

# Norwood Parade Precinct Committee Minutes

**26 July 2022**

## **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.*

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City of  
Norwood  
Payneham  
& St Peters

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**VENUE** Mayors Parlour, Norwood Town Hall

**HOUR** 6.19pm

**PRESENT**

**Committee Members** Cr John Callisto (Acting Presiding Member)  
Cr Sue Whittington  
Mr Joshua Baldwin  
Mr Ross Dillon  
Mr Rimu Good  
Mr Hao Wu

**Staff** Lisa Mara (General Manager, Governance & Community Affairs)  
Stacey Evreniadis (Economic Development Co-ordinator)  
Tyson McLean (Economic Development Officer)

**APOLOGIES** Mayor Robert Bria (Presiding Member)  
Cr Fay Patterson  
Mr Terry Dalkos

**ABSENT** Cr Carlo Dottore

**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. APPOINTMENT OF ACTING PRESIDING MEMBER**

*Mr Joshua Baldwin moved that Cr John Callisto be appointed Acting Presiding Member for this meeting. Seconded by Cr Whittington and carried unanimously.*

**2. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 15 FEBRUARY 2022**

*Cr Whittington moved that the minutes of the Norwood Parade Precinct Committee meeting held on 15 February 2022 be taken as read and confirmed. Seconded by Mr Ross Dillon and carried unanimously.*

**3. PRESIDING MEMBER'S COMMUNICATION**

Nil

**4. NORWOOD PARADE PRECINCT NEWS**

Committee Members reported on news from the Precinct.

**5. STAFF REPORTS**

## 5.1 SUMMARY OF EXPENDITURE & FINAL REPORT ON THE IMPLEMENTATION OF THE 2021-2022 ANNUAL BUSINESS PLAN

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**REPORT AUTHOR:** Economic Development Coordinator  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4616  
**FILE REFERENCE:** qA69610  
**ATTACHMENTS:** A – D

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### PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with a summary of expenditure and final report on the implementation of the *2021-2022 Norwood Parade Precinct 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.

This report provides an update of the key strategies and deliverables that have been progressed by staff since its meeting scheduled 10 May 2022. A summary of the overall budget and expenditure as at June 2022, is contained in **Attachment A**. A separate document outlining the initiatives that have been delivered for the 2021-2022 financial year is contained in **Attachment B**.

For the 2021-2022 financial year, the value of the Separate Rate on the Parade Precinct is \$215,000. The unspent funds will be presented to the Committee in the discussion section of this report with the opportunity to reallocate the carry forward funds for the 2022-2023 financial year.

### DISCUSSION

#### **1. STRATEGY: MARKETING & COMMUNICATIONS**

##### **1.1 TASTE THE PARADE HOSPITALITY VOUCHER PROGRAM**

At its meeting held on Tuesday, 15 February 2022, the Committee resolved the following in relation to The Parade Hospitality Voucher Program:

1. *That the Norwood Parade Precinct Committee endorses The Parade Hospitality Voucher Program and allocate a budget of \$12,500 (500 vouchers valued at \$25 each).*
2. *That Council Staff proceed with the development of all marketing and communications for The Parade Hospitality Voucher Program, including the administrative requirements and timeframes to implement the initiative.*
3. *That Council Staff report back to the Norwood Parade Precinct Committee regarding the implementation of The Parade Hospitality Voucher Program at the next meeting.*

In accordance with the Committee's resolution, Staff proceeded to develop the 'Taste of The Parade' hospitality voucher program, which included campaign branding and the development of a new module on The Parade website.

The Council engaged and liaised with local web design company, Karmabunny to develop this module, which included creating the following:

- a registration form which would assign a unique code to each individual person;
- somewhere to store data from those that registered;
- an email that could be sent to the voucher recipients, which would automatically include the registrants name, the business they selected, the voucher expiry date and their unique QR code;
- the webpage that would appear when the QR code was scanned, including the 'Redeem' button; and
- tracking of who had redeemed their voucher and when.

Registrations to receive a voucher opened on Thursday 10 March 2022 and closed on Thursday 24 March 2022. A total of 4,309 registrations were received, noting that this figure does include some ineligible registrations that have not been filtered out (i.e. people registering more than once). All of those that registered gave permission to be added to the Council's *HeadEast* eNewsletter database list and now receive further communications from the Council regarding events and initiatives being delivered in the City.

The first 500 eligible registrants received their \$25 voucher on Monday 28 March 2022 and had until Sunday 1 May 2022 to redeem their voucher at their selected hospitality business. The number of vouchers that were not redeemed as part of Round 1 of the program were then reallocated to those next in the registration queue on Friday 6 May 2022. These people then had until Sunday 12 June 2022 to redeem their voucher at their selected hospitality business.

Overall statistics from the program were as follows:

- 372 out of the 500 vouchers were redeemed, resulting in a redemption rate of 72.9%;
- 269 out of 500 vouchers were redeemed as part of Round 1 (53.8%);
- 103 out of 241 vouchers were redeemed as part of Round 2 (42.7%), with an additional 10 vouchers allocated as part of this round due to a number of other factors;
- Inclusive of the contribution from the Council to cover each \$25 voucher, the program resulted in an approximate expenditure of \$26,877.17 at hospitality businesses along The Parade; and
- 50 out of a possible 56 hospitality businesses within The Parade Precinct were nominated for at least one (1) voucher.

The five (5) most popular businesses to have been nominated for a voucher were:

- 400 Gradi (82);
- Argo on The Parade (44);
- Betty's Burgers (44);
- 30 Acres (40); and
- Danny's Thai (39).

However, the top five (5) businesses that had vouchers redeemed as a percentage of vouchers allocated (businesses with over 10 vouchers redeemed) were:

- Bravo Norwood (76.5% or 13 out of 17);
- Hanamura Norwood (76.5% or 13 out of 17);
- European Café (75% or 15 out of 20);
- Eastern Garden Chinese Restaurant (69.2% or 18 out of 26); and
- 30 Acres (65% or 26 out of 40).

The top five (5) suburbs of where people reside who were allocated a voucher were:

- Norwood (102);
- St Peters (51);
- Kensington (50);
- Burnside (45); and
- Payneham (44).

The gender composition of those that were allocated a voucher was as follows:

- Female (463 or 62.5%);
- Male (276 or 37.2%); and
- Other (2 or 0.3%).

The age bracket composition of those that were allocated a voucher was as follows:

- 0-20 (14 or 1.9%);
- 20-30 (106 or 14.3%);
- 30-40 (132 or 17.8%);
- 40-50 (162 or 21.9%);
- 50-60 (155 or 20.9%); and
- 600-100 (172 or 23.2%).

Overall, the voucher program was successful, based upon the overall voucher redemption rate of 72.9% and an approximate expenditure of \$26,877.17 into The Parade Precinct hospitality businesses, one of the hardest hit sectors by the COVID-19 Pandemic. The twelve (12) week period, which included the two (2) rounds of the voucher program, contained a significant number of reminders that were sent to both those that had received a voucher and not yet redeemed it, as well as to businesses reminding them to submit their collected receipts so that they could receive reimbursement. At the time of this report, thirteen (13) businesses have not yet completed all of their requirements to receive reimbursement, despite the numerous reminders and in-store visits. Due to this, the total expenditure into The Parade Precinct is higher, but at this stage, unrecorded.

*Spendmapp* data indicates that the largest expenditure day in the 'Dining & Entertainment' sector in Norwood during the time of the voucher program (excluding June as the data is not yet available) was Saturday, 7 May 2022, which was day 2 of the second round of voucher allocations.

In summary, the *Taste of The Parade* voucher program achieved its intended goal by providing short-term relief to the hospitality sector along The Parade Precinct and encouraging people to go out. With *Spendmapp* data indicating that from October 2021 through until January 2022, this sector in Norwood suffered a significant expenditure decline, the data is now indicating a resurgence in this industry, with every month since January 2022 representing growth and a return to pre-pandemic levels of expenditure.

## **2. STRATEGY: IDENTITY & BRAND**

### **2.1 EASTSIDE | DESIGN FOR LIVING PUBLICATION**

The City of Norwood Payneham & St Peters is perfectly placed for those wanting to refresh, remodel or reinvent their home's interior. From inspiring art, international design concepts, unique homewares and custom-made furnishings, the businesses in the City have attained a well-earned reputation for creative flair, exceptional service and a sharpened knowledge of market and design trends.

Located throughout the City of Norwood Payneham & St Peters, these establishments – from small and family owned to those recognised internationally - have a strong emphasis on inspiring and exploring individual tastes, with the ultimate aim of enhancing the beauty and style of every home. Whether customers are a discerning design aficionado looking to completely refurbish – or simply seeking an eye-catching one-off statement piece, the publication is designed to encourage people to take the time to explore all that is on offer and let the expert staff and consultants guide and inspire.

The *Eastside | Design for Living* publication is designed to promote 47 homeware and furniture businesses in the retail sector located within the Council area. It aims to inspire potential customers to shop in the City. With many new housing developments being undertaken across the City, including major projects such as Norwood Green, COMO on The Parade and Otto Townhomes to name a few, there is a buyer's market and the opportunity to heavily promote 'shop local'.

This publication was released to the public following the *Eastside | Design for Living* Launch event, which was held at Art Images Gallery on The Parade, Norwood on Wednesday 15 June 2022 from 6.00pm – 8.00pm. Invitees to the event included participating businesses, developers of local projects, media outlets and Elected Members.

The publication has been delivered to participating businesses and available for collection within their stores, at Display Centres, local real estate companies and the Norwood Town Hall and Libraries, with the opportunity for wider distribution.

The launch of the publication has been supported by a marketing campaign, which includes print and digital advertising, website and social media, and a range of paid advertising across SA LIFE and South Australian Style. Participating business have been encouraged to support and leverage this publication, benefitting the sector within the City.

The City of Norwood Payneham & St Peters *Eastside | Design for Living* publication can be accessed via the Council website or at one of the pick-up locations.

This project is an initiative of the Council and therefore no funds from the 2021-2022 Norwood Parade Precinct Budget were allocated to deliver this publication.

## 2.2 THE PARADE, NORWOOD GIFT CARDS

At its meeting held 15 February 2022, the Committee discussed the idea of producing branded gift cards for The Parade Precinct, with some of the benefits of introducing gift cards for The Parade Precinct being:

- an additional mechanism to promote The Parade;
- the public can purchase one as a gift for a friend or family member;
- it encourages spend within The Parade Precinct;
- point of different from other mainstreets in South Australia;
- to deliver a product that is most commonly associated with well-known and major shopping centres;
- providing winners of Parade competitions (if the prize is a dollar amount) the opportunity to shop at any business within the Precinct, not just those that offer their own gift cards;
- opportunity for other Council Units to purchase gift cards as a gift or reward i.e., Volunteers; and
- great gift or giveaway idea from the Council i.e. a prize for an Instagram competition.

Following the Committee meeting, staff investigated and arranged meetings with three (3) suppliers. Through these conversations, staff gained an understanding of each of the supplier's offering, costs and support services, and made an informed decision on the most suitable supplier to deliver this initiative, which is Cards4All.

A budget of \$3,400 has been allocated from the Identity & Brand Budget to setup this initiative. The costs include:

- the purchase of 1,000 Parade branded gift cards;
- custom card carrier card; and
- setup and establishment fee.

The gift cards are single-load and funds can be loaded via three (3) methods. Using an eftpos terminal, internet banking services and bulk loading. All three (3) methods will be utilised, depending on how the gift card is intended to be used. (i.e. gift card purchased by the general public, Council issued card, prize for competition). Gift cards will be able to be purchased from the Council's Customer Service Centre only in the first instance.

The minimum amount that is able to be loaded to a gift card is \$10 and the maximum is \$1,000. All gift cards are valid from three (3) years from the date the gift card is activated.

The Parade, Norwood gift cards will be available to the public to purchase from September 2022, following a six (6) week trial period, which will be conducted by Council Staff. This trial period has been put in place to ensure that all Customer Service Staff are familiar and comfortable with the purchase process, that the Finance Department can identify and confirm the appropriate procedures, as well as to minimise any risks before promoting the product to the market.

Once the trial period concludes, a marketing campaign to promote the launch of The Parade gift cards will commence.

A copy of the poster promoting The Parade gift cards is contained in **Attachment C**.

### **3. STRATEGY: BUSINESS DEVELOPMENT**

#### **3.1 THE PARADE PRECINCT BUSINESS BOOST PROGRAM**

The Council offered a series of business training workshops, which provide advice and mentoring to local businesses over a series of interactive workshops. To complement the business workshops, a Business Boost Program was developed to provide eligible businesses with a one-off \$250 voucher, to put towards one of the following services:

- business advisory (business planning, budget and forecasting, bookkeeping);
- marketing and communications (advertising, direct marketing, PR);
- content creation (video / photo for website and social media); and
- health and wellbeing (wellness workshop / team building).

The program is structured around an expression of interest method and was promoted to all businesses within the Precinct. A total of twenty (20) vouchers were available with sixteen (16) applications were received and approved during the application period.

Whilst the program was primarily designed to directly benefit businesses within The Parade Precinct, there was also the opportunity for businesses outside of The Parade Precinct to benefit by applying to become a 'service supplier' and deliver one (1) of the four (4) services included in the program. A total of seven (7) applications were received and approved to service businesses within the City.

Some of the benefits of this program structure is that it is targeted, it is assisting businesses that are seeking one-on-one help and have the drive and commitment to participate, whilst also providing them with a reputable contact that they may continue to work with in the future. It facilitates connection between local businesses, resulting in more money circling within the local economy.

The most popular service that was selected by business participants was content creation, specifically for social media and one (1) business involved their staff, by selecting the health and wellbeing service.

In summary, the businesses that participated in the Parade Precinct Business Boost program found it beneficial and were grateful for the opportunity to receive on-one expert advice from a local business that understood their brand and the local market.

#### **3.2 MID-YEAR BUSINESS NETWORKING EVENT**

On Tuesday 28 June 2022, the Council hosted the Mid-Year Networking Event for the business community at Fine & Fettle, located on Magill Road, Stepney.

The event attracted over 80 business owners and employees from businesses located within the Council area. There were several new faces to the event, which is a great indication of new business engagement between the Council and the business community.

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.

The *Mayor's Business Commendation Awards* were presented at the 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 three (3) business that received a Mayor's Business Commendation Award are:

- James Thredgold Jeweller – received 25+ Years;
- DeConno & Blanco Insurance Brokers – received 25+ Years; and
- Send a Gourmet Basket – received 10+ Years.

Of the three (3) businesses that received an award, one (1) is located within The Parade Precinct.

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

#### **4. 2021-2022 SUMMARY OF EXPENDITURE AND ALLOCATION OF FUNDS FOR THE 2022-2023 BUDGET**

As at 30 June 2022, \$42,369 remains unspent in the 2021-2022 Norwood Parade Precinct Committee Budget. This amount will be carried forward to the 2022-2023 financial year with \$6,050 and \$2,000 allocated to Taste of The Parade voucher reimbursements and sponsorship of the U14 Norwood Basketball Club for the National Championships, respectively. Therefore, the total amount available for reallocation is \$34,319.

It is proposed that \$34,319 be allocated to the advertising budget in the 2022-2023 Annual Business Plan, as outlined in Table 1. A \$34,319 increase in the advertising budget will allow for greater flexibility in promoting various events and activities that take place throughout the 2022-2023 financial year.

As outlined above, the allocation of \$6,050 to advertising and \$2,000 to sponsorship will allow for the payment of the outstanding invoices associated with the Taste of The Parade vouchers and sponsorship of the U14 Norwood Basketball Club for the National Championships, respectively.

**TABLE 1: DISTRIBUTION OF CARRY FORWARD BUDGET**

<b>STRATEGIES</b>	<b>2022-2023 ENDORSED BUDGET</b>	<b>PROPOSED CARRY FORWARD</b>	<b>TOTAL</b>
<b>Events &amp; Activations</b>			
<i>Events &amp; Activations</i>	\$40,000		\$40,000
<b>Marketing &amp; Communication</b>			
<i>Website</i>	\$4,000		\$4,000
<i>Social Media</i>	\$5,000		\$5,000
<i>Advertising</i>	\$50,000	\$40,369	90,369
<b>Identity &amp; Brand</b>			
<i>Sponsorship</i>	\$7,500	\$2,000	\$9,500
<i>Signage &amp; Street Decorations</i>	\$50,000		\$50,000
<i>Merchandise</i>	\$1,000		\$1,000
<i>Competitions &amp; Promotions</i>	\$50,000		\$50,000
<b>Business Development</b>			
<i>Networking</i>	\$3,000		\$3,000
<i>Business Training &amp; Workshops</i>	\$3,000		\$3,000
<b>Administration</b>			
<i>Catering</i>	\$1,000		\$1,000
<i>Print, Post &amp; Distribution</i>	\$500		\$500
<b>Total</b>	<b>\$215,000</b>	<b>\$42,369</b>	<b>\$257,369</b>

**OPTIONS**

The Committee can amend the proposed allocation of the carry forward budget (with the exception of the \$6,050 and the \$2,000 which are committed) or can resolve to approve the allocations as set out in Table 1 above.

**RECOMMENDATION**

1. That the report be received and noted.
2. That the allocation of the \$42,369 carry forward amount from the 2021-2022 financial year as outlined in Table 2 below, be endorsed and that the Committee notes that the total available budget for the 2022-2023 financial year is \$257,369.

**TABLE 2: FINAL 2022-2023 BUDGET**

<b>STRATEGIES</b>	<b>BUDGET</b>
<b>Events &amp; Activations</b>	
<i>Events &amp; Activations</i>	\$40,000
	<b>\$40,000</b>
<b>Marketing &amp; Communication</b>	
<i>Website</i>	\$4,000
<i>Social Media</i>	\$5,000
<i>Advertising</i>	90,369
	<b>\$99,369</b>
<b>Identity &amp; Brand</b>	
<i>Sponsorship</i>	\$9,500
<i>Signage &amp; Street Decorations</i>	\$50,000
<i>Merchandise</i>	\$1,000
<i>Competitions &amp; Promotions</i>	\$50,000
	<b>\$110,500</b>
<b>Business Development</b>	
<i>Networking</i>	\$3,000
<i>Business Training &amp; Workshops</i>	\$3,000
	<b>\$6,000</b>
<b>Administration</b>	
<i>Catering</i>	\$1,000
<i>Print, Post &amp; Distribution</i>	\$500
	<b>\$1,500</b>
<b>TOTAL</b>	<b>\$257,369</b>

Mr Joshua Baldwin moved:

1. That the report be received and noted.
2. That the allocation of the \$42,369 carry forward amount from the 2021-2022 financial year as outlined in Table 2 below, be endorsed and that the Committee notes that the total available budget for the 2022-2023 financial year is \$257,369.

**TABLE 2: FINAL 2022-2023 BUDGET**

<b>STRATEGIES</b>	<b>BUDGET</b>
<b>Events &amp; Activations</b>	
Events & Activations	\$40,000
	<b>\$40,000</b>
<b>Marketing &amp; Communication</b>	
Website	\$4,000
Social Media	\$5,000
Advertising	90,369
	<b>\$99,369</b>
<b>Identity &amp; Brand</b>	
Sponsorship	\$9,500
Signage & Street Decorations	\$50,000
Merchandise	\$1,000
Competitions & Promotions	\$50,000
	<b>\$110,500</b>
<b>Business Development</b>	
Networking	\$3,000
Business Training & Workshops	\$3,000
	<b>\$6,000</b>
<b>Administration</b>	
Catering	\$1,000
Print, Post & Distribution	\$500
	<b>\$1,500</b>
<b>TOTAL</b>	<b>\$257,369</b>

Seconded by Mr Rimu Good and carried unanimously.

## 5.2 PROGRESS ON THE IMPLEMENTATION OF THE 2022-2023 ANNUAL BUSINESS PLAN

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**REPORT AUTHOR:** Economic Development Coordinator  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4616  
**FILE REFERENCE:** qA85811  
**ATTACHMENTS:** A – B

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### 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 *2022-2023 Norwood Parade Precinct Annual Business Plan*.

### BACKGROUND

At its meeting held on 15 February 2022, the Committee considered and endorsed the *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* for The Parade Precinct and resolved to forward it 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 report setting out the results of the consultation was prepared and included in the Norwood Parade Precinct Committee Agenda for the meeting scheduled for Tuesday 10 May 2022. Due to a lack of quorum the meeting was cancelled. The Norwood Parade Precinct Committee meeting was then re-scheduled for Tuesday 17 May 2022. This meeting also received a number of apologies, which again resulted in a lack of quorum for the second time and was also subsequently cancelled.

Given that only one (1) submission was lodged, which did not impact directly on the contents within the draft Annual Business Plan, or the proposed distribution of the budget and that the Annual Business Plan is used to inform the Council's Budget, a decision was made to present the final *Draft 2022-2023 Norwood Parade Precinct Annual Business Plan* directly to the Council for its endorsement. The Council endorsed the Annual Business Plan as being suitable at its meeting held on 6 June 2022.

For the 2022-2023 financial year, the value of the Separate Rate on The Parade Precinct traders is \$215,000 and the carry forward amount is \$42,369, totally \$257,369.

### DISCUSSION

#### 1. STRATEGY: EVENTS & ACTIVATIONS

##### 1.1 RAISING THE BAR ADELAIDE 2022

The Raising the Bar Adelaide event has cemented its spot on the City of Norwood Payneham & St Peters' events calendar and will be held in the City for its fifth year, on Tuesday 9 August 2022. For one night only, the City will be transformed into a campus where top academics, industry experts and thought leaders will gather in some of the best local pubs for a one-of-a-kind, knowledge-driven events. The Council continues to be the only destination in South Australia that is granted a license to deliver this unique event. The event will follow the same structure, with twenty (20) insightful talks on one night; across ten (10) different venues in the City. Each venue will host two (2) sessions, the first at 6.30pm, and the second at 8.30pm.

Table 1 below lists the speakers and their topics that form the *Raising the Bar Adelaide 2022* event.

**TABLE 1: RAISING THE BAR ADELAIDE PROGRAM**

<b>Speakers</b>	<b>Topic</b>	<b>Time &amp; Location</b>
Sean Fewster & Daniel Panozzo	The reality of crime – the impact, influence and empathy beyond “true crime”	6.30pm Alma Tavern
Derrick McManus	Functional resilience, aspirational resilience and durability – how I survived being shot 14 times	8.30pm Alma Tavern
Lauren Jones	Exploring the gut, our second brain	6.30pm Britannia Hotel
Nick Lee	Bowel cancer – how to protect yourself from this preventable disease	8.30pm Britannia Hotel
Rick Sarre	What’s law got to do with religion (and vice-versa)?	6.30pm Lambrook Wines
Paul Tucker	Murder in the colony – reported murders in South Australia in the late 1800s	8.30pm Lambrook Wines
Kerrie Dougherty	From South Australia to the stars!	6.30pm Little Bang Brewery
Victoria Fielding	What is media’s role in democracy and the impact on quality journalism	8.30pm Little Bang Brewery
Teresa Janowski	Empowering youth to explore the possibilities of STEM careers	6.30pm The Maid
Sarah Moulds	How we can work together to secure dignity and empowerment for our communities	8.30pm The Maid
Simon Dawson	Body language – what it means and how you can read it	6.30pm Maylands Hotel
Carmel Williams	The wellbeing economy: is it the solution?	8.30pm Maylands Hotel
Malissa Fedele	Get it girl – nutrition and self-love	6.30pm Norwood Hotel
Cristina Tridente	An Adelaide icon’s fashion journey	8.30pm Norwood Hotel
Luke Morton	Learn how to be smarter and more energy efficient	6.30pm Reform Distilling
Elizabeth Williamson	Dealing with difficult and demanding people – it’s counter-intuitive!	8.30pm Reform Distilling
Dr. Lurve	Maximise your relationships	6.30pm Republic
Troye Wallett	Protecting your asset – you!	8.30pm Republic
Evangeline Mantzioris	Superfoods and supplements – fad, fact or fiction?	6.30pm Robin Hood
Susan Knapp	What we in Australia can learn from children living in the slums in Kenya	8.30pm Robin Hood

The full program including speakers, lecture descriptions and to book free tickets to the event, visit is available on the official Raising the Bar website at <https://www.rtbevent.com/adelaide-2022>

Marketing and promotions of the event launched on Monday 11 July and tickets have been made available. The event is free however bookings are essential. The event is being promoted across a wide variety of channels including but not limited to, print, digital, outdoor, radio, social media and via the speaker’s and venue’s communication channels.

For the first year, talks will also be held in Eastside Wine & Ale Trail (EWAT) business members, Lambrook Wines and Reform Distilling. This will provide the opportunity for cross promoting initiatives that are being delivered to support businesses in the hospitality sector.

A copy of the *Raising the Bar Adelaide 2022* postcard is contained in **Attachment A**.

## 1.2 A DAY OF FASHION 2022

Each year during the month of October, the Council hosts a fashion event on The Parade, to support the range of businesses in the fashion retail sector. Fashion events over the past ten (10) years have seen the road closed for fashion parades, store discounts, hair and beauty stalls, 'meet the designer' talks and a clothing donation station, to name a few.

As Committee Members are aware, the fashion landscape has changed over the past ten (10) years and particularly in the last two (2) years since the COVID-19 pandemic swept across the world. For the fashion industry, the pandemic has disrupted retailers, forcing some to close their brick-and-mortar stores and focus on digitizing their business to keep up with the rise in online shopping. Meanwhile, people working from home, the absence of social life, and economic uncertainty has meant that clothing sales have fallen in the last two (2) years. At the same time, more and more consumers are voicing their concerns about the industry's impact on the planet and are expecting that businesses and government bodies to embrace the concept of 'circularity' – making sure resources and products stay in use for as long as possible before being regenerated into new products.

Consumer shopping habits and people's views on moving towards a circular economy have changed in the last two (2) years and continue to, which challenges Council Staff to reimagine what a fashion event that is run by the Council looks like in 2022.

The objective of the event is to encourage visitors to come to The Parade, Norwood and experience what The Parade has to offer through one or more of the events and activities held as a part of *A Day of Fashion* on The Parade. The event will be held on Saturday 15 October 2022. Backed by desktop research and with careful consideration of today's consumer, the following events and activities will form part of the *A Day of Fashion* program.

### **Business offers and in-store experiences**

Whilst the days of cyclical seasonal discounts are gone, the Council will provide businesses the opportunity to submit an offer, discount or in-store experience for the day. Details of the businesses and their offering will be published on The Parade website for customers to view.

### **Entertainment at various locations along The Parade**

Artists will be positioned at various locations along the street to create atmosphere for visitors on the day. Potential locations include: Aqua Boutique, The Parade crossing, Outdoors on Parade.

### **In Conversation with... Event**

The fashion industry is one of the most significant industries in the global economy, it's also the second largest polluter worldwide. Instead of reusing and recycling our clothes, we dispose of them and they end up in landfills, where they take around 200 years to break down.

University of South Australia PhD psychology student Erin Skinner has recently led a study regarding Australian's knowledge of fast and slow fashion and aims to spread awareness of more sustainable options. Council Staff has reached out to Erin and are working in collaboration with the University of South Australia to deliver a panel style event, talking about all things fashion, community, circularity, and sustainability.

### **Sip & Swap Event with The Clothing Exchange**

The Clothing Exchange was established in Melbourne in 2004, in response to the need to address Australia's problem of wasteful textile consumption, which continues to soar every year. The Clothing Exchange enlivens and excites people to amplify the simple, sustainable practice of sharing within the community. While people attend the event seeking a free wardrobe update, they often find themselves equally elated by the prospect of seeing their unwanted clothes getting a new lease on life and feel-good taking part in a collective action for sustainable development.

For its first year, the Council in partnership with *The Clothing Exchange* will bring the *Sip & Swap* event to the City. The event invites people to bring six (6) well looked after clothing garments or accessories that they value but no longer wear, to exchange for those that they will. The event is scheduled to be held in the Don Pyatt Hall, inviting attendees to check-in their garments to be assessed and hung between 1.00pm – 2.00pm. Once garments have been checked-in, guests will be treated with a glass of sparkling water or wine to be enjoyed before the clothing swap commences at 2.00pm. The clothing swap will run for an hour duration.

Each attendee receives six (6) tokens at check-in and then these tokens are used as currency to purchase six (6) new items. Attendees will be encouraged to use all six (6) tokens, however if any items are left at the end of the event, they will be donated to one (1) or more of the Op Shops located on The Parade.

The partnership fee is \$2,000 (excl GST), which includes but is not limited to *The Clothing Exchange* providing four (4) experienced members to setup and run the event, uniformed coat hangers for all garments to be displayed, address attendees and answer any queries in relation to the event and promote the event across *The Clothing Exchange* social media accounts prior and during the event.

Event capacity is 100 people. The event is free and booking are essential via the Council website.

### **Movie Night at Hoyts Cinema Norwood**

To culminate *A Day of Fashion* and activate the night-time economy on The Parade, a movie screening of *House of Gucci* will be held at Hoyts cinema. The movie *House of Gucci* was chosen due to being the most recent fashion-related movie that has been released and it is also not currently available on streaming services, which creates desire for attendees.

The film follows Patrizia Reggiani and Maurizio Gucci, as their romance transforms into a fight for control of the Italian fashion brand Gucci. The movie night will be a ticketed event with a \$10 fee, and all proceeds will be donated to a fashion group / association / organisation of the Committee's choice.

*A Day of Fashion* will run from 9.00am – 9.30pm and invites all to shop, dine and have an enjoyable experience on The Parade.

### **1.3 BEHIND THE BUSINESS PODCAST SERIES 2022**

In 2020, the Council, together with *BIEcreative* delivered a successful Behind the Business Podcast Series, hosted by Nick Keukenmeester, owner of local Eastside Wine & Ale Trail (EWAT) business, Heartland Wines. The first series included five (5) episodes, featuring thirteen (13) local business owners and employees. The five (5) themes for the podcasts included iconic businesses, the City's best kept secrets, new businesses to the City, businesses likely to visit and game changers.

The Council received some great feedback from businesses that participated in the first series. Based on the success of the first Series, Staff released an expression of interest to all businesses within the City to participate in this year's series. Several businesses from across the City expressed their interest and a number were targeted by Council Staff due to being unique, new to the Council area or that they have an interesting story to tell.

Five (5) podcasts have been recorded as a part of the 2022 series, featuring three (3) business people per episode, as well as the podcast facilitator, Nick Keukenmeester of Heartland Wines. Each episode runs for approximately 20-25 minutes. The podcasts were filmed at Reform Distilling, and Beyond Bouldering in Kent Town, in late June 2022.

The five (5) themes for the Series 2 podcasts include Building a Brand, Need Support, Something Different, The Parade, and Magill Road.

The following four (4) Parade businesses participated in the Podcase Series:

- Dr Derek McNair – The Parade Norwood Veterinary Clinic;
- Gabriella Cavuoto – European Café;
- Darren Johnson – Exurbia; and
- Sophia Breust – Muscle Sense.

Following the editing process, the episodes will be released fortnightly, resulting in a two (2) month campaign. The podcasts will be available to view and listen to via the Council website and also on Anchor, Spotify, Google Podcasts and Pocket Casts streaming platforms.

### **3. STRATEGY: IDENTITY & BRAND**

#### **3.1 MERCHANDISE**

Custom branded merchandise is one way of increasing brand awareness, promote products or services and improves brand perception, therefore it is imperative that the items chosen for The Parade, align with the brand and the businesses on The Parade's offering.

Over the past five (5) years, a variety of merchandise items have been purchased and The Parade, Norwood branded merchandise that is currently in stock, is listed below:

- notebooks;
- selfie ring lights;
- black shopping bags;
- eco-friendly cutlery sets;
- double wine cooler bags;
- large magnetic clips; and
- face masks.

A budget of \$1,000 has been allocated in the *2022-2023 Norwood Parade Precinct Annual Business Plan* for merchandise.

Council staff have investigated merchandise items and propose one (1) of the following two (2) branded merchandise options listed below:

- seventy (70) Orbit Wireless Charger; or
- seventy (70) Impulse Power Bank.

A copy of the Orbit Wireless Charger and Impulse Power Bank is contained in **Attachment B**.

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

#### **3.2 CHRISTMAS DECORATIONS ALONG THE PARADE**

As Committee Members are aware, on 3 September 2021, Parkade Pty Ltd, Australasian Property Developments and the Department for Transport (DIT), commenced work at The Parade and George Street, Norwood intersection. The works included alterations to the intersection, including dedicated right-hand turn lanes on The Parade to head north or south into George Street. As a result of these works, the three (3) large illuminated Christmas trees were not able to be installed in the median strip on The Parade, outside the Norwood Town Hall for the 2021 Christmas season.



Council staff have investigated new locations on The Parade for the three (3) large illuminated Christmas trees to be installed. The entire length of The Parade Precinct was scoped out with consideration to the below:

- ease of access to services;
- flat road surface;
- sufficient space for all three (3) large illuminated Christmas trees;
- minimal impact on median strip planting;
- high-traffic and high impact areas; and
- The Parade Masterplan.

Taking the above into consideration, two (2) options have been investigated, namely the section of the median strip on The Parade, between Church Avenue and Osmond Terrace and Osmond Terrace itself and a cost estimate has been obtained for both the electrical works and the associated civil works. Taking all the factors into consideration the preferred location for the three (3) trees is The Parade, as this location will provide an entry statement to the heart of The Parade.

The cost to excavate, form and pour three (3) concrete footings to support the bases of the trees is \$11,900 (excl GST) and the cost to install a weather proof GPO to power the lights to the Christmas trees is likely to be in excess of \$30,000 (excl GST), which is due to the fact that there is no existing power source within The Parade median. Unfortunately, at this stage no funds have been allocated to install the new infrastructure to relocate the three (3) large illuminated Christmas trees and therefore the three (3) trees will not be installed for the 2022 Christmas season. Consideration on how the infrastructure can be funded will be determined prior to the 2023 Christmas season.

In addition, Chas Clarkson has advised that the bauble decorations on these trees are discoloured, fragile, with many cracked, broken or missing and will cost \$15,000 (excl GST) per tree to refurbish. The Committee has the option to allocate \$45,000 (excl GST) from the 2022-2023 Budget to refurbish the three (3) trees, which will remain in storage until a decision on how the infrastructure can be funded is made.

The 3-metre illuminated 3D LED Star, twenty (20) light pole decorations and twenty-eight (28) Christmas branded banners will be installed along The Parade, as well as the hanging decorations in the windows of the Norwood Town Hall and the three (3) street trees that surround the Norwood Town Hall. The decorations will be on display for the community to enjoy for a period of six (6) weeks.

It is proposed that the Committee allocates \$25,000 from the Identity and Brand Budget for the installation of the Christmas decorations on The Parade.

## **RECOMMENDATION**

1. That the report be received and noted.
2. That the allocation of \$25,000 from the Identity & Brand Budget to install the Christmas decorations, be endorsed.

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*Cr Whittington moved:*

1. *That the report be received and noted.*
2. *That the allocation of \$25,000 from the Identity & Brand Budget to install the Christmas decorations, be endorsed.*
3. *That the installation of the Christmas trees be deferred for 2022 and that further investigations be undertaken regarding the locations and potential refurbishment of the trees for the 2023 Christmas period.*
4. *That the Orbit Wireless Charger be endorsed for branding as part of The Parade merchandise.*

*Seconded by Mr Ross Dillon and carried unanimously.*

**6. STAFF PRESENTATION**

A presentation was provided to the Committee on various initiatives to be investigated by staff and presented to the new Committee for consideration in 2023.

**7. OTHER BUSINESS**

The Acting Presiding Member thanked Committee Members and staff for their hard work and commitment during the term of this Committee.

**8. NEXT MEETING**

To be advised.

**9. CLOSURE**

There being no further business, the Acting Presiding Member declared the meeting closed at 8.01pm.

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**Mayor Robert Bria**  
**PRESIDING MEMBER**

**Minutes Confirmed on** \_\_\_\_\_  
(date)