

Business & Economic Development Committee Agenda & Reports

1 March 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.*

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

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City of
Norwood
Payneham
& St Peters

25 February 2022

To all Members of the Business & Economic Development Committee

Committee Members

- Mayor Robert Bria (Presiding Member)
- Cr Carlo Dottore
- Cr Scott Sims
- Cr Garry Knoblauch
- Cr John Callisto
- Mr John Samartzis
- Professor Richard Blandy
- Ms Trish Hansen
- Ms Skana Gallery

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 Business & Economic Development Committee, will be held in the Mayors Parlour, Norwood Town Hall, 175 The Parade, Norwood, on:

Tuesday 1 March 2022, 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.

A light meal will be available at the meeting.

Yours faithfully



Mario Barone
CHIEF EXECUTIVE OFFICER

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City of
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& St Peters**

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VENUE Mayors Parlour, Norwood Town Hall

HOUR

PRESENT

Committee Members

Staff

APOLOGIES Professor Richard Blandy

ABSENT

TERMS OF REFERENCE:

The Business & Economic Development Committee is established to fulfil the following functions:

- *To assist the Council to facilitate and promote economic growth and development in the City of Norwood Payneham & St Peters.*
- *To provide advice to the Council and recommend actions, including the conduct of studies associated with business and economic development, as required, in order to facilitate the identification of opportunities, issues, strategies and actions.*
- *Provide advice to the Council where necessary, to facilitate the creation of business networks (both within South Australia and Australia), which provide benefits for the City of Norwood Payneham & St Peters.*
- *To oversee the strategic planning, the implementation of projects (including those identified in the Council's Business & Economic Development Strategy) and marketing and promotion associated with businesses and economic development.*

1. CONFIRMATION OF MINUTES OF THE BUSINESS & ECONOMIC DEVELOPMENT COMMITTEE MEETING HELD ON 2 NOVEMBER 2021

2. PRESIDING MEMBER'S COMMUNICATION

3. STAFF PRESENTATION

3.1 State of Norwood Payneham & St Peters' Economy

4. STAFF REPORTS

4.1 PROGRESS REPORT ON THE 2021 – 2026 ECONOMIC DEVELOPMENT STRATEGY

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4616
FILE REFERENCE: qA89121
ATTACHMENTS: A – I

PURPOSE OF REPORT

The purpose of this report is to provide the Business & Economic Development Committee, with a progress report on the *2021-2026 Economic Development Strategy*.

BACKGROUND

The Council has endorsed the *2021-2026 Economic Development Strategy*, which is designed to guide economic development within the City, identify the priority areas for the next five (5) years and articulate the Council's role in supporting business and economic development.

Following significant research, sector workshops and consultation with the business community, the *Draft 2021-2026 Economic Development Strategy* was developed and presented to the Committee at its meeting held on 16 June 2020. At that meeting, the Committee endorsed the Draft Strategy as being suitable to present to the Council for its consideration and endorsement to be released for community consultation and engagement.

Subsequently, the *Draft 2021-2026 Economic Development Strategy* was presented to the Council at its meeting held on 6 July 2020. At that meeting, the Council endorsed the *Draft 2021-2026 Economic Development Strategy* as being suitable to release for community consultation and engagement.

Following the conclusion of the consultation period, the results of the consultation and the revised final document, were presented to the Committee at its meeting held on 15 September 2020. The Committee resolved to present it to the Council for its endorsement. At its meeting held 6 October 2020, the Council endorsed the *2021-2026 Economic Development Strategy*.

This report provides an update on the key Strategies and Actions that have been progressed by the Council Staff since its meeting held on 2 November 2021.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The *2021-2026 Economic Development Strategy* is the Council's blueprint to guide the growth of the City's economy over the next four (4) years. The Strategy sits within the Council's decision-making framework and has been developed to align with other key strategic and policy documents.

The key strategies that have been used to inform, or that will work in conjunction with the *2021-2026 Economic Development Strategy* are listed below:

- *Growth State*
- *The 30-Year Plan for Greater Adelaide*
- *Norwood, Payneham and St Peters (City) Development Plan*
- *CityPlan 2030: Shaping Our Future – Mid Term Review*
- *Kent Town Economic Growth Strategy 2020 - 2025*
- *Norwood Parade Precinct Annual Business Plan*
- *Smart City Plan*

FINANCIAL AND BUDGET IMPLICATIONS

At its meeting held on 7 June 2021, the Council endorsed the continuation of the Separate Rate for the Norwood Parade Precinct and endorsed its Annual Business Plan for the 2021-2022 financial year.

At its meeting held 5 July 2021, the Council adopted the *Annual Business Plan, Budget and Declaration of Rates for 2021-2022*, which includes the following in respect to The Parade Precinct Separate Rate and the Economic Development Precinct Management budgets:

- A total budget of \$215,000 will be collected through The Parade Precinct Separate Rate for the 2021-2022 financial year; and
- A total budget of \$97,750 has been allocated by the Council to continue to deliver the Economic Development agenda in the 2021-2022 financial year.

In addition, *Raising the Bar Adelaide 2021* and the *Eastside Business Awards 2022*, received separate project funding through the 2021-2022 Endorsed Initiatives & Projects.

It is proposed that the Council's 2021-2022 Economic Development budget will be used to commence the delivery of the Year 2 actions. Some of the Year 2 and ongoing actions are set out in the Table contained in **Attachment A**.

EXTERNAL ECONOMIC IMPLICATIONS

The success of the *2021-2026 Economic Development Strategy* may be impacted by the broader economic environment and worldly events such as the COVID-19 Pandemic. Whilst the Strategy acknowledges and addresses the Pandemic, specifically in Year 1, it does not state that COVID related initiatives cannot be delivered in Years 2-5. In January 2022, the Council approved a third assistance package for local businesses impacted by restrictions imposed by the State Government, and Council Staff have begun investigations to deliver a 'Hospitality Voucher' program for City businesses.

SOCIAL ISSUES

Economic development impacts on both the business sector and the local community. Whilst the key focus of this Strategy is on the business sector, the two (2) are intrinsically linked and the prosperity of the local economy relies on creating a holistic environment where people want to invest, work, do business, live, shop and socialise.

CULTURAL ISSUES

The City is a culturally rich and diverse place, with a strong identity, history and sense of place. Cultural and creative activity is increasingly recognised as important components of economic growth. Economic growth and sustainability through employment, vibrancy and growth are all important factors in achieving cultural vitality.

RISK MANAGEMENT

In establishing the Strategic Framework for the *2021-2026 Economic Development Strategy*, the Council took into consideration the economic and demographic profile of the City, the views of the business community and partners and the key influences and trends that have, and will, impact on the City's economy. In doing so, the Council has ensured that the Strategy appropriately addresses the wide range of opportunities and challenges facing businesses and economic growth in the City. The Council will continue to work with the business community to ensure that the Strategies and Actions remain relevant and beneficial.

ENVIRONMENTAL ISSUES

A vital component in meeting the aspirations of current and future businesses in the City of Norwood Payneham & St Peters, is ensuring that issues relating to environmental sustainability are considered together with economic sustainability. A sustainable environment impacts on business investment decisions and is a key asset in the success of local businesses. The Council will continue to promote programs aligned with environmental actions, as well as look to introduce initiatives with a sustainable focus.

RESOURCE ISSUES

The *2021-2026 Economic Development Strategy* has been prepared by the Council Staff, however it will require additional support, from both internal and external resources to ensure its timely implementation. The Council's Events Unit has assisted the Economic Development Unit with logistics to deliver the following events that were held during the month of October 2021. *Raising the Bar Adelaide*, *Spring Shopping Day* and *The Extended – Eastside Happy Hour Live* music event.

In the upcoming months, the Events Unit will assist the Economic Development Unit to deliver *Art on Parade* which runs for the entire month of April and the *2022 Eastside Business Awards Night*, which is scheduled for 12 April 2022.

DISCUSSION

The implementation of the *2021-2026 Economic Development Strategy* commenced in January 2021 and to ensure that it is delivered in a timely manner, Council staff have developed a reporting structure that will be presented to the Business & Economic Development Committee at each of its meetings to track the progress of the Strategy's implementation and to provide direction and guide the Staff in its implementation.

The table contained in **Attachment A**, outlines progress on the Actions under each of the four (4) key themes that are currently being delivered in Year 2 of the Strategy or are 'Ongoing' Actions for the duration of the five (5) year Strategy. It should be noted that only the Actions that have progressed since the last Committee meeting have been included.

The Table whilst detailed, should be read in conjunction with the *2021-2026 Economic Development Strategy* to obtain a better understanding of the individual Action and the Objective that the Council is proposing to achieve.

At its meeting held on 2 November 2021, the Committee resolved the following in relation to the reporting against the Economic Development Strategy:

That Staff prepare a draft Summary Report on the Economic Development initiatives that have been delivered in 2021 for the Committee's consideration at its 1 March 2022 meeting.

In accordance with the Committee's resolution, Staff have now summarised the programs and initiatives that have been delivered or initiated under the four (4) key themes in the first year of the Strategy, into an *Economic Development Strategy: 2021 – Year 1 in Review* document, which is contained in **Attachment I**. It should be noted that the document is still in draft form and will be finalised following the Committee's consideration.

CONCLUSION

The *2021-2026 Economic Development Strategy* recognises the leadership role of the Council in setting a clear direction for economic development within the City and in supporting the business sector. Developing the Strategy with clear direction and focus provides the foundation for the Council to implement successful actions and initiatives and establish partnerships with different stakeholders (i.e. Federal and State Governments, developers, businesses and residents) in order to ensure the successful longevity of the City's business and economic sector.

COMMENTS

Notwithstanding that the COVID-19 Pandemic has had a significant impact on the economy for the past two (2) years, at a local, national and international level, Council Staff have been able to achieve a significant number of Actions for the City's business and economic sector. The focus at this stage is to continue to understand the needs of businesses and develop programs and initiatives that will assist with recovery and lead to future growth.

RECOMMENDATION

1. That the report be received and noted.
2. That the draft *Economic Development Strategy: 2021 – Year 1 in Review* as contained in **Attachment I** be endorsed as being suitable to present to the Council for its consideration and endorsement.

Attachment A

Progress Report on the 2021-2026 Economic Development Strategy

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

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IMPLEMENTATION OF THE 2021-2026 ECONOMIC DEVELOPMENT STRATEGY

1. DYNAMIC & DIVERSE CITY

Outcome: A City with thriving and resilient business sectors that drive employment and deliver growth.

Objective: Support the growth and viability of the City's business sectors based on their competitive strength and strategic priority.

ACTION	UPDATE	STATUS
<p>CV.1.0.3 Focus marketing and promotional initiatives on the Retail and Hospitality sectors to increase discretionary spend</p>	<p>At its meeting held 15 February, the Norwood Parade Precinct Committee endorsed the following.</p> <ol style="list-style-type: none"> 1. <i>That the Norwood Parade Precinct Committee endorses The Parade Hospitality Voucher Program and allocates a budget of \$12,500 (500 vouchers valued at \$25 each).</i> 2. <i>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.</i> 3. <i>That Council Staff report back to the Norwood Parade Precinct Committee regarding the implementation of The Parade Hospitality Voucher Program at the next meeting.</i> <p>Council Staff has begun investigations and will look to deliver this initiative for businesses within The Parade Precinct in March 2022.</p>	In progress
<p>1.1.7: Identify funding and/or promotional opportunities for local artists.</p>	<p>The <i>Art on Parade 2022</i> event will provide an opportunity to encourage creative expression and invite new audiences to The Parade whilst at the same time supporting local artists and promoting The Parade as an art-friendly precinct. All businesses within The Parade Precinct have been invited to express their interest in being a host venue for the <i>Art on Parade</i> event that will be held during the month of April.</p> <p>The Council will engage an artist to curate the trail and will be the liaison between the businesses that have expressed their interest and the artists that are showcasing their work. Once the Council has received all expressions of interest, the curator will start the process of matching artworks to venue spaces that are appropriate logistically and are visually complementary.</p> <p>The 2021 event showcased one-hundred and twenty-six (126) artworks including paintings, illustrations, photography and indoor sculptures by forty-seven (47) artists, which were featured in twenty-five (25) premises on The Parade.</p>	In progress

1.1.11: Continue to deliver marketing programs utilising a variety of channels to reinforce the position of the City as a leading and preferred retail destination.

WIN A FIAT 500 ON THE PARADE COMPETITION 2022

In progress

At its meeting held on Tuesday 26 October 2021, the Norwood Parade Precinct Committee endorsed the 'Win a FIAT 500 on The Parade' competition to encourage visitors to spend on The Parade.

The Council has partnered with Solitaire Automotive Group for the purchase of the car, which will be on display at Parade Central for the duration of the competition, thanks to Carbo Development & Management Pty Ltd.

The seven (7) week competition commenced at 9.00am on Monday 21 February and closes at 11.59pm pm Wednesday 13 April. The competition aims to encourage customers to visit any business within The Parade Precinct, spend \$25 or more and enter online at paradenorwood.com to win the sole prize – a FIAT 500.

The competition will be promoted across print, digital, on-street and PR, with strong encouragement for all businesses to promote the competition in conjunction with their business offering.

A copy of the promotional postcard is contained in **Attachment B**.

EASTSIDE | DESIGN FOR LIVING PUBLICATION

In progress

The City of Norwood Payneham & St Peters is recognised as a hub for creatives and is home to a vast amount of interior design, styling and homeware businesses. It is important, now more than ever to showcase this sector and its diverse offering. The Parade and Magill Road specifically, are known as destinations for homewares in the east. With a range of unique and quirky independent stores, the precincts attract those looking for something a little different for their home.

The *Eastside | Design for Living* publication is designed to promote the homeware and furniture businesses in the retail sector, with the aim to inspire customers to shop in the City. With many new housing developments in the Council area, including major projects such as Norwood Green and COMO on The Parade, there is a buyer's market and the opportunity to heavily promote 'shop local'.

This publication is in its final stages and will be completed by the end of March 2022. The publication will be distributed to participating businesses, be on display and be available for pickup at Display Centres, local real estate companies and the Council's Customer Service Centres, with the opportunity for wider distribution.

Strategy 1.2.1 Collaborate with local schools on projects that benefit the community.

FESTIVE GALLERY ON OSMOND TERRACE

Complete

The *Festive Gallery on Osmond Terrace* was on display for another year, with a combination of decorated Christmas trees and presents.

Council Staff worked closely with fourteen (14) local childcare and education institutions to prepare for the delivery of this initiative. The Council installed thirty-six (36) decorated wooden Christmas trees, sixty-nine (69) decorated presents, as well as the 'Merry Christmas' signage to complement the outdoor gallery.

The Education institutes that were involved in this initiative include:

- Felixstow Community School;
- Felixstow World of Learning;
- Margaret Ives Community Children's Centre;
- Marryatville OSHC;
- McKellar Stewart Kindergarten;
- Norwood Primary School;
- Rosemont House Montessori Preschool;
- St Ignatius College Junior School;
- St Morris Community Child Care;
- Stepping Stone Marden Childcare & Early Learning;
- The Briars Special Early Learning Centre;
- The Learning Sanctuary Norwood Montessori;
- Treetops Early Learning Centre Stepney - Wattle House; and
- Trinity Gardens Primary School.

The *Festive Gallery on Osmond Terrace* was available for the public to enjoy between Monday 22 November 2021 and Tuesday 4 January 2022. As part of this initiative, the community is invited to visit and walk through the display on Osmond Terrace taking in the creative sights before voting for their favourite Christmas tree and Christmas present in the People's Choice competition on The Council's Facebook page.

The winning tree received 82 likes and was decorated by Felixstow Community School and the winning present design was decorated by Stepping Stone Marden Childcare and Early Learning. Each winner received a \$250 voucher to Dillons Norwood Bookshop, and the chance to donate \$500 each to a charity of their choice. Stepping Stone Marden selected the Women's and Children's Research Foundation and Felixstow Community School have not yet selected a charity to donate \$500 towards.

The prizes for this initiative has been sponsored by the Norwood Parade Precinct Committee.

1.4.1: Create opportunities for businesses to interact through business events and networking functions.

The Council has committed to schedule two (2) networking events each calendar year.

Ongoing

END OF YEAR NETWORKING EVENT 2021

On Tuesday 30 November 2021, the Council hosted the End of Year Networking Event for the business community at Adelaide Appliance Gallery, located on Payneham Road, St Peters.

The event attracted 73 business owners and employees, from 36 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.

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

MID-YEAR NETWORKING EVENT 2022

The mid-year networking event has been scheduled for Tuesday 28 June 2022 at Fine & Fettle, 4/57 Magill Road, Stepney.

Invitations to the event will be distributed in May 2022.

2. DESTINATION CITY

Outcome: A destination with dynamic, cultural, vibrant and attractive precincts.

Objective: Increase the number of people who live, work and visit the City and enhance the community well-being of existing residents, workers and visitors.

ACTION	UPDATE	STATUS
<p>2.1.1: Work with State and Federal Governments to ensure that the City's businesses have a presence on their marketing channels</p>	<p>SATC – ADELAIDE VISITOR GUIDE</p> <p>HWR Media, in partnership with the South Australian Tourism Commission and Adelaide Economic Development Agency, are proud to produce the Official <i>2022 Adelaide Visitor Guide</i>.</p> <p>Following what has been a challenging 20 months in the tourism sector, the <i>Official 2022 Adelaide Visitor Guide</i> 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.</p> <p>The 50,000+ printed visitor guide is promoted and distributed through an extensive network across South Australia and interstate:</p> <ul style="list-style-type: none"> • Tourism hub in South Australia such as Adelaide Central Markets, Sealink terminals, etc; • Visitor Information Centre 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. <p>The digital Visitor Guide is also available at:</p> <ul style="list-style-type: none"> • southaustralia.com; and • experienceadelaide.com.au. <p>Two (2) full page ads have been booked to promote the following Council initiatives and precincts:</p> <ul style="list-style-type: none"> • Eastside Wine & Ale Trail; • Food Secrets of Glynde & Stepney; • The Parade, Norwood; and • Magill Road. 	<p>In progress</p>

The Visitor Guide has been released and is available for collection at the distribution points outlined above.

A copy of the ads are contained in **Attachment D**.

2.2.1: Continue to develop and implement precinct marketing campaigns for the City's key precincts.

SPEND TO WIN CHRISTMAS COMPETITION ON THE PARADE

In progress

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 was designed to encourage visitors to The Parade in the lead up to Christmas 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.

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

The competition launched on Saturday 20 November and ran until Thursday 23 December. The winners were drawn on Friday 24 December 2021 by Mayor Robert Bria at the Norwood Town Hall Customer Centre in the presence of a Justice of the Peace.

The three (3) winners and their prizes are listed below:

- First prize: \$5,000 to spend at Parade Precinct Businesses (vouchers from 19 businesses)
Gretta H of Norwood.
-

-
- Second prize: \$5,000 towards a holiday (Phil Hoffmann Travel Voucher)
Mieke D of North Adelaide.
 - Third prize: \$5,000 towards an e-Bike (e-Bike from Parade Cycles)
Sarah B of Campbelltown.

The three (3) winners were contacted by telephone and email on Christmas Eve, making it a very memorable Christmas for them all.

The competition received a total of 2,049 entries, with Foodland (270), Dillon's Bookshop (181) and Yours + Mine Boutique (132), the top three (3) businesses with the greatest number of entries.

The top three (3) suburbs of the people that entered were Norwood (345), Beulah Park (63) and Kensington Park (63), two of which are located in the City of Burnside, and making a significant contribution to the City's visitor local spend.

Overall, 36.2% of the total number of entries were from residents that live within the City of Norwood Payneham & St Peters.

Marketing of the competition commenced on Friday 19 November and included a range of on-street, print, digital advertising and radio promotions for the duration of the competition. The Parade website received over 9,000 views throughout the campaign period, with an additional 147,215 reach on social media.

AUGMENTED REALITY ACTIVITIES – ON STREET CHRISTMAS ACTIVATION & COLOURING IN PAGE 2021

For the second year in a row, the Council partnered with technology company *CreativiTek*, to deliver the on-street Christmas themed animations along The Parade. This initiative provided children and families with a unique way of interacting with Santa and his friends, especially given the constant presence of COVID-19. The initiative was designed to encourage visitation to The Parade during the festive period, whilst also providing a COVID safe way for people, especially young children, to engage with Santa.

Building on 2020's four (4) animations at four (4) locations, 2021 featured four (4) animations at eight (8) locations along The Parade. From the 3 to 24 December 2021, the community could visit the footpath decals and then using the free *CreativiTek* application, scan the decal and watch it come to life and complete a 20 second animation. The animations encouraged and allowed for photos and videos to be taken.

The animations were located as follows:

- **Santa and the Star (140 activations)**
 - The Parade main pedestrian crossing (south side)
 - Margaret Street Murals (Argo)
- **Santa and a reindeer (89 activations)**
 - Entrance to Parade Central
 - Nuova Apartments entry
- **Elf and Snowman (136 activations)**
 - Norwood Oval
 - Bendigo Bank Laneway entry
- **3 Dancing Snowmen (53 activations)**
 - Queen Street intersection (north east corner)
 - Parade Pavilion entry

In total, the animations were activated 418 times over the three (3) week period, which is similar to the number of activations in 2020.

In addition, using the same technology, the Council delivered an augmented reality Christmas themed colouring page which was active from Monday, 13 December 2021 through to Tuesday, 11 January 2022.

This new initiative has been a great source of school holiday fun with all Council libraries offering the page and also mobile devices to activate the animation should a child have needed it.

The colouring page featured Santa and a reindeer and could be coloured in, in whatever colour and style they wanted, then using the free *CreativiTek* application, the person could scan the image and Santa and the reindeer would come to life in 3D and complete an animation in the colours that were used.

The colouring page was also distributed to a number of eateries and cafes throughout the Council area as a promotional opportunity to encourage more families and children to visit. The page was also downloadable via the Council website. The colouring page was scanned a total of 306 times.

Images of the on-street activation and the colouring page are contained in **Attachment E**.

3.3 DIGITAL CHRISTMAS ADVENT CALENDAR 2021

In December 2020, the Council introduced a new initiative, which complements the existing Christmas activities and focused on promoting the businesses in the City. The idea has been drawn from a traditional advent calendar, which is a countdown of days in December leading up to Christmas Eve, with each day revealing the classic chocolate square similar to the traditional Advent Calendar. The *Christmas in NPSP Advent Calendar* has been designed to reveal several offers each day and has the flexibility to accommodate all businesses in the City that choose to be involved. This enables a variety of offers that fit within the categories of Shop, Eat & Drink, Experience and Live to be offered each day.

Council Staff promoted this initiative to business owners across a variety of touchpoints (email, phone, face to face, regular EDMs), but unfortunately received less interest and fewer offers this year compared to last year. The Council received thirty-five (35) deals from local businesses, down seventeen (17) from 2020.

The *Advent Calendar* was promoted in conjunction with the other Christmas initiatives and received a strong referral from The Parade website with 113 click-throughs to the interactive calendar.

Whilst the *Christmas in NPSP Advent Calendar* and the *Augmented Reality Activations* were an important part of the 2021 Christmas program as they provided alternative ways to interact and engage during COVID-19, Council Staff will explore new and fresh ideas to promote businesses and The Parade precinct as a destination for Christmas in 2022.

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.

The 3-metre illuminated 3D LED Star, twenty (20) light pole decorations and twenty-eight (28) Christmas branded banners were 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 were on display for the community to enjoy from Tuesday 16 November 2021 – Wednesday 5 January 2022.

During the Christmas decoration dismantle process, Chas Clarkson assessed the decorations and marked any that were deemed faulty with a maintenance label, along with images and their recommendation for repair or replacement. All other items were packaged, labelled and placed in storage for the 2022 Christmas season.

In relation to the three (3) large illuminated Christmas trees, these have aged and have required minor works prior to their installation over the past two (2) years. Chas Clarkson has advised that without considerable repairs and outgoing costs, they will struggle to last another season and have a high possibility of failure. The bauble decorations on these trees are discoloured, fragile, with many cracked, broken or missing. The tree bases are still in good condition and could also be re-purposed to accommodate a new decoration to be installed on the top. If a decision is made to install the three (3) large Christmas trees in another location, maintenance will need to be undertaken.

A full decoration audit was conducted on dismantle and a report, including recommendations, will be prepared for the Council in early March 2022. The results of the recommendations will be presented to the Committee at its next meeting.

Council Staff have begun investigating 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, Council Staff proposed to further investigate the section of the median strip on The Parade, between Church Avenue and Osmond Terrace, which was endorsed at the Norwood Parade Precinct Committee meeting held on 15 February 2022.

LUNAR NEW YEAR 2022

Complete

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

In order to acknowledge Lunar New Year and The Parade businesses that took part in the festival, an article was developed for The Parade blog and once again, decals were installed along The Parade for the duration of the festival.

2.2.4: Improve the amenity and safety of The Parade by implementing The Parade Masterplan

THE PARADE MASTERPLAN

In progress

The Parade Masterplan is continuing to progress and will incorporate a range of amenity and safety improvements for all users of the mainstreet. As the Masterplan progresses, the Committee will be advised of the specifics that relate to this action.

3. INNOVATIVE CITY

Outcome: An innovative City that supports business and attracts investment.

Objective: Attract and maintain competitive businesses with the capacity for resilience and ongoing sustainability, innovation and growth.

ACTION	UPDATE	STATUS
CV.3.0.1	The Council continues to assist business navigate the impacts of COVID-19 and provides ongoing communication and education on the support services available to them. This information is delivered through monthly electronic direct mail (EDM), face-to-face and phone conversations.	Ongoing
3.1.1 Develop an Investment Prospectus to promote the City and its opportunities	A budget submission to allocate a budget to deliver the Investment Prospectus in the 2022-2023 financial year has been prepared.	In progress
3.2.1 Conduct an Annual Business Awards program that gives customers, business owners and employees the chance to recognise and celebrate their favourite City businesses	<p>The <i>Eastside Business Awards</i> program is for businesses trading within the City of Norwood Payneham & St Peters. The aim of the awards is to recognise the best small businesses – retailers, restaurants, cafes, venues, professional services and food and beverage manufacturers within the City of Norwood Payneham & St Peters.</p> <p>The aims of the <i>Eastside Business Awards 2022</i> is to achieve the following objectives:</p> <ul style="list-style-type: none"> • recognise and celebrate the success of businesses within the City; • raise the profile of the Council's business sector; • provide a platform for businesses that fall both within and outside of the Council's business precincts the opportunity to be promoted; • highlight the "hidden gems"; • encourage exceptional customer service from businesses; • make the City of Norwood Payneham & St Peters a destination of choice for shopping, dining and services; • increase patronage for businesses within the City; and • associate the Council with a high profile awards program. <p>These awards celebrate excellence across the following eleven (11) categories.</p> <ul style="list-style-type: none"> • Best Café/Restaurant; • Best Customer Experience; • Best Fashion Retailer; 	In progress

-
- Best Independent Small Business;
 - Best Arts & Culture/Entertainment Experience;
 - Best Coffee;
 - Best Pub/Bar;
 - Best Food/Beverage Manufacturer;
 - Best Hair/Beauty Salon;
 - Best Professional Service; and
 - Hall of Fame (20+ years).

The 2022 Awards Program launched on Thursday 10 February, with six (6) days of general marketing and promotion to generate awareness of the Awards, prior to the voting stage opening on Thursday 17 February 2022.

During this initial stage, the Council focussed on communicating with the business community via The Parade, Magill Road and Council's websites, associated social media platforms and via electronic direct mail (EDM), to inform and prepare businesses for the voting stage. To support the initiative, the Council has made printed collateral available to all businesses, and has encouraged business owners and employees to collect and display the material within their business. To complement the printed collateral, digital assets are available to download and use online.

Whilst it is important to notify and educate the City's businesses of the Awards Program, it is just as important to promote it to the community. The community is where the majority of the customers lie, and they have a significant influence and weight on a businesses' success.

In addition, the Council, in conjunction with Solstice Media has designed an extensive campaign including print and digital advertising, editorial and social media. The campaign delivers a clear and direct message, followed by a quick, user-friendly voting process that can be completed online at: www.eastsidebusinessawards.com.au. To encourage public vote, a 'Vote & Win' competition will be run and the winner will receive a voucher to the value of \$300 to the business of their choice. The winner will be drawn at random.

Voting is open from Thursday 17 February – Thursday 17 March 2022. At the conclusion of the voting stage, the top three (3) businesses in each category with the highest number of votes become the finalists. The finalists will be judged by a panel of four (4) people, including Mayor Robert Bria, together with two (2) Solstice Media representatives.

The winner of each category will be announced at an Awards Night on Tuesday 12 April 2022 at the St Peters Banquet Hall and each winner will win digital advertising services to be spent on business marketing with Solstice Media to the value of \$1,000 (excl GST) and a choice of a business advisory service to the value of \$1,000 (excl GST) provided by AFM Services.

A copy of the Eastside Business Awards 2022 marketing collateral is contained in **Attachment F**.

3.2.2 Conduct the Mayor's Business Commendation Awards annually

In 2019, a review of the Council's Civic Recognition Policy was conducted. At that time, Council Staff investigated the concept of a Mayor's Business Commendation Awards, which was introduced and now forms a part of the Policy.

Ongoing

The Mayor's Business Commendation Awards recognise small businesses that make a significant contribution to the City, and that have been operating in the City for a minimum of ten (10) years.

The four (4) award categories are:

- 10+ Years Bronze Commendation;
- 25+ Years Silver Commendation;
- 50+ Years Gold Commendation; and
- 3+ Generational Family Business Commendation.

The Awards will be presented on an annual basis at the Mid-Year Business Networking Event.

Due to the COVID-19 Pandemic, both the 2020 and 2021 Mid-Year Networking Event was cancelled, therefore the awards will be presented at the End of Year Networking Event scheduled for Tuesday 30 November 2021.

The businesses that received a Mayor's Business Commendation Award at the event are as follows:

10+ Years Bronze Commendation

- Granite Kitchen Makeovers;
 - Heidelberg Cakes;
 - Leaver and Son Piano & Furniture Specialists;
 - Numberworks Norwood; and
 - Well2.
-

25+ Years Silver Commendation

- Ambrosini's Restaurant;
- Caléche Bridal House;
- European Café;
- Natural Floors; and
- Venture Corporate Recharge.

Nominations for the Mayor's Business Commendation Awards remain open and a marketing campaign has been designed to promote the awards throughout the year.

All applications made up until 1 June 2022 will receive their award at the next Citywide Business Networking Event, which is scheduled for Tuesday 28 June 2022 at Fine & Fettle, located on Magill Road, Stepney.

3.3.1: Continue to grow the business database and communicate on a regular basis, including a process to identify new businesses.

The business database is one of the tools that the Council Staff use to inform, connect and communicate with City businesses. A monthly electronic direct email (EDM) is sent to the entire database, which includes information on upcoming events, workshops, available grants through the State Government, COVID-19 related information, as well as any other information that is relevant and affects the local business community.

Ongoing

Growing the business database is a priority of the Economic Development Unit and Staff ensure that business data is collected when visiting new and existing businesses, as well as recording contacts that attend business workshops and events.

A pop-up, which encourages business owners to sign-up to the database is available when browsing through the 'Business & Economy' section of the Council website, and accounts for 47% of the signups. This captures the 'active' business owners that are looking for information and seeking further support from the Council.

3.3.2: Deliver a program of forums, networking and training events for new and existing businesses collaborating with specialist providers.

PARADE PRECINCT BUSINESS BOOST PROGRAM

In progress

At its meeting held 14 September 2021, the Norwood Parade Precinct Committee endorsed that \$5,000 from The Parade Separate Rate Business Development Budget be allocated to deliver a program structured around an 'expression of interest' method. The \$5,000 budget allows 20 businesses to apply to receive a \$250 voucher to put towards either a business advisory, marketing and communications, content creation or health and wellbeing service, which is agreed upon by the Council (i.e. Council Staff) and the business owner. The Council is also seeking an expression of interest for service providers within the City of Norwood Payneham & St Peters to assist deliver the services.

The benefit of this method is that it is targeted, it is assisting businesses that are seeking help and have the drive and commitment to participate. If the Council receives expressions of interest with similar topics, there will be the flexibility and opportunity to run group workshops. Adopting this method will also ensure that businesses that enrol are committed to participating and attending.

A copy of the promotional postcard is contained in **Attachment G**.

BUSINESS WORKSHOPS

In addition to The Parade Precinct Boost Program, two (2) events have been scheduled to date as a part of the 2022 Business Workshops series.

The first workshop is scheduled for Tuesday 22 March and will be delivered by Ally Nitschke (Made for More) on Leadership Thinking, and the second is scheduled for Tuesday 28 May, delivered by Natalie Paraskevopoulos (Digi-tale) on Social Media.

Additional Business Workshops will be added to the program, as they are confirmed. Bookings are now open at www.npsp.sa.gov.au/workshops

A copy of the promotional postcard is contained in **Attachment H**.

<p>3.4.1: Implement projects identified to benefit businesses through the Smart City Plan</p>	<p>The Council has partnered with eSMART 21, which is an Adelaide based company specialising in IT and vehicle turnover, to trial a smart parking initiative in the Webbe Street Car Park (ground level). Six (6) bays will have the technology installed which is designed to monitor how long a car has been in a bay for and if they overstay the time limit, a fine is sent to the person that the car is registered to. This allows Council parking inspectors to patrol other areas of the Council area and also ensures adequate vehicle turnover in a busy Parade car park. This trial commenced in October 2021 and ran for a period of two (2) months, at which it was then extended for a further six (6) months. The Council will not issue fines during the trial period.</p>	<p>In progress</p>
<p>3.5.1: Promote environmentally sustainable programs such as 'Plastic Free SA'.</p>	<p>On Thursday 30 April 2020, the Minister for Environment and Water, the Hon David Speirs MP, introduced the <i>Single-use and Other Plastic Products (Waste Avoidance) Bill 2020</i> to Parliament.</p> <p>The Bill prohibits the sale, supply and distribution of certain single-use plastic products and establishes a framework for adding other products in the future.</p> <p>Following on from the ban on single-use plastic bags in 2009, on 1 March 2021 a new ban on the sale, supply and distribution of single-use plastics like plastic straws, plastic cutlery and plastic stirrers came into effect. This means manufacturers, wholesalers, retailers, food and hospitality businesses etc. can no longer provide single-use plastic straws, cutlery and stirrers to customers. It's a positive step towards avoiding waste and reducing the harm caused to our wildlife, including marine life, through litter and pollution.</p> <p>The second phase of the legislation will be implemented on 1 March 2022, this will see expanded polystyrene cups, bowls plates and clamshell containers, oxo-degradable plastics also prohibited from sale, supply or distribution in South Australia.</p> <p>The South Australian Government has launched the 'Replace the Waste' website. The site provides tips, information on alternatives to single-use plastic and is a great source of up-to-date information and resources on the legislation change.</p> <p>Information on this change has been communicated to businesses via the City wide business database and in person as opportunities arise.</p>	<p>In progress</p>

4. BUSINESS FRIENDLY CITY

Outcome: A City that understands the needs of business.

Objective: Remove barriers and make it easy for business owners to start, run and grow a business.

ACTION	UPDATE	STATUS
CV.4.0.1, CV.4.0.2, CV.4.0.4	<p>The four (4) actions set out under Strategy CV have been achieved during Year 1 of the Strategy and due to the ongoing impacts of the COVID-19 pandemic, action CV.4.0.1, CV.4.0.2 and CV.4.0.4 have been re-addressed.</p> <p>At its meeting held 17 January 2022, the Council considered a Notice of Motion regarding business support response to COVID-19. The Council resolved the following:</p> <ol style="list-style-type: none"> 1. <i>That a Discretionary Rebate of the Differential Rate (20%) be provided to all non-residential property owners impacted by the density restrictions introduced by the State Government following the borders opening on 23 November 2021 (i.e. gyms, cinemas, hospitality venues) for the Third Quarter and Final Quarter of 2021-2022.</i> 2. <i>That the fee for Outdoor Dining Licenses for the period 1 December 2021 to 30 June 2022, be waived.</i> 3. <i>That all fines and interest charged on the late payment of the 2021-2022 Third and Fourth Quarter Council Rate payments for all non-residential property owners, be waived.</i> 4. <i>That The Parade Separate Rate for all property owners and businesses impacted by the density restrictions introduced by the State Government following the borders opening on 23 November 2021 (i.e. gyms, cinemas, hospitality venues) be waived for the period commencing 1 December 2021 to 30 June 2022.</i> 5. <i>That the cost of the Financial Support Package as outlined above be included as a budget adjustment in the Mid-Year Budget Review.</i> 	Complete
4.1.1: Maintain and promote the Council's accreditation as a Small Business Friendly Council to the business community.	<p>At its meeting held on 6 November 2017, the Council considered a report on the Small Business Friendly Council initiative and resolved to participate in the initiative. Participating Councils are required to report on their initiatives on an annual basis to the Small Business Commissioner, South Australia.</p>	In progress

	At the next meeting, which will be held on 14 June 2022, a Small Business Friendly Council Initiative report will be presented to the Committee under a separate cover, with an attachment that outlines the initiatives that were delivered for the period 1 July 2021 – 31 May 2022.	
<i>4.1.3: Review the Council's 'Business & Economy' webpage to ensure it is easy to use and is informative for businesses.</i>	A review of the 'Business & Economy' section of the Council's website is scheduled to be completed in stages and at its last project meeting, the Economic Development Unit proposed to go a step further and restructure the pages within the section. The proposed idea is to align the sections with a business' outcome at the forefront. For example, start a business, grow a business.	Ongoing
<i>4.1.5: Design a streamlined process for businesses working with the Council and across departments</i>	Economic Development Staff have created an Excel Spreadsheet register that they use to track new businesses to the Council area and whether they have received the correct and necessary approvals to be operating. This is an important process to undertake before engagement and promotion of that business can occur. The Economic Development and Planning Units are in constant communication with each other about businesses in the Council area. This process will continue to be refined.	Ongoing
<i>4.1.6: Encourage residents to support their local businesses and services.</i>	The Council promotes and encourages residents to support local, through a range of avenues, on an ongoing basis. Communication on this is driven through the Council's <i>Look East</i> print publication and through social media platforms.	Ongoing

WIN A FIAT 500 ON THE PARADE



Spend **\$25 or more** at any Parade Precinct business and enter online.

21 February to 13 April 2022

WIN A FIAT 500 ON THE PARADE



Just like the FIAT 500, The Parade, Norwood, is synonymous with style, elegance and class.

By simply spending **\$25 or more** at any Parade Precinct business, you have the chance to drive away in a brand new **FIAT 500**.

Prize drawn on **14 April 2022**.

Terms & Conditions Apply | Lottery Licence No. T22/35



Solitaire
Automotive Group

 **PARADE
CENTRAL**


**THE PARADE
NORWOOD**



City of
Norwood
Payneham
& St Peters







FOOD SECRETS OF GLYNDE & STEPNEY

BOASTING SOME OF SA'S FINEST FOOD
PRODUCERS AND MANUFACTURERS
WORTH DISCOVERING!

Download the publication and follow the trail, or book your tickets to one of the monthly guided bus tours at
www.npsp.sa.gov.au/foodtours

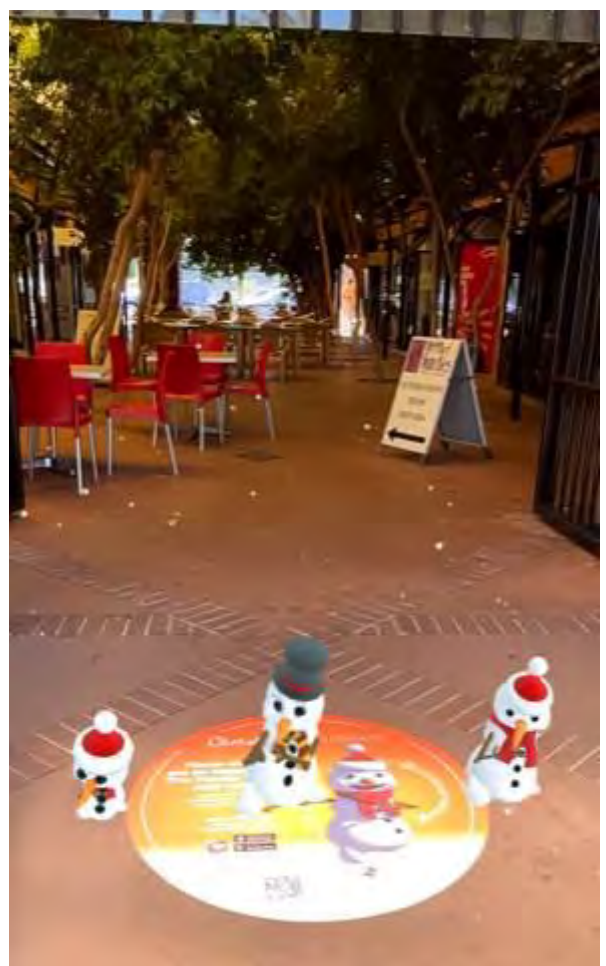
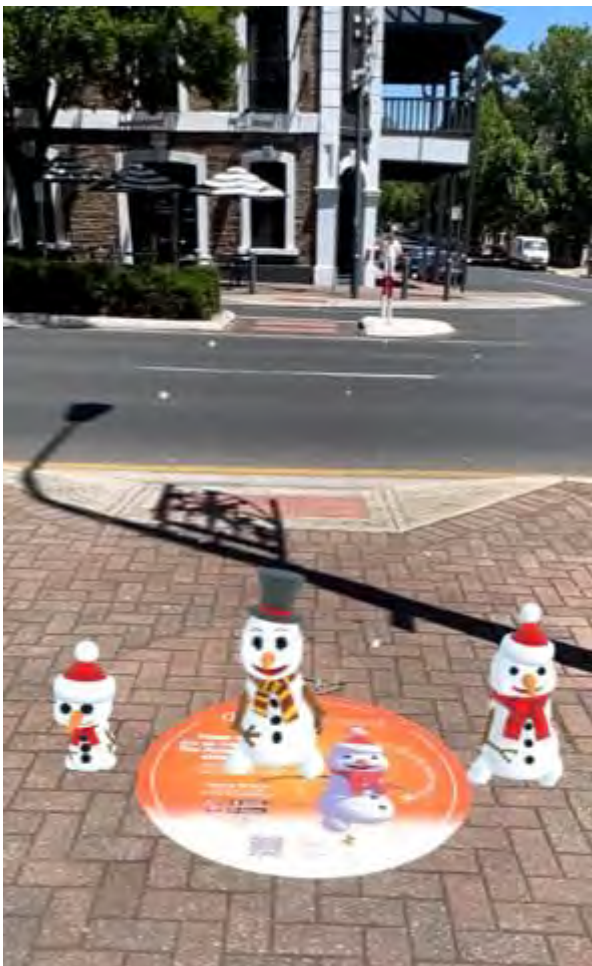
Welcome to
Adelaide's only
inner-city wine
and ale trail!

npsp.sa.gov.au/ewat



City of
Norwood
Payneham
& St Peters









2022 EASTSIDE BUSINESS AWARDS

Who will be the best in the East?

Have you received outstanding service from a local business? Have a favourite place to shop? Know the best place for a perfect lunch and coffee? If you're a customer—or a business owner—it's time to show your love for local businesses in Adelaide's east!

Voting open from 17 February – 17 March 2022

vote & win!



#bestintheeast
#eastsidebusinessawards

IN DAILY
ADELAIDE Independent news



City of
Norwood
Payneham
& St Peters



PARADE
PRECINCT
BUSINESS
BOOST



www.npsp.sa.gov.au/ppbb



THE PARADE
NORWOOD



City of
Norwood
Payneham
& St Peters

PARADE PRECINCT BUSINESS BOOST

The Council, through the Norwood Parade Precinct Committee, is offering eligible businesses within The Parade Precinct a \$250 voucher, to put towards one of the following services:

- Business advisory
- Marketing and communications
- Content creation
- Health and well-being

Businesses will need to complete a short expression of interest form to confirm eligibility.

Limited vouchers available.

Apply now



www.npsp.sa.gov.au/ppbb



THE PARADE
NORWOOD



City of
Norwood
Payneham
& St Peters



2022 BUSINESS WORKSHOPS

Tailored to meet the needs of local business.



THE PARADE
NORWOOD



City of
Norwood
Payneham
& St Peters

2022 BUSINESS WORKSHOPS

BOOK NOW

Learn how to grow your business with advice and mentoring at a series of workshops designed specifically for businesses within the City of Norwood Payneham & St Peters.

For more information and to book, visit npsp.sa.gov.au/workshops

Bookings are essential.



Attachment I

Progress Report on the 2021-2026 Economic Development Strategy

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

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



City of
Norwood
Payneham
& St Peters



Economic Development Strategy 2021 – Year 1 in Review



City of
Norwood
Payneham
& St Peters



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2021 – Year 1 in Review	3
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Destination City	10
Innovative City	22
Business Friendly City	28

I2 Contents

COVER IMAGE: 400 Gradi, The Parade.

Introduction

The City of Norwood Payneham & St Peters has a reputation of being one of Adelaide's most desirable places to live, work, study and visit.

Renowned for its cosmopolitan lifestyle and its strong cultural influence at heart, the City has evolved as a destination for independent retail, fresh produce, as well as a myriad of cafes, restaurants, pubs and boutique cellar doors.

In October 2020, the Council endorsed the *2021-2026 Economic Development Strategy*. The Strategy outlines the Council's strategic direction for economic development, in order to strengthen and grow the City's local economy and support businesses, ensuring their long-term sustainability, viability and growth.

The Strategy identifies four key themes through which the vision will be achieved. Dynamic & Diverse City; Destination City; Innovative City and Business Friendly City.

Under the key themes is a series of programs and initiatives that have been delivered or initiated in order to achieve these strategies. Each of these initiatives have been labelled as either commenced, ongoing, cancelled or complete.

Whilst 2021 has brought another year of challenges as a result of the COVID-19 pandemic, the Council has continued to support businesses and deliver programs and host events for the community.

IMAGE: Everflowers Collective, Magill Road.

2021 – Year 1 in Review



Population

37,462

(ABS ERP 2020)

Forecasts suggest there will be approximately 39,234 residents in the City of Norwood Payneham & St Peters by 2031 and 40,063 by 2036.

(Source: DPTI – Population projections for South Australian Local Government Areas 2016 – 36)



Businesses trading at May 2021

6,991

There has been a decline of 7 registered businesses between March 2020 and May 2021.



Employment

24,594 jobs

(REMPLAN June 2021)

Prior to COVID-19 total employment across all local industry sectors was estimated at 24,367 jobs. For June 2021, it was estimated at 24,594, a rise of 0.69%.



JobKeeper

10.6%

(ABS March 2021)

It is estimated that 10.6% of local businesses applied for JobKeeper support, down from 33.5% in April 2020.



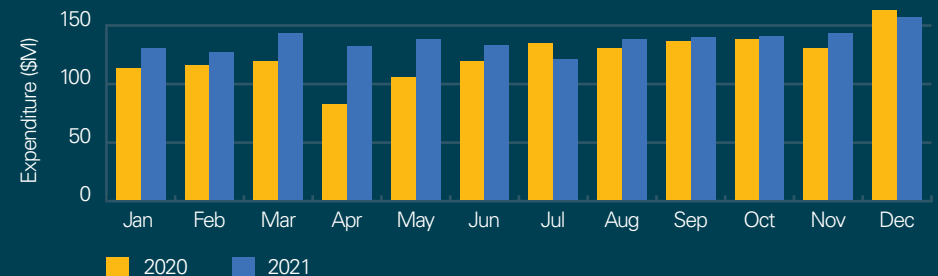
Average value per development approval

\$220,193

For the 2020-2021 financial year, 662 Applications were granted Development Approvals with the total development cost over \$145,768,093.

45 initiatives delivered in Year 1 of the Strategy

Year on Year Expenditure





Dynamic & Diverse City

A City with thriving and resilient business sectors that drive employment and deliver growth.



IMAGE: Tiff Manuell Studio Store, Norwood.

Dynamic & Diverse City

Support the growth and viability of the City's business sectors based on their competitive strength and strategic priority.



Strategy CV

Recover and rebuild the local economy following the impacts of the COVID-19 Pandemic.

Business Opportunities Webpage

> **commenced**

The COVID-19 pandemic and the impacts that it has on planning and delivering events, has made it challenging to develop a one-off annual downloadable calendar to share with the business community.

To display and deliver this information in a more flexible way, a new webpage on the Council's website will showcase the upcoming initiatives and campaigns and identify how businesses can get involved.

The information available on this page will be communicated to business owners via the business database and through word of mouth. Council Staff will ensure that the information on this page is up to date, and will start to encourage business owners to check this page on a regular basis.



Strategy 1.1

Focus on the support and growth of the City's priority sectors.

Cellar Door Fest

✓ **completed**

Six members of the *Eastside Wine & Ale Trail* showcased their products at Cellar Door Fest 2021. The event took place at the Adelaide Convention Centre and attracted 10,000+ people over the course of the three day event. The Council funded the registration fee for two stands for the duration of the event and those that participated received a great response from patrons. The *Eastside Wine & Ale Trail* continues to grow and now contains 11 members.

11 Eastside Wine & Ale Trail businesses

Food Secrets at the Green

✓ **completed**

The Council hosted its Food Secrets at the Green event at Norwood Green on Magill Road. This event was run as part of the inaugural Adelaide Food Fringe Festival and was designed to showcase the amazing food and beverage manufacturers located within the City, in a market style event. 17 businesses participated and over 600 people attended to shop a range of products produced in Norwood Payneham & St Peters, including coffee, confectionery, health food, desserts, hot food, beer, wine, glass products and flowers.

17 businesses and 600+ attendees



Strategy 1.2

Support the Education and Health sectors as key contributors to community well-being.

Brighten The Parade

✓ **completed**

In collaboration with a number of schools within the Council area, the Brighten The Parade initiative was delivered. School children were encouraged to construct a drawing of what they were most looking forward to at Christmas time or what they were most looking forward to in the New Year. The drawings were then submitted to the Council and distributed to Argo, Bravo, Details Handbags, One Systems, Outdoors on Parade, RSPCA Op shop and SE Waite & Sons to display in their shop windows.

Art on Parade

✓ **completed**

The Art on Parade event provided an opportunity to invite new audiences to The Parade whilst at the same time supporting local artists and promoting The Parade as an arts-friendly precinct. There were 25 premises located on The Parade that featured 47 artists and 126 artworks. The artworks included paintings, illustrations, photography and indoor sculptures. A new element to this year's event, included the opportunity to 'Meet the Artist'. These events were held at Eamonn Vereker Glass, Bendigo Bank and Collective Haunt.

47 local artists showcased in
25 Parade businesses

IMAGE: Tara Rose Art – Beauty Within.





IMAGE: Lauren Dilena for South Australian Style.

Norwood Mall Business Assistance

✓ **completed**

In March 2021, the Norwood Mall Redevelopment commenced, resulting in the closure of the Coles carpark and the relocation of several businesses. This significantly affected the foot traffic through Norwood Mall, which in-turn affected consumer spending for the remaining 10 retail businesses located in the Mall.

The Council worked in partnership with the property owners, business owners and the Australasian Property Development & Rocca Property Group to assist the struggling businesses, where possible. The Council designed and installed new directional street signage, a printed and digital 'Norwood Parking Map', which identifies alternative parking locations and a discount flyer listing Norwood Mall business offers. A 'Meet the Traders in Norwood Mall' series of articles was prepared and published on The Parade website, which includes a profile on each of the 10 business.

Wedding Feature – South Australian Style

✓ **completed**

Payneham Road is the heart of bridal wear in South Australia and a number of beautiful gowns and suits graced the cover and pages of the winter edition.

The print feature was supported by South Australian Style's digital and social media pages, as well as across the lead talent Lauren's accounts, which has a significant following.

Spring Shopping Day

✔ **completed**

The annual Spring Shopping Day event is designed to encourage visitation and expenditure within the Council area across fashion and food retailers. The all-day event included a program of events including over 55 business 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.

Eastside | Design for Living Publication

➤ **commenced**

The City of Norwood Payneham & St Peters is recognised as a hub for creatives and is home to a vast amount of interior design, styling and homeware businesses. The Eastside Design for Living publication is designed to promote the homeware and furniture businesses in the retail sector, and it will aim to inspire customers to shop in the City. With many new housing developments in the Council area, including major high rise projects such as Norwood Green and the COMO development project, there is a buyer's market and the opportunity to heavily promote 'shop local'.

South Australian Style – Christmas Gift Guide

✔ **completed**

Christmas is a time to gift retail and homeware products, as well as great food and wine. The summer edition features a range of delicious local produce – cheese, wine, gin, coffee and more. All products sourced from food and beverage manufacturers involved in the *Eastside Wine & Ale Trail* and Food Secrets of Glynde & Stepney.

55 business offers and in store experiences at Spring Shopping Day. Increase in spend as a result of the shopping day.





Destination City

A destination with dynamic, cultural, vibrant and attractive precincts.



IMAGE: King William Street, Kent Town.

Destination City

A destination with dynamic, cultural, vibrant and attractive precincts.



Strategy CV
 Recover and rebuild the local economy following the impacts of the COVID-19 Pandemic.

The Parade & Magill Road - Online Audit

completed

It was recognised that there were several functions within the Facebook platform and precinct websites that were being underutilised, resulting in missed marketing opportunities. To identify these gaps, an audit was performed and a Digital Results Action Plan was prepared for the Council to implement.

Facebook Pixel

completed

The install of Facebook pixel has allowed the Council to gather information on visitors to commercial precincts The Parade and Magill Road. This information enables the precinct accounts to track conversions from Facebook ads, build targeted audiences and re-market to shoppers and visitors to these locations – resulting in returning customers.

Understanding our audience and building brand

The Parade & Magill Road Websites – Articles

ongoing

In order to attract current and potential new customers to the City’s precincts, it is important to create engaging content, which highlights, informs or celebrates what the City has to offer.

One of the most common ways to share this content is through developing articles that are housed on the precincts websites.

In 2021, 30 articles were published on The Parade blog and 21 articles were published on the Magill Road blog. These articles are shared to their respective Facebook and Instagram accounts. As a result, the website and social media accounts have received an increase in views, more time on page and have overall generated greater awareness of the precincts and the businesses that are located within the precincts.

Over **50** articles promoting the City’s precincts

The Parade, Norwood increased its social media following across Facebook and Instagram by **1388**

Magill Road increased its social media following across Facebook and Instagram by **1045**

Strategy 2.1

Showcase and promote the City's attractions and events to facilitate growth and visitation.

South Australia Website

✓ **completed**

The South Australian Tourism Commission (SATC) markets South Australia as a holiday destination nationally and internationally and builds the state's events calendar by securing, developing and expanding major events and festivals to grow the visitor economy and create jobs for the state.

Given the significant role that SATC play and contribute to the state, it is important that Council initiatives are promoted through their channels.

The *Eastside Wine & Ale Trail* and the *Food Secrets of Glynde & Stepney* tours both feature on the website and are a great representation of the unique food and beverage offering in the City.

These tours will be promoted in the 2022 Adelaide Visitor Guide.

Spendmapp by Geographica

⬆️ **ongoing**

Spendmapp uses real, continuous and comprehensive bank transaction data to create a moving picture of the City's economy. It shows how long-term trends are reshaping activity and how short-term shocks, events and economic development initiatives impact spending in different sectors.

Spendmapp data will continue to be used to assist Council Staff with economic planning decisions and investment attraction.

IMAGE: Spendmapp platform.



Strategy 2.2

Support the City's vibrant mainstreet precincts.

Norwood Parade Precinct Annual Business Plan 2020-2021

✓ **completed**

The *Parade Precinct Annual Business Plan 2020-2021*, includes strategies and initiatives which are intended to improve the economic performance of the Norwood Parade Precinct in a number of areas such as:

- Prosperity and development of The Parade Precinct
- Attracting investment and business opportunities to the area
- Development and support of appropriate industry clusters
- Building community support and attracting visitors to spend on The Parade.

The *Parade Precinct Annual Business Plan 2020-2021* was delivered with a total budget of \$215,000.



The Parade Precinct Occupancy Levels Assessment

✓ **completed**

To get a true understanding of the occupancy levels within The Parade Precinct, the Council undertakes an assessment, which is based on the Parade Precinct boundary as defined by the Council and includes the businesses that pay a Separate Rate levy, annually.

The results of the assessment are presented along with information released by JLL Australia in their Adelaide Retail High Street Overview report to the Norwood Parade Precinct Committee, the Business & Economic Development Committee and the Council.

Reporting on this annually improves awareness of the changes within the Precinct and highlights any trends in relation to new businesses and those that have exited in the last 12 months.

The vacancy rate within The Parade Precinct dropped from 10.5% (2020) to 5.16% (2021), demonstrating confidence in the market.

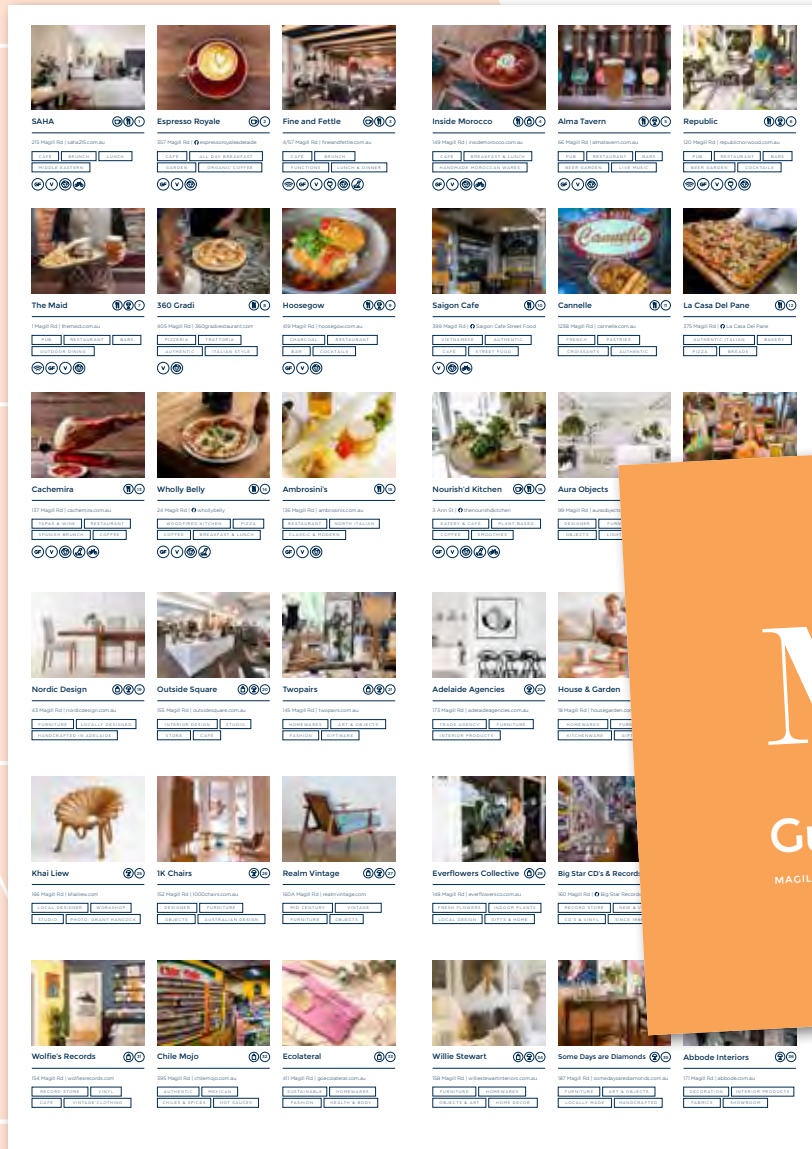
The Parade Post a Pic & Win Competition

↻ **ongoing**

A week long Instagram competition ran in the months of July and September. The competition encourages visitors to the precinct, to share a photo or video showcasing their experience on The Parade to receive a \$30 voucher to the business of their choice.

The competition artwork that was developed is timeless, making it easy to roll out these week long competitions in the future.

IMAGE: The Parade, Norwood.



Magill Road Guide – City Brief Publication

✓ **completed**

A custom Magill Road Guide was inserted in the autumn and spring editions of City Brief, with 10,000 copies delivered to over 190 cafes, stores and services, eateries and bars, hotels and visitor centres, and culture and attraction businesses in the CBD and surrounding suburbs.

The guide highlights 36 Magill Road businesses and includes a simplified map of the precinct.

Additional copies of the guide were printed, which are available at Council facilities and distributed at council-run events.

City Brief was selected because of their passion for good design and wholesome content with a commitment to curating authentic experiences for both discerning locals and visitors to read and interpret.

36 businesses featured

Delivery of the 2020-2021 Norwood Parade Precinct Annual Business Plan

✓ **completed**

For the first year, a document was created to provide a high level summary of the projects delivered as a part of the 2020-2021 Norwood Parade Precinct Annual Business Plan. This document was presented to the Norwood Parade Precinct Committee and the Council, and will become an annual publication to help promote The Parade.

Over **\$650,000** spent with travel agencies on The Parade during the competition period.



The Parade 'Book a Holiday – Win a Holiday' Competition

✓ **completed**

Travel is one of the sectors that has been significantly impacted as a result of the COVID-19 pandemic. The Parade Precinct ran a 4 week competition to encourage customers to visit one of the 4 travel agencies along The Parade to book a trip, which gained them an entry to go in the draw to win a \$1,000 voucher with that business. The 4 travel agencies are:

- Helloworld Norwood
- Phil Hoffmann Travel Norwood
- Top Deck Travel Norwood
- Travel Associates Norwood Place

During the competition period, 178 entries were received and over \$650,000 was spent with travel agencies on The Parade, with an additional \$16,000 worth of prizes, resulting in a substantial amount injected into the sector.

Precinct Branded Merchandise

✓ **completed**

The Council purchased a range of branded merchandise to promote the key precincts within the Council area.

- Parade Branded Face Masks
- Parade Branded Double Wine Cooler Bags
- Parade Branded Eco Friendly Travel Cutlery Sets
- Magill Road Branded Face Masks

Magill Road feature on Adelady TV

✓ **completed**

Adelady showcases the best of South Australia across website, social, TV and magazine. In June 2021, the Magill Road episode aired on Channel 9, featuring 10 businesses within the Magill Road Precinct, including:

- SAHA (Café);
- Ambrosini's (Restaurant);
- Wolfies (Record Store);
- Some Days are Diamonds (One-Off Furniture Store);
- Wholly Belly (Unique Woodfire & Catering);
- Asser & Co (Homewares);
- Flourish on Magill Road (Homewares);
- Two Pairs (Homewares);
- Everflowes Collective (Florist); and
- Abbode Interiors (Interior Design & Decorators).

The businesses that were selected are both Magill Road drawcards and brands and products that Hayley and Lauren genuinely love and believe in, which translates to the audience in a trustworthy and authentic way.

Over **22,000**
viewers

IMAGE: Magill Road, Norwood.



Norwood Parade Precinct Annual Business Plan 2021-2022 & Extension of the Separate Rate – Consultation

✓ **completed**

The Draft 2021-2022 Norwood Parade Precinct Annual Business Plan and the Extension of the Separate Rate was released for consultation for a period of 21 days.

Consultation material and communication included: letters to all businesses and property owners within The Parade Precinct, printed collateral available at Norwood Town Hall and Norwood Library, public notice in The Advertiser, as well as information published on the Council and The Parade websites and several electronic direct mail (EDM) inviting feedback on the plan and separate rate. A total of 8 submissions were received during the consultation period and reported to the Committee.

The Draft 2021-2022 Norwood Parade Precinct Annual Business Plan and the Extension of the Separate Rate were endorsed by the Norwood Parade Precinct Committee and subsequently endorsed by the Council in June 2021.



Zest for Life – Op Shop Tour

✓ **completed**

The Council's Zest for Life program of events encourage positive and active aging and promote community well-being.

As a part of this program, an Op Shop Tour was designed to showcase a number of Op Shops within the Council area, as well as promote and contribute to sustainable fashion.

The tour was sold out and included 6 locations across the suburbs of Marden and Norwood.

'Spend to Win' Parade Christmas Competition

✓ **completed**

A five week competition was held on The Parade in the lead in to Christmas with people having the opportunity to win \$15,000 worth of Parade prizes when they simply spend \$25 or more at any Parade Precinct business. The competition was designed to encourage further visitation and expenditure within the Precinct, especially for those needing to complete their Christmas shopping. The 3 major prizes includes \$5,000 to spend at Parade Precinct businesses, \$5,000 towards a holiday purchased from 1 of the 4 Precinct Travel Agencies and \$5,000 towards an e-Bike purchased from 1 or the 2 bicycle stores within the Precinct. The competition received XX entries.

2,049
competition entries



IMAGE: Happy Hour Live & Local Event.

Strategy 2.3

Facilitate the activation of key spaces and precincts in the City.

Adelaide Fringe in the City

✓ **completed**

Early 2021, State and Local Governments were in a position to be able to deliver safe and well-managed events for the community. The Council assisted local businesses leverage major events such as the Adelaide Fringe, with 21 events scheduled at venues in the City as a part of the program.

Eastside Happy Hour Live & Local Event Series

✓ **completed**

During the COVID-19 Pandemic, BIEcreative launched the 'Happy Hour Live' Series, which aimed to bring live music into the homes of many across the State through a live stream on Facebook. Building on this concept, the Council, in partnership with BIEcreative, took this initiative "on the road" throughout the City, in August and September 2020.

Due to the success of the series, the Council continued this initiative once a month from October 2020 through to October 2021, held at a different venue each month.

The final event was held at Lambrook Wines and featured five acts, all of which took part in the series. The event was sold out with 120 tickets purchased and food from local business Wholly Belly and drink specials every hour. Lambrook Wines purchased beer, cider, gin and vodka from local businesses Little Bang Brewery and Australian Distilling Co, who form a part of the Council's *Eastside Wine & Ale Trail*.

16 sessions across **13**
venues and featured 10 acts

Raising the Bar Adelaide

✔ **completed**

The Council hosted its fifth consecutive Raising the Bar Adelaide event, which included 19 talks across 10 venues, on the one night.

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 final number of recorded attendees at the event, across the 19 talks was over 900 people, recognising that venue capacities were reduced due to COVID restrictions. The Council live streamed four talks, which allowed people that unfortunately missed out on tickets, the opportunity to view the event online.

Over **900** people attended to hear 19 talks across 10 venues on 1 night

The Parade Christmas Decorations

✔ **completed**

The Christmas cheer returned to The Parade with the large illuminated star, hanging baubles in the street trees and window decorations installed at the Norwood Town Hall.

Pole decorations and branded banners were installed along the street and the much-loved and anticipated Festive Gallery on Osmond Terrace was on display for another year, with a combination of decorated Christmas trees and presents by local schools.

3 Christmas Pageant floats were also on display for the public to enjoy.



IMAGE: Sean Fewster & Daniel Panozzo speaking at Raising the Bar Adelaide.

Augmented Reality On-street Christmas Animations

✓ **completed**

The Council collaborated with digital technology company, CreativiTek to bring a unique experience of Christmas to The Parade using augmented reality. Eight locations were identifiable by a large footpath decal that outlined how to activate the animation and what characters would come to life. The information on the decal also encouraged people to tag their pictures to help promote the initiative and inspire people to visit The Parade and do the same.

Activations at 8 locations along The Parade brought 4 separate animations to life and allowed for photo opportunities with Santa, Santa and his reindeer, an elf and their snowman friend and 3 dancing snowmen. 418 users enjoyed a unique experience with Santa and his friends on The Parade.

Augmented Reality Colouring Page

✓ **completed**

In collaboration with the Council's three Libraries, a custom colouring page for children was created. Children could colour in the artwork and then use the same app used for the on-street Christmas activations to scan the artwork which then comes to life in the colours they used in the artwork. The characters in the artwork perform a short animation for the children to enjoy.

The colouring pages were distributed to businesses along The Parade that receive a substantial volume of children such as restaurants, food outlets and children's stores. The Council libraries also utilised the colouring pages as a great summer school holidays activity. A total of 306 users engaged in this activity.

Digital Christmas Advent Calendar

✓ **completed**

Back for the second year running, the Digital Christmas Advent Calendar provided businesses with an opportunity to submit a unique Christmas offer that the community could take advantage of. From 1-24 December, each day a new door became available for the community to open Behind each door were a range of unique offers from Council businesses. Over 35 businesses took advantage of this interactive Christmas promotion with over 170 offers requested.



Innovative City

An innovative City that supports business and attracts investment.



Innovative City

An innovative City that supports business and attracts investment.



Strategy CV

Recover and rebuild the local economy following the impacts of the COVID-19 Pandemic.

Business Workshops

✔ **completed**

The 'Reflect. Refuel. Restart.' series was tailored to retailers, hospitality owners, fitness and wellness centres, start-up entrepreneurs, creatives and professional service businesses.

To provide additional support to business owners that were challenged by the COVID-19 situation, the program expanded from four sessions a calendar year to 11 in 2021, which allowed for a wider variety of topics and the opportunity to engage with local specialist business owners to facilitate the sessions.

11 business
workshops delivered
in **2021**



Strategy 3.2

Recognise businesses and business sectors that make a significant contribution to the City.

Eastside Business Awards 2021

✔ **completed**

The Council delivered the Eastside Business Awards for its fourth year – the first year partnered with Solstice Media.

The Awards program received a record number of votes, with 9,584 public votes for 311 businesses across 11 categories, with 26 businesses shortlisted. These businesses are recognised for providing an outstanding experience, product or service to their customers and community.

In 2021, The Parade Norwood Veterinary Clinic was inducted into the Hall of Fame, which is for a business that has been operating in the Council area for more than 20 years.

Winners received a digital advertising package to promote their business, and a choice of business advisory service from local business, BIAS.

Mayor's Business Commendation Awards 2021

✔ **completed**

The Mayor's Business Commendation Awards recognise small businesses that make a significant contribution to the City, and that have been operating in the City for a minimum of 10 years.

The 4 award categories are:

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

Eleven businesses received an award, with S.E. Waite & Son celebrating their 100th Anniversary in 2020.

Applications are open all year round for small businesses to self-nominate, and the awards are presented annually at the Mid-Year Networking Event. Due to the COVID-19 pandemic, these awards were presented at the End of Year Networking Event.



Strategy 3.3

Facilitate communication, education and networking programs to support businesses.

Grow the Business List

✔ **completed**

Growing the business list is important to be able to communicate with as many businesses at the one time, with regular and consistent messaging. Council Staff collect business information when visiting new and existing businesses and add contacts that attend business workshops and events.

A pop-up appears when exploring the 'Business & Economy' section of the Council website, which also encourages business owners to sign up to receive the latest news, straight to their inbox.

Mid-Year Business Networking Event

✘ **cancelled**

This event was scheduled for July, however was cancelled due to COVID-19 pandemic.

End of Year Business Networking Event

✔ **completed**

This event was held at Adelaide Appliance Gallery who are a family run business located on Payneham Road, St Peters. The event was attended by 73 people representing 35 businesses in the City. This event was open to all businesses located within the Council area and provided a great opportunity to network with others and relax before the festive season begins.



73 attendees representing
35 local businesses



Strategy 3.4

Embrace new and emerging technologies that will enhance business productivity.

Smart Parking Pilot Project – Webbe Street, Norwood Carpark

> **commenced**

The Council partnered with eSMART21, to undertake a Smart Parking Pilot Project in October 2021 for a two month period. One of the main aims of the trial was to understand how the Council can use the technology to monitor the ground floor of the Webbe Street Carpark to enforce parking time limit controls so as to improve turn-over rate of spaces, thereby increasing accessibility and convenience of finding a car park for visitors to The Parade.

Monitoring car parking bays electronically allows the Council to understand the occupancy rates for the car park, when the peak arrival and departure times are, and how many motorists meet or overstay parking control time limits.

The Smart Parking Pilot Project has been extended for a further six months and will provide understanding of the usage patterns during the summer holiday period.

Strategy 3.5

Encourage sustainable working methods in all aspects of business.

Plastic Free SA & Ban on Single-use Plastics

✓ **completed**

In 2019, The Parade Precinct was selected to participate in the Plastic Free SA Pilot Program, to reduce and eliminate the use of single use plastics at food retailers.

Following this trial, in April 2020 the Minister for Environment and Water, introduced the *Single-use and Other Plastic Products (Waste Avoidance) Bill 2020* to Parliament, in which Stage 1 of its ban commenced, and then in March 2021, a new ban on the sale, supply and distribution of single-use plastics like straws, cutlery and stirrers came into effect.

The Council ensured that adequate messaging was provided to businesses throughout the process. The next stage of the ban comes into effect in March 2022.

Ride2Work Day

✓ **completed**

National Ride2Work Day is the largest celebration of commuter bike riding in Australia. The event encourages people who have never ridden to work before to give it a go, and it allows regular riders to stay motivated and encourage their work colleagues to get involved.

The Council encouraged bike stores and cafes along key cycling routes within the City to get involved, by offering deals such as free coffees for cyclists and free bike tune ups and servicing. Four businesses participated, which included, Five Little Figs, Foliage Coffee, Whippets Workshop and Treadly Bike Shop.



Business Friendly City

A City that understands the needs of business.



IMAGE: TBC.

Business Friendly City

A City that understands the needs of business.



Strategy CV

Recover and rebuild the local economy following the impacts of the COVID-19 Pandemic.

The Parade Precinct Separate Rate (2020-2021)

✓ **completed**

In order to support The Parade Precinct businesses in the first year of the COVID-19 pandemic, the the Council waived The Parade Development Separate Rate for businesses within the Norwood Parade Business Precinct for the 2020-2021 financial year.

The *Parade Precinct Annual Business Plan 2020-2021* was delivered with a total budget of \$215,000.

COVID-19 Information for Business

✓ **completed**

A webpage dedicated to COVID-19 information was created to centralise information for business owners in the City.

This webpage is updated regularly and includes a range of links to advice, updates and support services available to businesses affected by COVID-19 pandemic conditions.

Information on Health and Wellbeing Services

✓ **completed**

A local business owner and specialist in the field, facilitated a wellbeing workshop offered to the business community, titled 'practical solutions for improving workplace well-being'. 12 people attended this workshop, which formed a part of the '*Reflect. Refuel, Restart.*' series.

Other health and well-being services are available at the COVID-19 pandemic webpage.





Strategy 4.1

Ensure that Council processes are business friendly and contribute to a well-functioning City.

Small Business Friendly Council Initiative

✓ **completed**

Small businesses create local employment, provide essential goods and services and help create attractive liveable communities.

The City of Norwood Payneham & St Peters is recognised by the Office of the Small Business Commissioner as a Small Business Friendly Council.

In order to maintain this recognition, the Council must report annually on how it continues to support small businesses through the following actions.

- Implement activities to improve the operating environment for small business within the Council's area;
- Establishing a business advisory group (if one does not already exist) to assist Council's understanding of small business needs in local area;
- Implement a procurement policy which recognises and supports local small businesses wherever possible; paying undisputed invoices from small business suppliers within 30 days;
- Implement a timely and cost effective dispute resolution process to manage disputes.



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City of
**Norwood
Payneham
& St Peters**

4.2 MAGILL ROAD OCCUPANCY LEVELS ANNUAL ASSESSMENT

REPORT AUTHOR: Economic Development Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA89121
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to provide the *Business & Economic Development Committee*, with an assessment of occupancy and vacancy levels along Magill Road.

BACKGROUND

In response to a bi-annual report produced by JLL Australia, which analyses the occupancy levels of Adelaide's major high street precincts, including The Parade, Norwood, an annual assessment of The Parade Precinct's occupancy levels is now undertaken by Council Staff to compare the results. The results of both the JLL Australia report and the Staff analysis are presented annually to both the *Business & Economic Development Committee* and the *Norwood Parade Precinct Committee* to determine how The Parade is performing and how it compares to other mainstreets in the Metropolitan Adelaide region.

In recognition that vacancy rates provide a strong measure of how a mainstreet is performing and provides an indication of the likely demand on the rental market, it was decided that a similar assessment should be undertaken for Magill Road. This will allow for a better understanding of the overall health of the Precinct, as well as creating a complete database of businesses that exist, allowing for more targeted marketing and promotion of Magill Road.

DISCUSSION

For the purpose of this report, vacancy rates are defined as a percentage of all available occupiable commercial properties (residential is not included), within the Magill Road Precinct. Both ground floor and non-ground floor tenancies 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 entirety of Magill Road that falls within the Council area, which extends from Fullarton Road to Portrush Road, both sides of the road and then from Portrush Road to Glynburn Road only on the northern side of the road, recognising that the southern portion falls within the City of Burnside. The assessment undertaken by Council Staff was conducted on Friday 1 February 2022 and all details from the assessment 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 was for lease;
 - tenancies that had signage indicating that the tenancy was 'Leased', yet the Council was not aware of a new business preparing to occupy the space; and
 - tenancies that did not have any signage but were empty and the Council was not yet aware of any new business preparing to occupy the space.

The assessment conducted by Council Staff found the following:

- there is a total of 215 tenancies (excluding residential) within the Magill Road Precinct;
- 205 tenancies were occupied by a business;
- there were ten (10) vacant tenancies, resulting in a vacancy rate of 4.7%;
- nine (9) vacancies are located on the northern side of Magill Road, which is to be expected given the extended length of the Precinct on the northern side;
- The northern side has a vacancy rate of 6.4% (9 out of the 141 tenancies are vacant);
- one (1) vacancy is located on the southern side of Magill Road and the southern side has a vacancy rate of 1.4% (1 out of the 74 tenancies is vacant);
- Magill Road, between Fullarton Road and Osmond Terrace has a vacancy rate of 4.8% (3 vacant tenancies out of 63);
- Magill Road, between Osmond Terrace and Portrush Road has a vacancy rate of 2.5% (2 vacant tenancies out of 81); and
- Magill Road, between Portrush Road and Glynburn Road (north side only) has a vacancy rate of 7% (5 vacant tenancies out of 71).

Being the first assessment undertaken for the Magill Road Precinct, it is difficult to understand whether this has been an improvement or a decline in vacancy rates. Nonetheless, a vacancy rate of 4.7% is extremely positive for the Precinct and when comparing this to The Parade's vacancy rate of 5.16%, it could be argued that Magill Road is performing better than The Parade. Furthermore, when comparing the performance of Magill Road to other Adelaide high street's measured by JLL Australia, Magill Road ranks equal second behind only Prospect Road (3%).

The ten (10) vacant tenancies are spaced sporadically along Magill Road, with there being only one (1) instance where there are two (2) vacant tenancies situated side by side and this occurs between Hereford Avenue and Breaker Street in a small block of tenancies.

Magill Road generally consists of the retail (homewares, furniture and fashion), professional services and dining and entertainment businesses.

Known new businesses to begin operating along Magill Road are:

- **Blush Girl** (located at 49-51 Magill Road, Stepney and are pending Development Approval);
- **Studio Spring** (location at 129 Magill Road, Stepney);
- **Cachemira** (located at 137 Magill Road, Stepney);
- **Sada Store** (located at 147 Magill Road, Stepney);
- **Dogs 4 Eve & Meg** (located at 163-165 Magill Road, Maylands);
- **Deconstruct Digital** (located at Shop 2/223 Magill Road, Maylands);
- **Movement in Mind – Exercise Physiology** (located at 415 Magill Road, St Morris);
- **Panacea Pilates** (located at Level 1/138 Magill Road, Norwood – relocated from The Parade);
- **Sueno Hair** (located at 349 Magill Road, St Morris – relocated from southern side of Magill Road); and
- **P4B Solar** (located at 108 Magill Road, Norwood).

Known businesses to have left Magill Road are:

- **Asser & Co** (moved to 22 Fullarton Road, Norwood);
- **Botanica** (moved back to being a home-based business);
- **P&K Pets** (permanently closed);
- **The Injury Lab** (closed their Adelaide location);
- **James Stevens MP** (relocated to The Parade); and
- **Espresso Royale** (permanently closed).

Given the importance of monitoring the vacancy rates within the City, Council Staff will continue to conduct annual occupancy and vacancy assessments and provide written reports to the *Business & Economic Development Committee*. This information will help to inform upcoming strategies and decisions regarding marketing and promotion of Magill Road.

OPTIONS

Not Applicable.

CONCLUSION

Despite the ongoing impacts of the COVID-19 Pandemic and restrictions imposed, the Magill Road Precinct appears to have performed well with respect to business survival and attracting new businesses to establish within the Precinct. A vacancy rate of 4.7%, in conjunction with no obvious pattern of vacant tenancy location, signifies that the both the property market is healthy and also that the street has attractive elements (i.e. high vehicular and pedestrian traffic area). By mapping the businesses within the Precinct in order to obtain the vacancy rate, the Council will be able to develop targeted responses to further support and market Magill Road.

COMMENTS

Whilst it is acknowledged that a low vacancy rate (which is the case for Magill Road) is a positive representation of the health of the Precinct, research has shown that when vacancy rates fall below 5%, the rental market is considered to be in a good state. This can unfortunately lead to landlords subsequently increasing rents, which in turn can have a negative impact on the tenancy mix. It also means that landlords can afford to be selective about the type of tenants that they place in individual tenancies. Staff will continue to monitor this activity to identify any such patterns, should they arise.

RECOMMENDATION

1. That the report be received and noted.
2. That the Committee notes that an annual assessment of Magill Road's occupancy levels will be undertaken, with the results of the assessment to be presented back to the *Business & Economic Development Committee*.

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

6. **NEXT MEETING**
Tuesday 14 June 2022

7. **CLOSURE**