Norwood Parade Precinct Committee
Minutes
28 May 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.
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VENUE: Mayors Parlour, Norwood Town Hall

HOUR: 6.17pm

PRESENT

Committee Members: Mayor Robert Bria (Presiding Member)
Cr Fay Patterson (entered the meeting at 6.56pm)
Cr John Callisto
Ms Annie Lovejoy
Mr Mario Boscaini
Mr Tom McClure
Mr Joshua Baldwin
Mr Ross Dillon
Ms Elizabeth Donaldson

Staff: Keke Michalos (Manager, Economic Development & Strategic Projects)
Stacey Evreniadis (Economic Development Coordinator)
Jennifer Attick (Economic Development Officer)

APOLOGIES: Cr Sue Whittington, Cr Kester Moorhouse, Mr Terry Dalkos

ABSENT: Mr Sebastian Joseph

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 26 FEBRUARY 2019

Mr Ross Dillon moved that the minutes of the Norwood Parade Precinct Committee meeting held on 26 February 2019 be taken as read and confirmed. Seconded by Ms Annie Lovejoy and carried unanimously.

2. PRESIDING MEMBER’S COMMUNICATION
Nil

3. NORWOOD PARADE PRECINCT NEWS
Nil

4. STAFF REPORTS
4.1 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 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 - I

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: 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 B.

2.2 PRINT AND DIGITAL ADVERTISING

City Brief

The City Brief publication continues to be a carefully curated and beautifully designed quarterly booklet featuring new businesses in the city and surrounds. The publication is distributed to coffee shops, cafes and homewares shops, and most recently can be picked up from the Adelaide Airport and Visitor Information Booths, reaching the international and interstate tourist.

A copy of the full page advert that was published in the Autumn 2019 edition is contained in Attachment C.

Destination Australia

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 2019-2020 edition will be released in June 2019.

A copy of the cover and double-page spread promoting The Parade is contained in Attachment D.
South Australian Style Magazine
The publishing sector is a challenging landscape, with businesses and brands merging and looking for new and different ways to set them apart from other magazines. South Australian Style has recently rebranded, and will be releasing its second “new look” edition in June this year. A full page Parade branded advert will be included in the winter edition, and is restricted until then. SA Style will be complementing the print advert with several social media posts.

2.3 COMPETITIONS & PROMOTIONS

SUMMER IN SORRENTO 2019

At its meeting held on Tuesday 26 February 2019, the Council staff discussed the concept of The Parade Competition with the Committee. Having previously run two (2) successful competitions which offered a holiday as a prize, the Committee were supportive of the direction for this year’s competition to win a ‘Summer in Sorrento’.

The Parade, Norwood much like Sorrento, Italy has a sense of culture, place and vibrancy which is one of the key reasons for choosing this destination. The location resonates with many Parade shoppers, has significant history and is one of the most popular destinations in Europe during the summer months.

How to Enter
The competition will require shoppers to spend a minimum of $25 at businesses within The Parade Precinct between Wednesday 5 June and Wednesday 17 July 2019, and use their receipt to enter online via The Parade’s website, for the opportunity to go into the draw to win a ‘Summer in Sorrento’ on the Amalfi Coast, Italy.

During the scoping of the Competition, the Council targeted businesses along The Parade to donate a voucher, service or product to complement the major prize.

The winner of the ‘Summer in Sorrento’ Competition will receive:

- flights and accommodation for two (2), valued at $6,000 from Flight Centre Norwood;
- Bolle sunglasses valued at $200 from Thomas & MacKay;
- $250 voucher from Shouz;
- two (2) customised massages valued at $240 from Endota Spa Norwood;
- a year supply of gelato (one per week) valued at $260 from Gelatissimo Norwood;
- $100 voucher from Dillons Bookshop;
- two (2) travel packs, including travel adaptors valued at $295 from Outdoors on Parade;
- two (2) make over vouchers for cut, colour and treatment valued at $640 from Sequel Hair;
- one (1) pair of Apple Beats wireless headphones valued at $399 from the Mac Centre; and
- $2,000 spending money from The Norwood Parade Precinct Committee.

The total prize is valued at $10,384.

The promotional campaign will run for the duration of the competition, from Wednesday 5 June – Wednesday 17 July 2019 and will be promoted via all The Parade platforms and supported by Flight Centre Norwood and other participating businesses’ accounts.

The owned marketing and promotional channels include:

- A1 posters – installed on The Parade and at the Norwood Town Hall;
- A6 postcards – delivered to 8,000 residential properties and businesses on The Parade;
- Footpath decals – installed on The Parade;
- Window decals – distributed to The Parade businesses;
- The Parade across street banner – located at the intersection of The Parade and George Street;
- The Parade website;
- The Parade website blog feature;
- The Parade Facebook (16.5k+ followers);
- The Parade Instagram Posts and Stories (3k+ followers);
- The Parade Business EDM; and
- The Parade Visitor EDM.
In addition, the following external advertising has been booked to promote the competition:

- City Mag – double page spread in the winter edition and digital;
- City Brief – double page spread in the winter edition;
- SA Life – full page advert;
- SA Style – full page advert;
- The Adelaide Review – digital adverts;
- Adshel – four (4) week campaign; and
- Nova radio – two (2) week campaign.

A copy of the promotional material is contained in Attachment E.

A copy of the invitation to the launch event that was distributed to The Parade businesses and property owners is contained in Attachment F.

2.  **STRATEGY: IDENTITY & BRAND**

3.1 **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 2018 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.

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.

In 2019, the event ran for the entire month of April and the aim was to increase the number of traders participating in the event and subsequently the number of artists.

The 2019 *Art on Parade* event was launched by the Mayor of the City of Norwood Payneham & St Peters at the Australian Dance Theatre located at Queen Street, Norwood. The event provided the opportunity for the Council staff, business owners/managers and artists to converse and celebrate the great work that was to be displayed on The Parade for the duration of April.

In 2019, there was one hundred and sixteen (116) artworks featured from twenty-one (21) artists throughout twenty-five (25) businesses along The Parade. This year’s event exceeded expectations, with twenty-one (21) additional artworks and two (2) additional businesses involved. 2019 *Art on Parade* also featured several outdoor sculptures located at the Norwood Oval and on Osmond Terrace that encouraged visitor interaction and linked in nicely with the event’s former name, *Sculpturing Norwood*.

Feedback from the participating traders and artists has been positive and they continue to show support for this concept to be held on The Parade. Artists have expressed their gratitude for providing them with a free space to display their works, in a venue they would not normally consider a traditional exhibition space.
It added a different dimension to displays to shop fronts or other areas of retail. A bit like what Bendigo Bank are doing. Happy to be part of it going forward – Mario Boscaini, Parade Central

- I feel it was very successful for all. Putting people in unfamiliar places, which is a win/win all-round. Although I didn’t sell anything, I have been offered a commission for some artwork in a new home as the result of the person seeing my paintings in a shop window, so I am very grateful for this opportunity. I do hope the Council will continue it next year! It’s a very worthy community event. - Anne Johnson, Artist

- I was really happy to be part of this fantastic event! I think it should be continued next year. The Parade is a well-developed area where lots of people go to cafes, shops, etc. and it is easy for them to see artworks. This is also great opportunity for artists, who are happy to show their art. Everything was perfectly organised. - Irina, Artist

- We had a lot of positive feedback about Irina’s artwork and it was a pleasure to have it hanging in my boutique. Thank you for the opportunity to do so. – Julie, Dignity & Impudence

- I would like to say that it was very interesting experience for me. I think other artist's work was well chosen and of professional quality. There was also good variety of artworks on display. - Elizabeth Wojciak, Artist

- Art on Parade is an excellent event. All of the businesses with whom we discussed it with were also pleased. It caused Rae and I to visit many that we were not familiar with, and to discover many really enjoyable shops in Norwood. Not having been in the home furnishing mode for over a decade we found many pleasurable surprises and it made Norwood an even more attractive place to us. - Robert Bogner, Artist

As this event is so large in its footprint, it is hard to determine how many visitors come to The Parade retail outlets specifically to see the artworks. This was noted after last year’s event, and one of the recommendations that was implemented this year was the availability of a feedback form for each trader to give out to visitors, asking a few simple questions. To encourage people to provide feedback there was a prize to be won.

At the conclusion of the event twenty five (25) feedback forms were received, all with positive comments. This however, is not a true representation of the number of visitors. The opportunity to provide feedback will be continued in 2020, with modified or alternative feedback options will be discussed and considered.

A suggestion that has been made to increase engagement, is to introduce a People’s Choice competition, much like the Festive Trees on Osmond Terrace initiative, where people are encouraged to vote for their favourite artist to go in the draw to win a prize.

Overall the concept of Art on Parade continues to be a successful event, which the Council is looking to continue to grow in 2020 and years to come. To support this growth and to ensure appropriate lead time, businesses within The Parade Precinct will be invited to express their interest in September 2019.

To complement the Art on Parade event, branded pencil sets were purchased and available for pick up at the event launch, and were also distributed to all participating businesses for customers to collect, and primary schools located in the council area.

The money allocated to the 2019 event was sufficient, and therefore it is proposed that the Committee allocates $5,000 towards the 2020 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.

A selection of artwork pieces that were displayed as part of 2019 Art on Parade are contained in Attachment G.
3.2 RAISING THE BAR ADELAIDE 2019

The City of Norwood Payneham & St Peters will partner with Raising the Bar for the second year to create ‘Raising the Bar Adelaide’ and will host the inaugural ‘Raising the Bar Entrepreneurship’ event in the world.

*Raising the Bar Adelaide* is aimed at making education a part of a city’s popular culture. The objective of the initiative is to create one of a kind, knowledge-driven events in unusual locations and to raise the bar on the content people consume in their everyday lives. The 2018 event was a huge success, and therefore the Council is proud to partner with the event again in 2019.

*Raising the Bar Adelaide* is scheduled for Tuesday 13 August 2019 and once again will transform the City's landscape into a campus for one night, where notable professors and thought leaders will give talks in some of our City's top bars and pubs, creating an unexpected environment for discussion and supplying the community with direct access to cutting-edge content.

Due to the success of the 2018 event, and the involvement from many pubs and bars located on The Parade, it is proposed that the Committee allocates $3,000 towards the *Raising the Bar Adelaide* event for the purpose of marketing and promotions to encourage attendees to The Precinct.

3. STRATEGY: BUSINESS DEVELOPMENT

NETWORKING

4.1 MID-YEAR CITY WIDE BUSINESS NETWORKING DRINKS

Due to the success of the Christmas Networking Drinks, a mid-year City Wide event has been scheduled in July.

Details of the Mid-Year City Wide Business Networking Drinks are provided below:

Date:        Wednesday 10 July 2019  
Time:        6.00pm – 8.00pm  
Venue:       Caroma, 49 The Parade, Norwood

A copy of the invitation is contained in Attachment H.

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 first event of the Growth Workshop Series, ‘*Instagram for Business*’ was held on Tuesday 26 March 2019, at Bendigo Bank, located on The Parade Norwood and was delivered by young, bubbly and knowledgeable Chloe Grayling, of Chloe Jane Creative.

The event was the first time that the Council has utilised Bendigo Bank’s community space, and the feedback from the presenter, businesses and staff was positive, and is a space worth utilising for similar events in the future.

The topic, ‘*Instagram for Business*’ was popular amongst local businesses, with many requesting a second event on this subject. Due to this, it will be considered as part of the 2020 Growth Workshop Series.
A total of twenty (20) traders attended the event and positive feedback was received following the event.

- I just wanted to say thanks so much to yourself, the Council, Bendigo Bank & Chloe for organising last night’s presentation. Although I am familiar with the platform, I was amazed with how much more I learnt! Chloe was an extremely passionate & knowledgeable presenter, the staff were hospitable, the drinks & nibbles were a nice touch & it was a great set up. I was very impressed - so thank you. I have booked the upcoming workshops. See you then.
  Kate Needs, Sydney Street

- Just want to say a big thanks to the team for putting on another successful workshop. It is very valuable to small businesses like ours to see that we are not doing this alone. The attendance was good on the night and it was informative and very on-point as to what businesses need to do in the digital (social) realm to be noticed. Chloe was a good speaker and all her insights will help with my business and I will definitely pass on to my clients. The space was also a great venue, thanks Bendigo Bank for your support. Hope to see you guys at the next workshop.
  Michael Roxas, Version

The remaining three (3) workshops have been scheduled for the following dates:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
<th>Time</th>
<th>Facilitator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning for Innovation and Development</td>
<td>Tuesday 4 June 2019</td>
<td>6.00pm – 8.00pm</td>
<td>Ali Uren</td>
</tr>
<tr>
<td>(Part 1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planning for Innovation and Development</td>
<td>Tuesday 16 July 2019</td>
<td>6.00pm – 8.00pm</td>
<td>Ali Uren</td>
</tr>
<tr>
<td>(Part 2)</td>
<td></td>
<td></td>
<td></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>

The event is free and bookings are essential.

4.3 EASTSIDE STARTUP SERIES

The first event of the 2019 Eastside Startup Series ‘Towards a Clean Energy Future’ was held on Tuesday 30 April 2019 at Brick + Mortar Creative from 6.00pm – 8.30pm.

The event was facilitated by LeapSheep and FlockTo Events, with panellists included Aaron Yew, Co-Founder of Oxamii, Rachel Brdanovic, CEO at Tandam Energy; and Matthew Stead, CEO of Ping Service.

The topic ‘Towards a Clean Energy Future’ highlighted that with the arrival of renewable energy, AI, and other innovations, we are set for a major disruption to the energy sector as we know it. Energy security and climate change remain top global challenges with significant uptake of renewable energy in Australia, due to the rising costs of gas and electricity. The panellists discussed the challenges, opportunities and what is needed to drive further innovation in the renewable sector.

Overall, the event was well received by the twenty-five (25) budding entrepreneurs with many making the most of the Q&A and the additional networking time provided after the formalities.
The next event ‘Proptech’s Potential’ will discuss the changes in the construction and property industry. An overview of the event theme is outlined below:

To date, the Australian construction and property industry has hardly been synonymous with innovation, relying on ideas developed overseas to support the growth of the Australian construction sector.

Some of the issues facing the construction industry are not businesses looking to disrupt, but rather looking to provide new business models that leverage technology to deliver improved safety, quality, time and better customer experiences.

In this session, the panellists will discuss the market trends and the companies and investors leading the way.

The remaining three (3) events have been scheduled for the following dates:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
<th>Time</th>
<th>Expert Panellist</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROPTECHS’ POTENTIAL</td>
<td>Tuesday 25 June 2019</td>
<td>6.00pm – 8.30pm</td>
<td>JiaMing Kok Founder of Home 3D</td>
</tr>
<tr>
<td>Transforming developments</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>THE EDUCATION MOVEMENT</td>
<td>Tuesday 6 August 2019</td>
<td>6.00pm – 8.30pm</td>
<td>Eddie Blass Founder of Inventorium</td>
</tr>
<tr>
<td>Facilitating learning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LEGAL LEADING THE WAY</td>
<td>Tuesday 29 October 2019</td>
<td>6.00pm – 8.30pm</td>
<td>Bjarke Larsen CEO of Syntaq</td>
</tr>
<tr>
<td>Impacts of automation</td>
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Tickets for each of the workshop sessions are available for $30 per person via [www.npsp.eventbrite.com](http://www.npsp.eventbrite.com).

4.4 2019 EASTSIDE BUSINESS AWARDS

Each year the *Eastside Business Awards* recognises and celebrates businesses in the city, giving customers, business owners and employees the chance to nominate and vote for their favourite business across twelve (12) categories.

In 2019, eleven (11) of the City's businesses, five (5) of which are located on The Parade, were recognised for excellence in 12 different categories at the *Eastside Business Awards* announced at St Peters Banquet Hall on Tuesday 9 April 2019.

Over one-hundred and seventy (170) businesses in total were nominated for an award, well exceeding last year’s total number of nominations. A public vote narrowed down the nominated businesses to 50 finalists. The winners were then decided by a panel of judges including:

- Mayor, Robert Bria, City of Norwood Payneham & St Peters
- Nadja Fleet, Editor of the Eastern Courier Newspapers
- Rhiannon Klar, Commercial Publisher of Messenger Newspapers

Outlined in Table 1 below are the winners of the twelve (12) categories.
TABLE 1

<table>
<thead>
<tr>
<th>Hall of Fame (over 20 years)</th>
<th>Best Food &amp; Beverage Manufacturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoors on Parade</td>
<td>Little Bang Brewing Company</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Best Customer Experience</th>
<th>Best Café</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roaming Zen</td>
<td>The Lab Food + Coffee</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Best Independent Retailer</th>
<th>Best Coffee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chile Mojo</td>
<td>Brick + Mortar Creative</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Best Emerging/Startup Business</th>
<th>Best Restaurant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruitful Homes</td>
<td>360 Gradi</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Best Hair &amp; Beauty</th>
<th>Best Pub/Bar</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORBE Hair &amp; Beauty</td>
<td>Little Bang Brewing Company</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Best Fashion Retailer</th>
<th>Best Entertainment Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shouz</td>
<td>The Odeon Theatre</td>
</tr>
</tbody>
</table>

The event was serviced by local businesses including, catering by Rustic Gourmet, dessert by 48 Flavours, drinks by Jeanneret Wines and Clare Valley Brewing Company and flowers by Little Love Co. Overall, the event was a great success, with over one hundred and twenty (120) attendees.


A selection of images from the awards night are contained in Attachment I.

RECOMMENDATION

1. That the report be received and noted.

2. That the Committee endorses the allocation of $3,000 from the Sponsorship Budget towards the marketing and promotion of Raising the Bar Adelaide event in August 2019.

3. That the Committee endorses the allocation of $5,000 from the Sponsorship Budget towards the marketing and promotion of the 2020 Art on Parade event.

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

Cr Patterson entered at 6.56pm.

Cr Callisto moved:

1. That the report be received and noted.

2. That the Committee endorses the allocation of $3,000 from the Sponsorship Budget towards the marketing and promotion of Raising the Bar Adelaide event in August 2019.

3. That the Committee endorses the allocation of $5,000 from the Sponsorship Budget towards the marketing and promotion of the 2020 Art on Parade event.

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

Seconded by Cr Patterson and carried.
4.2   ENDORSEMENT OF THE DRAFT NORWOOD PARADE PRECINCT COMMITTEE 2019-2020 ANNUAL BUSINESS PLAN

REPORT AUTHOR:   Economic Development Officer
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), the final Draft of the 2019-2020 Annual Business Plan for final review and endorsement prior to the Council’s consideration and approval at its meeting to be held on 3 June 2019.

BACKGROUND

At its meeting held on 26 February 2019, the Committee resolved the following:

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.

The Draft Annual Business Plan was subsequently presented to the Council at its meeting held on Monday 1 April 2019. 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 2019-2020, totalling $215,000.

The Draft 2019-2020 Annual Business Plan was subsequently released for consultation for a period of twenty-four (24) days, from Wednesday 17 April until Friday 10 May 2019. Letters were distributed to all businesses and property owners within The Parade Precinct. Notices were also placed in both the Eastern Courier and the City Messenger Papers; Council’s Facebook page along with an Electronic Direct Marketing (EDM) advising The Parade traders of the consultation, was also distributed.

No submissions have been received in respect to the Draft 2019-2020 Annual Business Plan.

A copy of the final Draft 2019-2020 Annual Business Plan is contained in Attachment A.

FINANCIAL AND BUDGET IMPLICATIONS

The Draft 2019-2020 Annual Business Plan is based on a total budget of $215,000 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:

- distribution of letters to The Parade Precinct business community;
- notices in the Eastern Courier and City Messenger Papers; and
- distribution of letters to all businesses and property owners within The Parade Precinct.

RESOURCE ISSUES

The implementation of the Draft 2019-2020 NPPC Annual Business Plan will be undertaken by the Council’s Economic Development & Strategic Projects staff, in particular the Manager Economic Development & Strategic Projects, with assistance from Council’s Economic Development Coordinators, with input and involvement from other Council staff and external contractors, as required.
CONSULTATION

The Draft 2019-2020 Annual Business Plan was released for consultation on Wednesday 17 April, with comments sought in writing by no later than 5.00pm, Friday 10 May 2019.

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 Eastern Courier and City Messenger papers on Wednesday 17 April 2019. In addition, information was published on The Parade and Council’s websites, Council’s Facebook page along with 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>
<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>
<td>$35,000</td>
</tr>
<tr>
<td></td>
<td>$35,000</td>
</tr>
<tr>
<td><strong>Marketing &amp; Communication</strong></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td>$10,000</td>
</tr>
<tr>
<td>Social Media</td>
<td>$20,000</td>
</tr>
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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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<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>Business Training</td>
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<td><strong>Administration</strong></td>
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<td>Print, Post &amp; Distribution</td>
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<td><strong>TOTAL</strong></td>
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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 2019-2020 Norwood Parade Precinct Committee Annual Business Plan, as contained in Attachment A, be endorsed and recommended to the Council for its approval.

Mr Ross Dillon moved:

That the Draft 2019-2020 Norwood Parade Precinct Committee Annual Business Plan, as contained in Attachment A, be endorsed and recommended to the Council for its approval.

Seconded by Mr Mario Boscaini and carried.
5. OTHER BUSINESS

5.1 Staff Presentation - Waste and Recycling

The Sustainability Officer provided the Committee with a presentation on Compostable Packaging, touching on waste hierarchy, bin systems, China National Sword Policy and sustainable events.

5.2 Staff Presentation - The Parade Masterplan

The Manager, Economic Development & Strategic Projects provided the Committee with an update on The Parade Masterplan.

6. NEXT MEETING

Tuesday 27 August 2019

7. CLOSURE

There being no further business, the Presiding Member declared the meeting closed at 7.20pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on ____________________________ (date)