

Special Meeting of the Norwood Parade Precinct Committee Agenda & Reports

26 October 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
175 The Parade, Norwood SA 5067

Telephone 8366 4555
Facsimile 8332 6338
Email townhall@npsp.sa.gov.au
Website www.npsp.sa.gov.au



City of
Norwood
Payneham
& St Peters

22 October 2021

To all Members of the Norwood Parade Precinct Committee

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 Joshua Baldwin
- Mr Ross Dillon
- Mr Rimu Good
- Mr Hao Wu

Staff

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

NOTICE OF MEETING

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

Tuesday 26 October 2021, commencing at 6.15pm

Please advise Keke Michalos on 83664509 or email kmichalos@npsp.sa.gov.au, if you are unable to attend this meeting or will be late.

Yours faithfully



Mario Barone
CHIEF EXECUTIVE OFFICER

City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067

Telephone 8366 4555
Facsimile 8332 6338
Email townhall@npsp.sa.gov.au
Website www.npsp.sa.gov.au



City of
**Norwood
Payneham
& St Peters**

Page No.

1.	CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 14 SEPTEMBER 2021	1
2.	PRESIDING MEMBER'S COMMUNICATION	1
3.	NORWOOD PARADE PRECINCT NEWS.....	1
4.	STAFF REPORTS.....	1
	4.1 ANNUAL SHOPPING COMPETITION	2
5.	CLOSURE	9

4.1 ANNUAL SHOPPING COMPETITION

REPORT AUTHOR: Economic Development & Strategic Projects Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA69610
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to update the *Norwood Parade Precinct Committee*, on the negotiations and outcomes regarding the procurement of a car for the Norwood Parade Precinct Annual Shopping Competition.

BACKGROUND

At its meeting held on Tuesday 14 September 2021, the *Norwood Parade Precinct Committee* resolved the following:

1. That 'Competition Option 1', (*Engage with a Car Dealership*) as outlined in this report, be endorsed as the preferred option for the annual shopping competition. That Staff prepare and present a proposal to car dealerships for their consideration and a report outlining the outcome of the investigations be subsequently prepared by Staff and presented to the *Norwood Parade Precinct Committee* at a special meeting of the Committee.
2. That the annual shopping competition be held in the lead up to Christmas 2021 (subject to the availability of a car).
3. That the *Norwood Parade Precinct Committee* notes that the competition and all of the associated marketing and promotion will be funded through the 2021-2022 *Norwood Parade Precinct Annual Business Plan*.

Subsequent to the Committee meeting, the *Solitaire Automotive Group* were contacted, regarding the possibility of a collaboration to sponsor the major prize for the Norwood Parade Precinct Annual Shopping Competition. The proposed collaboration related specifically to the allocation of a car as the major prize in the competition.

Subsequently, on Wednesday 22 September 2021, Council Staff met with *Solitaire Automotive Group* Marketing Manager, Ms Allan, to discuss the proposal in greater detail. Also discussed in the meeting was the possibility of a longer term collaboration between the two (2) parties (i.e. a three (3) year contract between the Council and *Solitaire Automotive Group*).

On Tuesday 12 October, Ms Allan advised Council staff, that *Solitaire Automotive Group* were "delighted" to proceed with the partnership. As such, on Thursday 21 October 2021, Council staff once again met with Ms Allan to discuss the finer details of the proposal and the next steps in engaging in this partnership.

The proposal presented by *Solitaire Automotive Group* is outlined in the Discussion Section of this report.

FINANCIAL AND BUDGET IMPLICATIONS

As previously endorsed at the Committee meeting held Tuesday 14 September 2021, all costs associated with the competition, as well as all of the associated marketing and promotion, will be funded through the 2021-2022 *Norwood Parade Precinct Annual Business Plan*. The Annual Business Plan currently has an allocation of \$35,000 under the strategy '*Competitions & Promotions*'. This budget allocation is used to fund the coordination a major competition for The Parade that engages businesses and encourages community participation and visitation.

RISK MANAGEMENT

The Committee wanted to pursue, as the prize for the competition, a Fiat. Given that *Solitaire Automotive Group* is South Australia's only stockist of this car brand, *Solitaire Automotive Group* was the only car dealership that were approached. Whilst *Solitaire Automotive Group* is not located within the City of Norwood Payneham & St Peters, it is the only Fiat dealer in the State.

The risk of not offering all landholders on The Parade the opportunity to express an interest in being the host location to showcase the car during the competition is minimal. This is due to the requirements stipulated by *Solitaire Automotive Group*. The requirements include but are not limited to:

- the car, preferably, being displayed undercover;
- the car must be able to be safely and securely stored outside of normal precinct shopping hours;
- the car must be in a high pedestrian area; and
- an appropriate space allocated to comfortably showcase the car.

This restricted the available space to *Parade Central*. On Friday 24 September 2021, Council staff met with *Parade Central* Manager, Mr Mario Boscaini, to discuss the possibility of using the *Parade Central* facility to showcase/store the car during the duration of the shopping competition. Mr Boscaini has subsequently offered a location within his premises to showcase the car in exchange for being recognised as a sponsor of the competition.

COVID-19 IMPLICATIONS

There are no COVID-19 implications associated with holding this competition unless the State or Federal Governments implement a lockdown, which will impact on the success of the competition.

DISCUSSION

Following a series of discussions between the *Solitaire Automotive Group*, the owner of *Parade Central*, Mr Mario Boscaini, and Council staff, a proposal was negotiated and is now being presented for the Committee's consideration.

The proposal currently on offer is for a twelve (12) month period and includes the following car and subsequent promotional requests for the Committee and the Council's endorsement:

- **Car**
Fiat 500 Lounge 1.2L 5 speed Dualogic 3 door Hatch MY21 Series 9 in Passione Red with blue seat and dash trim.
- **Cost**
\$16,000 (driveaway and inclusive of compulsory third party insurance and registration, European number plates and GST). The total value of the car and driveaway inclusions is \$25,148.
- **Showcase location and conditions**
The car will be positioned at the top of the entry ramp in *Parade Central*, close to Hoyts Cinema for a two (2) month period (or length of the competition). Protective mats / car riser will need to be used to protect the flooring and to catch any engine oil. If a media wall is installed, it will need to be double sided and at a maximum height of 1.8m. There is also no access to electricity in the allocated space within *Parade Central* where the car will be positioned. *Solitaire Automotive Group* will provide damage and public liability insurance for the competition and at all other display times.

- **Marketing & Promotion Requests**

- Display opportunities of cars in Parade Central throughout the year – 2 x 2 week displays over a twelve (12) month period (in addition to the Fiat competition display) and these two (2) week blocks cannot be within school holidays or the Christmas period. Additional promotion cannot be taken out in conjunction with the *Solitaire & Hoyts* movie event;
- The car to be displayed will be assessed on a case-by-case basis, with larger cars not likely to be supported by *Parade Central*;
- Database opportunities – quarterly inclusion in communication to the Council’s relevant databases;
- Social media – mentions in social media in relation to the competition and throughout the year as appropriate (when displays are on); and
- Website – always have a web presence as an official partner.

Takeaway’s from meeting with *Solitaire Automotive Group*

Subsequently, meeting with Ms Allan provided Council staff with an understanding that certain elements of the proposal as outlined above, are flexible and therefore, could potentially be negotiated. Outcomes from the meeting included:

- the Fiat 500 Lounge MY21 Series 9, car is in stock and has been set aside for the competition if this is the car the Committee chooses to proceed with. No specific time frame has been set to hold the competition;
- *Solitaire Automotive Group* will be running their annual shopping competition with *Burnside Village* in the lead in to Christmas with an Audi being the major prize and whilst they do not have an issue with simultaneous competitions being conducted, it is something the Committee must consider as it would mean The Parade with a Fiat would be directly competing against *Burnside Village* which is offering an Audi;
- *Burnside Village* run their competition for a period of two (2) months which Council staff believe would be the ideal time to run such a significant competition and then there would need to be a consideration for an additional 2-3 weeks of pre-promotion, all of which impacts upon timeframes for a pre-Christmas competition;
- council staff advised Ms Allan that their request to display cars on The Parade throughout the year for promotional purposes will be extremely difficult to meet, given the mainstreet nature of The Parade. *Parade Central* and *Norwood Place* are the only two (2) large sites currently on The Parade. Notwithstanding this, *Norwood Place* presents difficulties due to access into the site and therefore *Parade Central* is the only viable option. Council staff were advised that *Solitaire Automotive Group* are extremely hesitant to have cars displayed on the street in on-street car parks;
- any artwork created for the competition would need to be approved from the head office of Fiat who are based in Melbourne and this would impact on timeframes; and
- *Solitaire Automotive Group* are happy for Council staff to prepare a proposal to present to them in order to negotiate the cost of the car and this proposal can include details about a possible longer term (3 years) collaboration with *Solitaire Automotive Group* to deliver cars as the major prizes for the annual shopping competition, possibly resulting in a better price for the car in the first year of the collaboration.

Timing of the Competition

It is noted that the *Norwood Parade Precinct Committee*, at its meeting held Tuesday 14 September 2021, endorsed that the competition be held in the lead up to Christmas 2021 subject to the availability of a car as the prize. Based on the feedback provided by *Solitaire Automotive Group* regarding the timing of the competition and the availability of space in *Parade Central*, this option is not feasible. The following options are presented to the Committee for its consideration.

Whilst a car is available for purchase as the major prize for the shopping competition, Council staff's preference and indeed that of *Solitaire Automotive Group* and *Parade Central*, is for the competition to be held early in the New Year. In making a decision, it is important that the Committee consider the following factors regarding the timing of the competition and the way in which the timing can deliver the greatest benefits for The Parade Precinct. In making its decision, the Committee needs to take into consideration the following:

- a formal agreement with *Solitaire Automotive Group* and *Parade Central* still needs to be prepared and agreed upon;
- the advantages and disadvantages of running the competition pre-Christmas with a major prize of a Fiat 500 competing directly (same time period) with *Burnside Village* and the offering of an Audi as a major prize.

- *Before/During Christmas 2021*

In order to conduct an eight (8) week competition with two (2) weeks of pre-promotion, pre-promotion should have ideally commenced on Monday 18 October 2021. Therefore the Committee needs to acknowledge and understand that if the competition were to be conducted prior to Christmas this year, the competition period would be significantly reduced (especially considering the tasks still to be completed), the competition period would need to run through the Christmas period and end in the New Year. Whilst there may be advantages in running a competition prior to Christmas, there are also a significant number of disadvantages. Firstly, The Parade will be competing against *Burnside* for a first prize of significantly lesser value. Secondly the whole reason for conducting the competition is to provide exposure and market The Parade Precinct. By conducting a competition within a limited time frame, will compromise the objective of conducting a competition.

In addition, there are a significant number of other Council events and initiatives as well as *Christmas in NPSP* and *Christmas on Parade* activities and initiatives occurring in the lead up to Christmas, which may detract from the focus on the competition.

Finally, *Parade Central* has advised that pre-Christmas is not an option for them, which means that there is no display location available to showcase the vehicle.

Whilst a car is available and would allow for a competition to be held in the lead up to Christmas, to adequately address all of the tasks required to successfully deliver the competition and to ensure that the best possible outcome is achieved for the Precinct, the Committee, *Solitaire Automotive Group* and *Parade Central*, a longer period of organisational is required.

- *Mid-February – Easter 2022*

An alternative date could be in the early stages of 2022. If the competition commenced in the middle of February 2022, an eight (8) week competition could conclude prior to, during or soon after the Easter long weekend in April 2022. For example, similar to how *Burnside Village* draw their competition winner on Christmas Eve, this shopping competition could be drawn the Thursday evening before the Easter Long Weekend.

This timeframe would mean that pre-promotion would commence on Monday 7 February 2022, which allows a substantially longer period of time for the marketing and promotion to be developed and organised and for all the outstanding issues to be addressed.

Conducting the competition during this period in 2022, would encourage greater foot traffic and expenditure along The Parade.

- *Mid-Year 2022*

This options reflects the timing of the majority of the annual shopping competitions in the past, and therefore would be held during the middle of 2022. The idea of having such a competition during this period, is to encourage visitation and expenditure within The Parade Precinct during what is often a 'quieter' period. This is mainly due to the weather conditions.

Additional Competition Prizes

As part of the Committee's initial discussions regarding the annual competition, the option of including an additional high value second and third prize to further enhance the attractiveness of the competition and encourage an increase in spending within The Parade Precinct was suggested.

The suggested options for these additional prizes included a vesper/scooter as the second prize and an e-bike as the third prize. In response Staff have undertaken some initial investigations into the price of these items and their availability. *Adelaide Motorcycle Centre* is located on Magill Road, Stepney and is the stockist of a small array of new Peugeot scooters. *Bicycle Express*, located on The Parade, stock brand new e-bikes in a variety of styles. An outline of the full retail value of both prize options is outlined below. It should be noted that at this stage, discussions regarding sponsorship has not been discussed.

Research found the following:

- 2020 Peugeot Django 150 Modern-Retro Scooter retails for \$5,490;
- 2021 Peugeot Django 50 Modern-Retro Scooter retails for \$4,190; and
- 2022 Trek Verve+ 2 Lowstep E-Bike retails for \$4,199.99.

These types of additional prizes would also require significant monetary investment and would reduce the budget that can be used to either purchase the car and/or market and promote the competition. On this basis, this is not recommended.

An alternative option for supplementary or consolation competition prizes could be focussed on items such as monetary vouchers to Parade Precinct businesses, which are either donated or purchased by the Committee. For example ten (10) \$100 vouchers can be offered as consolation prizes.

Tasks still to be completed

To enable the competition to proceed, the following tasks will need to be undertaken prior to the competition commencing pre-promotion:

- prepare a contract with *Solitaire Automotive Group* which will also need to include insurance;
- continue to liaise with *Parade Central* following confirmation of *Solitaire Automotive Group's* contract being approved to ensure their requirements are met and develop a contract with them;
- determine additional prizes as part of the competition (if applicable);
- determine how the competition will run (i.e. how do people gain an entry into the competition);
- create terms and conditions in conjunction with lawyers;
- apply for and receive a Trade Promotion License (takes approximately 10 working days);
- develop artwork and establish a marketing and promotions plan; and
- print and distribute collateral.

In addition, pre-promotion would occur for two (2) weeks with a competition launch to be held prior to the competition beginning. The competition would then run for eight (8) weeks.

It is proposed that following the rollout of the competition, discussions with *Solitaire Automotive Group* can be held to determine whether a multi-year partnership with *Solitaire Automotive Group* will be beneficial for The Parade Precinct. The Committee will also need to determine if a multi-year partnership will be beneficial and whether or not the Committee wants to lock itself into purchasing a car for the upcoming competitions.

OPTIONS

The Committee has a number of options available to it in regards to the major prize and also in relation to a number of elements associated with the competition.

Car as the Major Prize

1. The Committee can endorse the offer for a Fiat 500 from *Solitaire Automotive Group* as the major competition prize. This is the **preferred option** given that the car is available, its size makes it easy to display in *Parade Central* and it is a unique offering.
2. The Committee can endorse to explore alternative car brands as the major competition prize, either through *Solitaire Automotive Group* or through another car dealership. Given that *Solitaire Automotive Group* has shown a key interest in this initiative, this option is **not recommended**.

Location of the car during the competition

1. The Committee can proceed with showcasing and storing the car in *Parade Central* for the duration of the competition, with the exact location and other details to be appropriately negotiated between *Parade Central*, *Solitaire Automotive Group* and the Council. This is the **preferred option** given *Parade Central* Manager, Mario Boscaini's, willingness and flexibility to have the car displayed inside the centre and given it is the only appropriate location along The Parade for the car.
2. The Committee can request Council staff to make contact with another land holder along The Parade that is deemed appropriate to showcase/store the car for the duration of the competition, in accordance with the criteria outlined earlier in this report.

Timing of the competition

1. The Committee can conduct the competition in the lead up to Christmas 2021 as originally endorsed by the Committee at its meeting held Tuesday 14 September 2021. However given the tight timeframe and the preference of both *Solitaire Automotive Group* and *Parade Central* to delay the competition until the New Year, this option is **not recommended**.
2. The Committee can conduct the competition early in 2022, and work backwards with dates based on the competition concluding the Thursday evening before Easter (Thursday 14 April 2022). This is the **preferred option** as it allows more time to adequately complete all remaining tasks associated with establishing the competition and it is not in direct competition with *Burnside Village* and the prize of an Audi.
3. The Committee can conduct the competition during the middle months of 2022, which if endorsed, the specific dates would be provided to the Committee at the next meeting.

CONCLUSION

This is an exciting initiative as this partnership will offer a point of difference to The Parade competition as a car has never been offered previously. However, there are still a number of discussions and tasks that need to be addressed, resolved and delivered to enable the competition to proceed. On this basis, it is recommended that the competition delivery be early in 2022. This will ensure that there is adequate time to ensure that the best possible outcomes are achieved with regards to the competition as a whole.

COMMENTS

Nil.

RECOMMENDATION

1. That subject to the Council's endorsement, Council staff prepare a contract with *Solitaire Automotive Group* on the basis of purchasing a Fiat 500 Lounge 1.2L 5Spd Dualogic 3Dr Hatch MY21 Series 9, as the major prize for the annual Parade Precinct shopping competition.
2. That the *Norwood Parade Precinct Committee* allocate a maximum of \$16,000, from the 'Competition & Promotions' budget in the *2021-2022 Norwood Parade Precinct Annual Business Plan*, for the purchase of the car from *Solitaire Automotive Group*.
3. That Staff prepare a contract with *Parade Central*, based upon *Parade Central* being the showcase location for the car during the competition as well as the location for the display of additional vehicles from the *Solitaire Automotive Group* throughout the year.
4. That the competition be conducted early in 2022 and held for a period of eight (8) weeks, concluding on Thursday 14 April 2022.
5. That no additional prizes be included as part of the competition.
6. That marketing and promotion options, including a budget, be presented to the Committee at its Tuesday 23 November 2021 meeting.

5. CLOSURE