop and implement advertising campaigns promoting The Parade across a wide variety of mediums to increase visitation from the wider Adelaide region.

**BUDGET — $50,000**
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.

3.1 SPONSORSHIP
Provide targeted sponsorship to external events and activities aimed at increasing patronage to The Parade for the benefit of all businesses in the Precinct.

BUDGET — $10,000

3.2 SIGNAGE & STREET DECORATIONS
Implement signage and street decorations to promote specific campaigns, events and activities associated with the Precinct, in particular during the Christmas period.

BUDGET — $55,000

3.3 MERCHANDISE
Investigate options and purchase appropriate branded merchandise and distribute to businesses.

BUDGET — 5,000

3.4 COMPETITIONS & PROMOTIONS
Coordinate a major competition for The Parade that engages businesses and encourages community participation.

BUDGET — $20,000
Foster improved business presentation, appearance and cooperation and support business capability and sustainability through education, training and networking.

### 4.1 Networking
Host networking forums for Parade businesses and property owners to build and strengthen relationships. Focus on increasing numbers through the use of informative speakers, topics and venues.

**Budget — $4,000**

### 4.2 Business Training
Develop a business training and workshop program for businesses to educate traders on a range of topics such as marketing, social media and customer service.

**Budget — $4,000**
Ensure the ongoing and effective administration of the Committee.

5.1 CATERING
Catering for Committee and special meetings.
TIMELINE — ONGOING
BUDGET — $500

5.2 PRINT, POST & DISTRIBUTION
BUDGET — $1,500
MEASUREMENT

In order to assess the success of the 2019-2020 Annual Business Plan, the various Strategies need to be measured. Methods of measurement may include:

- Recording attendance numbers at events.
- Analysing data from competition entries.
- Conducting feedback surveys.
- Evaluating the performance of businesses after a major activity or event.
- Website and social media reports.
5. **OTHER BUSINESS**  
(Of an urgent nature only)

6. **NEXT MEETING**  
Tuesday 28 May 2019

7. **CLOSURE**