

Business & Economic Development Advisory Committee

Agenda & Reports

12 November 2024

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

8 November 2024

To all Members of the Business & Economic Development Advisory Committee

Committee Members

- Mayor Robert Bria (Presiding Member)
- Cr Grant Piggott
- Cr Victoria McFarlane
- Cr John Callisto
- Ms Amanda Grocock
- Ms Amanda Pepe
- Mr Ben Pudney
- Mr Joshua Baldwin
- Mr Matt Grant
- Ms Rebecca Thomas
- Ms Trish Hansen

Staff

- Mario Barone (Chief Executive Officer)
- Claire Betchley (Manager, Marketing & Place Activation)

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 Advisory Committee, will be held in the Mayors Parlour, Norwood Town Hall, 175 The Parade, Norwood, on:

Tuesday 12 November 2024, commencing at 6.30pm

Please advise Claire Betchley on 83664582 or email cbetchley@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
Norwood
Payneham
& St Peters

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VENUE Mayors Parlour, Norwood Town Hall

HOUR

PRESENT

Committee Members

Staff

APOLOGIES

ABSENT

TERMS OF REFERENCE:

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

- *To provide high-level independent expert advice to the Council on economic development matters and employment growth opportunities in the City of Norwood Payneham & St Peters and to have oversight of the continued implementation of the Council's Economic Development Strategy.*
- *To identify issues, opportunities, and initiatives which impact on business and economic 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.*
- *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 as required, to facilitate the creation of business networks (both within South Australia and Australia), which provide benefits for the City of Norwood Payneham & St Peters and the business sector.*
- *To provide strategic direction and leadership to ensure that members of the business community are able to participate in the development and implementation of the City's business and economic development outcomes.*
- *Conduct forums to identify and articulate relevant information in respect to services and activities in the City of Norwood Payneham & St Peters that contribute to the City's economic growth.*
- *Advocate and work actively with State and Federal Governments and their agencies, the private sector and relevant peak bodies on key economic priorities which deliver positive outcomes for the City and the community.*
- *Consider and advise the Council on medium and long term matters relevant to business and economic development within the City of Norwood Payneham & St Peters.*

1. CONFIRMATION OF MINUTES OF THE BUSINESS & ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING HELD ON 13 AUGUST 2024

2. PRESIDING MEMBER'S COMMUNICATION

3. PRESENTATION

Presentation and discussion on the structure, function and role of the Committee for the next two years.

4. STAFF REPORTS

4.1 PROGRESS REPORT ON THE 2021–2026 ECONOMIC DEVELOPMENT STRATEGY

REPORT AUTHOR: Manager, Place Activation & Marketing
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4582
FILE REFERENCE: qA135720
ATTACHMENTS: A

PURPOSE OF REPORT

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

BACKGROUND

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

This report provides an update on the key Strategies and Actions that have progressed since the last Committee meeting.

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 a five (5) year period. 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:

- *The 30-Year Plan for Greater Adelaide*
- *The Planning & Design Code*
- *CityPlan 2030: Shaping Our Future – Mid Term Review 2020*
- *Kent Town Economic Growth Strategy 2020 - 2025*
- *Norwood Parade Precinct Annual Business Plan*
- *Smart City Plan*

FINANCIAL AND BUDGET IMPLICATIONS

In addition, *Raising the Bar Adelaide 2023* and the *Eastside Business Awards 2024*, received separate funding as part of the Council's 2023-2024 Budget.

The Council's 2023-2024 Economic Development Budget has been used to deliver the final Actions listed in Year 3 and to commence the delivery of the Year 4 Actions of the Strategy. Some of the Year 3 and 4 and Ongoing Actions that have progressed since the last Committee meeting are set out in **Attachment A**.

The total budget to deliver the Economic Development Agenda in the 2024-2025 financial year, was included in the Council's endorsed 2024-2025 Budget. The intent is that this budget will be used to fund the remaining Actions in Year 4 and commence with further Actions in Year 5 of the Strategy as well as deliver any other initiatives determined by the Committee and the Council.

EXTERNAL ECONOMIC IMPLICATIONS

The successful delivery of the *2021-2026 Economic Development Strategy* may be impacted by the broader economic environment and world events, although Australia's and more specifically the City of Norwood Payneham & St Peters' economy, has shown resilience over the past three (3) years as indicated by steady expenditure growth via *Spendmapp by Geographia*. With that said, the current interest rate is sitting at an average 6.49%, which is the highest rate that Australians have experienced over the last twelve (12) years.

In June 2023, the State Government released its 2023-2024 State Budget, which allocated substantial funding to areas such as health, housing and child protection and primarily focused on addressing the cost-of-living concerns. Whilst households have received some respite in this Budget, unfortunately this has not carried through to businesses. Businesses continue to face cost pressures, including wage growth, while being impacted by lower consumer demand.

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.

ENVIRONMENTAL ISSUES

A vital component in meeting the aspirations of current and future businesses located 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 that encourage and promote a circular economy.

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. Council staff continue to work with stakeholders across the organisation to deliver the Actions in the Strategy.

RISK MANAGEMENT

In establishing the Strategic Framework for the *2021-2026 Economic Development Strategy*, the Council considered 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.

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 is presented to the Business & Economic Development Advisory Committee at each of its meetings, for the purpose of tracking 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 have been delivered in Year 3 of the Strategy and those that have commenced in Year 4 or are ‘Ongoing’ Actions for the duration of the five (5) year Strategy. It should be noted that only the Actions that have recently been completed, commenced or progressed since the last Committee meeting have been included.

The information in 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.

Further reporting on the implementation of the *2021-2026 Economic Development Strategy* is identified through the 'Implementation & Monitoring' section of the strategy. An update on the progression of these measures and targets will be provided in early 2025.

CONCLUSION

The *2021-2026 Economic Development Strategy* recognises the Council's leadership 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.

RECOMMENDATION

That the report be received and noted.

Attachment A

Progress Report on the 2021-2026 Economic Development Strategy





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>1.1.2: Continue to host regular bus tours, initiatives and events that showcase the City's food and beverage offering.</p> | <p>FOOD SECRETS + EASTSIDE WINE & ALE TRAIL TOURS</p> <p>The <i>Food Secrets + Eastside Wine & Ale Trail</i> tours are scheduled to run once a month on a Wednesday, between the months of February and November.</p> <p>All tours include a visit to four (4) businesses. First stop coffee, followed by a sweet, then a beverage at one of the EWAT businesses and will conclude at a venue for lunch. Each tour can accommodate fifteen (15) guests, two (2) Council Volunteers including the bus driver and a staff member.</p> <p>The businesses participating in the 2024 program include:</p> <p><u>Coffee</u></p> <ul style="list-style-type: none"> • Rio Coffee and Goodies+ Grains; • 1645 Coffee Roasters; and • Cafetal. <p><u>Sweet</u></p> <ul style="list-style-type: none"> • Menz; • Prove Patisserie (New 2024) • Quinzi's Confectionery; and • Gelato Bello. | Ongoing |

EWAT

- Heartland Wines;
- Vineyard Road;
- Fox Gordon Wines;
- Ferg's Stepney (new to tours); and
- Khou (new to tours).

Lunch

- The Nourish'd Kitchen;
- Fogular Furlan (new to tours); and
- Inside Morocco Restaurant (new to tours).

More information can be viewed here:

www.npsp.sa.gov.au/culture_and_lifestyle/shopping_and_dining/glynde_and_stepney_bus_tours

Action for 2024-2025:

Continue the Tours with a similar format, with the opportunity to reach out to other businesses and encourage participation.

1.1.3: Identify and work with local business operators that currently export or have the ambition to export.

As part of the investigations undertaken in relation to the Glynde & Stepney Employment Precincts, business owners were contacted to ascertain their current exporting capabilities and understand if they had desires to export or grow their export capabilities. Responses indicated that the majority of businesses in this sector did not have a desire to grow, look at new technologies or export growth options. A couple of the businesses that currently export on a small scale, indicated that they have lost international distributors due to the costs associated with other countries importing their products.

Ongoing

Nonetheless, Theme 6 in South Australia's Small Business Strategy 2023-2030 is focused on exporting as shown below:

Export Ready Support – a range of supports are available to help small businesses explore, start and expand their exporting journey.

- *Export 101 – are you ready to start exporting?*
- *Export ready – taking the next step to exporting*
- *Export expansion – growing your export business to the next level*

This information will continue to be provided to the business community.

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| <p>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</p> | <p>SA STYLE CAMPAIGN</p> <p>The Council has partnered with South Australia’s leading fashion and design magazine, SA Style to continue to promote key retail initiatives within the City of Norwood Payneham & St Peters.</p> <p>The partnership included print features in their inaugural Weddings 2023 magazine, Spring Fashion 2023 magazine, Summer Gift Guide 2023/2024 magazine and the upcoming Autumn Home 2024 magazine. The partnership also includes a number of digital advertising opportunities including blog posts, EDM listings, Facebook and Instagram posts.</p> <p>The Autumn Home edition will market and promote the Eastside Design for Living publication and the businesses within it. 10,000 inserts will be included in the magazine as well as two (2) double page spreads (one of which is an advertisement).</p> <p>The recent Wedding edition featured a 6-page spread featuring key wedding couture designers from the City of Norwood Payneham & St Peters, Alexis George, GretaKate, Caleche and couture+love+madness.</p> | <p>Complete</p> |
| | <p>ADELAIDE DINING MAGAZINE</p> <p>The Parade, Norwood was featured in the 2024 edition of the Adelaide Dining Magazine. Released in late 2023, the double page spread provided context as to the culinary offerings of The Parade, portraying it as the ultimate dining destination. The Adelaide Dining Magazine is circulated around metropolitan Adelaide, including over 125 hotels.</p> | <p>Complete</p> |
| | <p>CITY MAG</p> <p>Eastside Wine & Ale Trail was promoted through a full page print spread in the Winter CityMag encouraging readers to journey Adelaide’s only inner-city wine & ale trail.</p> | <p>Complete</p> |

| | | |
|---|--|----------------|
| <p>1.2.1: Collaborate with local schools on projects that benefit the community.</p> | <p>MARRYATVILLE PRECINCT MASTERPLAN</p> <p>The Council, in conjunction with the City of Burnside, have been working together and prepared a master plan for the Marryatville Precinct. This Precinct begins at the Marryatville High School, which is a sensitive location given the events that occurred there late in 2023. As a result, a number of meetings have been held with the School to ensure the direction of the master plan is providing a safe environment for students, passer-by's and vehicular traffic.</p> <p>A Consultation was undertaken by both Councils from 4 September 2023 – 25 September 2023 seeking feedback from the community help to shape the future of the precinct.</p> <p>The Council is scheduled to consider the master plan at its December 2024 Council meeting.</p> | <p>Ongoing</p> |
| <p>1.2.2: Promote allied health and well-being services and events that benefit the community.</p> | <p>THE PARADE AND MAGILL ROAD BLOG ARTICLES</p> <p>In recent times, The Parade and Magill Road blog articles have included a focus on health and well-being services given the growth of those types of businesses within both Precincts, as identified via the most recent occupancy assessments.</p> <p>Since August 2023, The Parade blog has featured stories on the twenty businesses and the Magill Road blog platform has recently featured ten (10) businesses profiles.</p> <p>All blog posts appear on the respective Parade and Magill Road websites, as well as being shared to the relevant social media platforms.</p> <p><i>Action for 2024-2025:</i> <i>Look to focus more on the business story behind businesses that have been operating for over 5 years on respective mainstreets and capture new businesses and their reason for moving to the respective mainstreets.</i></p> | <p>Ongoing</p> |

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| <p>1.3.1: Monitor land use activity and changes in economic activity to identify emerging trends and opportunities for economic growth.</p> <p><i>Also achieves action:</i></p> <p>2.2.3: Monitor vacancy rates on The Parade by undertaking annual audits.</p> | <p>ECONOMIC DEVELOPMENT PRECINCTS OCCUPANCY REPORTS</p> <p>The Council will continue to monitor the occupancy rate and tenancy mix of three (3) key precincts (The Parade, Magill Road and Kent Town).</p> | Ongoing |
| <p>1.4.1: Create opportunities for businesses to interact through business events and networking functions.</p> | <p>2023 END OF YEAR BUSINESS NETWORKING EVENT</p> <p>The 2023 End of Year Business Networking Event was held on Tuesday, 5 December at Art Images Gallery, located on The Parade. The event was attended by approximately 115 people, representing 46 businesses from 9 different suburbs, the biggest turn out for a networking event to date.</p> <p>The event provided an opportunity for new and existing business owners and employees to network with their peers, as well as Elected Members and Council Staff.</p> <p>Seven (7) businesses were also presented with a Mayor’s Business Commendation Award at this networking event. A list of these businesses has been included in Action 3.3.2.</p> | Complete |

2024 MID-YEAR BUSINESS NETWORKING EVENT

Complete

The 2024 Mid-Year Business Networking Event was held on Tuesday, 25 June 2024 at Pfitzner Furniture on The Parade. This event received 120 registrations, representing 50 different businesses from 11 different suburbs across the City. It was positive to see a large number of businesses register, who have not previously attended Council's networking events.

This event continues to be an opportunity for new and long-serving business owners and employees to network with their peers, as well as Elected Members and Council Staff. The evening featured a speech from Mayor Robert Bria who outlined key economic statistics that indicated the success of businesses across the City, and celebrated a number of programs and initiatives that took place in the first part of 2024.

Three (3) businesses were also presented with a Mayor's Business Commendation Award at this networking event. A list of these businesses has been included in Action 3.3.2.

1.5.1: Strengthen the local supply chain and promote the benefits of doing business locally.

PROMOTION OF Brand SA'S BUY SA. FOR SA.

Complete

The January edition of YourBusiness (eNewsletter) featured an article on Brand SA's current campaign, which is Buy SA. For SA. The campaign encourages consumers to look for local businesses and producers when making purchases, with registration to access the logo and branding, free for local businesses.

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 the State and Federal Governments to ensure that the City's businesses have a presence on their marketing channels.</p> <p><i>Also achieves action:</i></p> <p>2.3.2: Maintain an exciting event offering that contributes to the City's brand and continues to grow and enhance social and economic well-being.</p> | <p>AFL GATHER ROUND 2024</p> <p>The Council worked closely with the South Australian Government and the AFL to deliver the Festival of Footy on The Parade as part of the 2024 AFL Gather Round.</p> <p>Norwood Oval hosted two (2) AFL games, which were:</p> <ul style="list-style-type: none"> • North Melbourne Vs Brisbane – Friday, 5 April 2024 beginning at 4.40pm; and • St Kilda Vs Richmond – Sunday, 7 April 2024 beginning at 2.50pm. <p>Other activations that took place as part of Gather Round on The Parade included:</p> <ul style="list-style-type: none"> • The Champions Lunch – Thursday, 4 April 2024; • The Rivals Long Lunch – Saturday, 6 April 2024; and • The Norwood Food & Wine Festival – Sunday, 7 April 2024. <p>Businesses were also encouraged to participate with in-store offers and specials, which will then be promoted via the Council's channels as well as the State Government and AFL's channels.</p> | <p>Complete</p> |
| <p>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 Gynde and Stepney suburbs.</p> | <p>KENT TOWN DIGITAL AND PRINT CAMPAIGN</p> <p>In partnership with Solstice Media, a Kent Town Precinct digital and print marketing and promotional campaign was conducted as part of the summer edition of CityMag. The campaign promoted Kent Town as the ultimate place to drink, eat and play, with the digital component resulting in 70,533 impressions.</p> | <p>Complete</p> |

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| <p>2.2.2: Manage the Norwood Parade Precinct Separate Levy and deliver and implement an Annual Business Plan for the Committee.</p> | <p>BUDGET ALLOCATION FOR THE 2024-2025 NORWOOD PARADE PRECINCT</p> <p>At its meeting held on 30 April 2024, the Norwood Parade Precinct Committee endorsed the draft 2024-2025 Norwood Parade Precinct Annual Business Plan and the continuation of the Norwood Parade Precinct Separate for the year (2024-2025) and resolved to forward it to the Council for its endorsement and approval.</p> <p>The final draft 2024-2025 Norwood Parade Precinct Annual Business Plan and the continuation of the Norwood Parade Precinct Separate Rate was presented directly to the Council for its endorsement. The Council endorsed the Annual Business Plan and Budget as being suitable at its meeting held on 1 July 2024.</p> <p>For the 2024-2025 financial year, the amount raised through the Separate Rate on the Parade Precinct will be \$225,000.</p> | Complete |
| <p>2.3.1: Develop a People, Place and Activity Strategy.</p> | <p>Work has commenced on the development of the People, Place & Activity Strategy. It is proposed that a draft Strategy will be presented to the Business & Economic Development Advisory Committee for its consideration at its May meeting, with the final presented to the Council for endorsement in July 2024.</p> | In progress |
| <p>2.3.3: Assist businesses to leverage the City of Norwood Payneham & St Peters, City of Adelaide and State Government event calendars.</p> | <p>TOUR DOWN UNDER STAGE 2 START</p> <p>The Parade was once again selected to host a stage start as part of the 2024 Santos Tour Down Under, a State Government lead event. Businesses were encouraged to participate with in-store offers, installing themed bunting and registering to be part of the Best Dressed Town competition. The stage start attracted thousands of visitors to The Parade Precinct.</p> | Complete |

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 |
|---|---|-----------------|
| <p>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> | <p>2024 EASTSIDE BUSINESS AWARDS</p> <p>The <i>Eastside Business Awards</i> program is for businesses trading within the City of Norwood Payneham & St Peters. The intent 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 2024</i> are to achieve the following objectives:</p> <ul style="list-style-type: none"> • recognise businesses that create great customer experiences and build community; • 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>The 2024 Awards Program launched on Thursday, 15 February 2024. Voting remained open until 5.00pm on Thursday, 14 March 2024. At the conclusion of the voting stage, three (3) businesses in each category were identified as the finalists and the winners were selected by a panel of three (3) people, including Mayor Robert Bria and two (2) Solstice Media representatives.</p> <p>This year’s program received 10,903 votes, which is slightly less than the 11,062 received in 2023. However, a record number of individual businesses were nominated as part of the 2024 program, with 347 businesses receiving at least one (1) vote, up from 316 businesses in 2023.</p> | <p>Complete</p> |

The same eleven (11) categories remain, however a 'Legends' award has been added, which will recognise businesses that have been or will become a three (3) time winner of a category.

The Council has again partnered with Solstice Media to deliver the program, and AFM Services are also partnering to offer a component of each winner's prize (\$1,000 business advisory support package).

For more information about the program, visit eastsidebusinessawards.com.au

3.2.2 Conduct the Mayor's Business Commendation Awards annually

MAYOR'S BUSINESS COMMENDATION AWARDS

Ongoing

The *Mayor's Business Commendation Awards* is a program that recognises small businesses that contribute to the City's unique cosmopolitan lifestyle and sense-of-place, which makes the City so liveable.

Applications are open for small businesses who have reached the following milestones in the City of Norwood Payneham & St Peters:

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

The businesses that received a Mayor's Business Commendation Award for 2023-2024 were:

- Italia Ceramics – 50+ years;
- Adelaide Timber Flooring – 25+ years;
- Pfitzner Furniture – 25+ years;
- Art Images Gallery – 25+ years;
- Outdoors on Parade – 50+ years;
- Success Tax Professionals - Payneham – 10+ years;
- Treetops Early Learning Centre Pty Ltd – 10+ years;
- Gilberts Accounting – 10+ years;
- The Engraving Crew – 10+ years; and
- The Rising Sun Inn – 10+ years.

Business can self-nominate at www.npsp.sa.gov.au/mba

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| <p>3.3.2: Deliver a program of forums, networking and training events for new and existing businesses collaborating with specialist providers.</p> | <p>BUSINESS WORKSHOPS</p> <p>Due to low attendances the past four (4) workshops have been cancelled. Council's Business Workshops are currently under review and will be on hold until an analysis of relevance has been undertaken by Council Staff.</p> | In progress |
| <p>3.1.3 – Explore ways to support new and home-based businesses, as well as start-ups and entrepreneurs.</p> <p><i>Also achieves action:</i></p> | <p>EASTERN BUSINESS ADVISORY PROGRAM</p> <p>Supporting local businesses is a key strategic objective of all ERA Councils therefore Council endorsed establishing a Business Advisory Service Program. The main purpose is to offer a service which will assist business owners with understanding all aspects of running a business in order to prevent unviable businesses from starting up, to assist in preventing struggling businesses from collapsing and to provide opportunity for businesses wanting to grow. Anyone can register an ABN and start a business without any qualifications whatsoever and unfortunately, this is often the case. Given the large number of small businesses within the City of Norwood Payneham & St Peters and the significant contribution that they make to the economy as well as the social and cultural fabric, it is important that a robust advisory service is available to support businesses and encourage them to thoroughly research the viability of their business proposals before they invest money.</p> <p>Eligible businesses can access up to three free one-hour sessions with a Business Advisor in the following disciplines:</p> <ul style="list-style-type: none"> • Business Audits • General Business • Health & Wellbeing in Business • Marketing • Starting Up or Business Growth • Food and Beverage <p>In establishing the program an Expression of Interest process for potential Advisors was undertaken, with mentors from 20 businesses being selected in February to join the Advisor Panel (from a pool of 43 applicants). Formal Advisor Agreements were put in place and Terms and Conditions and Registration Forms for local businesses wishing to access the program were developed.</p> <p>Over 120 businesses have taken up the Program since July 2023.</p> | Ongoing |

3.5.1: Promote environmentally sustainable programs such as 'Plastic Free SA'.

GROWTH IN PLASTIC FREE BUSINESSES IN COUNCIL AREA

Ongoing

Through its eNewsletters, the Council has continued to provide updates to the business community on changes to legislation regarding the use of single-use plastics. Promotion around programs such as Plastic Free SA and Replace the Waste have also continued.

In 2019, three (3) businesses were accredited as being 'Plastic Free'. Since that time an additional four (4) businesses have received the 'Plastic Free' accreditation. A number of businesses which were previously accredited have also closed down (i.e. Bricks + Mortar and Rain Modern Asian Bistro).

PLASTIC FREE SA PROGRAM

Ongoing

Plastic Free SA is a State Government funded initiative, dedicated to reducing Adelaide's plastic footprint by empowering businesses like yours to transition away from single-use plastics. Through our FREE program, they provide tailored support and resources to help you sustainable choices for business operations.

Council Staff have ongoing discussions with Boomerang Alliance regarding new recycling and plastic use regulations that impact businesses and residents.

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 |
|---|--|---------------|
| 4.1.2: Ensure that capital works, infrastructure projects and major developments take into consideration impacts on local businesses and develop strategic solutions to mitigate them. | <p>The Council has continued to work closely with developers on major projects that have an impact on businesses. The ORTA development at the intersection of The Parade and Church Avenue, is currently underway and Council Staff have ensured that there is minimal impact to neighbouring businesses, including working with the developer to ensure roads remain open and businesses can trade as usual.</p> <p>Similarly, recent road works taking place on William Street, Norwood caused concern for a local business. Council Staff worked closely with the business owner to ensure that he was continuously updated on the timing and scope of the works, allowing him to adequately manage the operations of his business.</p> | Ongoing |
| 4.1.6: Encourage residents to support their local businesses and services. | <p>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 websites, EDMs and via a number of the Council's social media platforms.</p> <p>The Eastside Business Awards are also a continuous promotion of our local businesses to our residents and also residents not within our Council area.</p> | Ongoing |
| 4.3.1: Support planning and development that stimulates economic growth and delivers high quality urban form and amenities. | <p>START A BUSINESS ENQUIRY FORM SUPPORT</p> <p>Since March 2023, the Council has been marketing and promoting the online Start a Business Enquiry Form for new and potential businesses wanting to establish in the Council area. The online form seeks to ascertain crucial information about the potential business to then allow Council Staff to provide informed feedback back to the business in relation to things such as:</p> <ul style="list-style-type: none"> • The need for a development application to be lodged to change the use of the tenancy; • The need to seek a liquor licence (if selling alcohol); • The need to contact the Eastern Health Authority (if selling food); and • The need to comply with the Council's Moveable Signs Policy and/or seek an Outdoor Trading/Dining permit. <p>This form allows the Council to get on the front foot with ensuring businesses are operating legally and also allows for analysis of trends of businesses looking to open and in what locations, especially as more forms are submitted and more data is collected.</p> | Ongoing |

5. OTHER BUSINESS
(Of an urgent nature only)

6. NEXT MEETING

To be advised.

7. CLOSURE