Norwood Parade Precinct Committee
Minutes

27 August 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.
## Minutes of the Meeting of the Norwood Parade Precinct Committee

**Meeting held on 27 August 2019**

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VENUE  Mayors Parlour, Norwood Town Hall

HOUR  6.15pm

PRESENT

Committee Members  Mayor Robert Bria (Presiding Member)
Cr Sue Whitington
Cr Fay Patterson (entered the meeting at 6.19pm)
Cr John Callisto
Cr Kester Moorhouse (entered the meeting at 6.34pm)
Ms Annie Lovejoy
Mr Mario Boscaini
Mr Ross Dillon
Mr Sebastian Joseph
Ms Elizabeth Donaldson

Staff  Keke Michalos (Manager, Economic Development & Strategic Projects)
Stacey Evreniadis (Economic Development Co-ordinator)
Rosanna Francesca (Economic Development & Strategic Projects Co-ordinator)
Tyson McLean (Economic Development & Strategic Projects Officer)

APOLOGIES  Mr Tom McClure
Mr Terry Dalkos
Mr Joshua Baldwin

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.

1. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 28 MAY 2019

Mr Ross Dillon moved that the minutes of the Norwood Parade Precinct Committee meeting held on 28 May 2019 be taken as read and confirmed. Seconded by Cr Callisto and carried unanimously.

Cr Patterson entered the meeting at 6.19pm.

2. PRESIDING MEMBER’S COMMUNICATION
Nil

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

4.1 Norwood Parade Precinct Committee 2019-2020 Annual Business Plan – The Workshop was facilitated by Marcus Rolfe (URPS)

Cr Moorhouse entered the meeting at 6.34pm.

Mr Sebastian Joseph left the meeting at 7.41pm and did not return.

5. STAFF REPORTS
5.1 FINAL 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 – B

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with the final 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 been undertaken in respect to a number of the deliverables and a number of the deliverables have been progressed. This report provides an update of the key strategies and deliverables that have been progressed by staff. A summary of the overall budget and expenditure for the year is contained in Attachment A.

DISCUSSION

1. STRATEGY: EVENTS & PROGRAMS

1.1 SUMMER IN SORRENTO COMPETITION

The ‘Summer in Sorrento’ Competition was launched at Stone’s Throw on The Parade on Wednesday 5 June 2019. The venue served as the perfect backdrop for the competition theme and the catering menu was designed to match that of what you would see in Italy. The launch event was well attended with over fifty (50) Parade business owners, property owners, Elected Members and Council staff.

The competition officially opened on Wednesday 5 June 2019 and entries closed on Wednesday 17 July 2019. The winner of the competition was drawn on Friday 19 July 2019 at the Norwood Town Hall by Councillor Sue Whittington, with Mr Andrew Sweeney and Ms Rain Rigley from Flight Centre Norwood and a Justice of Peace present. As specified in the Competition Terms and Conditions, the winner was notified by telephone and email and was announced publicly on Wednesday 24 July 2019, via The Parade website.

The ‘Summer in Sorrento’ Competition received a total of 4,451 entries, which is over four (4) times the amount of entries received for the 2018 competition and double the entries received for The Parade to Paris 2017 competition. The increase in entries can be attributed to the additional advertising efforts and a prize that attracted interest from a larger demographic, than in previous years.

An extensive and well-rounded marketing campaign was delivered to promote this competition, which included promotion via outdoor, radio, print and online.

A photo of the winner is contained in Attachment B.
2. **STRATEGY: 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.

### 2.1 GROWTH WORKSHOPS

The second event of the Growth Workshop Series, *Planning for Innovation & Development (Part 1)* was held on Tuesday 4 June 2019 from 6-8pm at Brick + Mortar Creative.

Facilitated by Ali Uren, Founder & Director of KiikStart, this event saw fifteen (15) enthusiastic traders attend the workshop which focused on strategising for small businesses. The workshop was interactive and encouraged business owners and attendees to address and discuss a number of areas including, high value work, identifying skill gaps, threats, and how to design a thinking culture in the workplace.

Ali created a safe and comfortable environment and this, along with Ali’s energy and knowledge was displayed through the feedback received by staff at the conclusion of the event.

### 4.2 EASTSIDE STARTUP SERIES

The second event of the Eastside Startup Series ‘PropTech’s Potential’ was held on Tuesday 25 June 2019 at Brick + Mortar Creative.

The expert panellists for the event, included JiaMing Kok, Founder of Home 3D, Rachel Kidwell, Founder and CEO of TCPinpoint; and Marco Salinas, Co-Founder and CEO of Hubble. Kirk Drage, Co-Founder and CEO of LeapSheep also presented on the topic which attracted twenty nine (29) attendees to the workshop, most of which were generally involved in the real estate, property and construction industries.

The Eastside Startup Series continues to attract a variety of people from many sectors, which is a reflection of the event topics. In doing so, the Council is building a strong database of engaged entrepreneurs and business people that it can continue to service and communicate with to offer strategic education and aid future growth.

On Tuesday 1 October 2019, the Council will be hosting the inaugural ‘Raising the Bar Entrepreneurship’ event in the world which will complement this series and strengthen the Council’s position as being a strong supporter of this sector.

**RECOMMENDATION**

That the final progress report on the implementation of the 2018-2019 Annual Business Plan be received and noted.

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Cr Whittington moved:

*That the final progress report on the implementation of the 2018-2019 Annual Business Plan be received and noted.*

Seconded by Ms Elizabeth Donaldson and carried.
5.2 FINAL SUMMARY OF EXPENDITURE FOR THE 2018-2019 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 (NPPC), a summary of expenditure as at 30 June 2019.

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 at its meeting held on Monday 4 June 2018, as being suitable for implementation.

The 2018-2019 Norwood Parade Precinct Committee budget comprised of the following:

- Separate Rate Levy - $209,715
- Carry Forward (2017-2018) - $21,392

The total budget for the 2018-2019 Norwood Parade Precinct Committee budget was $231,107.

A summary of the overall budget and expenditure as at 30 June 2019, is contained in Attachment A.

DISCUSSION

As at 30 June 2019, $10,298 remains in the 2018-2019 Norwood Parade Precinct Committee budget. This amount will be carried forward to the 2019-2020 financial year with $1,303.64 being allocated for the payment of the lottery license for the Summer in Sorrento Competition leaving an available budget of $8,994.36. It is proposed that the total amount of $10,298 be allocated to the competition and promotions budget in the 2019-2020 Annual Business Plan, as set out in Table 1.

TABLE 1: DISTRIBUTION OF CARRY FORWARD BUDGET

<table>
<thead>
<tr>
<th>Strategies</th>
<th>2019-2020 Endorsed Budget</th>
<th>Proposed Carry Forward</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events &amp; Activations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Events &amp; Activations</td>
<td>$35,000</td>
<td>$35,000</td>
<td></td>
</tr>
<tr>
<td>Marketing &amp; Communication</td>
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<tr>
<td>Website</td>
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<tr>
<td>Social Media</td>
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<tr>
<td>Advertising</td>
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<td>$50,000</td>
<td></td>
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<tr>
<td>Identity &amp; Brand</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship</td>
<td>$10,000</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>Signage &amp; Street Decorations</td>
<td>$55,000</td>
<td>$55,000</td>
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</tr>
<tr>
<td>Merchandise</td>
<td>$5,000</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Competitions &amp; Promotions</td>
<td>$20,000</td>
<td>$10,298</td>
<td>$30,298</td>
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<tr>
<td>Business Development</td>
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<tr>
<td>Networking</td>
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<td>$4,000</td>
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<tr>
<td>Business Training &amp; Workshops</td>
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<tr>
<td>Administration</td>
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</tr>
<tr>
<td>Catering</td>
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<tr>
<td>Print, Post &amp; Distribution</td>
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<td>$1,500</td>
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<tr>
<td>Total</td>
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<td>$10,298</td>
<td>$225,298</td>
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</tbody>
</table>
OPTIONS

The Committee can amend the proposed allocation of the carry forward funds or it can resolve to approve the allocations as set out in Table 1 above. If the Committee resolves to amend the proposed allocation, $1,303.64 will still need to be allocated to the competition and promotions budget to cover the outstanding payment.

RECOMMENDATION

That the allocation of the $10,298 carry forward amount from the 2018-2019 financial year as outlined in Table 2 below, be endorsed and the Committee notes that the total available budget for the 2019-2020 financial year is $225,298.

TABLE 2: FINAL 2019-2020 BUDGET

<table>
<thead>
<tr>
<th>Strategies</th>
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<tbody>
<tr>
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<tr>
<td></td>
<td>TOTAL</td>
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</tbody>
</table>
Mr Ross Dillon moved:

That the allocation of the $10,298 carry forward amount from the 2018-2019 financial year as outlined in Table 2 below, be endorsed and the Committee notes that the total available budget for the 2019-2020 financial year is $225,298.

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<td><strong>TOTAL</strong> $225,298</td>
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</table>

Seconded by Ms Annie Lovejoy and carried.
5.3 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2019-2020 ANNUAL BUSINESS PLAN

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

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 2019-2020 Annual Business Plan.

BACKGROUND

At its meeting held on Tuesday 26 February 2019, the Committee endorsed the Draft 2019-2020 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 3 June 2019.

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

1.1 A DAY OF FASHION 2019

In 2008, the Council, together with the Norwood Parade Precinct Committee, conceived an event to promote The Parade as a fashion shopping destination, which quickly evolved into the Adelaide Fashion Festival, on the basis that South Australia was the only mainland capital without a fashion festival. By being the home of the Adelaide Fashion Festival (the AFF), the strategy was to brand The Parade as a fashion destination.

Whilst the main objective of the Adelaide Fashion Festival was to promote The Parade and in particular, its independent boutiques, an additional objective was to support and promote South Australia’s emerging design talent, to contribute to reducing the ‘brain drain’ to the eastern seaboard and to provide opportunities for designers to have successful careers here in SA.

In 2014, the last year which the Council hosted the Adelaide Fashion Festival, a total of fifteen (15) events were held as part of the Festival.

As a result of the work undertaken by the Council, the Adelaide Fashion Festival secured its place in the State’s annual event calendar and the number of participants and extent of media coverage steadily increased year-on-year. So much so, that at the conclusion of the 2014 AFF, the State Government approached the Council to discuss the future of the Adelaide Fashion Festival and the State Government’s objective to significantly enhance the profile of and stimulate the local fashion industry and to boost trade and cultural relationships.

In early 2015, the State Government formally approached the Council with a proposal to manage and fund the AFF, recognising the profile and value of the AFF in order to stimulate the local fashion industry and to boost trade and cultural relationships.

At its meeting held in February 2015, the Council agreed to transfer the ownership and management of the Adelaide Fashion Festival to the State Government on the proviso that the City of Norwood Payneham & St Peters be given recognition as the founder of the Adelaide Fashion Festival (for the first three (3) years), and that the Council be given the rights to host an event (i.e. Parades on Norwood Parade or similar), as part of the Adelaide Fashion Festival at no participation fee (with the Council funding its event) for the life of the event.
Since that time, the Council in partnership with the Committee has continued to host the Fashion on Parade event (formerly Parades on Norwood Parade), as part of the State Government’s Adelaide Fashion Festival as a satellite event.

On Thursday 23 May 2019, the State Government announced that it would no longer be funding the Adelaide Fashion Festival.

As a result of this decision at its meeting held on Monday 3 June 2019, the Council resolved the following in relation to the Fashion on Parade event in 2019:

1. That the Council notes that the Adelaide Fashion Festival will no longer be funded by the State Government and as such resolves not to host the Fashion on Parades event.

2. That the Council resolves to host a VIP Shopping Day event in 2019, for The Parade and fashion traders located within the City of Norwood Payneham & St Peters.

As a result of the Council’s decision, the Council, together with the Norwood Parade Precinct Committee, will be hosting the A Day of Fashion event on Saturday 12 October 2019. This year’s event has to date over forty (40) participating retailers City-wide confirmed and will feature an open-air fashion show featuring the latest trends from local brands, a beauty bar experience, three (3) workshops and exclusive discounts all day.

ORBE have agreed to provide in-kind support for hair and make-up services for the models on the day of the event.

The three (3) workshops include:

- Yard’s Hand-Care Hustle with Courtney Alderson;
- Close and Personal with designer Cristina Tridente; and

As part of the A Day of Fashion event, a recycled clothing “donation station” will be held to encourage the responsible disposal of pre-loved clothes that can be worn again. Donated clothes will be given to op shops located in the City of Norwood Payneham & St Peters.

Free gift bags will be available at the “donation station” that will include vouchers and keepsakes from Cold Rock, Australian Dance Theatre, Norwood Place, Minimax, Specsavers, Terry White Chemmart, an event brochure that will include the details of the workshops and the offers by participating business and Parade branded merchandise.

The new concept to host a City-wide event has been well received by the retailers across the City, including businesses located on The Parade, Magill Road, Payneham Road and Kensington Road.

This type of shopping event will not impact on the resources of local traders and will provide a real incentive to shoppers to shop on this day. The Parade will remain open to traffic, to allow people to travel freely through the precinct and to access nearby precincts with ease.

The total budget for this event is $30,000, which includes funding of $10,000 from the Council’s 2019-2020 Budget and $20,000 from the Norwood Parade Precinct Committee’s 2019-2020 Budget. Previously the Committee allocated $33,200 towards the Fashion on Parade event.

The costs associated with conducting the event include the following:

- branding, promotional material and advertising;
- refreshments (workshops);
- models (open air fashion showcase); and
- street decorations.
A marketing campaign has been developed that includes advertising across print, digital, online and outdoor. The campaign will run for six (6) weeks, starting early September and will conclude at the end of the event.

A copy of the A Day of Fashion branding is contained in Attachment B.

2. STRATEGY: MARKETING & COMMUNICATIONS

2.1 SOCIAL MEDIA

The Parade's social media accounts have seen a steady increase in followers over the last six (6) months. The Parade blog articles continue to perform well, making up eight (8) of the top ten (10) most viewed pages on the website. The most visited blog post are ‘Cheap eats on The Parade,’ followed by ‘The Cutest Winter Coats’ and ‘Salt and Pepper Vietnamese Kitchen’. The statistics indicate that articles written on food eateries along The Parade attract the most engagement that is referred to the website.

The two (2) most successful posts on The Parade Facebook page for the previous six (6) months, were two (2) minor competitions, to win free movie tickets. The tickets were donated by Hoyts Norwood, and the competition was managed by the Council’s Digital Marketing Officer. The reason that these posts performed well, was due to all the activity associated with the competition was managed on the Facebook platform and not re-directed to another website.

In future, the Council will continue to run and promote minor competitions on Facebook to engage The Parade’s audience and build awareness about what The Parade has to offer.

2.2 PRINT AND DIGITAL ADVERTISING

South Australian Style Magazine

In June 2019, the Council partnered with South Australian Style Magazine to create a winter wedding campaign to generate awareness for The Parade and Payneham Road precincts. Guided by the Council’s Economic Development Unit, the South Australian Style team along with talent suggested by the Council staff, executed a wedding cover (flip cover magazine), plus a six (6) page fashion feature. The talent was dressed in gowns by retailers located on The Parade and Payneham Road, and hair, make-up and balloon styling services were performed by businesses located within the Council area.

In addition to the six (6) page fashion feature, the following was included in the print magazine:

- product placement within the ‘We Love Weddings’ section, including a full page on selected retailers; and
- full page branding ad on the inside cover and at the start of the wedding feature.

The print magazine was complemented with several online elements including:

- a blog feature on the SA Style website;
- several Instagram and Facebook ads, including a dedicated Facebook album.

A copy of the six (6) page feature, including the full page advertisement purchased, specifically promoting The Parade is contained in Attachment C.

2.3 PLASTIC-FREE PRECINCT PILOT PROGRAM

On 13 January 2019, the Minister for Environment and Water, the Hon David Speirs MP, released a discussion paper ‘Turning the tide of single-use plastic products’ for six weeks of consultation which closed on 22 February 2019. Green Industries SA (GISA) sought feedback from the community and businesses on how we can better protect our natural resources and the environment from the impact of single-use plastic products. More than 3,500 submissions made it clear that there’s considerable community and industry support for increasing measures to address a range of single-use plastic products and other items.
Acknowledging the strong appetite for change in the community and the results from the broad consultation, the State Government plans to develop legislation that establishes a framework to phase-out single-use plastic items and other single-use items.

The phase-out of a range of single-use plastic products will be piloted through voluntary business/retailer led ‘Plastic Free Precincts’. The Plastic Free Precinct pilots will identify opportunities and challenges associated with transitioning away from single-use plastic products and inform the legislation.

At its meeting held on Tuesday 28 May 2019, the Council’s Sustainability Officer delivered a presentation to the Committee outlining the current practices that the Council carries out in relation to waste, and to seek support for The Parade Precinct to participate in the ‘Plastic Free Precincts’ Pilot Program.

The Committee unanimously agreed that waste is a significant issue, and therefore supported the Council’s decision to participate in this pilot program.

Green Industries SA awarded the contract to Boomerang Alliance in partnership with the Australian Packaging Covenant Organisation (APCO) to co-ordinate and deliver the ‘Plastic Free Precinct’ Pilot Program.

On Thursday 8 August, Mayor Robert Bria received a letter from the Office of the Minister for Environment and Water, advising that The Parade Precinct was selected for inclusion in the ‘Plastic-Free Precinct’ Pilot Program.

Three (3) other precincts were also selected to participate in the program including:

- Adelaide Central Market (including Central Market Arcade)
- Jetty Road, Brighton
- South Australian Surf Life Saving Clubs (multiple locations)

There is also the potential for other precincts to join the program as it progresses.

The Boomerang Alliance will provide on-the-ground support for participating businesses and community sites to make the transition away from single-use plastics towards reusable, recyclable or compostable alternatives.

The Council will support this program and assist in communicating the message to all businesses within The Parade Precinct, but it is important to note that this is a voluntary program.

2.4 SALA IN NPSP

Celebrating its 22nd year, SALA runs throughout the month of August and is recognised as the largest visual arts festival in South Australia. SALA is proudly local, celebrating richness and diversity in South Australia’s amateur, emerging and professional visual artists.

This free state-wide event is a chance to view exhibitions, visit open studios, participate in forums, talk with local artists, watch them work and hear their interpretations.

On Thursday 1 August, the Council hosted the SALA Launch event at BIMBO Gift Shop located on Sydenham Road, Norwood and celebrated the forty-one (41) artist’s exhibitions that will be on show in the City of Norwood Payneham & St Peters during the month of August. Of the forty-one (41) exhibitions, eleven (11) are located within The Parade Precinct. It is positive to see that many venues hosted launch events of their own exhibitions, celebrating the artist that is showcasing at their business. Artist’s work is on show and available to purchase until Saturday 31 August.

A copy of the SALA in NPSP brochure is contained in Attachment D.
3. STRATEGY: IDENTITY & BRAND

3.1 RAISING THE BAR ADELAIDE 2019

The City of Norwood Payneham & St Peters partnered with Raising the Bar for the second year to create ‘Raising the Bar Adelaide’ that was held on Tuesday 13 August and was a great success.

In delivering the event, the Council successfully “raised the bar” on the content people consume in their everyday lives by transforming ten (10) of the City’s pubs and bars into a learning campus for the night. Raising the Bar has previously been held in New York, San Francisco, Hong Kong, London, Sydney and Melbourne, and the Council is proud to have brought the initiative to life in the City of Norwood Payneham & St Peters once again.

Beyond promoting the event to the local community, Raising the Bar gave us a platform to promote Adelaide on the world stage. The event was supported by an extensive six (6) week marketing campaign, including advertising across outdoor, print, digital and social media. The key objectives were to showcase the City’s diverse pub and bar scene, raise the awareness of the City’s night time and winter offering, and to create a one of a kind, knowledge driven event. The marketing plan, including the social media strategy was developed to deliver on these key objectives.

Three (3) venues along The Parade participated in the event. The final number of recorded attendees for the event was approximately 1,100, recognising that at some venues there was additional attendees who were not recorded. Nine (9) talks were sold out, which added to the hype and excitement of the event. Through the registration process the Council was able to capture details of 550 people, taking the Raising the Bar database to over 1,100 contacts. These contacts agreed to receive future promotion from the Council. Council staff will use this information in an appropriate and effective way to promote future events.

Since the event, the Council has received an overwhelmingly positive response from venues, staff, volunteers and attendees. Outlined below is some of the written feedback that the Council received.

Quotes

“Congratulations on your Raising the Bar events. I attended the talk at the Alma last night given by Fiona. The talk was so informative and interesting I think most people were sorry to see it end”. - Coral (attendee)

“It was a pleasure to be involved and it was great to be involved in such a stimulating conversation with those who were present”. – Tania (speaker)

“I would like to thank you and all your team for the great organisation which you put into the "Raising the Bar" function yesterday evening. I was extremely pleased with the venue, the turnout and the response to our talk. Would you be kind enough to pass on my thanks also to your other team members, and to the Mayor for his attendance and kind remarks, and also to those who helped to provide the splendid video of the talk and the function facilities. I must say that this event has raised my appreciation of the way in which a local council can add significant value to the experience of both citizens and business people by enabling them to work together for the greater good. A superb idea, wonderfully executed and great fun”. – Bob (speaker)

“I just wanted to personally say thank you for your hard work of putting together such a wonderful event! I heard positive feedback from many people, and even the staff had a great time”. – Republic Norwood (venue)

“Several of us were fortunate to learn about and attend the inaugural Norwood event in Aug 2018. We anticipated a rerun this August with great enthusiasm and as soon as the advertising banner was erected across Norwood Parade I started advocating enthusiastically to remind and spread the word as widely as possible. It happened that several new participants came to my place for a meal and as anticipated, our attendance at the well-filled venues was interesting, thought-provoking, stimulating and exciting. I am writing on behalf of those seven individuals, as well as the many very enthusiastic other attendees we interacted with to our great benefit at each presentation. Of course not only will we savour our varied experiences, we are hanging out for hopefully a third Raise the Bar event in August 2020”. – Ann (attendee)
On Tuesday 1 October 2019, the Council will be hosting the inaugural ‘Raising the Bar Entrepreneurship’ event in the world, which will be delivered in the same format and include ten (10) talks at five (5) venues on one (1) night. The speakers that have been selected are ‘Industry Specific Entrepreneurs’ or ‘Entrepreneurship Enablers’. The marketing and promotion of the event is scheduled for the start of September.

A selection of images from the Raising the Bar Adelaide event are contained in Attachment E.

3.3 CHRISTMAS DECORATIONS

The current range of Christmas decorations along The Parade commenced with the installation of three (3), six (6) metre tall contemporary illuminated Christmas Trees on The Parade median strip in front of the Norwood Town Hall, a series of LED star burst motifs in the SAPN pole banners and ‘Christmas on Parade’ branded street banners, all of which have been funded through the Norwood Parade Precinct Separate Rate. These decorations were installed in 2016, 2017 and 2018, and will once again be installed for the 2019.

In 2018, the Council purchased and installed illuminated star decorations along the windows of the Town Hall and round LED spheres and stars in the three (3) street trees that surround the Norwood Town Hall.

To complement the existing decorations on The Parade and to enhance the Council’s current ‘package’, the Council resolved to purchase and install of a 3metre illuminated 3D Silver LED Star featuring LED lights and accentuated with 50% red bauble fill.

The Star sits on a glass red plinth which has a width of 3metre, depth of 600mm and height of 400mm. A diagram showing this decoration and its positioning against the Town Hall Arch is contained in Attachment F.

The Christmas decorations that have been outline above, will be installed on Tuesday 19 November 2019 and will remain in place for a period of seven (7) weeks over the Christmas period, and will be removed on Monday 6 January 2020.

In addition to the Christmas decorations which will be installed along The Parade, the Council’s Youth Development Officer will work closely with the local schools to deliver the Festive Gallery on Osmond Terrace. The outdoor gallery will include decorated wooden Christmas trees complemented by striking signage.

The Festive Gallery on Osmond Terrace will be available for the public to enjoy between Thursday 14 November 2019 and Friday 3 January 2020.

In 2018, as part of this initiative, the community were 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 the closing date of the competition won a $250 voucher to Dillons Norwood Bookshop for the school, plus $1,000 to a charity of choice, that was kindly donated by the Norwood Parade Precinct Committee.

To continue to support this well-loved initiative and encourage visitors to The Parade, it is proposed that $1,000 be once again allocated towards the 2019 Festive Gallery on Osmond Terrace Competition.
3.3 MERCHANDISE

A budget of $5,000 has been allocated in the 2019-2020 Committee’s Annual Business Plan for merchandise. Based on the popularity of The Parade, Norwood branded notebooks at the Growth Workshop events, a quantity of 500 have been re-ordered.

A list of Parade Norwood branded merchandise that are currently in stock are listed below:

- notebooks;
- reusable coffee cups;
- leather look black bags;
- black shopping bags;
- large magnetic clips; and
- selfie ring lights.

The Parade, Norwood branded merchandise items are distributed to The Parade retailers and used at various Council events all-year round.

4. STRATEGY: BUSINESS DEVELOPMENT

4.1 NETWORKING

4.1 MID-YEAR CITY WIDE BUSINESS NETWORKING DRINKS

On Wednesday 10 July 2019, the Council hosted the City-Wide Mid-Year Business Networking Event at the Caroma Showroom, 49 The Parade, Norwood.

The bad weather sweeping through Adelaide was not enough to deter those who attended the event that attracted over one hundred (100) business owners, managers, staff and landlords from across the Council area, and included several Elected Members.

The evening was a great opportunity for all who attended to network amongst each other as well as listen to a speech from Mayor Bria that highlighted the direction which the Council was moving in and the initiatives that had both been implemented and that were going to be implemented. The night was catered by Indulgence Food Design, Amadio Wines and Little Bang Brewing Company.

Council Staff had resounding positive feedback from attendees with regards to all aspects of the night including the venue, food and drink. Those that attended were thankful to the Council for their continued efforts in supporting businesses in the community by hosting events like this.

Photos of the event are contained in Attachment G.

The next networking event is the City-Wide Business Networking and Christmas Drinks function, which is scheduled for Tuesday 3 December 2019.

4.2 GROWTH WORKSHOPS

The third event in the Growth Workshops series, ‘Planning for Innovation & Development (Part 2)’ was held on Tuesday 16 July 2019 from 6-8pm at Brick + Mortar Creative.

Facilitated by Ali Uren, Founder and Director of KilkStart, this event saw eight (8) traders from a diverse range of businesses, attend the workshop which focussed on understanding the risks and vulnerabilities to each business. The workshop was extremely intimate and was set in an environment which allowed for positive collaboration and ideas to be shared and for potential outcomes to be generated to help address risks that occur in each industry.
Ali’s enthusiastic persona and drive to want to help those in attendance get the best out of themselves and their business was fantastic. Attendees provided positive feedback on Ali’s presentation and were delighted with the material and resources shared, which will assist them to implement change in their business.

The fourth and final event in the series for 2019 is scheduled for Tuesday 15 October 2019 and will explore the topic of ‘Utilising Social Media’s Video Capabilities for Business’ and will be facilitated by Georgi Roberts of Pitstop Marketing.

The event is free and bookings are essential.

4.3 EASTSIDE STARTUP SERIES

The third event of the Eastside Startup Series was held on Tuesday 6 August 2019 at Brick + Mortar Creative. The event was facilitated by LeapSheep and FlockTo Events, with the support of the Council’s Economic Development Unit.

The expert panellists for the third event, ‘The Education Movement’, included, Digital Tech Teacher & STEM Coordinator at St Peters Girls School, Monique Green, Lecturer, Division of Information Technology, Engineering and the Environment (ITEE) at the University of South Australia, Jo Slade; and Simone Daniells, Senior Lawyer at Andreyev Lawyers. Kirk Drage, Co-Founder and CEO of LeapSheep also presented on the topic which attracted twenty four (24) attendees to the workshop and who were generally involved in the education sector.

An overview of the next and final event in the series ‘Legal Leading the Way’, is outlined below:

In the past two (2) years, we have seen a global explosion in legal technology start-ups.

With the introduction of artificial intelligence, blockchain, enterprise platforms, and software, the role of lawyers will look vastly different in the coming years. Technology will facilitate and sit at the centre of advice, decisions and process, then be complemented with the human interface delivering traditional business services.

This event will explore the challenges and deliver a perspective from the frontline of legal transformation.

Tickets for the workshop session are available for $30 per person via www.npsp.eventbrite.com.

RECOMMENDATION

1. That the report be received and noted.
2. That the Committee endorses the allocation of $1,000 from the Sponsorship Budget towards the 2019 Festive Gallery on Osmond Terrace Competition.
3. That the Committee notes the status of the 2019-2020 Annual Business Plan Budget contained in Attachment A.

Cr Whittington moved:

1. That the report be received and noted.
2. That the Committee endorses the allocation of $1,000 from the Sponsorship Budget towards the 2019 Festive Gallery on Osmond Terrace Competition.
3. That the Committee notes the status of the 2019-2020 Annual Business Plan Budget contained in Attachment A.

Seconded by Cr Moorhouse and carried unanimously.
6. OTHER BUSINESS
   Nil

7. NEXT MEETING
   Tuesday 26 November 2019

8. CLOSURE
   There being no further business, the Presiding Member declared the meeting closed at 8.06pm.

_______________________________________________
Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on __________________________
   (date)