

Norwood Parade Precinct Committee Minutes

24 October 2023

Our Vision

*A City which values its heritage, cultural diversity,
sense of place and natural environment.*

*A progressive City which is prosperous, sustainable
and socially cohesive, with a strong community spirit.*

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City of
Norwood
Payneham
& St Peters

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VENUE Mayors Parlour, Norwood Town Hall

HOUR 6.30pm

PRESENT

Committee Members Mayor Robert Bria (Presiding Member)
Cr Sue Whittington
Cr John Callisto
Cr Victoria McFarlane
Ms Brigitte Zonta (entered the meeting at 6.31pm)
Ms Hannah Waterson
Mr Joshua Baldwin
Mr Mario Boscaini
Mr Rik Fisher
Mr Tom McClure

Staff Mario Barone (Chief Executive Officer)
Keke Michalos (Manager, Economic Development & Strategy)
Claire Betchley (Co-ordinator, Events & Marketing)

APOLOGIES Cr Josh Robinson, Mr William Swale

ABSENT Mr Michael Zito

TERMS OF REFERENCE:

The Norwood Parade Precinct Committee is established to fulfil the following functions:

- *To develop and have oversight of the Annual Business Plan and Budget based on the Separate Rate for The Parade Precinct.*
- *The Budget developed by the Norwood Parade Precinct Committee must be considered in conjunction with the Annual Business Plan and the amount recommended to the Council for approval by the Council, is required to meet the objectives set out in the Annual Business Plan.*
- *To have oversight of the implementation of the Annual Business Plan as approved by the Council.*
- *Through the initiatives as set out in the Annual Business Plan ensure the development and promotion of The Parade as a vibrant shopping, leisure and cultural destination for businesses, residents and visitors.*
- *To initiate and encourage communication between businesses within the Precinct.*

1. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 5 SEPTEMBER 2023

Ms Brigitte Zonta entered the meeting at 6.31pm.

Cr Callisto moved that the Minutes of the Norwood Parade Precinct Committee meeting held on 5 September 2023 be taken as read and confirmed. Seconded by Cr Whittington and carried unanimously.

2. PRESIDING MEMBER'S COMMUNICATION

Nil

3. NORWOOD PARADE PRECINCT NEWS

Nil

4. STAFF PRESENTATION

Council's Co-ordinator, Events & Marketing provided an update on The Parade Influencer Campaign 2023 to the Committee.

5. STAFF REPORTS

5.1 PROGRESS ON THE IMPLEMENTATION OF THE 2023-2024 ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA119911
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee, with an update on the implementation of the *2023-2024 Norwood Parade Precinct Annual Business Plan*.

BACKGROUND

At its meeting held on Tuesday 16 May 2023, the Committee endorsed the *2023-2024 Annual Business Plan* for The Parade Precinct and resolved to forward it to the Council for its endorsement. Subsequently, the Council endorsed the Annual Business Plan at its meeting held on Monday 10 July 2023.

For the 2023-2024 financial year, the value of the Separate Rate on The Parade Precinct Traders, which is raised and collected by the Council, is \$215,000. In addition, \$83,839.46 has been carried forward from the 2022-2023 Budget, making the total of the 2023-2024 Budget \$298,839.46.

Of the \$83,839.46, which has been carried forward, a total of \$46,000 has been allocated to a number of initiatives, which have been previously endorsed by the Committee. A total of \$10,000 has been allocated for the design and purchase of Christmas banners, \$10,000 has been allocated for the purchase of Parade branded merchandise, \$20,000 for a digital marketing campaign and a total of \$6,000, to deliver the remaining part of the 2023 major competition prize. The remaining \$37,839.46 has been allocated for the purchase of Christmas decorations, which is discussed in more detail in Section 3.1 of this report.

A summary of the overall budget, expenditure and amount currently allocated is contained in **Attachment A**.

DISCUSSION

1. STRATEGY 1: EVENTS & PLACEMAKING

1.1 2023 A DAY OF FASHION

A Day of Fashion was held on Saturday 14 October 2023, with the objective of attracting visitation to The Parade and encouraging expenditure. The day comprised of in-store offers and experiences and two (2) sessions for the Norwood Clothes Swap event.

In total, there were 36 in-store offers and experiences from a range of businesses within The Parade Precinct. Ranging from 20% off storewide to in-store styling sessions. Disappointingly this was a significant drop from last year where 65 business participated with different offers and experiences. Analysis of the event will be undertaken by staff to determine why there has been such a large reduction in participation by traders. The results of the investigations will be presented to the Committee at its next meeting.

The Norwood Clothes Swap, which capitalised on the inaugural success of the 2022 Sip & Swap event, proved once again to be popular, with two (2) sessions facilitated to accommodate the increased demand. Approximately 230 people with 2,300 garments of clothing participated in the event. Each participant was allowed to bring ten (10) items of their own clothing that they were willing to part with, in exchange for the opportunity to find ten (10) other items of clothing to take home with them. Due to the popularity of the event in 2022, it was moved from the Don Pyatt Hall to the Norwood Concert Hall (for this year's event). All unclaimed items of clothing were then donated to the various opportunity shops within The Parade Precinct. In recognition of today's disposable society, this event brings attention to the need to recycle and reuse clothing, ensuring it does not go to landfill.

Throughout the day and at various locations along The Parade, there was live music, which added to the atmosphere of the event. Parade branded caps were also distributed to various members of the community who had demonstrated that they had shopped along The Parade as part of A Day of Fashion.

The lead up to A Day of Fashion, as well as the day itself, was promoted through both print and digital media using both internal and external providers. The \$30,000 budget previously allocated by the Committee was sufficient in covering the operational costs, as well as the marketing and promotional opportunities.

2. STRATEGY 2: MARKETING & COMMUNICATIONS

2.1 DIGITAL MARKETING CAMPAIGN

At its meeting held on Tuesday 16 May 2023 the Committee endorsed the following regarding a digital marketing campaign for The Parade:

3. *That \$20,000 from the 'Marketing & Communications' budget be allocated to a digital marketing campaign, which is measurable.*

This was subsequently endorsed by the Council at its meeting held on 5 June 2023.

A Project Brief, outlining the requirements of this Project, including the target audience, key objectives, and content pillars, which include health and wellbeing, food/drink and dining and fashion/lifestyle was prepared and sent to four (4) businesses. The campaign was split into two (2) components, the 'Influencer Marketing and Social Media Management' component and the 'Ad Spend and Agency Services' component.

Following the assessment of the submissions received, Say Cheese Social and Online Path were appointed to deliver the respective components of the digital marketing campaign, which had been initially set as a three (3) month campaign.

A presentation on the progress of the campaign will be delivered by the Council's Coordinator, Events & Marketing, at the Committee meeting.

Should the Committee wish to extend the campaign, it can choose to allocate an additional budget of up to \$20,000 from the 'Marketing & Communications' budget to enable the digital marketing campaign to continue.

3. STRATEGY 3: IDENTITY & BRAND

3.1 CHRISTMAS DECORATIONS 2023

At its meeting held on Tuesday 5 September 2023 the Committee endorsed the following with regards to the purchase of new Christmas decorations to install as part of the 2023 display:

4. *That \$45,000 be allocated for the purchase, installation and transport of the two (2) giant walk through stars from Visual Inspirations.*

Following negotiations with Visual Inspirations to ensure the cost was within the allocated budget, the two (2) giant walk through stars were purchased and have been delivered. Engineering work is currently being undertaken to ensure that when the stars are installed, they are safe for the community to engage with. These decorations will be installed on Tuesday 14 November 2023 during the evening and will be removed on Tuesday 2 January 2023.

The three (3) large, illuminated Christmas trees are still in the process of being sold with communications occurring with Evans Clarke National to have the items listed on their website and made available for sale.

4.1 CHRISTMAS BANNERS

At its meeting held on Tuesday 11 July 2023, the Committee endorsed the following with regards to the design and installation of new Christmas on The Parade street pole banners:

5. *That \$10,000 be carried forward from the 2022-2023 budget for the design and purchase of new Christmas on Parade branded street pole banners.*

The new banners are currently being designed by the Council's Graphic Design Unit. Once completed they will be sent to print and installed on Monday 13 November 2023. The new banners will maintain The Parade brand and will incorporate a Christmas feel.

3.3 ANNUAL PARADE SHOPPING COMPETITION

At its meeting held on Tuesday 5 September 2023, the *Norwood Parade Precinct Committee* endorsed the following with regards to the 2023-2024 Parade Annual Shopping Competition:

6. *That staff investigate a range of competition prizes and potential traders as partners for the competition and present a report for the Committee's consideration at its next meeting.*

Staff subsequently undertook investigations and approached several businesses within The Parade Precinct for potential prizes, as well as the following four (4) businesses for major prize options:

- Jarvis Group of Companies (Jarvis Ford and Jarvis Subaru in the Council area);
- Top Deck Travel Norwood;
- Flight Centre Norwood; and
- Phil Hoffmann Travel Norwood.

A detailed report outlining the options for the competition is contained under a separate cover within this Agenda. The report also addresses competition models, timing and budget.

UPDATE ON MATTERS RAISED BY THE COMMITTEE

Investigations into power along the median

As previously advised, in August 2023, the Council engaged Rawsons Electrical to complete an initial investigation of power supply to The Parade median where power point outlets were present. Rawsons Electrical have provided a high-level cost estimate based on what work may be needed to restore power to the existing outlets. The work and the costs are based on the assumption that there is an ability to restore the power and there is no existing damage (from tree roots) to the supply conduit. If the work required is significantly greater than the estimated cost will increase significantly.

Rawsons Electrical has indicated the following work is required:

- arrange traffic control to work on island after hours;
- disconnect four (4) current GPOs fixed to tree trunks;
- dig, hold and follow conduit down around 400mm (which may not be possible due to tree roots as current GPO's were likely installed in the early 90's);
- install a concrete base and install steel support to protect cable from mechanical damage; and
- install a metal lockable box with double GPO inside, replace current circuit breaker, disconnect PE cell and test all outlets.

This work is quoted as being \$6,300 (excl. GST).

It should be noted that any work undertaken by the Council may be impacted upon by the implementation of The Parade Masterplan, which is factoring in additional capacity to ensure power is available at various points along the street.

Power supply at the intersection of The Parade and George Street

As the Committee is aware, a power supply was previously available in the vicinity of The Parade and George Street intersection prior to the recent installation of the right turn lanes. The conduits which were previously installed in the median island were decommissioned during the construction works. This means that even though cabling may be left in the conduits, it would need to be removed and new cabling would need to be installed.

Given that the median islands are extremely congested with tree roots, which have grown and have taken up all the space in the median, there is a likelihood that the growth of the tree roots would have also moved the conduit locations and may have also damaged the conduits to an extent that they cannot be used safely (ie meaning that they would need to be reinstalled).

The other issue with the existing conduits is their size (i.e., they are 50 mm in diameter), making it difficult to upgrade or install additional cables. Rawsons Electrical have inspected the remnant pits located near the right turn lanes and their advice is that they would not recommend reinstalling cabling into these locations as it is unknown if any cabling could be successfully and safely installed. In addition, given the logistics associated with delivering this work (ie the need to undertake the work as night works), and the fact that the conduits are buried (meaning that a hydrovac may need to be used to avoid damaging the tree roots during the excavation), reinstating this power supply would be extremely expensive.

Whilst it is not recommended that any new conduits be installed in the median, installing conduits in the footpath would be possible. This would require the Council installing power supplies and conduits in the footpaths, which would then become Council owned assets.

Utilising SAPN poles for power

SAPN own all the street light poles, lights and associated infrastructure on The Parade and have advised that they will not allow the Council to introduce their own power supply within the street lighting poles, for any other uses including pedestrian lighting. This has been investigated as part of progressing the detail design for implementation of The Parade Masterplan. The governance issues, difficulties with metering, and the safety issues associated with different people maintaining different power supplies on the same pole, preclude this option from being progressed.

Given that a power supply cannot be obtained from the SAPN poles, what options does the Council have?

Option 1 – The Council could take ownership of all the lighting for The Parade which will require installation of a new electrical system including switch boards, conduits pits, light poles and light fittings. This exercise would cost in the order of over several million dollars and would then require the Council to undertake the ongoing maintenance of The Parade, which would be a significant ongoing operational cost.

Option 2 – The Council could install its own pedestrian lighting and lighting supplies for elements such as Christmas lighting, which will require the Council to have its own metered power supply. This needs to be considered as a whole, as all of the elements which constitute The Parade streetscape need to be located within the footpaths that are already congested with other utility services. If this option was supported and implemented, the metered supply for the Council owned electrical infrastructure will require switchboards to house the supply points and any control systems for the lighting. The switchboard locations would need to be located above ground on footpaths and would need to be considered as part of the broader vision for The Parade and in association with all the other elements such as trees, street furniture, outdoor dining, shop displays, existing light poles and new pedestrian light poles, which will form part of the redesign of The Parade.

Any new electrical infrastructure will need to be co-ordinated with the other services located within the street / footpaths and will need to meet the separation requirements of all other service authorities, to ensure that the electrical conduits can be installed and that there is minimal disruption to the footpaths and businesses which operate on The Parade. It will be essential to undertake investigative works such as potholing to confirm that any new electrical infrastructure can be installed in an efficient manner with minimal disruption.

Given that infrastructure is beyond the scope and is not the responsibility of this Committee it is recommended that the concerns and aspirations of the Committee be presented to the relevant Council staff for consideration as part of the detail design for the entire Parade streetscape, which will have all the new elements co-ordinated to ensure that these issues are at the very least taken into consideration.

RECOMMENDATION

1. That the report be received and noted.
 2. That the Committee allocates an additional \$20,000 from the 'Marketing & Communications' budget to the Digital Marketing Campaign, bringing the total budget allocated to this initiative to \$40,000.
-

Cr McFarlane moved:

1. *That the report be received and noted.*
2. *That the Committee allocates an additional \$20,000 from the 'Marketing & Communications' budget to the Digital Marketing Campaign, bringing the total budget allocated to this initiative to \$40,000.*
3. (a) *That the Committee allocates up to \$10,000 for the development of a Christmas Decorations Strategy for The Parade, which includes the locations along The Parade for the installation of the Christmas decorations; and*

(b) *that the infrastructure requirements for the Christmas decorations be incorporated into the detail design stage of The Parade Masterplan.*

Seconded by Mr Mario Boscaini and carried unanimously.

5.2 2024 AFL GATHER ROUND – MARKETING & ACTIVATION OF THE PARADE PRECINCT

REPORT AUTHOR: Economic Development Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA119911
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to provide the Committee with an update on the upcoming 2024 AFL Gather Round.

BACKGROUND

In late 2022, the AFL announced that it would be adding an additional round to the 2023 football season. This additional round was in the form of Round 5 in the official AFL 2023 fixture, which was referred to as the 'Gather Round'. This round of AFL Football featured all eighteen (18) teams playing all nine (9) games in South Australia. The nine (9) games were played at three (3) locations - six (6) games at Adelaide Oval, two (2) games at Norwood Oval and one (1) game in Mount Barker. This round commenced on Thursday 13 April 2023 and concluded on Sunday 16 April 2023.

The two (2) games played at Norwood Oval took place on Friday 14 April 2023, featuring Fremantle and Gold Coast and Sunday 16 April 2023, featuring Greater Western Sydney and Hawthorn. Both games were sold out and attracted over 9,000 spectators/visitors to The Parade Precinct. Both games were also broadcast nationally on free to air TV via the AFL's broadcast partner, Seven and on subscription services (i.e. Kayo and Foxtel).

At the conclusion of the inaugural AFL Gather Round, the AFL announced that South Australia would be the host state for the next three (3) AFL Gather Rounds through until 2026. The Council is currently awaiting an announcement from the State Government regarding the venues for the games.

Should Norwood Oval be selected to host one or more of the 2024 Gather Round games, this will once again create a huge opportunity for the Council together with the Norwood Parade Precinct businesses to showcase what The Parade and more broadly, what the City of Norwood Payneham & St Peters has to offer. With 2024 being the second iteration of the AFL Gather Round, this weekend long festival of footy is sure to capitalise on its inaugural success and be bigger and better.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Strategies and Actions of the Council's *2021-2026 Economic Development Strategy* are provided below.

Strategy 2.2 *Support the City's vibrant mainstreet precincts.*

Action 2.2.1 *Continue to develop and implement precinct marketing campaigns for the City's key precincts including Kent Town, Payneham Road, Magill Road and The Parade, and the Glynde and Stepney suburbs.*

Strategy 2.3 *Facilitate the activation of key spaces and precincts in the City.*

Action 2.2.3 *Assist businesses to leverage the City of Norwood Payneham & St Peters, City of Adelaide and State Government event calendars.*

The relevant Strategies and Actions of the *2022-2023 Norwood Parade Precinct Annual Business Plan* are provided below.

Strategy 1 *Events & Activations*

Action 1.1 *Support the Council's current major events held on The Parade including; Tour Down Under, Norwood Christmas Pageant and an annual fashion event and investigate options to host similar smaller events and activations throughout the year.*

Strategy 2 *Marketing & Communication*

Action 2.3 Develop and implement advertising campaigns promoting The Parade across a wide variety of mediums to increase visitation from the wider Adelaide region.

Strategy 3 *Identity & Brand*

Action 3.1 *Provide targeted sponsorship to external events and activities aimed at increasing patronage to The Parade for the benefit of all businesses in the Precinct.*

Action 3.2 *Implement signage and street decorations to promote specific campaigns, events and activities associated with the Precinct, in particular during the Christmas period.*

FINANCIAL AND BUDGET IMPLICATIONS

At this stage there is no financial assistance being provided by the State Government or the AFL for any activation outside of Norwood Oval. As such, all costs associated with the marketing, promotion and activation of The Parade during the Gather Round, will be the responsibility of the Council and the Norwood Football Club.

As part of the 2023-2024 Budget, the Council allocated \$100,000 for the activations associated with the 2024 Gather Round (should Norwood Oval be nominated to host one or more games).

The *2023-2024 Norwood Parade Precinct Annual Business Plan* sets out the high-level strategies for expenditure of The Parade Separate Rate. Should the Committee choose to allocate funds from the *2023-2024 Norwood Parade Annual Business Plan*, for the marketing, promotion and activation of the Precinct as part of the Gather Round, it is proposed that the funding allocated from the 'Events & Placemaking', 'Marketing & Communications' and 'Identity & Brand' Strategies, which best align with the event/activation of The Parade associated with Gather Round.

DISCUSSION

The AFL is Australia's most attended live sport and spectators and supporters are likely to travel from across Australia to watch their team play. Therefore, it can be assumed that a large percentage of the spectators that will attend the games, will be interstate visitors together with supporters of the teams who live within South Australia. Either way, they contribute to the visitor economy and create an opportunity to capitalise on their attendance.

The capacity of Norwood Oval as determined by the AFL is approximately 10,000 and as occurred this year, the games will be sold to capacity.

- 2023 Economic Impact

The inaugural AFL Gather Round had a significant impact economically across the entire State and the impacts locally in Norwood were no different. The expenditure across the entire weekend on 'Dining & Entertainment' in Norwood equated to approximately \$2.2million, which was the largest combined weekend of expenditure in that category of expenditure within Norwood of all data that the Council has access to. It was \$167,566 more than the next best performing combined weekend and approximately \$732,000 more than the combined expenditure for most weekends.

The Friday twilight game at Norwood Oval resulted in \$876,594 of expenditure on 'Dining & Entertainment' in Norwood, which was the single largest daily expenditure in that category in Norwood of all data the Council has access to. The Sunday afternoon game at Norwood Oval resulted in \$774,174 of expenditure, which was the eleventh single largest daily expenditure amount in that category in Norwood of all data the Council has access to.

Whilst this data highlights that food and beverage were extremely well patronised over the course of the Gather Round weekend. The Parade and the City as a whole, benefited from the event, with total expenditure across the City being the second highest for 2023. Therefore, should Norwood Oval be successful in securing one or more games, an opportunity exists to ensure that all businesses are involved in some way, to further capitalise on the increased visitation and expenditure.

- Proposed 2024 AFL Gather Round Festivities for The Parade, Norwood

Taking into consideration the impact of 2023 Gather Round, should Norwood Oval be successful in securing one or more games, it is recommended that a Precinct wide approach be undertaken to capitalise on the increased visitation to The Parade Precinct. The aim of the Precinct wide approach will be to encourage the people that come for the game, to visit Precinct businesses before and/or after the game to enjoy everything The Parade has to offer.

Council Staff are investigating a number of initiatives to involve businesses in the AFL Gather Round festivities, including:

- in-store offers at businesses;
- street activations;
- live music;
- lunch events;
- player appearances;
- digital competitions; and
- general marketing and promotion (digital and print).

The more businesses that get involved in all of these initiatives the greater the atmosphere within the Precinct during this period and the greater the economic and marketing return for businesses.

Once venues are announced, Council Staff will engage with businesses within the Precinct (and across the City) in a number of ways, to encourage greater participation and involvement from businesses. Businesses within The Parade Precinct will be specifically approached. In the first instance, hotels within the Precinct will be encouraged to go bigger and better than their 2023 involvement and this will then be followed by encouraging and enlisting all Parade Precinct businesses to get involved in some capacity. Whether it be an in-store offer when a Norwood Oval game day ticket is shown, dressing the store up in team colours or having staff members wear team colours, there are a number of ways businesses can get involved.

The Council will be coordinating and undertaking marketing, promotion and activation of The Parade Precinct during the AFL Gather Round. The details and the scope of this work will be developed once the announcement from the AFL is made. The Norwood Parade Precinct Committee does have funds available to allocate for the 2024 AFL Gather Round, should it choose to do so, with the relevant Strategies and remaining funds outlined in **Attachment A**. It is intended that the funds allocated by the Committee will be used for marketing and promotion of the Precinct.

OPTIONS

The Norwood Parade Precinct Committee has a number of options available to it with regards to a financial contribution to assist with marketing, promoting and activating The Parade Precinct as part of the 2024 AFL Gather Round. The options available to the Committee are outlined below.

Option 1

The Norwood Parade Precinct Committee can choose to allocate \$25,000 from a combination of the 'Events & Placemaking', 'Marketing & Communications' and 'Identity & Brand' Strategies in the *2023-2024 Norwood Parade Annual Business Plan* to assist with general marketing, promotion and activation of The Parade Precinct as part of the 2024 AFL Gather Round.

This option is the **recommended** option.

Option 2

The Norwood Parade Precinct Committee can choose to allocate a different amount than the recommended amount.

This option is **not recommended**.

Option 3

The Norwood Parade Precinct Committee can choose not to allocate funds towards the marketing, promotion and activation of The Parade Precinct as part of the 2024 AFL Gather Round. Making this decision, would be a missed opportunity as The Parade will be elevated onto the national stage. Every opportunity to capitalise on this and promote The Parade, commencing from the time the venues are announced, will deliver long term benefits for the Precinct.

This option is **not recommended**.

CONCLUSION

The 2024 AFL Gather Round, which will feature all nine (9) games and eighteen (18) AFL teams playing in South Australia and will be held in April 2024 and will again result in an increase in visitation and expenditure throughout the State and within The Parade Precinct, should Norwood Oval be successful in obtaining at least one game. Based on the support it received in 2023, the Parade Precinct is well placed to market and promote itself on the national stage once again, as well as create a better and more unique precinct atmosphere, which encourages and takes advantage of the increased visitation and expenditure.

COMMENTS

As the Premier Mainstreet in South Australia, the opportunity to host AFL games at Norwood Oval will be a great opportunity for the City of Norwood Payneham & St Peters to showcase The Parade to visitors as well as the local community.

RECOMMENDATION

That \$25,000 from a combination of the 'Events & Activations', 'Marketing & Communication' and 'Identity & Brand' Strategies in the *2022-2023 Norwood Parade Precinct Annual Business Plan* be allocated to assist with the marketing, promotion and activation of The Parade Precinct as part of the 2024 AFL Gather Round, in the event that the State Government and the AFL make the decision to schedule one or more games at Norwood Oval.

Cr McFarlane moved:

That \$25,000 from a combination of the 'Events & Activations', 'Marketing & Communication' and 'Identity & Brand' Strategies in the 2022-2023 Norwood Parade Precinct Annual Business Plan, be allocated to assist with the marketing, promotion and activation of The Parade Precinct as part of the 2024 AFL Gather Round, in the event that the State Government and the AFL make the decision to schedule one or more games at Norwood Oval.

Seconded by Mr Joshua Baldwin and carried unanimously.

5.3 NORWOOD PARADE PRECINCT ANNUAL SHOPPING COMPETITION 2024

REPORT AUTHOR: Economic Development Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA119911
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to present to the *Norwood Parade Precinct Committee*, options for The Parade Precinct annual shopping competition to be held in 2024.

BACKGROUND

At its meeting held on Tuesday 5 September 2023, the *Norwood Parade Precinct Committee* endorsed the following:

3. *That staff investigate a range of competition prizes and potential traders as partners for the competition and present a report for the Committee's consideration at its next meeting.*

This was subsequently endorsed by the Council at its special meeting held on Monday 11 September 2023.

Each financial year, a shopping competition is conducted within The Parade Precinct to encourage greater visitation and expenditure within the Precinct. An attractive prize is often successful at achieving an increase in visitation and expenditure and is generally the reason why main streets around Australia run an annual shopping competition. Previous Parade Precinct shopping competition prizes have included:

- Shop The Parade & Cruise Europe (2022-2023);
- Win a FIAT 500 on The Parade (2021-2022);
- Book a Holiday – Win a Holiday (2020-2021);
- Rediscover The Parade – Shop to Win (2019-2020);
- Summer in Sorrento (2018-2019);
- Caroma Bathroom Makeover (2017-2018); and
- Parade to Paris (2016-2017).

As outlined above, the annual competition has offered varying prizes over the years, however the method of entering these competitions has largely remained the same, whereby a transaction over a certain value at any Precinct business qualifies that person as eligible to enter the competition. This method of entering the competition, ensures expenditure is occurring within the Precinct.

Outlined below is a summary of *Shop The Parade & Cruise Europe* competition, which ran for a period of six (6) weeks:

- 2,912 entries at an average of 67.7 entries per day;
- \$482,327.73 of direct expenditure within The Parade Precinct with an average spend of \$165.63 per transaction;
- 159 different businesses received at least one (1) purchase which resulted in an entry;
- there were entrants from approximately 158 different suburbs around Australia; and
- 52.2% of entrants were aged 55 or over (this is reflective of previous competitions).

Table 1 below provides a comparison of the last four (4) major competitions:

TABLE 1: COMPETITION COMPARISONS

Competition	Direct Expenditure	Total Norwood Expenditure (during same time period)	Entries Per Day (Avg.)	Average Value of transaction	Social Media Reach & Impressions per \$50 Spend
Shop The Parade & Cruise Europe	\$482,327.73	\$72,064,875	67.7	\$165.63	6,863 reach 15,713 impressions
Win a FIAT 500	\$514,039.53	\$75,271,666	100.3	\$98.55	17,226 reach 40,412 impressions
Win \$15,000 of Parade Prizes	\$271,283.55	\$66,744,010	62	\$132.40	7,482 reach 14,721 impressions
Summer in Sorrento	\$502,844.33	\$62,983,312	103.5	\$112.95	Analytics Unavailable

RELEVANT STRATEGIC DIRECTIONS & POLICIES

CityPlan 2030: Shaping Our Future

Outcome 3: Economic Prosperity – A Dynamic and thriving centre for business and services.

Objective 3.2: Cosmopolitan business precincts contributing to the prosperity of the City.

- Strategy 3.2.3 *Promote the City as a visitor destination.*

Economic Development Strategy 2021-2026

Dynamic & Diverse City: Support the growth and viability of the City’s business sectors based on their competitive strength and strategic priority.

- Action 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.*
- Action 1.1.13: *Continue to work in partnership with the business owners and property owners within the City’s retail precincts to encourage greater consumer spending in the Retail sector.*

Destination City: Increase the number of people who live, work and visit the City to enhance the community.

- Action 2.2.1: *Continue to develop and implement precinct marketing campaigns for the City’s key precincts including Kent Town, Payneham Road, Magill Road and The Parade, and the Glynde and Stepney suburbs.*

2023-2024 Norwood Parade Precinct Annual Business Plan

- Strategy 3.4 – *Competitions: Develop and deliver competitions for The Parade that engage businesses and encourage additional expenditure within The Parade Precinct.*

FINANCIAL AND BUDGET IMPLICATIONS

The annual competition often requires a significant financial investment, both in terms of marketing and promotion and accessing the major competition prize/s. In the *2023-2024 Norwood Parade Precinct Annual Business Plan*, \$40,000 has been allocated for ‘Competitions’. Depending on the prize that is selected, it is recommended that the allocated amount be increased to \$50,000.

DISCUSSION

Following the last Norwood Parade Precinct Committee meeting held on 5 September 2023, a number of businesses were contacted regarding the possibility of providing a competition prize for the upcoming 2023-2024 Parade Precinct Major Competition, as per the Committee's resolution to investigate a range of competition prizes and potential traders as partners for the competition.

The following local City of Norwood Payneham & St Peters businesses were directly contacted and encouraged to provide a high-level response in relation to a potential major competition prize (ie what the prize would be and approximate costs), which could be considered by the Committee:

:

- Jarvis Group of Companies (Jarvis Ford Trinity Gardens and Jarvis Subaru Marryatville);
- Top Deck Travel Norwood;
- Hello World Norwood;
- Flight Centre Norwood;
- Phil Hoffmann Travel Norwood; and
- Bang & Olufsen.

The responses from these specific businesses are outlined below:

Competition Prize Options

Jarvis Group of Companies

- Option 1 - Ford Puma
- Option 2 - Skoda Octavia

An invitation to provide a proposal for both car options has been presented to the Jarvis Group of Companies and at the time of writing this report, despite numerous attempts from staff, no formal response had been received. Attempts will be made to try and obtain the information prior to the Committee meeting to enable the Committee to make an informed decision.

Top Deck Travel Norwood

- Option 1
 - Singapore Airlines Return Economy Class Flights from Adelaide to Singapore for 2 Adults;
 - all taxes included;
 - all baggage included;
 - return airport transfers;
 - 5 nights accommodation in a 4-star hotel;
 - Buffet breakfast included daily;
 - Singapore sightseeing half day tour included;
 - School holiday blackout periods apply; and
 - total package value is \$8,300.
 - Top Deck Norwood would contribute \$2,300; and
 - Norwood Parade Precinct Committee would contribute \$6,000.
- Option 2
 - Qantas Airlines Return Economy Class Flights from Adelaide to Tokyo for 2 Adults;
 - all taxes included;
 - all baggage included;
 - return airport transfers;
 - 5 nights accommodation in a 4-star hotel;
 - Buffet breakfast included daily;
 - Tokyo sightseeing half day tour included;
 - School holiday blackout periods apply; and
 - total package value is \$9,200.
 - Top Deck Norwood would contribute \$2,300; and
 - Norwood Parade Precinct Committee would contribute \$6,900.

Phil Hoffmann Travel Norwood

- 5% discount on a travel voucher

No response was received from Hello World Norwood, Flight Centre Norwood or Bang & Olufsen.

Competition Model

- ***Single Major Prize***

This option reflects the format followed with the previous competitions, when a visitor to The Parade Precinct spends \$25 or more at any Parade Precinct business, they can enter online for a chance to win the major competition prize. Logistically, this competition model is the most efficient to create and run. It is easier to liaise with a single prize provider and they can be offered sole marketing and promotional opportunities instead of potentially having to share this with other businesses, meaning they are more likely to offer a substantial prize. However, the challenge with this model is there can only be one (1) competition winner which may mean there is less incentive to enter.

- ***Major Prize with Second and Third Prizes***

When a visitor to The Parade Precinct spends \$25 or more at any Parade Precinct business, they can enter online for a chance to win one (1) of three (3) competition prizes. The first prize would be the major prize and would be the prize with the highest value, with the subsequent prizes declining in value. Logistically, this competition model would not be too difficult to create and run. The main challenge with this model would be ensuring that all prize providers are happy to share the marketing and promotional opportunities. Depending on the prizes selected it may be that the major prize provider is given greater marketing promotional advantages as a tier 1 sponsor. This will need to be determined once a decision is made regarding the prize.

Generally, business will only contribute to a prize if there is a clear benefit for them.

- ***Major Prize with Multiple Instant Prizes***

This competition model was discussed at the previous *Norwood Parade Precinct Committee* meeting. When a visitor to The Parade Precinct spends \$25 or more at any Parade Precinct business, they would receive an instant ticket (ie scratch or peel), which would either reveal an instant prize or provide them with a code to enter online for a chance to win the major prize. Each business would need to be provided with instant win tickets. At the conclusion of the competition, all instant win tickets would need to be removed/destroyed, with all of the remaining prizes, not awarded during the competition, drawn as part of the final draw.

Logistically, this competition model is the most challenging to create and run as all businesses within the Precinct would need to be invited to donate a prize. This would need to occur by a certain date, with a sufficient lead time to allow for the instant win tickets to be created. The instant win tickets would be far more costly to print as each ticket would be unique and would need to be printed on special material (again whether they are scratch or peel). The advantage of this model is that there is more incentive to enter as there is a greater chance of winning something, however the Terms & Conditions would need to be very specific. Based on the response from businesses in relation to the recent *A Day of Fashion* event, this model may prove challenging, as there has been a significant decline in business participation.

If the Committee was interested in pursuing a range of smaller value prizes, one option could be to run a number of social media competitions throughout the year rather than focus on making this the major competition.

Competition Timing

For both the *Single Major Prize* and the *Major Prize with Second and Third Prizes* models, the following timeframe is achievable:

- November 2023 – January 2024 = Negotiations with the major prize provider/s;
- February – March 2024 = Obtain Lottery Licence, create Terms & Conditions, artwork and book in marketing and promotion opportunities;
- April 2024 = Competition launches; and
- May/June 2024 = Competition concludes, and winner/s drawn.

For the *Major Prize with Multiple Instant Prizes* model, the following timing would be recommended:

- November 2023 – January 2024 - Negotiations with the major prize provider;
- November 2023 - Seek donations from businesses;
- February – March 2024 - Obtain Lottery Licence, create Terms & Conditions, artwork and book in marketing and promotion opportunities;
- April/May 2024 - Competition launches; and
- June/July 2024 - Competition concludes, and winner/s drawn.

Competition Budget

Depending on the major prize and competition model, which is selected, this will likely determine the budget that needs to be allocated by the Committee. In recent years, a budget of up to \$50,000 has been allocated to cover the following costs:

- purchase of the major prize/s;
- lottery licence;
- graphic design;
- bin wraps;
- bollard wraps;
- posters;
- tear away pads or instant win tickets;
- bus shelter advertising;
- digital media advertising (i.e. Solstice Media);
- radio advertising;
- influencers; and/or
- other print and digital advertising opportunities.

A budget of \$40,000 has been allocated as part of the 'Competitions' budget in the Annual Business Plan, however additional budget can be allocated from other strategies within the Annual Business Plan. If the Committee endorses an option that requires more of a financial contribution to obtain the major prize/s, then a budget greater than \$50,000 may be needed to adequately market and promote the competition and its prize.

OPTIONS

The Committee has a number of options available to it with regards to the major prize, competition model, competition timing and the competition budget. All options are outlined below:

Competition Prize

1. The Committee can endorse Jarvis Ford Trinity Gardens Option 1 (Ford Puma), as the major competition prize.
2. The Committee can endorse Jarvis ford Trinity Gardens Option 2 (Skoda Octavia), as the major competition prize.
3. The Committee can endorse Top Deck Travel Norwood Option 1 (Singapore package), as the major competition prize.

4. The Committee can endorse Top Deck Travel Option 2 (Tokyo package), as the major competition prize.
5. The Committee can endorse the Phil Hoffman Travel option, as the major competition prize.
6. The Committee can endorse a major prize option and determine options for second and third prizes.
7. The Committee can endorse a major prize option and determine that instant prizes be collected for the remainder of the competition.
8. The Committee can endorse an alternative major prize to what is identified in this report.

Competition Model

1. The Committee can endorse *Single Major Prize* as the competition model, with a minimum spend of \$25 at any Parade Precinct business being what is needed to enter. **This option is recommended.**
2. The Committee can endorse *Major Prize with Second and Third Prizes* as the competition model, with a minimum spend of \$25 at any Parade Precinct business being what is needed to enter. This option would also require the Committee to determine how it wishes to determine second and third prizes (keeping in mind that purchasing multiple major prizes would not be financially viable). **This option is not recommended.**
3. The Committee can endorse *Major Prize with Multiple Instant Prizes* as the competition model, with a minimum spend of \$25 at any Parade Precinct business being what is needed to receive an instant win ticket. **This option is not recommended** on the basis that it is resource intensive.
4. The Committee can endorse an alternative competition model to what is identified in this report. **This option is not recommended** on the basis that it has not been investigated.

Competition Timing

The Competition timing should be based on the competition option that is selected.

Competition Budget

1. Given the budget allocated to the last competition, it is recommended that the budget be increased from \$40,000 to \$50,000.

CONCLUSION

Shopping competitions are run all around the state and the nation and are a great way to attract an increase in visitation and expenditure.

COMMENTS

Nil.

RECOMMENDATION

1. That the Committee recommends that the _____ be progressed as the major prize for the Norwood Parade Precinct Annual Shopping Competition 2024.
 2. That the Committee allocates up to \$50,000 in total for the annual major Parade Precinct competition comprising of \$40,000 from the 'Identity & Brand - Competitions' and \$10,000 from the 'Marketing & Communications - Advertising' budgets. This budget is inclusive of a financial contribution towards the major prize (if applicable), all operational elements and all marketing and promotion associated with the competition.
-

Cr McFarlane moved:

- 1. That the Committee recommends that a motor vehicle be progressed as the major prize for the Norwood Parade Precinct Annual Shopping Competition 2024.*
- 2. That a local holiday up to the value of \$10,000 be offered as the second prize.*
- 3. That \$1,200 be allocated for twelve (12) \$100 Parade Gift Card prizes to be drawn over the course of the Norwood Parade Precinct Annual Shopping Competition 2024.*
- 4. That the Committee allocates up to \$65,000 in total for the major Norwood Parade Precinct Annual Shopping Competition 2024, comprising of \$50,000 from the "Identity & Brand – Competitions" and \$15,000 from the "Marketing & Communications – Advertising" budgets. This budget is inclusive of a financial contribution towards the major prize (if applicable), all operational elements and all marketing and promotion associated with the competition.*

Seconded by Cr Callisto and carried unanimously.

5.4 2024 SCHEDULE OF MEETINGS FOR THE NORWOOD PARADE PRECINCT COMMITTEE

REPORT AUTHOR: Economic Development Officer
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: qA119911
ATTACHMENTS: Nil

PURPOSE OF REPORT

The purpose of this report is to advise the Norwood Parade Precinct Committee of the proposed Schedule of Meetings for 2024.

BACKGROUND

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

- 6.2 *The Committee shall meet at the Council's Principal Office, the Norwood Town Hall, 175 The Parade, Norwood, or as determined by the Chief Executive Officer.*
- 6.3 *The Committee shall meet a minimum of four (4) times in every calendar year.*

The purpose of this report is to present the proposed Schedule of Meetings for the 2024 calendar year to the Committee for its consideration and approval.

DISCUSSION

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

In respect to the time and date of the meetings, it is recommended that all of the meetings of the Committee in 2024 commence at 6.30pm on a Tuesday night and that the 2024 meetings be held on the dates outlined in **Table 1** below. The four (4) meetings have been scheduled to fall within the current term of the Committee, which expires on 31 October 2024.

It is recommended that the Schedule of Meetings outlined in **Table 1** below, be approved by the Committee.

TABLE 1: NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2023

Meeting	Date	Start Time
1	Tuesday 13 February 2024	6.30pm
2	Tuesday 30 April 2024	6.30pm
3	Tuesday 23 July 2024	6.30pm
4	Tuesday 1 October 2024	6.30pm

RECOMMENDATION

That the Norwood Parade Precinct Committee's Schedule of Meetings for 2023, as set out below, be approved:

NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2023

Meeting	Date	Start Time
1	Tuesday 13 February 2024	6.30pm
2	Tuesday 30 April 2024	6.30pm
3	Tuesday 23 July 2024	6.30pm
4	Tuesday 1 October 2024	6.30pm

Cr McFarlane moved:

That the Norwood Parade Precinct Committee's Schedule of Meetings for 2023, as set out below, be approved:

NORWOOD PARADE PRECINCT COMMITTEE SCHEDULE OF MEETINGS 2023

Meeting	Date	Start Time
1	Tuesday 13 February 2024	6.30pm
2	Tuesday 30 April 2024	6.30pm
3	Tuesday 23 July 2024	6.30pm
4	Tuesday 1 October 2024	6.30pm

Seconded by Mr Mario Boscaini and carried unanimously.

6. OTHER BUSINESS
Nil

7. NEXT MEETING
Tuesday 13 February 2024

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

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on _____
(date)