

Norwood Parade Precinct Committee Minutes

25 July 2017

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
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VENUE Mayors Parlour, Norwood Town Hall

HOUR 6.15pm

PRESENT

Committee Members Mayor Robert Bria (Presiding Member)
Cr Christel Mex
Cr Sue Whittington
Ms Annie Lovejoy
Mr Tom McClure
Mr Ian King
Mr Luke Richards
Mr Michael Roxas

Staff Mario Barone (Chief Executive Officer)
Monique Warren (Economic Development Co-ordinator)
Thea Petros (Economic Development Co-ordinator)

APOLOGIES Cr Paul Wormald, Cr Lucy Marcuccitti, Mr Mario Boscaini, Mr Terry Dalkos

ABSENT Nil

TERMS OF REFERENCE:

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

- *To develop and recommend to the Council in each financial year, an Annual Business Plan and Budget for The Parade Precinct.*
- *The Budget developed by the Norwood Parade Precinct Committee must be considered in conjunction with the Annual Business Plan. The amount recommended to the Council, to be approved by the Council, should meet the objectives set out in the Annual Business Plan.*
- *To oversee the implementation of the Annual Business Plan as approved.*
- *To oversee the implementation of the approved Marketing and Promotional Plan for The Parade.*
- *To assist in the development and promotion of a vibrant cultural and leisure tourism destination for businesses, residents and visitors.*
- *To facilitate and encourage networking and communication.*

1. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 30 MAY 2017

Ms Annie Lovejoy moved that the minutes of the Norwood Parade Precinct Committee meeting held on 30 May 2017 be taken as read and confirmed. Seconded by Cr Sue Whittington and carried unanimously.

2. PRESIDING MEMBER'S COMMUNICATION
Nil

3. NORWOOD PARADE PRECINCT NEWS
Nil

4. STAFF REPORTS

4.1 PROGRESS REPORT ON THE IMPLEMENTATION OF THE 2016-2017 ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: S/01916
ATTACHMENTS: A – F

PURPOSE OF REPORT

The purpose of this report is to provide the Norwood Parade Precinct Committee (NPPC), with a progress report on the implementation of the 2016-2017 Annual Business Plan.

BACKGROUND

At its meeting held on Tuesday 31 May 2016, the Committee endorsed the Draft 2016-2017 Annual Business Plan for the Norwood Parade Precinct and resolved to forward it to the Council for its endorsement. Subsequently, the Council endorsed the Annual Business Plan as being suitable for implementation at its meeting held on Monday 6 June 2016.

Subsequent to the endorsement of the Annual Business Plan, investigations have commenced in respect to a number of the deliverables and a number of the deliverables have been progressed. This report provides an update of the key strategies and deliverables that have been progressed by staff. A summary of the overall budget and expenditure to date is contained in **Attachment A**.

DISCUSSION

1. STRATEGY: EVENTS & PROGRAMS

1.1 PARADE TO PARIS COMPETITION

The '*Parade to Paris*' Competition was launched on Wednesday 7 June 2017 at La Vigne Wine Bar at a networking function for The Parade businesses. The competition officially opened on Thursday 8 June 2017 and entries close on Friday 28 July 2017. The winner of the competition will be drawn on Wednesday 2 August 2017.

An extensive marketing campaign was arranged to promote this competition which included promotion via radio, print and online. A promotional campaign summary is contained in **Attachment B**.

To date, the competition has received 2,174 entries. A summary report outlining the final number of entries, a breakdown of businesses visited and an analysis of the demographics of those that entered the competition will be provided to the Committee at the next meeting.

2. STRATEGY: MARKETING & COMMUNICATION

2.1 PRINT ADVERTISING

The Parade, Norwood has received free publicity recently in two different publications, both of which highlight the variety of dining options available on The Parade, Norwood.

In the June edition of SA Life Magazine, a double-page spread highlighting businesses such as Stone's Throw, La Madeline, La Vigne, Cinnamon Club, European Café, Martini Ristorante and Nordburger has been included. A copy of the double-page spread is contained in **Attachment C**.

In the Wednesday 28 June Advertiser Newspaper, within The Source section, a double-page spread has been included highlighting 'Feasts in the East'. A total of twenty-five (25) eateries from The Parade Precinct have been featured. To compliment this free publicity, staff took up the opportunity to include a paid advertisement, featuring 'Taste' on The Parade which is one of the key words within branding for The Parade. A copy of the double-page spread, including the paid advertisement is contained in **Attachment D**.

2.2 WIFI ON THE PARADE

A total of \$10,000 has been allocated to the investigation of providing Wi-Fi within The Parade Precinct. At the Committee Meeting held on 30 May 2017, the Committee was presented with the outcomes of the investigations that have been undertaken to date, focusing on discussions that have been had with various providers including TPG, Vintek and Telstra.

At the Committee's request, another presentation will take place at the meeting to allow the Committee to further compare the costs of installing Wi-Fi on The Parade, within a defined area. This presentation should allow the Committee to make a decision as to whether these investigations continue as part of the Norwood Parade Precinct Committee, or whether these investigations can take place as part of The Parade Masterplan process.

3. STRATEGY: IDENTITY & BRAND

3.1 SPONSORSHIP - SLOWDOWN

On Father's Day, Sunday 3 September 2017, the Little Heroes Foundation will be bringing the popular 'Slowdown' football match to Norwood Oval. **Attachment E** contains a media release announcing the location of the event. This year will be the first year that the 'Slowdown' has been held at Norwood Oval and the Little Heroes Foundation is hoping to make Norwood Oval the home of the Slowdown in future years.

The game, which draws a crowd of 5,000 spectators and over 100,000 television viewers, offers The Parade Precinct a perfect opportunity to engage with the community through sponsorship and involvement in this iconic and fun South Australian event.

The Parade Precinct has been provided with an opportunity to sponsor the match with a \$4,000 + GST investment.

For this investment, the Precinct would receive the following benefits:

- The Parade, Norwood logo on the Umpire uniforms
- The Parade, Norwood logo on all press releases, menu and place cards at the pre-game Luncheon
- Acknowledgement on the Little Heroes Foundation website as a Slowdown sponsor
- Signage around the ground (sponsors expense)
- One (1) full-page advertisement in the Slowdown Football Record
- Six (6) tickets to the pre-game Luncheon held at Norwood Oval
- Six (6) tickets to game day
- Six (6) tickets to the post-match function

In addition to the above, the opportunity exists to distribute Parade branded merchandise, such as shopping bags to spectators as they enter the Oval. A summary of these sponsorship benefits is contained in **Attachment F**.

Based on the Committee's support for sponsorship of externally run events which take place within the Precinct, staff have agreed to take up this opportunity to sponsor the 2017 Slowdown football match. It is proposed that the allocated tickets that the Council will receive be used to run a competition on The Parade's social media pages to engage an even wider audience.

RECOMMENDATION

1. That the report be received and noted.
 2. That the Committee notes the status of the 2016-2017 Annual Business Plan Budget contained in Attachment A.
-

Mr Ian King moved:

1. *That the report be received and noted.*
2. *That the Committee notes the status of the 2016-2017 Annual Business Plan Budget contained in Attachment A.*
3. *That the Committee endorse the sponsorship of the 2017 Slowdown.*

Seconded by Cr Whittington and carried unanimously.

4.2 FINAL SUMMARY OF EXPENDITURE FOR THE 2016-2017 NORWOOD PARADE PRECINCT COMMITTEE ANNUAL BUSINESS PLAN

REPORT AUTHOR: Economic Development Coordinator
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4512
FILE REFERENCE: S/01916
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee (NPPC), a summary of expenditure as at 30 June 2017.

BACKGROUND

At its meeting held on Tuesday 31 May 2016, the Committee endorsed the Draft 2016-2017 Annual Business Plan for the Norwood 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 6 June 2016, as being suitable for implementation.

The 2016-2017 Norwood Parade Precinct Committee budget comprised of the following:

- Separate Rate Levy - \$205,842
- Carry Forward (2015-2016) - \$68,553.54

A summary of the overall budget and expenditure as at 30 June 2017 is contained in **Attachment A**.

DISCUSSION

As at 30 June 2017, \$46,488.78 remains in the 2016-2017 Norwood Parade Precinct Committee budget. This amount will be carried forward to the 2017-2018 budget.

It is proposed that this amount be distributed to various Strategies and Deliverables in the 2017-2018 Annual Business Plan as outlined in Table 1.

TABLE 1: DISTRIBUTION OF CARRY FORWARD BUDGET

STRATEGIES	2017-2018 ENDORSED BUDGET	PROPOSED CARRY FORWARD	TOTAL
Events & Activations			
<i>Events & Activations</i>	\$40,000	NIL	\$40,000
Marketing & Communication			
<i>Website</i>	\$1,000	\$1,000	\$2,000
<i>Social Media</i>	\$20,000	NIL	\$20,000
<i>Advertising</i>	\$45,000	\$15,000	\$60,000
Identity & Brand			
<i>Sponsorship</i>	\$1,000	\$9,000	\$10,000
<i>Signage & Street Decorations</i>	\$60,000	NIL	\$60,000
<i>Merchandise</i>	\$5,000	\$3,000	\$8,000
<i>Competitions & Promotions</i>	\$20,000	\$10,000	\$30,000
Business Development			
<i>Networking</i>	\$4,000	\$4,000	\$8,000
<i>Business Training & Workshops</i>	\$4,000	\$4,000	\$8,000

Administration			
Catering	\$2,000	NIL	\$2,000
Print, Post & Distribution	\$3,000	\$488.78	\$3,488.78

A \$1,000 increase in the Website budget will assist in funding a page on The Parade, Norwood website targeted at The Parade traders and property owners to display information about upcoming networking functions and training opportunities and to allow a more streamlined process for collecting RSVP's to these events.

An additional \$15,000 to the Advertising budget will allow for greater flexibility in promoting various events and activities that place throughout the 2017-2018 financial year, in particular if the Committee wishes to run another bus and Adshel (bus stop) campaign.

The allocation of an additional \$9,000 to the Sponsorship budget, will allow the Committee the opportunity to leverage off more externally run events that take place within the precinct.

The allocation of an additional \$3,000 budget allocated to Merchandise, will assist in funding Parade branded coffee cups to be distributed to Parade traders at breakfast networking functions as well as additional collateral that can be distributed at community events that take place within the precinct.

A \$10,000 increase in the Competitions & Promotions budget will allow for more promotional mediums to be covered when marketing a major competition for the precinct.

An additional \$4,000 to both the Networking and Business Training & Workshops budget, will assist in covering catering costs at networking functions as well as costs training provider costs for the various business workshops planned for the 2017-2018 financial year.

The remaining \$488.78 has been added to the Print, Post & Distribution budget for miscellaneous expenses that occur throughout the 2017-2018 financial year.

OPTIONS

The Committee can amend the proposed allocation of the carry forward budget or can resolve to approve the allocations proposed in Table 1.

RECOMMENDATION

That the allocation of the \$46,488.78 carry forward amount from the 2016-2017 financial year as outlined in Table 2 below, be endorsed and that the Committee notes that the total available budget for the 2017-2018 financial year is \$251,488.78.

TABLE 2: FINAL 2017-2018 BUDGET

STRATEGIES	BUDGET
Events & Activations	
Events & Activations	\$40,000
	\$40,000
Marketing & Communication	
Website	\$2,000
Social Media	\$20,000
Advertising	\$60,000
	\$82,000
Identity & Brand	
Sponsorship	\$10,000
Signage & Street Decorations	\$60,000
Merchandise	\$8,000
Competitions & Promotions	\$30,000
	\$108,000

Business Development	
Networking	\$8,000
Business Training & Workshops	\$8,000
	\$16,000
Administration	
Catering	\$2,000
Print, Post & Distribution	\$3,488.78
	\$5,488.78
TOTAL	\$251,488.78

Cr Whittington moved:

That the allocation of the \$46,488.78 carry forward amount from the 2016-2017 financial year as outlined in Table 2 below, be endorsed and that the Committee notes that the total available budget for the 2017-2018 financial year is \$251,488.78.

TABLE 2: FINAL 2017-2018 BUDGET

STRATEGIES	BUDGET
Events & Activations	
Events & Activations	\$40,000
	\$40,000
Marketing & Communication	
Website	\$2,000
Social Media	\$20,000
Advertising	\$60,000
	\$82,000
Identity & Brand	
Sponsorship	\$10,000
Signage & Street Decorations	\$60,000
Merchandise	\$8,000
Competitions & Promotions	\$30,000
	\$108,000
Business Development	
Networking	\$8,000
Business Training & Workshops	\$8,000
	\$16,000
Administration	
Catering	\$2,000
Print, Post & Distribution	\$3,488.78
	\$5,488.78
TOTAL	\$251,488.78

Seconded by Ms Annie Lovejoy and carried unanimously.

5. OTHER BUSINESS
Nil

6. NEXT MEETING

Tuesday 26 September 2017

7. CLOSURE

There being no further business, the Presiding Member declared the meeting closed at 7.39pm.

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on _____
(date)