

Norwood Parade Precinct Committee Minutes

4 May 2021

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.*

City of Norwood Payneham & St Peters
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City of
Norwood
Payneham
& St Peters

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VENUE Mayors Parlour, Norwood Town Hall

HOUR 6.22pm

PRESENT

Committee Members Mayor Robert Bria (Presiding Member)
Cr Sue Whittington
Cr Fay Patterson
Cr John Callisto
Cr Carlo Dottore
Ms Annie Lovejoy
Mr Terry Dalkos
Mr Phillip Rollas
Mr Rimu Good

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

APOLOGIES Mr Ross Dillon, Mr Joshua Baldwin, Mr Hao Wu

ABSENT Nil

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 SPECIAL MEETING OF THE NORWOOD PARADE PRECINCT COMMITTEE HELD ON 23 MARCH 2021

Cr Callisto moved that the minutes of the Special Meeting of the Norwood Parade Precinct Committee held on 23 March 2021 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 2020-2021 ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: qA59232
ATTACHMENTS: A - D

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with a progress report on the implementation of the 2020-2021 Annual Business Plan.

BACKGROUND

At its meeting held on Tuesday 17 March 2020, the Committee endorsed the Draft 2020-2021 Annual Business Plan for the Norwood Parade Precinct and resolved to forward it to the Council for its endorsement. Subsequently, at its meeting held Monday 6 April 2020 the Council endorsed the Draft 2020-2021 Annual Business Plan 'in principle' for the purposes of consultation with The Parade business community, which was temporarily suspended in light of the COVID-19 Pandemic.

At its meeting held Monday 6 July 2020, the Council adopted the Annual Business Plan, Budget and Declaration of Rates for 2020-2021, which includes the following in respect to The Parade Separate Rate:

Waiving of The Parade Development Separate Rate for businesses within the Norwood Parade Business Precinct.

As a result of the Council waiving The Parade Separate Rate, the Draft 2020-2021 Annual Business Plan was not released for consultation with The Parade business community. For the 2020-2021 financial year, the Council has allocated an amount of \$215,000, which is equivalent to the Separate Rate amount raised in the 2019-2020 financial year.

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 EASTSIDE HAPPY HOUR LIVE & LOCAL SESSIONS

During the COVID-19 Pandemic, *BIEcreative* launched the 'Happy Hour Live' Series, which aims to bring live music into the homes of many across the State through a live stream on YouTube. Building on this concept, the Council in partnership with *BIEcreative*, took the initiative "on the road" in the City of Norwood Payneham & St Peters. During August and September, the Council sponsored four (4) events in an attempt to breathe life back into local venues in the Council area and provide musicians with the opportunity to perform again. Due to the success of the series, the Council continued this initiative on the first Friday night of the month from October 2020, and will run it through to June 2021.

The event which was held on Friday 16 April 2021 at the Bath Hotel has been the most successful event to date. All outdoor seating was occupied with patrons having to stand to enjoy the performance. The performance was lived streamed on The Parade Facebook page and received over 1,000 views, 43 comments, plus several shares and likes and attracted listeners from the United States, Canada and the United Kingdom.

This performance together with all of the performances in the series are still available to be viewed on Facebook and on the Happy Hour Live website www.happyhourlive.com.au

The 'Happy Hour Live' Series will be reviewed by the Council Staff, host venues and *BIEcreative* at the end of the 2020-2021 financial year, at which time a decision on the continuation of the program will be made.

1.2 2021 EASTSIDE BUSINESS AWARDS

For the first time this year, the Council partnered with Solstice Media to deliver these Awards and the outcome was positive. The Awards proved more popular than ever with 9584 public votes being cast, up from 6877 last year. The public voted for 311 businesses in eleven (11) different categories, with 26 business being shortlisted as finalists in eleven (11) categories. These businesses are recognised for providing an outstanding experience, product or service to their customers and community. It is pleasing to note that six (6) of the twelve (12) categories went to businesses within The Parade Precinct.

To encourage public vote, a 'Vote & Win' competition was run concurrently and the winner that was drawn at random, chose to receive a \$250 voucher to OV Hair on The Parade.

The eleven (11) winners across the twelve (12) categories are listed below in Table 1:

TABLE 1: EASTSIDE BUSINESS AWARDS WINNERS

Hall of Fame (20+ years) The Parade Veterinary Clinic	Best Hair/Beauty Salon Johnny Slicks Barber Shop
Best Café The Lab Food + Coffee	Best Customer Experience GR Phones Norwood
Best Fashion Retailer Shouz Boutique	Best Independent Retailer GR Phones Norwood
Best Restaurant Taste of Nepal	Best Entertainment Venue Little Bang Brewery
Best Coffee Pave Café	Best Emerging/Startup Business Cheeky Grin Coffee
Best Pub/Bar The Colonist	Best Food/Beverage Manufacturer Chefs of Wheels

The winner of each category received a digital advertising package with Solstice Media to the value of \$1,000 (excl GST) and a choice of a business advisory service (business planning, budget and forecasting or bookkeeping training) with BIAS to the value of \$1,000 (excl GST).

For more information about the Program, to view the winners and six (6) articles relating to the awards, visit: www.solsticemedia.com.au/eastsidebusinessawards/

A selection of photos from the event are contained in **Attachment B**.

1.3 2021 FOOD SECRETS AT THE GREEN – ADELAIDE FOOD FRINGE

The Adelaide Food Fringe (AFF) is South Australia's newest open-access food festival – "created by the people, for the people". The Festival is intended to be an inclusive and family-friendly festival celebrating the diverse and vibrant food cultures that all South Australians feel a connection to. The festival is about family, community and sharing food in South Australia.

Given the strong history and long standing food manufacturers located within the City of Norwood Payneham & St Peters, combined with the opportunity to reinvigorate a food event in the area, the Council, together with Norwood Green will run an event in this year's AFF. This year's *2021 Food Secrets at the Green* event will be held on Sunday 16 May 2021 and will closely replicate what the Council had planned in 2020, but was unfortunately unable to deliver due to the COVID-19 Pandemic.

As a part of the 2021 AFF Festival, organisers are running the world's first *International Pub Week*, proudly supported by the festival's major partner Pirate Life. The AFF *International Pub Week* initiative is all about celebrating the culinary, cultural, social and economic impact of pubs to life in South Australia through a program that will drive activity and support pubs through the continued challenging environment, as a result of the COVID-19 Pandemic. The event's media partner will share stories, events and shine a spotlight on the pubs, publicans, patrons and people behind some of the great local pubs during the week.

At its meeting held on 16 February 2021, the Committee resolved to allocate \$500 to the marketing and promotion of The Parade businesses that register for *International Pub Week*. Unfortunately, the pubs located on The Parade have decided not to participate in the *Adelaide Food Fringe*, specifically *International Pub Week*, therefore the allocated funds has not been spent.

2. STRATEGY: MARKETING & COMMUNICATIONS

2.1 UPDATE ON COMO NORWOOD DEVELOPMENT

On 1 March 2021, the redevelopment of the former Coles property commenced and the Coles carpark was fenced off. As a result, amongst other things, this has affected foot traffic through Norwood Mall, which in turn has affected consumer spending within the retail businesses located in Norwood Mall, which do not form part of the redevelopment.

Council Staff are working in partnership with the property owners, business owners and the Australasian Property Development & Rocca Property Group on a range of activities to support the businesses affected, and to make it easier for visitors to traverse through to The Parade.

To date, the Council has removed parking signs on The Parade that direct patrons to the former Coles carpark, has designed and will soon install a large parking map at the site, on both the George Street and Edward Street entrances, which identifies alternate parking locations. A copy of the map will be distributed to all businesses and will be placed at both the Council's website and The Parade website. The Council has also purchased a portable flag for the ten (10) businesses located in Norwood Mall.

The roll out of the 'Meet the Traders of Norwood Mall' Series has commenced, which includes ten (10) articles, with accompanying photos of each of the following businesses:

- Pasta Chef;
- OptoMED Norwood;
- Hanger Lane;
- Uncle Albert's Café;
- One Systems;
- J'adore Lingerie;
- Norwood Shoe Repairs;
- Ford Dry Cleaners;
- Norwood Health Foods; and
- Diamond Nails & Beauty.

The articles will be published on The Parade website, and shared across The Parade's social media accounts to remind people of the variety of businesses within the Norwood Mall and encourage people to continue to support these businesses.

3. STRATEGY: IDENTITY & BRAND

3.1 MERCHANDISE

A budget of \$5,000 has been allocated in the *2020–2021 Norwood Parade Annual Business Plan* for merchandise. At its meeting held on 23 March 2021, the Committee brainstormed a list of merchandise items for Council Staff to investigate. A list of ten (10) items were presented to the Committee for a vote, and the two (2) most popular merchandise items were the double wine cooler bag and the environmentally friendly cutlery set.

An image of the merchandise items that have been selected are in **Attachment C**.

The Parade, Norwood branded merchandise items will be distributed to The Parade retailers and used at various Council events all-year round. The next event where merchandise will be distributed is the *Food Secrets at the Green* event, which will be held on Sunday 16 May 2021 at Norwood Green.

3.2 BOOK A HOLIDAY – WIN A HOLIDAY COMPETITION

At its meeting held on 23 March 2021, the Committee endorsed the “mini-competition – massive prizes” initiative to support the travel agencies on The Parade.

The four (4) week competition, aims to encourage customers to visit any of the four (4) travel agencies along The Parade to book a trip, to then go in the running to win a voucher with that business to spend at a later date.

The four (4) travel agencies are:

- Helloworld - (3/198-200 The Parade Norwood);
- Phil Hoffmann Travel - (151 The Parade Norwood);
- Top Deck Travel - (260 The Parade Norwood – Entry via rear of building); and
- Travel Associates - (Shop 9/10 161 The Parade Norwood – Norwood Place).

To enter the competition, customers will be required to spend a minimum of \$200 or more in one transaction, keep their receipt as proof of payment and enter online via The Parade website. In doing so they will go in the draw to win one (1) of four (4) weekly vouchers valued at \$1,000 each. Therefore each week there will be a \$1,000 voucher winner for HelloWorld, Top Deck Travel, Travel Associates Norwood and Phil Hoffmann Travel Norwood. The total prize pool for this competition will equate to \$16,000. This excludes creative development, printing and the marketing and promotions of the competition.

The four (4) week competition will run from Monday 10 May – Monday 7 June 2021 and the winners will be drawn at the end of each week.

- Week 1: Monday 10 – Sunday 16 May. Winner Draws: Monday 17 May
- Week 2: Monday 17 – Sunday 23 May. Winner Draws: Monday 24 May
- Week 3: Monday 24 – Sunday 30 May. Winner Draws: Monday 31 May
- Week 4: Monday 31 May – Monday 8 June. Winner Draws: Monday 8 June

There will be a week of marketing and promotion of the competition before the competition starts. This marketing and promotion will run until the end of the competition period.

A copy of the postcard is contained in **Attachment D**.

4. STRATEGY: BUSINESS DEVELOPMENT

4.1 MID-YEAR BUSINESS NETWORKING DRINKS

The Council-run business networking events continue to be popular and well attended by business and property owners across the Council area. For each event, the Council staff aim to host the event at a different business, in a different location, and utilise different local suppliers, where possible.

The details of the Mid-Year Business Networking Drinks event are as follows:

Date: Wednesday 21 July 2021

Time: 6.00pm – 8.00pm

Venue: Adelaide Appliance Gallery, 155 Payneham Road, St Peters.

The invitations to the event will be distributed in June 2021.

At its meeting held on 2 September 2019, the Council endorsed the Mayor’s Business Commendations Awards as a part of the Civic Recognition Policy. The commendation awards is a new awards program that recognise small businesses that contribute to the City’s unique cosmopolitan lifestyle and sense-of-place, which makes the City so liveable.

Applications are now open for small businesses who have reached the following milestones in the City of Norwood Payneham & St Peters:

- 10+ years Bronze Commendation
- 25+ years Silver Commendation
- 50+ years Gold Commendation
- 3+ generations Generational Family Business Commendation

Businesses can self-nominate at: www.npsp.sa.gov.au/mbca

The Mayor's Business Commendation Awards will be announced at the Mid-Year Networking Event on Wednesday 21 July 2021.

4.2 BUSINESS EVENTS & WORKSHOPS

The '*Reflect. Refuel. Restart.*' series of events and workshops has been tailored to retailers, hospitality owners, fitness and wellness centres, start-up entrepreneurs, creatives and professional service businesses. The majority of the events will be free of charge for business owners and employees operating within the City.

Table 2 below lists the confirmed speakers and their topics that form the '*Reflect. Refuel. Restart.*' series. Additional topics will be added as they are finalised.

TABLE 2: REFLECT. REFUEL. RESTART. PROGRAM

Topic	Date	Location	Facilitators
Better pics for business	Tuesday 9 February 2021 (past event)	Outdoors on Parade, Norwood	Heidi Lewis, Heidi Who Photos
Instagram: create/connect/collaborate – for fitness and wellness professionals	Friday 26 February 2021 (past event)	V2 Fit, Kent Town	Elena Franco, Social Punch
How to harness the power of the Facebook algorithm guaranteeing you results	Wednesday 28 April 2021 (past event)	Bendigo Bank, Norwood	Sarah-Jane Picton-King, King Pixel Marketing
Social media: times are a-changin'	Tuesday 11 May 2021 6pm-8pm	Identity Marketing, St Morris	Steve Osborne, Identity Marketing
Creating a world class business (start-up)	Tuesday 8 June 2021 11am-12.30pm	Online event	Kirk Drage, LeapSheep
How to present yourself to absolutely anyone in under 60 seconds	Wednesday 23 June 2021 6pm-8pm	Identity Marketing, St Morris	Steve Osborne, Identity Marketing
Practical solutions for improving workplace wellbeing	Friday 30 July 2021 7am-8.30am	Sfizio, Norwood	Rebecca Weatherill, The Wellbeing Workshop
From unknown to unforgettable: the brand journey	Tuesday 10 August 2021 6pm-8pm	Identity Marketing, St Morris	Steve Osborne, Identity Marketing
Ready, set, grow	Tuesday 7 September 2021 6pm-8pm	BIAS Australia, Norwood	John Zerella, AFM Services
How to stay in business: exploring better business models	Tuesday 26 October 2021 11am-12.30pm	Online event	Kirk Drage, LeapSheep

The '*Reflect. Refuel. Restart.*' series of events has and will continue to be promoted to all businesses within the Council area via targeted social and digital channels including electronic newsletters and printed collateral delivered to their door.

For more information on the '*Reflect. Refuel. Restart.*' series and to book, visit www.npsp.sa.gov.au/workshops. The events are free and bookings are essential.

RECOMMENDATION

That the report be received and noted.

Cr Patterson moved:

That the report be received and noted.

Seconded by Mr Terry Dalkos and carried unanimously.

4.2 ENDORSEMENT OF THE CONTINUATION OF THE NORWOOD PARADE PRECINCT SEPARATE RATE

REPORT AUTHOR: Economic Development & Strategic Projects Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA981
ATTACHMENTS: A - C

PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee (NPPC) the results of the consultation on the proposed extension of *The Norwood Parade Precinct Separate Rate* for a further three (3) years.

BACKGROUND

At its meeting held on 16 February 2021, the Committee resolved the following:

1. *That the Committee advises and recommends to the Council that it supports the continuation of the Separate Rate for The Parade for a three (3) year period.*
2. *That the Committee supports the amount of revenue raised by the Separate Rate on The Parade to be set at \$215,000 for the 2021-2022, 2022-2023 and 2023-2024 financial years.*

The proposed extension of the Norwood Parade Precinct Separate Rate together with the Committee's recommendation was subsequently presented to the Council at its meeting held on Tuesday 6 April 2021. At that meeting, the Council considered and endorsed *The Norwood Parade Precinct Separate Rate* being charged for the 2021-2022, 2022-2023 and 2023-2024 financial years, for the purposes of consultation with The Parade business community. At that meeting the Council also considered the Draft *Annual Business Plan for The Norwood Parade Precinct*, which is based on the proposed revenue that will be collected from the Separate Rate.

The Norwood Parade Precinct Separate Rate was waived for the 2020-2021 financial year, as a result of the COVID-19 Pandemic. As a result, for the 2020-2021 financial year, the Council allocated \$215,000, which was equivalent to the Separate Rate amount raised in the 2019-2020 financial year and the amount that the Council anticipated that it would collect in the 2020-2021 financial year.

The current proposal is to extend the Separate Rate for a further three (3) years and that it be based on achieving a total revenue of \$215,000 each year, over the next three (3) years.

An information package regarding the Norwood Parade Precinct Separate Rate was subsequently released for consultation for a period of twenty-one (21) days, from Wednesday 7 April 2021 until Wednesday 28 April 2021. Letters, a fact sheet and Sample Effect Table were distributed to all businesses and property owners within The Parade Precinct. Posters and postcards were placed at the Norwood Town Hall Customer Service Centre and the Norwood Library and a notice was also placed in *The Advertiser* on the first day of the consultation period. In addition to this, information was published on the Council and The Parade websites and an Electronic Direct Marketing (EDM) advising The Parade traders of the consultation was also distributed.

Consultation on the Norwood Parade Precinct Separate Rate was conducted in conjunction with consultation on the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* and comments were invited via email and in writing. In total eight (8) submissions have been received in respect to the consultation on both items. A copy of the submissions received together with a summary of the submissions are contained in **Attachment A** and **Attachment B**, respectively.

FINANCIAL AND BUDGET IMPLICATIONS

Should the Committee resolve to recommend to the Council to extend the Separate Rate for a further three (3) years, it is recommended that the Separate Rate be set at \$215,000 each year.

The proposed Separate Rate model for The Parade has been designed to ensure that The Parade remains viable in an increasingly competitive market, whilst bearing in mind the additional cost to the property owners and businesses, given the events over the last twelve (12) months. Larger centrally operated shopping centres (i.e. Westfields) undertake marketing which is paid for by the individual shop tenants and this is possible because they all have one (1) landlord. The Parade has multiple landlords and therefore the Council acts as the landlord and undertakes the marketing and promotion for all of the businesses (i.e. tenants) on The Parade.

Reducing the Separate Rate would result in less revenue to implement initiatives and less capacity to market The Parade. In contrast, increasing The Separate Rate would place additional financial onus on property owners and subsequently business owners, in the instances where the additional Separate Rate is passed on. Given that the NPPC has been able to deliver a significant number of marketing and promotional initiatives with an annual budget of approximately \$210,000 - \$215,000 over the last three (3) years, it is considered that the proposed revenue of \$215,000 is considered sufficient.

The *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* is based on a total budget of \$215,000 which is the amount that the Council will receive from *The Norwood Parade Precinct Separate Rate*.

The total cost incurred in placing both the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* and the proposed extension of *The Norwood Parade Precinct Separate Rate* on consultation was \$2,815. This cost was associated with:

- letter distribution to The Parade Precinct business community;
- printing of posters (various sizes) and postcards; and
- the notice placed in *The Advertiser*.

RESOURCE ISSUES

The collection of *The Norwood Parade Precinct Separate Rate* will occur as part of the distribution of Council Rates Notices, which is undertaken by the Council's administration. The Separate Rate is then allocated in alignment with the *2021-2022 Norwood Parade Precinct Annual Business Plan* which is implemented by the Council's Economic Development & Strategic Projects Unit with the involvement from other Council staff and external contractors as required.

CONSULTATION

The proposal to extend the *Norwood Parade Precinct Separate Rate* was released for consultation on Wednesday 7 April, with comments sought in writing by no later than 5.00pm, Wednesday 28 April 2018.

A consultation package including letters, a fact sheet and Sample Effect Table were distributed to all businesses and property owners within The Parade Precinct. Posters and postcards were placed at the Norwood Town Hall Customer Service Centre and Norwood Library and a notice was also placed in *The Advertiser* on the first day of the consultation period. In addition to this, information was published on the Council and The Parade websites and an Electronic Direct Marketing (EDM) advising The Parade traders of the consultation was also distributed.

Copies of the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* were also made available at the Norwood Town Hall Customer Service Centre and Norwood Library.

In total, eight (8) submissions were received during the consultation period in relation to both the extension of *The Separate Rate* and the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan*.

DISCUSSION

The eight (8) submissions which have been received during the consultation period related predominately to the Separate Rate. It is noted that some of the issues raised in the submissions did extend beyond the intent of the Separate Rate. Some of the issues raised are as follows:

- events such as the Tour Down Under and fashion initiatives do not benefit businesses, especially if the road is closed;
- car parking in the immediate vicinity of The Parade is not substantial, hard to access and is always full, meaning customers are complaining and/or shopping elsewhere;
- business receive no benefit from the promotion and marketing of The Parade;
- the Separate Rate should not be based on the value of the building;
- the concept of a user pays system could be worth implementing; and
- should not have to pay a Separate Rate and the promotion and marketing of The Parade and the businesses along it should be done via a budget generated from standard Council rates.

In respect to the comments received in regards to car parking, these comments have been noted and will be taken into consideration as part of the Council's Parking Review. As the Committee is aware, the allocation of the revenue from the Separate Rate on The Parade Precinct is specifically for the marketing and promotion of The Parade. The revenue from the Separate Rate is not collected for the purposes of providing or maintaining any form of infrastructure, including car parking as this is a Council's general responsibility.

A full summary of submissions and a response to each of the issues raised is contained in **Attachment A**. The predominant focus of the submissions is on the concept of charging the Separate Rate at all and the value received from contributing. It is disappointing that some businesses and property owners feel that they receive little direct benefit from the collection of the Separate Rate and cannot see the overall benefit that all businesses obtain from the holistic marketing approach that is implemented.

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. The Parade businesses and commercial property owners are consulted annually on the development of the Annual Business Plan. In order to help the businesses and property owners understand how the Separate Rate is allocated, the draft *2021-2022 Norwood Parade Precinct Annual Business Plan* was released at the same time as the Separate Rate proposal, to demonstrate what the Council was proposing to do with the revenue, which it proposes to collect through the Separate Rate.

For the purposes of comparison, the Separate Rate's that are applied to other main streets in metropolitan Adelaide are outlined in Table 1 below.

TABLE 1: COMPARISON OF THE SEPARATE RATE COLLECTED FOR SIMILAR MAINSTREET PRECINCTS IN METROPOLITAN ADELAIDE

<i>Year</i>	<i>Mainstreet/Precinct</i>	<i>Separate Rate Revenue</i>
2019-2020	Village Heart, Prospect Road	\$19,500
2019-2020	Goodwood Road, Goodwood	\$57,225
2019-2020	Unley Road, Unley	\$113,395
2019-2020	King William Road, Hyde Park	\$147,400
2019-2020	The Parade, Norwood	\$215,000
2019-2020	Jetty Road, Glenelg	\$578,088

OPTIONS

There are a number of options available to the Committee, including recommending to the Council that a Separate Rate is no longer to be collected.

The Norwood Parade Precinct Committee can choose to recommend to the Council to **endorse and proceed with charging *The Norwood Parade Precinct Separate Rate* as it was presented for community consultation**. This would result in the collection of \$215,000 for the following financial years, 2021-2022, 2022-2023 and 2023-2024 and would be used in accordance with the Terms of Reference of the Committee and as outlined in the *2021-2022 Norwood Parade Precinct Annual Business Plan*. This would also result in the Committee proceeding as normal. This is the recommended option.

The Norwood Parade Precinct Committee can choose to recommend to the Council to **reduce the total of *The Norwood Parade Precinct Separate Rate* as it was presented for community consultation**, which was stated as being \$215,000 for the 2021-2022, 2022-2023 and 2023-2024 financial years. This would then result in the need to amend the budget allocations outlined in the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan*. This is not the preferred option.

The Norwood Parade Precinct Committee can choose to recommend to the Council **that *The Norwood Parade Precinct Separate Rate* be discontinued entirely**. However, proceeding with this option would result in the termination of the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* and the Norwood Parade Precinct Committee. This is not the preferred option as the long term viability and survival of The Parade would be compromised.

CONCLUSION

The Separate Rate model for The Parade has been designed to ensure that The Parade remains viable in Metropolitan Adelaide's increasing competitive market.

COMMENTS

By extending the Separate Rate for a three (3) year timeframe it enables the Council to once again review and evaluate the Separate Rate and the benefits that it delivers. It also provides the Council the opportunity to consult once again with the businesses and property owners and identify areas for improvement.

RECOMMENDATION

1. That the Committee recommends to the Council that it endorses *The Norwood Parade Precinct Separate Rate* for The Parade Precinct (as shown on the Norwood Parade Precinct Map contained in Attachment C) for a further three (3) years commencing on 1 July 2021.
2. That the Committee supports the amount of revenue raised by the Separate Rate on The Parade to be set at \$215,000 for the three (3) financial years 2021-2022, 2022-2023 and 2023-2024, having considered all submissions received during the consultation period.

Cr Callisto moved:

1. *That the Committee recommends to the Council that it endorses *The Norwood Parade Precinct Separate Rate* for The Parade Precinct (as shown on the Norwood Parade Precinct Map contained in Attachment C) for a further three (3) years commencing on 1 July 2021.*
2. *That the Committee supports the amount of revenue raised by the Separate Rate on The Parade to be set at \$215,000 for the three (3) financial years 2021-2022, 2022-2023 and 2023-2024, having considered all submissions received during the consultation period.*

Seconded by Mr Terry Dalkos and carried unanimously.

4.3 ENDORSEMENT OF THE DRAFT 2021-2022 NORWOOD PARADE PRECINCT ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development & Strategic Projects Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: A152893
ATTACHMENTS: A - C

PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee (NPPC), the final *Draft of the 2021-2022 Annual Business Plan*, for final review and endorsement prior to the Council's consideration and approval at its meeting to be held on 7 June 2021.

BACKGROUND

At its meeting held on 16 February 2021, the Committee resolved the following:

That the Draft 2021-2022 Norwood Parade Precinct Annual Business Plan be endorsed as being suitable to present to the Council for its 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 Tuesday 6 April 2021. 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 2021-2022, totalling \$215,000.

The *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* was subsequently released for consultation for a period of twenty-one (21) days, from Wednesday 7 April 2021 until Wednesday 28 April 2021. Letters were distributed to all businesses and property owners within The Parade Precinct. Posters and postcards were placed at the Norwood Town Hall Customer Service Centre and Norwood Library and a notice was also placed in *The Advertiser* on the first day of the consultation period. In addition to this, information was published on the Council and The Parade websites and an Electronic Direct Marketing (EDM) advising The Parade traders of the consultation was also distributed.

Consultation on the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* was conducted in conjunction with the consultation on the continuation of The Parade Separate Rate and comments on both were invited via email and in writing. A total of eight (8) submissions have been received in respect to the consultation on both items. It should be noted that whilst some submissions make general reference to the Annual Business Plan, the primary focus of all of the submissions is the Separate Rate. A copy of all submissions received are contained in **Attachment A** with a summary of the submissions received and a response to each, contained in **Attachment B**.

A copy of the final *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* is contained in **Attachment C**.

FINANCIAL AND BUDGET IMPLICATIONS

The *Draft 2021-2022 Norwood Parade Precinct 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.

The total cost incurred in placing both the Draft Annual Business Plan and the proposed extension of the Separate Rate on consultation came to \$2,815. This cost related to the:

- letter distribution to The Parade Precinct business community;
- printing of posters (various sizes) and postcards; and
- the notice placed in *The Advertiser*.

RESOURCE ISSUES

The *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* is reliant upon the collection of The Parade Separate Rate, and its implementation will be undertaken by the Council's Economic Development & Strategic Projects Unit with input and involvement from other Council staff and external contractors as required.

CONSULTATION

The *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan* was released for consultation on Wednesday 7 April, with comments sought in writing by no later than 5.00pm, Wednesday 28 April 2021.

A letter was sent to all businesses and property owners on The Parade advising of the Draft Plan and the consultation process. Posters and postcards were placed at the Norwood Town Hall Customer Service Centre and Norwood Library and a notice was also placed in *The Advertiser* on the first day of the consultation period. In addition to this, information was published on the Council and The Parade websites and an Electronic Direct Marketing (EDM) advising The Parade traders of the consultation was also distributed.

Copies of the Draft Plan were also made available at the Norwood Town Hall and the Norwood Library.

In total, eight (8) submissions have been received by the Council during the consultation period for the continuation of The Separate Rate and the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan*. The focus of the comments in the submissions has been the proposed extension of the Separate Rate, notwithstanding this all of the submissions have been attached to this report because the two (2) items are related and the implementation of the Annual Business Plan relies on the extension of the Separate Rate.

DISCUSSION

The eight (8) submissions which have been received during the consultation period, relate generally to the following concerns associated with the continuation of the Separate Rate and subsequently establishing a draft Annual Business Plan:

- events such as the Tour Down Under and fashion initiatives do not benefit businesses, especially if the road is closed;
- car parking in the immediate vicinity of The Parade is not substantial, hard to access and is always full, meaning customers are complaining and/or shopping elsewhere;
- businesses receive no benefit from the promotion and marketing of The Parade;
- the Separate Rate should not be based on the value of the building;
- the concept of a user pays system could be worth implementing; and
- shouldn't have to pay a Separate Rate and the promotion and marketing of The Parade and the businesses along it should be done via a budget generated from standard Council rates.

A full summary of submissions and a response to each of the issues raised is contained in **Attachment B**. As previously outlined in this report, the predominant focus of the submissions is on the Separate Rate, with very little focus on the draft Annual Business Plan and how the Committee has recommended that the \$215,000 should be allocated. On this basis, it is recommended that no changes be made to the draft Annual Business Plan and on the allocation of the funds.

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 1: NORWOOD PARADE PRECINCT COMMITTEE 2021-2022 ANNUAL BUSINESS PLAN

STRATEGY	BUDGET
<i>Events & Activations</i>	\$40,000
<i>Marketing & Communication</i>	\$74,000
<i>Identity & Brand</i>	\$93,500
<i>Business Development</i>	\$6,000
<i>Administration</i>	\$1,500
TOTAL	\$215,000

OPTIONS

The Committee can endorse the draft Annual Business Plan contained in **Attachment C** and recommend to the Council that it be adopted. Alternatively the Committee can amend or delete strategies and budget allocations and recommend the amended version to the Council for its approval.

Depending on the Committee's recommendation in relation to the Separate Rate, which is being considered as a separate Agenda Item, some changes to the Draft 2021-2022 Annual Business Plan may be required. Should the Committee recommend to the Council not to charge a Separate Rate, the Council will need to determine whether or not it will continue to proceed the *Draft 2021-2022 Norwood Parade Precinct Annual Business Plan*.

CONCLUSION

Individual responses will be provided to each property and business owner who have made a submission.

COMMENTS

Nil.

RECOMMENDATION

1. That the *Draft 2021-2022 Norwood Parade Precinct Committee Annual Business Plan*, as contained in Attachment C, be endorsed and recommended to the Council for its approval.
2. The Committee notes that an individual response will be provided to each property and business owner who has made a submission.

Cr Whittington moved:

1. *That the Draft 2021-2022 Norwood Parade Precinct Committee Annual Business Plan, as contained in Attachment C, be endorsed and recommended to the Council for its approval.*
2. *The Committee notes that an individual response will be provided to each property and business owner who has made a submission.*

Seconded by Cr Callisto and carried unanimously.

5. OTHER BUSINESS
Nil

6. NEXT MEETING
Tuesday, 6 July 2021

7. CLOSURE
There being no further business, the Presiding Member declared the meeting closed at 7.01pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on _____
(date)