

Norwood Parade Precinct Committee Agenda & Reports

23 November 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

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City of
Norwood
Payneham
& St Peters

17 November 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*, the next Ordinary Meeting of the Norwood Parade Precinct Committee, will be held in the Mayors Parlour, Norwood Town Hall, 175 The Parade, Norwood, on:

Tuesday 23 November 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

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175 The Parade, Norwood SA 5067

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City of
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VENUE Mayors Parlour, Norwood Town Hall

HOUR

PRESENT

Committee Members

Staff

APOLOGIES

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 SPECIAL MEETING OF THE NORWOOD PARADE
PRECINCT COMMITTEE MEETING HELD ON 26 OCTOBER 2021**

2. PRESIDING MEMBER'S COMMUNICATION

3. NORWOOD PARADE PRECINCT NEWS

Committee Members to report on news from the Precinct.

4. STAFF REPORTS

4.1 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2021-2022 ANNUAL BUSINESS PLAN

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

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 2021-2022 Annual Business Plan.

BACKGROUND

At its meeting held on 4 May 2021, the Committee endorsed the *2021-2022 Annual Business Plan* and the *Continuation of The Parade Separate Rate* for the Parade Precinct and resolved to forward it to the Council for its endorsement. Subsequently, the Council endorsed the Annual Business Plan and the Continuation of the Separate Rate as being suitable at its meeting held on 7 June 2021.

For the 2021-2022 financial year, the value of the Separate Rate on the Parade Precinct is \$215,000. Investigations have progressed in respect to a number of the deliverables and a summary of the overall budget and expenditure to date is contained in **Attachment A**.

DISCUSSION

1. STRATEGY: EVENTS & ACTIVATIONS

1.1 RAISING THE BAR ADELAIDE 2021

The fifth 'Raising the Bar Adelaide' event was held on Tuesday 12 October 2021 and was overall 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 and London to name a few and the City of Norwood Payneham & St Peters is the only City – outside of Perth – to host the event in Australia this year.

This year, there were nineteen (19) talks, across ten (10) venues, with Troye Walleit unfortunately coming down with flu like symptoms on the day, prompting him to withdraw from the event.

The speakers discussed a range of absorbing subjects including euthanasia, health and fitness, empowering children, reducing homelessness, the damaging effects of video gaming, the changing landscape of media, reporting on victims of crime, domestic violence, sport, legalising sex work and much more.

The Council live streamed the four (4) talks that were held at The Alma and the Maylands Hotel. This allowed people that unfortunately missed out on tickets, to view the event live online, as well as give people the opportunity to view those talks at a later date. The links to the live streams are available on the Council's website at www.npsp.sa.gov.au/rtb.

An extensive marketing campaign was developed to support this initiative, including outdoor advertising, print, digital, social media advertising as well as promotion via the venues and speakers' platforms.

The final number of recorded attendees at the event, across the ten (10) talks was over 900 people, recognising that venue capacities were reduced due to COVID restrictions. Through the registration process the Council was able to capture details of over 500 attendees, taking the Council's 'Visitor to the City' database list to over 4,500 contacts. This lists was created in 2018 and is used to promote Council-run events and initiatives developed.

Expressions of interest to speak at the 2022 event are now open at www.npsp.sa.gov.au/rtb

A copy of some images from the event, is contained in **Attachment B**.

1.2 SPRING SHOPPING DAY

On Saturday 16 October, the Spring Shopping Day was held for businesses within The Parade Precinct. The event was also offered to businesses throughout the remainder of the City with two (2) taking the opportunity to participate (Moorooroo Park Vineyards in Hackney and La Casa Del Formaggio in Glynde). Fifty-five (55) businesses participated in the event which was designed to encourage visitation and expenditure within the Council area.

The event ran from 9.00am to 5.00pm and included a program of events including all day offers and in store experiences, live music at various locations along The Parade and a 'donation station'.

The donation station received a large volume of donated pre-loved clothing with all donations going to Op Shops within the City of Norwood Payneham & St Peters.

The Shopping Day was supported by a comprehensive marketing and promotional plan. Participating businesses are currently being asked to provide feedback about the event to enable the Council to assess the value of the event and determine how and if it delivers the event next year. The majority of the feedback received so far indicates that the day was successful for the participating businesses. However, a couple of responses have advised that they did their normal Saturday trade, indicating that they received no increase in expenditure.

Some of the feedback received from participating businesses include:

"Just wanted to say thank you for the support as today was a successful campaign for us. We received many customers who had never been before and at the end of the day that's what we hope for. All the staff enjoyed working in a busy pace environment and for me and my small business this means a lot. It's really amazing to be supported by the local Council..." – **Bakmi Lim Noodle Project**.

"The Spring Shopping Day was a success for Aqua Boutique. Shoppers loved the atmosphere created by buskers and of course the sale specials on the day. Chris, our busker, had many people listening and chatting to him during breaks." – **Aqua Boutique**

"It was a successful day for us – seminar on Australian Tours was full and we feel we increased our presence in our new location with a table out front to chat all things travel. The Parade was busy and there were lots of people about." – **Phil Hoffmann Travel**

"Thanks to you and NPSP for coordinating the Spring Shopping Day. Our coffee/dog loving community really enjoyed the event. We had an increase in revenue for a Saturday, both from a higher spend per sale as well as increased customer numbers. We also saw more engagement across our social media." – **Tell Henry**

A selection of images is contained in **Attachment C**.

1.3 ZEST FOR LIFE - OP SHOP TOUR

As part of the Council's Zest for Life program, Economic Development Staff organised an Op Shop Tour that was held on Friday 22 October 2021. The bus tour was sold out and accommodated for sixteen (16) attendees. The tour was designed to showcase a number of Op Shops within the Council area, four (4) of which participated on the tour are located on The Parade, as well as to promote and contribute to sustainable fashion.

The tour attended the following businesses:

- St Aidan's Anglican Church Op Shop;
- RSPCA Op Shop Marden;
- Elcies Norwood;
- Save the Children Norwood;
- Vinnies Norwood; and
- RSPCA Op Shop Norwood.

It was reported that participating businesses enjoyed having a dedicated tour as a part of the Zest program and appreciated that sixteen (16) eager shoppers were brought to their stores to shop re-purposed items.

1.4 EASTSIDE HAPPY HOUR LIVE & LOCAL SESSIONS

On Saturday 23 October 2021, the Eastside Happy Hour Series concluded with an 'Extended' event held at Lambrook Wines on Magill Road. The extended event was longer than the usual sessions, with the doors opening at 4pm, music beginning at 5pm and the event concluding at 11pm. The event was ticketed with \$40 getting you entry into the event, all you can eat pizza and paella from local business Wholly Belly, access to hourly drink specials and of course the chance to listen to five (5) great live music acts.

Lambrook Wines made the event a local affair, by organising Wholly Belly to provide the food and also partnering with Little Bang Brewery and Australian Distilling Co., both of which are located in Stepney to provide beer, cider and spirits. Magill Road business BIEcreative was engaged to organise the musicians, audio equipment and manage the live stream of the event.

The Council was originally contacted by BIEcreative in 2020, regarding taking their 'Happy Hour Live' concept 'on-the-road'. During much of the COVID-19 Pandemic, the live music industry has been severely impacted upon, BIEcreative began live streaming performances out of their Magill Road studio when pubs and bars were closed or heavily restricted.

As pubs and bars began re-opening, the Council partnered with BIEcreative to take Eastside Happy Hour on the road and on the first Friday of each month, a different venue within the Council area was selected each time, to cater for a three (3) hour live music performance. This initiative helped these venues in a number of ways including covering a cost that they were foregoing to save money, attracting patrons back to the venue and also promoting the venue via event pre-promotion and also via the live stream. The live stream then allowed people to watch the performance in their own homes if they were unable to attend in person, or the venue was booked out due to restricted capacities and the live stream encouraged interaction via song requests and shout outs.

Musicians were also extremely grateful for the opportunity to once again perform and perform to live audiences, which is something many artists had not had the opportunity to do since the start of the Pandemic and even to this day is very limited for many of them. A quote from one of the musicians can be seen below:

"As of this morning, this gig is the only surviving gig for us in August. Very grateful".

Other general feedback that both BIEcreative and Council Staff received throughout the duration of the series was as follows:

- venues were very appreciative of the addition of live music to their Friday night offering and some are even considering adding live music more often as they come out of COVID-19;
- venues had people book tables so they could come along to enjoy the live music being offered on that night, which increased patronage and sales;
- all of the musicians appreciated being able to perform to live audiences once again, with all of them highlighting that this was their first live audience performance since the beginning of COVID-19;
- hotel patrons were inquisitive about the streaming equipment that was set up to live record each performance as it made it feel like more than 'just a couple of singers in the background';
- venues were willing to donate vouchers on the night for people who requested songs and shout outs during the stream;
- comments from people watching the stream were always positive about how good the musicians were and that they wish they could be there in person;
- the live stream occasionally had international viewers; and
- the online ability to request songs and shout outs made the experience very interactive.

The decision to conclude the series with the extended October event was made based on the fact that restrictions are continuing to ease and the project has served its purpose by providing direct support to two (2) of the hardest hit industries, pubs and bars and the live music industry.

The full Eastside Happy Hour Series breakdown was as follows:

TABLE 1: EASTSIDE HAPPY HOUR SERIES EVENTS

Date	Venue	Musicians
21 August 2020	Signature Wines	Tooch + Jess
28 August 2020	Republic	All About Her
4 September 2020	The Colonist	Zkye + Damo
11 September 2020	Maylands Hotel	Jordy D'Sena Duo
2 October 2020	Alma	The Cast
6 November 2020	Cue Bar	Breezin'
4 December 2020	Robin Hood	Billy Bob + Alice
8 January 2021	The Maid	Breezin'
5 February 2021	Little Bang Brewery	Gabby Hyde Duo
5 March 2021	Alma	All About Her
16 April 2021	Bath Hotel	Dusty + Lesley
7 May 2021	Lambrook Wines	Jordy D'Sena Duo
4 June 2021	Britannia Hotel	Zkye + Damo
16 July 2021	Wholly Belly	Mason Lloyd Duo
6 August 2021	Bath Hotel	The Cast
		Zkye + Damo
		Mason Lloyd Duo
23 October 2021	Lambrook Wines	Billy Bob + Alice
		Breezin'
		The Cast

Some images from the event, are contained in **Attachment D**.

Whilst this program included Parade Precinct businesses, it was a City-wide initiative, therefore, no funds have been allocated from the 2021-2022 Parade Precinct Budget.

1.5 CITYGUIDE WEBSITE & APP

In July 2021, Council Staff met with Founder & Director of *Cityguide*, Mr Danny Brookes, to discuss the new website and mobile app that launched in October 2021.

Cityguide was pitched as Adelaide's premier event discovery platform that connects audiences with artists, promoters, venues, festival and ticketing agencies. The platform appears professional, very intuitive for the user and has capabilities to curate events to the users' liking.

Whilst the Council and the Norwood Concert Hall may have limited use for this app at the moment, Council Staff will promote the platform to local venues, artists and other relevant people within The Parade Precinct and the City of Norwood Payneham & St Peters business community.

Cityguide is now available to download via app stores and *Cityguide* is offering Adelaide venues free listings until February 2022.

2. STRATEGY: MARKETING & COMMUNICATIONS

2.1 SATC – ADELAIDE VISITOR GUIDE

HWR Media, in partnership with the South Australian Tourism Commission and Adelaide Economic Development Agency, are proud to produce the Official 2022 Adelaide Visitor Guide.

Following what has been a challenging 20 months in the tourism sector, the Official 2022 Adelaide Visitor Guide is designed to both inspire and encourage visitors to Adelaide and surrounding areas, stay longer and spend more with local businesses, and importantly discover business and service offerings.

The 50,000+ printed visitor guide is promoted and distributed through an extensive network across South Australia and interstate:

- Tourism hubs in South Australia, such as Adelaide Central Markets, Sealink terminals, etc;
- Visitor Information Centres throughout South Australia and interstate;
- Leading Hotels accommodation houses and caravan parks;
- RAA offices and interstate motoring clubs;
- Car hire companies;
- Participation retailers and wineries; and
- Caravan and camping shows.

The digital Visitor Guide is also available at:

- southaustralia.com; and
- experienceadelaide.com.au.

Two (2) full page ads have been booked to promote the following Council initiatives, which include Parade businesses and precincts:

- Eastside Wine & Ale Trail;
- Food Secrets of Glynde & Stepney;
- The Parade, Norwood; and
- Magill Road.

The Visitor Guide will be released early 2022.

2.2 2022 LUNAR NEW YEAR

At its meeting held on 14 September 2021, the Committee resolved *that Staff investigate the promotion of 2022 Lunar New Year on The Parade.*

In February 2021, was the first time that The Parade Precinct promoted Lunar New Year, by installing a series of footpath decals. In 2022, Lunar New Year falls on Tuesday 1 February and will mark the transition between zodiac signs, from the year of the Ox to the year of the Tiger.

Since the Committee meeting held 14 September 2021, Council Staff have discussed ways to promote Lunar New Year, and considered on-street, print and digital advertising. Whilst these avenues of marketing could be implemented, Council Staff considered how this type of promotion would impact and dilute the messaging of The Parade Precinct's FIAT 500 car competition and the Council's Eastside Business Awards, both of which are high-profile initiatives launching in February 2022 and will have presence on The Parade.

In order to acknowledge Lunar New Year and The Parade businesses that take part in the festival, it is proposed that the Committee allocates one (1) of the two (2) articles that are developed for The Parade blog monthly, to promote the event.

The blog will be shared on The Parade's social media platforms to further promote the businesses and the Lunar New Year festival.

3. STRATEGY: IDENTITY & BRAND

3.1 SPEND TO WIN CHRISTMAS COMPETITION

At its meeting held on 26 October 2021, the Committee resolved the following in respect to the 'Spend to Win' Christmas competition:

1. *That the Norwood Parade Precinct Committee allocates \$15,000 towards a 2021 Christmas Shop on The Parade competition comprising of three (3) prizes, with an equal value of \$5,000. First prize is to be \$5,000 worth of vouchers to Parade Precinct businesses, second prize is to be a \$5,000 travel voucher to any of the four (4) Travel Agents located within The Parade Precinct, and the third prize is to be \$5,000 towards an e-Bike from one of The Parade Precinct Bike Shops.*
2. *That the Norwood Parade Precinct Committee allocates a maximum of \$15,000 for the promotion and marketing of the competition.*

The five (5) week competition, is designed to encourage visitors to The Parade during the Christmas period to shop for gifts, dine with friends and family, purchase local produce for Christmas lunches and dinners, and to experience the services offered by The Parade businesses.

The competition will launch on Saturday 20 November and will run until Thursday 23 December, with the winners drawn on Friday 24 December 2021.

To enter the competition, shoppers must spend \$25 or more in one (1) transaction at any Parade Precinct business, keep their receipt and enter their details online at theparadenorwood.com.

Marketing and promotion will commence on Friday 19 November and will run until the end of the competition period.

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

3.2 WIN A FIAT 500 CAR COMPETITION 2022

At its meeting held on Tuesday 26 October 2021, the *Norwood Parade Precinct Committee* resolved the following in relation to budget for the FIAT 500 car competition as part of a number of resolutions regarding the annual 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.*
6. *That marketing and promotion options, including a budget, be presented to the Committee at its Tuesday 23 November 2021 meeting.*

In response to the Committee's resolution, Table 2 below lists the proposed marketing activity and approximate associated budget.

TABLE 2: FIAT 500 MARKETING AND PROMOTION BUDGET ALLOCATION

	Budget Allocation
Prize & Admin	
Car	\$16,000
Lottery License	\$1,500
Creative development	\$3,000
Print	
Posters postcards, footpath decals, bollard wraps	\$3,500
Digital Advertising	
InDaily, SA Life, CityMag	\$4,000
NPSP owned channels	\$1,500
Influencer Engagement	\$3,000
Radio	
	\$4,000
TOTAL	\$36,500

It is proposed that \$20,000 from the Marketing and Communications Budget in the 2021-2022 Norwood Parade Precinct Annual Business Plan be allocated to promote the competition.

In addition, the competition will be promoted via several owned platforms and free marketing channels such as, website, social media, electronic direct mail (EDM), media release to name a few.

4. STRATEGY: BUSINESS DEVELOPMENT

4.1 END OF YEAR BUSINESS NETWORKING DRINKS

The Council has committed to schedule (2) networking events each calendar year. The details of the End of Year Christmas Networking Event are outlined below.

Date: Tuesday 30 November 2021

Time: 6.00pm – 8.00pm

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

A hard copy invitation was distributed to all business and property owners within the Council area, and communicated via the Council's 'YourBusiness' electronic newsletter.

Business owners and employees thoroughly enjoy these networking events as it gives them the opportunity to meet other business owners in the Council area and to discuss future collaboration opportunities.

As you are aware, the *Mayor's Business Commendation Awards* will be presented at the networking event to the qualifying 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; and
- 3+ generations Generational Family Business Commendation.

The ten (10) businesses that submitted their application before 30 June 2021, will receive their award at the end of year networking event. All applications made from 1 July 2021 will receive their award at the 2022 mid-year networking event.

RECOMMENDATION

1. That the status of the 2021-2022 Annual Business Plan Budget contained in Attachment A, be received and noted.
2. That the Committee allocates one (1) of the two (2) articles that are developed for The Parade blog monthly, to promote Lunar New Year.
3. That \$20,000 from the Advertising Budget be allocated to promote the FIAT 500 car competition.

Attachment A

Progress Report on the Implementation of the 2021-2022 Annual Business Plan

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

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2021-2022 NPPC Annual Business Plan and Budget

All expenditure is exclusive of GST

Total Budget \$ 215,000.00
Spent / Assigned \$ 39,535.39

Strategy 01 - Events and Activation	
1.1 Events and Activation	Budget
11044.38.	\$ 40,000.00
SPRING SHOPPING DAY (\$20,000)	
South Australian Style Print & Social Media	\$ 2,400.00
White Marquee Counter & Star Rack for Donation Station	\$ 520.00
Wasabi Entertainment 6 musicians	\$ 2,500.00
Sarah Cain Illustration Design	\$ 640.00
Clockworks x3 A0 & x2 A1 Posters	\$ 225.00
Arte Grafica A4 Posters	\$ 30.00
Arte Grafica A6 Postcards	\$ 1,030.00
Adelady Social Media Services	\$ 1,300.00
SCA Radio	\$ 2,255.00
TOTAL	\$ 10,900.00
Strategy 02 - Marketing and Communications	
2.1 Website	Budget
	\$ 4,000.00
Karmabunny Privacy Page & Social	\$ 562.50
TOTAL	\$ 562.50
2.3 Advertising & Social Media	
11044.285.500 & 11044.285.380	\$ 70,000.00
AB-C Content Creation - August	\$ 700.00
AB-C Content Creation - September	\$ 700.00
AB-C Content Creation - October	\$ 700.00
AB-C Content Creation - November	\$ 700.00
AB-C Content Creation - December	\$ 700.00
Arte Grafica Norwood Mall Shop & Save postcards	\$ 220.00
Arte Grafica Norwood Mall Shop & Save postcards	\$ 160.00
Norwood Parking Map Creation Rose Clemente	\$ 225.00
Parade Post a Pic & Win Graphic Design Rose Clemente	\$ 390.00
TOTAL	\$ 4,495.00
Strategy 03 - Identity and Brand	
3.1 Sponsorship	Budget
11044.286.	\$ 7,500.00
Festive Gallery on Osmond Terrace - Sponsor Winner (x2 \$500 vouchers)	\$ 500.00
Festive Gallery on Osmond Terrace - Donation to Charity of Winning Schools Choice	\$ 1,000.00
TOTAL	\$ 1,500.00
3.2 Signage and Street Decorations	\$ 50,000.00
CHRISTMAS	
CreativeTek Christmas Activation (Footpath Decals) - 50% Deposit	\$ 3,000.00
CreativeTek Christmas Activation (Footpath Decals) - 50% Remaining	\$ 3,000.00
Transfer of 2020 IP for AR Artwork Motiv	\$ 238.00
TOTAL	\$ 6,238.00
3.3 Merchandise	\$ 1,000.00
Add Value Parade branded face masks (qty 250)	\$ 1,208.00
TOTAL	\$ 1,208.00
3.4 Competitions and Promotions	\$ 35,000.00
CBS Lottery Licence Christmas Spend to Win Competition	\$ 1,489.09
CBS Lottery Licence Amendment Christmas Spend to Win Competition	\$ 66.82
Solstice Media Christmas Spend to Win Competition	\$ 3,000.00
SAFM Radio Christmas Spend to Win Competition	\$ 2,002.00
oOh Media Christmas Spend to Win Competition	\$ 2,500.00
Ochre Bin Wraps Christmas Spend to Win Competition	\$ 4,400.00

Sarah Cain Creative Development Christmas Spend to Win Competition	\$	704.00
TOTAL	\$	14,161.91
Strategy 04 - Business Development		
<i>4.2 Business Training & Networking</i>		Budget
<i>11044.99.</i>	\$	6,000.00
TOTAL	\$	-
Strategy 05 - Administration		
<i>5.1 Catering</i>		Budget
<i>11044.110.401</i>	\$	1,000.00
September 2021 Committee Meeting	\$	193.18
November 2021 Committee Meeting Wok Your Way	\$	126.80
TOTAL	\$	319.98
<i>5.2 Print, Post and Distribution</i>	\$	500.00
<i>11044.110.</i>		
Design Annual Business Plan & Separate Rate	\$	150.00
TOTAL	\$	150.00
GRAND TOTAL	\$	39,535.39

Attachment B

Progress Report on the Implementation of the 2021-2022 Annual Business Plan

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City of
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Attachment C

Progress Report on the Implementation of the 2021-2022 Annual Business Plan

City of Norwood Payneham & St Peters
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City of
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Attachment D

Progress Report on the Implementation of the 2021-2022 Annual Business Plan

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City of
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Attachment E

Progress Report on the Implementation of the 2021-2022 Annual Business Plan

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City of
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Christmas ON PARADE

Spend to
WIN

\$15,000
of Parade prizes

20 Nov – 23 Dec

3 prizes of \$5000

1st Prize
\$5,000 to spend at Parade Precinct Businesses*

2nd Prize
\$5,000 holiday*

3rd Prize
\$5,000 towards an e-Bike*

Celebrate everything festive on The Parade. From luxurious gifts, to stunning summer fashion, and premium local produce, The Parade offers the ultimate shopping experience.

Simply spend \$25 or more in 1 transaction, keep your receipt and enter online.

Prizes draw 24 December 2021.



*Conditions apply.
Lottery License Number
T21/1740

THEPARADENORWOOD.COM



City of
Norwood
Payneham
& St Peters

4.2 THE PARADE PRECINCT OCCUPANCY LEVELS ANNUAL ASSESSMENT

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

PURPOSE OF REPORT

The purpose of this report is to provide the *Norwood Parade Precinct Committee*, with an annual updated assessment of occupancy levels within The Parade Precinct.

BACKGROUND

As part of the report to the *Norwood Parade Precinct Committee* in November 2019, it was recommended that an assessment of The Parade Precinct's occupancy level be conducted annually and the findings presented back to the Committee to be noted, as well as be presented to the Council's *Business & Economic Development Committee* and the Council.

The initial assessment was undertaken in response to a report published by JLL Australia relating to the occupancy rates of Adelaide high streets. The high streets assessed by JLL Australia as part of the report include:

- The Parade, Norwood;
- Prospect Road, Prospect;
- Hindley Street, Adelaide;
- Rundle Street, Adelaide;
- King William Road, Goodwood;
- O'Connell Street, North Adelaide; and
- Jetty Road, Glenelg.

The latest report from JLL Australia is the *1Q21 Adelaide Retail High Street Overview*, a copy of which is contained in **Attachment A**. This report depicts a strong improvement in the majority of the high streets, none more so than The Parade, Norwood which had its vacancy rate decline by almost 50% from 14.7% in the third quarter of 2020 to 7.5% in the First Quarter of 2021. This reduction occurred in the vacant tenancies within what JLL Australia outline as their measuring scope for The Parade, which is all ground floor tenancies directly fronting The Parade between Osmond Terrace and Portrush Road, resulted in The Parade moving from the high street with the largest vacancy rate to third, behind Prospect Road (small high street scope) and King William Road.

In October 2021, Council Staff undertook an assessment of The Parade Precinct (as defined by the *Norwood Parade Precinct Committee Terms of Reference*) occupancy levels to understand the ongoing impacts of the COVID-19 Pandemic and how the Precinct may have 'bounced back' following improvements to consumer spending behaviour and also to compare research with the findings in the latest JLL Australia report.

South Australia has, to date, handled the movement of the virus efficiently and effectively, allowing "brick and mortar" businesses to return to a level close to "normal". In conjunction with this, the Federal Government's road map out of the Pandemic, which has centred upon the need to reach 80% of the eligible population being fully vaccinated, has assisted in slowly returning consumer's social and retail spending behaviours. The assessment of The Parade Precinct occupancy level is therefore a key task to undertake to determine how it has changed a year on from the last assessment and to get a baseline for an assessment to be again undertaken in a year's time, when the impacts of the Pandemic may again be very different.

DISCUSSION

For the purpose of this report, vacancy rates are defined as a percentage of all available occupiable commercial properties (residential not included) in a particular area. In retail precincts such as The Parade, the vacancy rate is usually calculated on the commercial tenancies located on the ground floor predominately comprising of retail and commercial uses. However, given the small number of non-ground floor tenancies along The Parade, these have been included in the assessment. Generally the vacancy rate measures the health of the local property market by representing the level of activity and demand for property.

The assessment undertaken by Council Staff encompasses the entire Parade Precinct, which extends from Fullarton Road to Portrush Road. The assessment undertaken by Council Staff was conducted on Friday 1 October 2021 and all details from the research are correct as of that date.

It should be noted that in undertaking the assessment, Council Staff made the following assumptions:

- Tenancies noted as being vacant were those that:
 - had signage indicating that the premises or part of the premises (i.e. one (1) of the two (2) buildings was partly vacant) was for lease;
 - tenancies that had a 'Leased' sign and were still vacant and Council was not aware of a new business preparing to occupy the space; and
 - tenancies that did not have signage but were empty and the Council was not yet aware of any new business preparing to occupy the space.
- It is noted that there was one (1) site along Cairns Street, where it was unclear whether the tenancy was occupied or whether it was vacant and for this reason, this property has been excluded and does not form part of the vacancy figures.

The research conducted by Council Staff found the following:

- there is a total of 368 tenancies within The Parade Precinct;
- 349 tenancies were occupied by a business;
- there were nineteen (19) vacant tenancies (21 less than 2020) within The Parade Precinct, which equates to a vacancy rate of 5.16% (a decrease of 5.34% from 2020);
- eleven (11) vacant tenancies are located on the northern side of The Parade (17 less than 2020) and the northern side has a vacancy rate of 5.9% (11 out of the 188 tenancies are vacant); and
- eight (8) vacant tenancies are located on the southern side of The Parade (4 less than 2020) and the southern side has a vacancy rate of 4.4% (8 out of the 180 tenancies are vacant).

The decline in total number of tenancies is essentially due to the construction of the COMO development commencing, leading to the demolition of a number of tenancies within the Norwood Mall (these will again be included at the completion of the project) and businesses such as People's Choice Credit Union and Cono, which have taken over multiple tenancies to operate their business, reducing the number of tenancies available.

In comparison to the occupancy levels in 2020, the 2021 rate represents a significant decrease in the number of vacant tenancies within The Parade Precinct. A decline of 21 tenancies in the period of a year reflects a positive period for the Precinct given the COVID-19 Pandemic has continued to impact businesses across the world. When comparing the vacancy rate ascertained by Council Staff with that prepared by JLL Australia, there is just over 2% difference between the two (2) investigations with the Council rate being lower and more representative of the entire Precinct. Previously, this disparity was approx. 4%. Prior to COVID-19 and the development of new tenancy stock, JLL Australia noted that The Parade averaged a vacancy rate of 5.3% between 2015-2018 and as can be seen, the vacancy numbers identified by both Council Staff and JLL Australia in 2021, are reflecting a rate similar to that which occurred during 2015-2018.

Again, in a positive outcome for The Parade Precinct, a large number of new businesses have chosen to establish themselves within the Precinct, however an even better endorsement for the Precinct and the Norwood area in general, is that a number of businesses previously located in the Precinct have chosen to relocate to a new tenancy within the Precinct. New and relocated businesses contribute to a strong business mix within The Parade Precinct, adding to the resilience of The Parade Precinct. The relocated, along with the new businesses include:

- **A Star is Worn** (relocated to Shop 2/45 The Parade);
- **Riccardo Di Fabio** (relocated to 65A The Parade);
- **APM** (relocated to Level 1/137 The Parade);
- **Beads on Parade** (relocated to 138A The Parade);
- **VDR** (relocated to 61A Edward Street);
- **Phil Hoffmann** (relocated to 151 The Parade);
- **People's Choice Credit Union** (relocated to 177/193 The Parade);
- **Fellow Barber** (relocated to 210C The Parade);
- **Professionals Real Estate Head Office** (located at 1 The Parade);
- **The Bod Squad** (located at 3 The Parade);
- **Black & Co Chartered Accountants & Business Advisers** (located at 4 The Parade);
- **The Usual Suspects Collective** (located at 28 The Parade);
- **Purity Massage** (located at 43-45 The Parade);
- **Evolve College** (located at 45 The Parade);
- **Only 1 Hair Salon** (located at 47 The Parade);
- **Monday Market** (47 The Parade);
- **Belroc Homes** (located at 53 The Parade);
- **The Light Impact** (located at 66 The Parade);
- **Heartland Wines** (located at 2/65A The Parade);
- **Eve Dry Cleaners** (located at 65A The Parade);
- **EFM Health Clubs** (located at 72 The Parade);
- **K-BabyQ** (located at 85 The Parade);
- **James Stevens MP** (located at 1/85 The Parade);
- **Exurbia – The Adventure Supply Company** (pending Full Development Approval, will be located at 134A The Parade);
- **Co.Lab** (located at 2/134A The Parade);
- **Australian Education Academy** (located at 136 The Parade);
- **OPSM** (located at Shop 5 Norwood Place, The Parade);
- **Yo-Chi** (located at 171A The Parade);
- **Betty's Burgers** (coming soon and will be located at 194 The Parade);
- **Pretty Flamingo** (part of Helloworld and located at 3/198-200 The Parade);
- **Chicken n Burger** (located at 9/185 The Parade);
- **Tang Dessert** (located at 202 The Parade);
- **The Nail Bar Norwood** (located at 215D The Parade);
- **Prompt Care** (located at 215C The Parade);
- **All Around Massage** (located at 215A The Parade);
- **Foodie Asian Grocery** (located at 217A The Parade);
- **Tollis & Co Lawyers** (located at 223 The Parade);
- **Pinot & Picasso** (located at 223 The Parade);
- **SOHO Hair** (located at 248 The Parade);
- **Miss Pho** (coming soon and located at 252 The Parade);
- **Johnny Slicks Barber Shop** (located at 254 The Parade); and
- **30 Acres** (located at 233 The Parade).

Some of the businesses that have left The Parade Precinct since the October 2020 assessment include:

- **Boral**;
- **Catania**;
- **Beaurepairs**;
- **Tonik**;
- **Joe Romeo Hairdressing**;
- **Miss Norwood**;
- **Sequel Hair**;
- **Karma East**;
- **Uncle Dong**;
- **Equinox** (impacted by the COMO development);
- **Dillon's Newsagency** (impacted by the COMO development); and
- **Captivated Soul**.

The northern side of the Precinct continues to have more vacant tenancies, however the northern side also has more tenancies in total. The northern side of the precinct has 11 out of its 188 (5.9%) tenancies vacant, whilst the southern side has 8 out of its 180 (4.4%) vacant. Since 2020, the northern side has experienced a substantial decline in vacant tenancies with 17 fewer in 2021 and this is in comparison to the southern side which experienced a vacant tenancy decrease of just 4. The northern side, between Sydenham Road and Wood Street significantly improved with a number of new and relocating businesses occupying previously vacant tenancies. Similarly on the northern side between Queen Street and Portrush Road there were positive outcomes for the Precinct. On the south side of the Precinct, the section between Cairns Street and Portursh Road had vacant tenancies filled, including more of the new stock created as part of the Nuova Development. Similarly between Church Avenue and Edward Street, a number of these tenancies have been filled.

The nineteen (19) vacant tenancies located within The Parade Precinct are spread about, with the only real cluster being between Norwood Oval and Church Avenue, where there are eight (8) vacancies, five (5) of which are very close together including the former sites of Riccardo Di Fabio, Joe Romeo Hairdressing and Miss Norwood. Another small cluster of four (4) vacancies is located on George Street and includes the former sites of Brick + Mortar, Paloma & Co, APM and the Fellow Barber. Parade Central Manager, Mario Boscaini has advised that a number of these tenancies have been difficult to promote to tenants due to the pending works on George Street. The remainder of the vacant tenancies are spread all throughout The Parade Precinct.

A more in depth look at the spread of vacant tenancies can be achieved through segregating the Precinct into three (3) sections. The results are as follow:

- The Parade between Fullarton Road and Osmond Terrace = 5.6% (7 out of 126)
- The Parade between Osmond Terrace and George Street = 5.1% (7 out of 136)
- The Parade between George Street and Portrush Road = 4.7% (5 out of 106)

Whilst, the definition of The Parade as deemed by the Council and JLL Australia may differ, overall, both reports highlight extremely positive results for the Precinct in 2021, especially in comparison to other Metropolitan Adelaide retail high streets. **In fact, the JLL Australia report makes reference to The Parade leading the retail resurgence here in South Australia.** Council's access to *Spendmapp* data further reinforces this claim with expenditure climbing to higher levels in general than before the Pandemic.

Other high street vacancy rates outlined in the JLL Australia report include:

TABLE1: RETAIL HIGH STREETS VACANCY RATES (1Q21) – JLL AUSTRALIA

Street	Vacancy Rate 1Q21	Vacancy Rate 3Q20	Change
Prospect Road, Prospect	2.9%	7.1%	-4.3%
Hindley Street, Adelaide	13.8%	14%	-0.2%
Rundle Street, Adelaide	11.5%	11.7%	-0.2%
King William Road, Goodwood	6.3%	7.9%	-1.6%
O'Connell Street, North Adelaide	10.4%	8.2%	+2.2%
Jetty Road, Glenelg	7.9%	6.6%	+1.3%
The Parade, Norwood	7.5%	14.7%	-7.2%

Based on the results of the JLL Australia report, The Parade has transitioned from the worst performing high street to the third best performing high street in respect to vacancy rates. In comparison, when the Council vacancy rate is applied, The Parade Precinct ranks second behind Prospect Road, which has a much smaller section of high street and a much smaller number of businesses. On this basis, it can be concluded that The Parade continues to perform extremely well, particularly against the other mainstreets across the Adelaide Metropolitan area. More importantly, it appears that The Parade has managed to be recovering well and is continuing to overcome the economic impacts of the COVID-19 Pandemic and can confidently maintain its status as Adelaide's Premier Mainstreet.

Given the importance of monitoring the vacancy rates within The Parade Precinct, Council Staff will continue to conduct annual occupancy and vacancy assessments and provide written reports to the Norwood Parade Precinct Committee as well as the Council's Business & Economic Development Committee and the Council to ensure a healthy and vibrant Precinct is maintained.

OPTIONS

Not Applicable.

CONCLUSION

The results of these investigations reflect the significant investment that both the Council and the *Norwood Parade Precinct Committee* have continued to make in supporting and promoting The Parade Precinct both during the COVID-19 Pandemic and prior to the Pandemic. Marketing and promotion of the mainstreet, competitions, events and activations have all been undertaken to benefit businesses within the Precinct and encourage new businesses to the Precinct to fill vacant tenancies.

COMMENTS

Whilst it is acknowledged that a low vacancy rate is a positive representation of the health of the Precinct, research has shown that when vacancy rates fall below five (5) percent, the rental market is considered to be in a good state and landlords consequently tend to increase rents which in turn can have a negative impact on tenancy mix. It also means that landlords can afford to be selective about the type of tenants that they place in the individual properties. Therefore, maintaining a vacancy rate of between 5% and 9% is the optimal level for a successful precinct.

RECOMMENDATION

That the report be received and noted.

Attachment A

The Parade Precinct Occupancy Levels Annual Assessment

City of Norwood Payneham & St Peters
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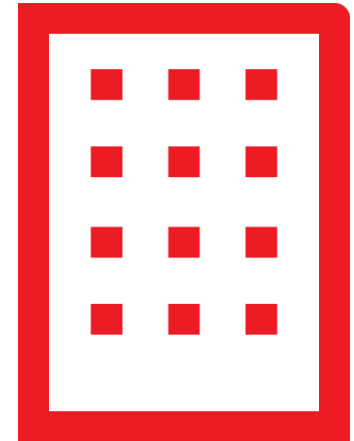


City of
**Norwood
Payneham
& St Peters**



Research Australia

Adelaide Retail High Street Overview



Rundle Street | Hindley Street | O'Connell Street | The Parade | Jetty Road
| King William Road | Prospect Road

Executive Summary

In our second edition of the JLL Research Adelaide High Street Retail Overview since the global COVID-19 pandemic commenced in March 2020, we begin to see a clearer picture of the impacts on suburban retail strip precincts. Positively, occupier demand is trending upwards. In 1Q21, we recorded the largest period-on-period decrease in overall vacancy (-1.4 percentage points) since JLL began tracking the data over five years ago.

Geographically, retailer demand across the majority of the inner suburban retail high streets improved – particularly along The Parade, Norwood, where vacancy almost halved over the last six months. In the CBD, vacancy rates along Rundle Street and Hindley Street were broadly unchanged, representative of the general pace of recovery seen in the Adelaide CBD over the last 12 months.

The overall tenancy mix across all retail high streets was generally stable, with the only significant proportional change occurring between fashion retailers (-0.6%) and hairdressers & beauty services retailers (+0.6%). The cafes, restaurants & takeaway food services sector remains the largest occupier across Adelaide's high streets, accounting for 32% of all specialty tenancies.

Precinct	1Q21 Vacancy (%)	3Q20 Vacancy (%)	
Rundle Street, CBD	11.5	11.7	▼
Hindley Street, CBD	13.8	14.0	▼
O'Connell Street, North Adelaide	10.4	8.2	▲
The Parade, Norwood	7.5	14.7	▼
King William Road, Goodwood / Hyde Park	6.3	7.9	▼
Jetty Road, Glenelg	7.9	6.6	▲
Prospect Road, Prospect	2.9	7.1	▼
<i>Blended</i>	<i>9.0</i>	<i>10.4</i>	▼

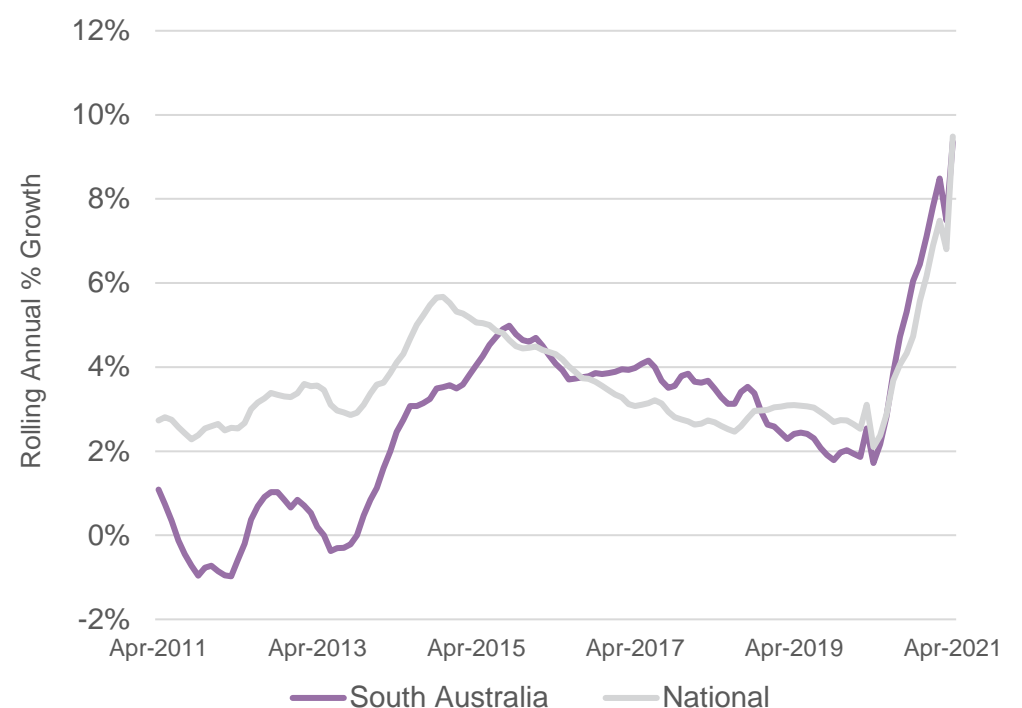
Consumer Sentiment & Retail Turnover

Annual retail trade growth reached 9.4% in April 2021, reflecting the highest rate of rolling annual growth since December 2008. The growth has been broad-based with spending in categories related to a population spending more time at home increasing significantly. On a rolling annual basis to April 2021, spending on household goods (comprising furniture and housewares, electrical goods, and hardware and gardening supplies) reached 22.4%, retreating slightly from an historical high of 23.3% recorded in March 2021.

Positively, spending growth in discretionary retail categories has now recovered, to the extent where spending in the fashion (comprising clothing, footwear, and personal accessories) category reached an historic high in April 2021. On a rolling annual basis, South Australian retail trade growth in fashion increased to 27.4% - representing the strongest rate of annual growth ever recorded in the category since the Australian Bureau of Statistics began tracking data in 1982.

Spending in the restaurants, cafés, and takeaway food services category – the hardest hit retail category during the COVID-19 pandemic - is edging closer to positivity. Annual retail trade growth in the category is currently -1.2%. However, more recently, the ongoing normalisation of retail consumption patterns has resulted in more South Australians dining out. Over the last six months, retail trade in the SA cafes, restaurants and takeaway food services sector has increased 7.5% on a rolling-basis.

Retail Turnover (y-o-y): South Australia & Australia

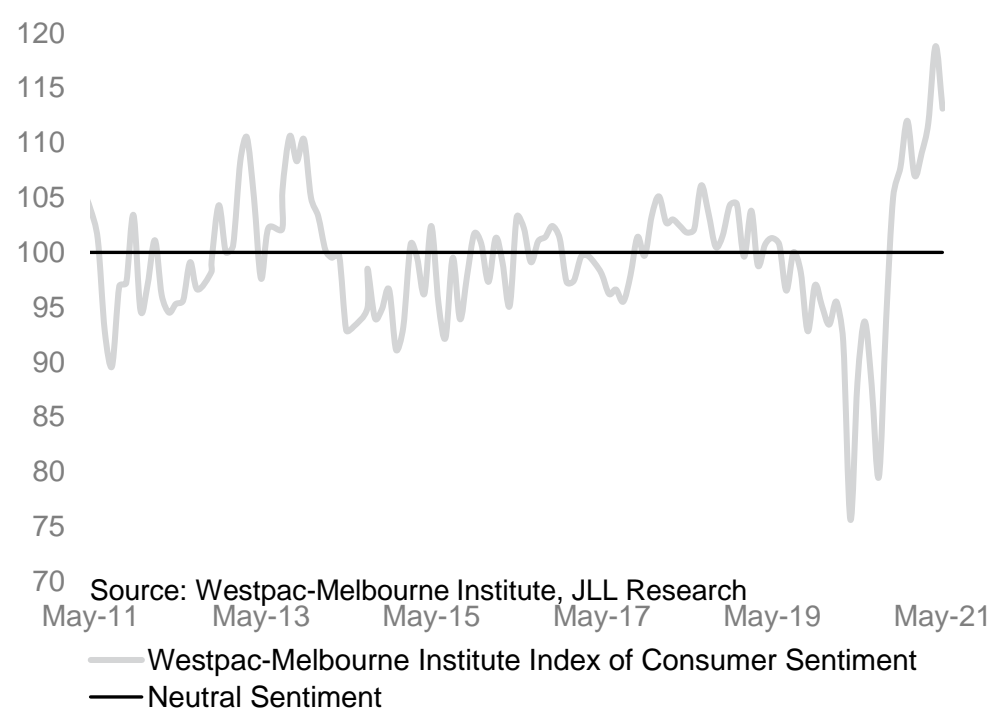


Source: Australian Bureau of Statistics, JLL Research

Looking forward, it is expected that more money will flow through the economy in SA as the labour market improves. As at April 2021, the unemployment rate was 5.7%, which represents a 3.0 percentage point decrease from the most recent peak of 8.7% in June 2020.

Improving labour markets and the roll-out of the COVID-19 vaccination programs globally has supported a growing wave of economic optimism nationally. In May, the Westpac-Melbourne Institute Index of Consumer Sentiment reached 113.1, representing the second highest mark for the Index since April 2010.

Westpac-Melbourne Institute Index of Consumer Sentiment



Source: Westpac-Melbourne Institute, JLL Research

— Westpac-Melbourne Institute Index of Consumer Sentiment
— Neutral Sentiment

Rundle Street, CBD

Rundle Street, along with other CBD high retail street, Hindley Street, were the hardest hit strips in the early COVID-19 period. Vacancy along Rundle Street increased significantly between analysis periods, from 6.3% in 2Q19 to 11.7% in 3Q20. However, occupancy levels have stabilised in the precinct over the last six months. As at 1Q21, vacancy was broadly unchanged at 11.5% - a 0.2 percentage point decrease from 3Q20.

With very little movement in overall vacancy, the tenancy mix was generally stable. The two major retail occupier categories of dining out (comprising restaurants, cafés, and takeaway operators) and fashion retailers account for 58% of the Rundle Street's total tenancy mix – 10 percentage points higher than the average Adelaide high street proportion for those two categories.

New hospitality openings along Rundle Street included Daughter-in-Law – a new Indian restaurant venture for global restaurateur Jessi Singh – which opened in the former Taj Tandoor space at 290 Rundle Street, and new Vietnamese restaurant Ong, which opened in the former Chopstix space at 287 Rundle Street. Additionally, the former Cibo café site on the corner of Rundle and Frome was leased to new café operator Kafi:n. In the fashion retailing sector, Dangerfield relocated from 242 Rundle Street to a larger footprint at 253 Rundle Street.

Over the medium term, Rundle Street is expected to benefit from the strip's proximity to the emerging employment zone Lot Fourteen, at the former Royal Adelaide Hospital site. The recently completed Crowne Plaza hotel, as well as residential developments like The Adelaidean, Realm, and the East End Apartments have also supported increased foot traffic.

Hindley Street, CBD

The vacancy rate along Hindley Street was stable at 13.8% over the last six months to 1Q21. Prior to the COVID-19 pandemic, occupancy levels along Hindley was trending upwards, reaching a vacancy rate low of 8.6% in mid-2019. However, much like Rundle Street in the CBD, vacancy increased significantly with the onset of COVID-19.

With vacancy generally unchanged over the last six months, occupier activity was relatively subdued. However, three additions to the night-time economy in the form of small bars Bethnal Green at 111 Hindley Street, and Suzie Wong Bar at 82 Hindley Street, and nightclub Lux Adelaide at 146 Hindley Street, all opened since our last analysis period.

In the restaurant and café sector, Nandos closed its operations at the corner of Hindley and King William Streets, replaced by burger restaurant Hello Harry, which relocated from Union Street in the CBD's east in March 2021.

Hindley Street currently has the highest vacancy rate of all monitored Adelaide retail high-streets. This is expected, given the area's exposure to hospitality retailing, and its proximity to a CBD workforce that spent more time working remotely over the last 12 months.

Jetty Road, Glennelg

With a higher proportion of white collar workers working remotely over the COVID-19 period, vacancy rates across many suburban retail high streets decreased in 2020. Jetty Road was no exception, with the vacancy rate decreasing 3.0 percentage points to 6.6% over the analysis periods of 2Q19 and 3Q20.

However, in 1Q21, the number of vacant shop fronts increased moderately, lifting vacancy 1.3 percentage points to 7.9%. A total of three fashion retailers closed stores over the six months to 1Q21. National fashion retailer Mosaic Brands closed its W Lane store at 2/128 Jetty Road as part of its broader national 323 store closure process in 2020. Additionally, PAS Group closed its Black Pepper store at 150 Jetty Road, and local fashion store Touche De Paris ceased operations at 62 Jetty Road.

In the café and restaurant category, burger restaurant Hello Harry moved closer to the beachfront, relocating from 120 Jetty Road to 40 Jetty Road. Meanwhile new restaurant and bar Terra & Sol opened in the former Tasca Viva space at 18 Jetty Road.

Jetty Road is a more diverse tenancy mix than most other retail high streets in Adelaide, with a higher proportion of community-related retailers such as banks, recreational goods retailers, and specialty food traders.

O'Connell Street, North Adelaide

Vacancy along O'Connell Street increased moderately in 1Q21 to 10.4% - an upswing of 2.2 percentage points from 3Q20. There were a number of business closures over the period with Flight Centre closing its North Adelaide store, Indian restaurant Arya (81 O'Connell Street), relocating to Unley, and café operator Un Caffe Bar (81 O'Connell Street) ceasing operations.

More positively, O'Connell Street was selected as the location of Adelaide's first Lonestar Rib House and Brews, which opened in October 2020 at the former Scuzzi Café space at 99 O'Connell Street.

North Adelaide's O'Connell Street maintains the reputation as Adelaide's Eat Street with the highest proportion of restaurants and cafes of all Adelaide high streets (43%). However, with the exception of Hindley Street, the precinct has the lowest proportion of fashion retailers within its overall tenancy mix (3%).

It is expected that the future major mixed-use development at 88 O'Connell Street, currently in planning, will improve amenity in the area and increase foot traffic over the medium-term.



The Parade, Norwood

A high volume of new leasing deals along The Parade over the last six months resulted in a significant decrease in vacancy in 1Q21.

Overall vacancy reduced by almost half to 7.5%, primarily from retailers absorbing unleased specialty retail space introduced to market in 2019 and 2020 through mixed-use residential projects and redevelopments. Over the six months to 1Q21, a number of new café and restaurant operators opened stores.

Additionally, an increase in hairdressing and beauty services retailers was also recorded.

New restaurant openings on The Parade included Kazumi Ramen, a new venture from the owner of Samurai Teppanyaki House, which was formerly located on The Parade before relocating to Hyde Park in 2017. Melbourne-based dessert bar Yo-Chi opened its first South Australian location in March 2021 at 171A The Parade. Additionally, a new restaurant is currently at the fit-out stage in the former Norwood Squash Courts, which was recently redeveloped into retail space. The restaurant, 30 Acres, will be run by the team behind Oar (West Lakes) and 303 By The Sea (Henley Beach).

Much like Jetty Road, The Parade has a more balanced tenancy mix compared to other high street retail strips in Adelaide, with a higher proportion of banks, electrical goods retailers and recreational goods retailers.

Prior to the development of new apartment developments with ground floor retail in 2019 (Bath Apartments, Nuovo Apartments), vacancy along The Parade averaged 5.3% from 2015-2018. Current vacancy is nearing this mark. With major residential developments like Norwood Green and Como (at the Coles Norwood site) currently under construction, it is expected that retailer demand for space along the strip will increase further in over the short-term.

King William Road, Goodwood / Hyde Park

Vacancy along King William Road has decreased for four consecutive analysis periods after reaching a cyclical high of 17.6% at the end of 2018. As at 1Q21, vacancy is 6.3%, the lowest recorded vacancy along the strip since JLL began tracking the data in 2015.

In 1Q21, new store openings included CupKates Desserts, a dessert bakery from the owners of the adjacent restaurant, Fish out of Water, Votre Luxe, a luxury fashion brand consignment store, and a new art gallery space from online art marketplace Bluethumb. In the restaurant space, the team behind Stella (Henley Beach) opened café restaurant Hello Neighbour / Artusi by Night at 150 King William Road.

King William Road has the highest proportion of hairdressers and beauty services operators (18%) in its tenancy mix across all tracked retail high streets. It also has the highest proportion of allied health services (6%), compared to other tracked retail high streets in Adelaide.

Over the medium-term, residential apartment developments currently under construction, in the form of Hyde Park Place (248 Unley Road) and Two Four Six (246 Unley Road) are expected to increase local retail catchment densities.



Prospect Road, Prospect

Author

The vacancy rate along Prospect Road reduced by 4.4 percentage points to 2.9% in 1Q21 – The tightest vacancy rate across all of the tracked Adelaide retail high streets. It must be noted that Prospect Road is the smallest high street tracked for analysis.

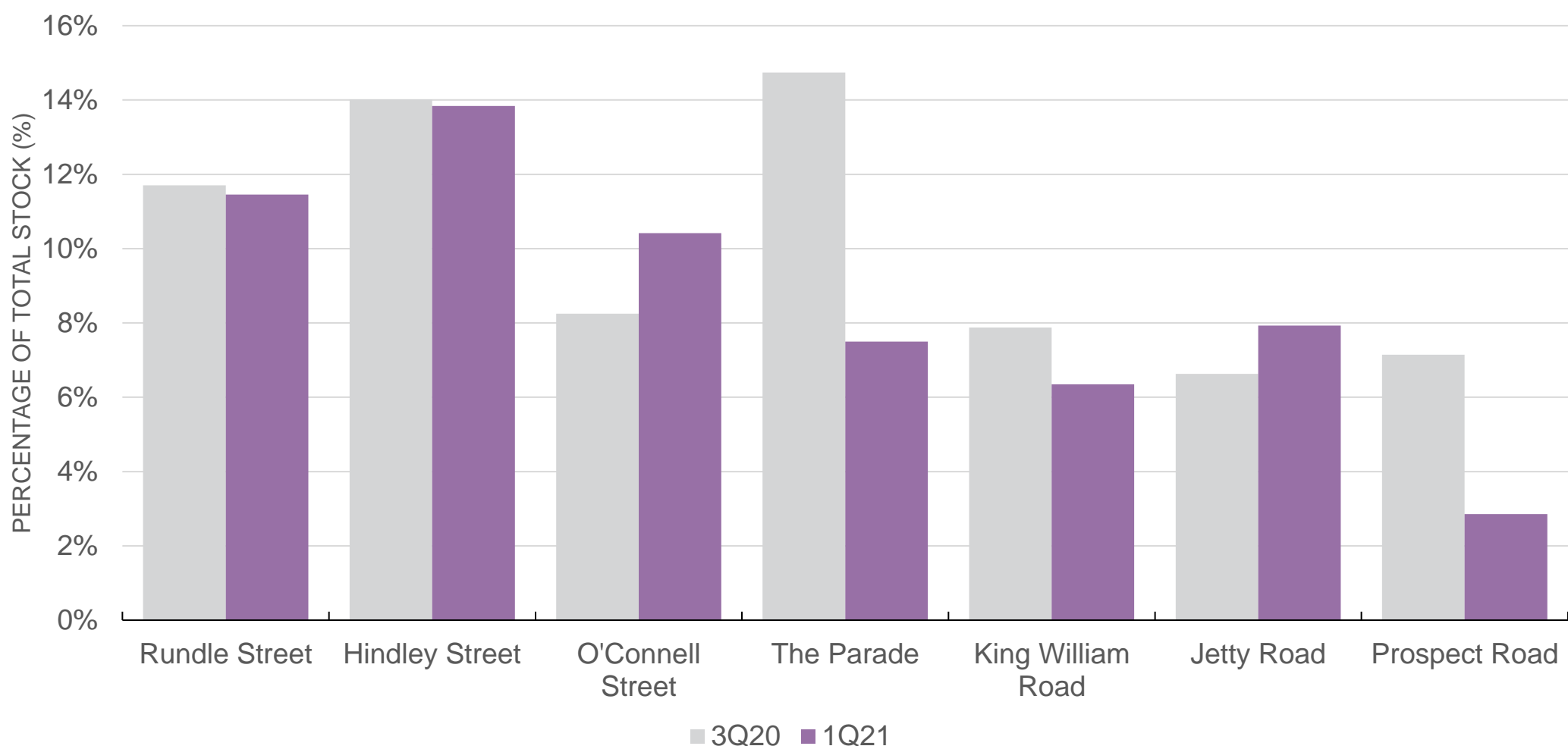
An additional three cafes, restaurants & takeaway retailers were added to the tenancy mix in 1Q21. This brought Prospect Road's proportion of cafes, restaurants & takeaway retailers within the total tenancy mix to 40%, the second highest overall proportion of dining operators behind O'Connell Street in North Adelaide (43%).

New retailer openings over the analysis period included American street food restaurant AJ's Kitchen, café and delicatessen Bottega Bandito, which opened in the former New Nordic space next to sister restaurant Anchovy Bandit, and Korean fried chicken restaurant Hero Chicken.



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Overall Vacancy: Adelaide Retail High Streets, 3Q20 to 1Q21



Source: JLL Research

jll.com.au

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4.3 2022 SCHEDULE OF MEETINGS FOR THE NORWOOD PARADE PRECINCT COMMITTEE

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

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee with the proposed Schedule of Meetings for 2022.

BACKGROUND

In respect to meetings, the Terms of Reference state that:

8.3 The Norwood Parade Precinct Committee shall meet four (4) times in a calendar year, at a place to be determined by the Chief Executive Officer and then on such dates and at such times as determined by the Precinct Committee.

The purpose of this report is to present the proposed Schedule of Meetings for the 2022 calendar year to the Committee for its consideration.

DISCUSSION

In accordance with the Terms of Reference, the Chief Executive Officer has determined that all of the Committee Meetings will be held in the Mayor's Parlour, located in the Norwood Town Hall at 175 The Parade, Norwood.

In respect to the time and date of the meetings, it is recommended that all of the meetings of the Committee in 2022 commence at 6.15pm on a Tuesday night and that they be held on the dates outlined in Table 1 below. Based on this proposal and the fact that the Council will go into caretaker mode in early September 2022, meaning that the Committee will be dissolved at that point in time, it is recommended that the schedule of meetings outlined in Table 1 below, be approved by the Committee.

TABLE 1: NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2022

Meeting	Date	Start Time
1	Tuesday 15 February 2022	6:15pm
2	Tuesday 10 May 2022	6:15pm
3	Tuesday 26 July 2022	6:15pm

RECOMMENDATION

That the Schedule of Meetings for 2022 as set out below, be approved.

NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2022

Meeting	Date	Start Time
1	Tuesday 15 February 2022	6:15pm
2	Tuesday 10 May 2022	6:15pm
3	Tuesday 26 July 2022	6:15pm

5. **OTHER BUSINESS**
(Of an urgent nature only)

6. **NEXT MEETING**
Tuesday 15 February 2022

7. **CLOSURE**