



## BMW Adelaide Fashion Festival 2009 – the results are in!

### We are growing!

Last year's *BMW Adelaide Fashion Festival (BAFF)* attracted a significant amount of public and media attention. For example:

- Three state-wide radio spots on three different radio networks reaching an audience in excess of 60,000;
- National prime time TV spot reaching an audience of 84,000;
- 11 internet pages which attracted over 4,000 visits from 2,900 visitors;
- 23 major newspaper articles and 56 print media articles, including SA Life and The Adelaide Magazine;
- 650 posters, banners and public signage;
- 50,000 brochures;
- 20,000 postcards and counter cards (bookmarks);
- A live audience in excess of 3,000 over 4 days;
- Advertising in national magazine *madison*;
- Adelaide-wide television campaign aired 81 times; and
- Adelaide-wide radio campaign aired 39 times.

Market research undertaken at the *Parades on Norwood Parade* event revealed:

- 40% of respondents rated the event 8/10 and 22% rated it 10/10;
- 100% were happy with the event atmosphere;
- 97% were happy with the image and branding of the event;
- 92% said they would attend the event again in future;
- 92% said the event promoted The Parade as a fashion destination;

- 55% of visitors lived outside of the City of Norwood Payneham & St Peters;
- The largest income bracket represented was people earning \$100,000+ (26%); and
- 25-45 year-olds saw the event as a social occasion and spent an average of \$111 per person.

## 2010 Adelaide Fashion Festival



Planning is now well underway for the 2010 BMW Adelaide Fashion Festival.

This year's Festival, being held from 6-13 November, will again boost visitor numbers to The Parade, showcase the strip's fashion

boutiques and bring knock-on benefits for other businesses.

The Festival will feature some new events while the crowd favourites will be revamped and improved. The alfresco Parades on Norwood Parade event will now be held on a Friday night to encourage visitors to stay and play on The Parade.

For more information visit the Festival's website and sign up to receive the latest e-news at [www.adelaidefashionfestival.com.au](http://www.adelaidefashionfestival.com.au).

Or follow us on Facebook and let us know who and what you want to see this year.

Don't miss the glamour and excitement of the 2010 BMW Adelaide Fashion Festival – Adelaide's own showcase fashion event!

# nppc new businesses

## The Parade, Norwood continues to thrive with new businesses including:



### Argo on The Parade

Fine Food and Espresso Bar.  
212 The Parade, Norwood. Ph: 8431 1387



### Bed Bath n Table

Luxurious bathroom products, bedding and bed linen.  
209-211 The Parade, Norwood. Ph: 8332 9793



### Chabaar

Thai Restaurant.  
230 The Parade, Norwood. Ph: 8364 5900



### The Grind @ Norwood

Espresso bar specialising in coffee beans from all over the world.  
225b The Parade, Norwood. Ph: 8333 3231

LAURA ASHLEY

### Laura Ashley

Furnishings, fashion and Laura Ashley Interior Design Service.  
209-211 The Parade, Norwood. Ph: 8332 0451  
[www.lauraashley.com](http://www.lauraashley.com)



### Pizza Capers

Premium gourmet pizzas, low fat pastas, home made dips and healthy salads.  
Shop 1, 94 The Parade, Norwood. Ph: 8362 1088  
[www.pizzacapers.com.au](http://www.pizzacapers.com.au)

## Jetset Norwood finalists in 2010 Travel Industry Awards

Well done to the staff at Jetset Norwood who have reached the finals in three categories of the prestigious AFTA National Travel Industry Association Awards. They're in the running to be voted:

- Best Retail Agency – Single Location
- Best Retail Consultant – Nieccia Miller
- Best innovation In Marketing – Jetset Norwood Quiz Night

Michael, Neil and Nieccia will be heading to Sydney in July to attend the Gala Awards Evening. We wish you the best of luck!

## NPPC Annual Business Plan 2010-2011

The Norwood Parade Precinct Committee's (NPPC) 2010-2011 Annual Business Plan, focuses on a number of key strategic projects that will ensure business and property owners on The Parade get the biggest bang for their buck.

Perhaps the most exciting project this year is the development of designs to create 'entry statements' for The Parade at both the Fullarton Road and Portrush Road intersections.

These entry statements will capture and reflect the unique character of The Parade and welcome visitors to Adelaide's premier shopping retail and commercial strip.

Details of the projects which will be delivered this year are set out below.

Strategy	Cost (\$)	Timeline
The Parade Norwood Website	5,000	Ongoing
Advertising & Promotions	30,000	Ongoing
Tourism Project	8,500	Ongoing
Adelaide Fashion Festival	40,000	November 2010
Arts Based Projects	5,000	Ongoing
Business Development & Promoting Customer Service	10,000	May 2011
Business Network Events	2000	Biannual
Business Newsletters	Nil	Three per year
Street Decorations	20,000	Ongoing
Streetscaping	106,000	June 2011
Green Precinct	Nil	December 2010
Committee Administration	500	Ongoing
<b>Total Budget</b>	<b>\$211,000</b>	

The NPPC is funded by a Separate Rate on properties located on the Parade (\$146,100) as well as a grant from the Council based on the Committee's Annual Business Plan (\$65,000).



# business owner profile



## Introducing: Glen Matulich, Trak Cycles

### Tell us about your business

Trak Cycles was started on The Parade nine years ago. Since then, both Trak Cycles and The Parade have become destinations for cyclists to ride their bikes and enjoy a post-ride coffee. Being located on

The Parade exposes us to a high-end clientele that you wouldn't normally get in other parts of Adelaide.

### What are some of the key challenges you have faced over the years?

Like any new small business there are plenty of hurdles and challenges. With the ever-expanding Parade Precinct you need to be doing your bit to stand out. With the popularity of The Parade increasing the rents charged on the strip are starting to get a bit too high.

### What are your views on the work that the Council is undertaking on its precincts?

The new work that has been undertaken along The Parade looks fantastic and is really starting to make The Parade one of the most attractive precincts in Australia.

### What are the key changes you would like to see implemented by the Council to increase your business profitability?

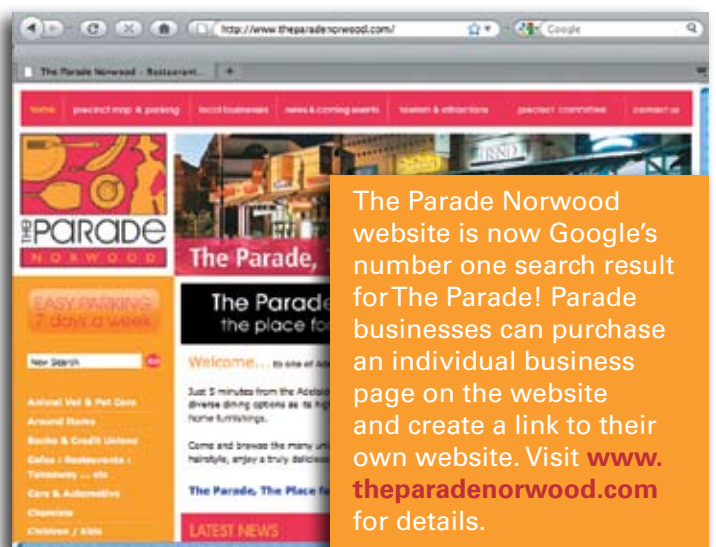
The rents that are being charged are the biggest killer to business profitability on The Parade. It's becoming increasingly difficult for small businesses along The Parade to even find the money to pay the rent. We either need a lot more people coming to The Parade or some form of regulation.

### Favourite places and things to do in the area?

Eating out at the huge range of restaurants and enjoying a coffee after a ride.

### What makes The Parade precinct successful?

Its large range of stores and ease of parking.



The Parade Norwood website is now Google's number one search result for The Parade! Parade businesses can purchase an individual business page on the website and create a link to their own website. Visit [www.theparadenorwood.com](http://www.theparadenorwood.com) for details.

The NPPC has a limited number of Norwood Parade shopping bags on sale to Parade businesses at cost price (\$1.00 per bag including GST). To order the bags phone 8366 4616 or email [coordinator@theparadenorwood.com](mailto:coordinator@theparadenorwood.com)