

# Business & Economic Development Advisory Committee

## Agenda & Reports

**12 March 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.*

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City of  
Norwood  
Payneham  
& St Peters

6 March 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)
- Keke Michalos (Manager, Economic Development & Strategy)
- Tyson McLean (Economic Development Officer)

### NOTICE OF MEETING

I wish to advise that pursuant to Sections 87 and 88 of the *Local Government Act 1999*, the next Ordinary Meeting of the Business & Economic Development Advisory Committee, will be held in the Mayors Parlour, Norwood Town Hall, 175 The Parade, Norwood, on:

**Tuesday 12 March 2024, commencing at 6.30pm**

Please advise Keke Michalos on 83664509 or email [kmichalos@npsp.sa.gov.au](mailto:kmichalos@npsp.sa.gov.au), if you are unable to attend this meeting or will be late.

A light meal will be available at the meeting.

Yours faithfully



Mario Barone  
**CHIEF EXECUTIVE OFFICER**

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City of  
**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 28 NOVEMBER 2023**

**2. PRESIDING MEMBER'S COMMUNICATION**

**3. STAFF REPORTS**

### 3.1 PROGRESS REPORT ON THE 2021–2026 ECONOMIC DEVELOPMENT STRATEGY

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**REPORT AUTHOR:** Economic Development Officer  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4512  
**FILE REFERENCE:** qA135720  
**ATTACHMENTS:** A – E

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#### 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* and seek endorsement of the *Economic Development Strategy 2023 – Year 3 in Review* document.

#### 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.

The *2021-2026 Economic Development Strategy* is based on research and its development is based on sector workshops and consultation with various business sectors. The results were presented to the Business & Economic Development Committee at its meeting held on 16 June 2020. At that meeting, the Committee endorsed the Draft Strategy as being suitable to present to the Council for its consideration and endorsement to be released for community consultation and engagement.

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

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

The *2021-2026 Economic Development Strategy* and the *2021 – Year 1 in Review* and *2022 – Year 2 in Review* documents can be accessed via the Council website. The *Economic Development Strategy 2023 – Year 3 in Review* document will also be placed on the Council website, following its endorsement by both the Committee and subsequently the Council. The content of this document is contained in **Attachment A**.

This report provides an update on the key Strategies and Actions that have progressed since the last Committee meeting as well as seeking the endorsement of the Committee to finalise the *2023 – Year 3 in Review* document.

#### RELEVANT STRATEGIC DIRECTIONS & POLICIES

The *2021-2026 Economic Development Strategy* is the Council's "blueprint" to guide the growth of the City's economy for 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

At its meeting held on 5 June 2023, the Council endorsed the Norwood Parade Precinct Annual Business Plan for the 2023-2024 financial year.

Subsequently, at its meeting held on 10 July 2023, the Council adopted the *Annual Business Plan, Budget and Declaration of Rates for 2023-2024*, which includes the following in respect to The Parade Precinct Separate Rate and the Economic Development Precinct Management budgets:

- A total budget of \$215,000 is to be collected through The Parade Precinct Separate Rate for the 2023-2024 financial year for the primary purpose of marketing and promoting The Parade, Norwood; and
- a total budget of \$104,000 be allocated by the Council to continue to deliver the Economic Development agenda in the 2023-2024 financial year.

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.

A report was presented to the Council at its 3 June 2024 meeting on the proposed extension of the Separate Rate for 2024-2025 and the 2024-2025 Norwood Parade Precinct Annual Business Plan. Further reports on both of these matters will be presented to the Council at its meeting scheduled for 3 June 2024.

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 B**.

The total budget to deliver the Economic Development Agenda in the 2024 – 2025 financial year, will be included in the Council's draft 2024 – 2025 Budget, which will be considered and endorsed by the Council in early July 2024. 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 4.35%, which is the highest rate that Australians have experienced over the last twelve (12) years. The Reserve Bank of Australia has not increased the interest rate in the past three (3) months as inflation has somewhat steadied, providing a little more certainty in the market and for consumers.

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.

Economic Development Staff continue to support business owners and operators through face-to-face meetings and by providing them with information to help them navigate through this challenging time.

## 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. The Economic Development Staff continue to work with Staff 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 B**, 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.

Similar to the *Economic Development Strategy, 2021 – Year 1 in Review* and *Economic Development Strategy, 2022 – Year 2 in Review* documents, an *Economic Development Strategy, 2023 – Year 3 in Review* summary document is being prepared, the content of which is contained in **Attachment A**.

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 is provided below, as well as in the content that will form the *2023 – Year 3 in Review* document.

**Outcome 1: Dynamic & Diverse City**

<b>Measure</b>	<b>Target</b>	<b>Tracking</b>	<b>Comment</b>
The number of businesses and/or the number of employees in each of the four priority sectors. <i>(Remplan)</i>	10% increase in the number of businesses and/or employees in each of the four sectors over the five year period.	On track to exceed the target.	<p>Food &amp; Beverage Manufacturing 2021 to 2023: Increase of 12 businesses (or 17%)</p> <p>Cultural &amp; Creative Industries 2021 to 2023: Increase of 113 (or 13%)</p> <p>Professional, Scientific &amp; Technical Services 2021 to 2023: Increase of 80 businesses (or 13%)</p> <p>Retail Sector 2021 to 2023: Increase of 62 businesses (or 13%)</p>
Total unemployment in the City of Norwood Payneham & St Peters. <i>(ABS Data)</i>	Unemployment levels in the City of Norwood Payneham & St Peters to remain below the State average.	On track	In 2021 the City of Norwood Payneham & St Peters unemployment rate was 4.9% in comparison to the South Australian unemployment rate of 5.4%. The next census will take place in 2026, the final year of the Strategy. However, through the Council's Labour Force Reports, in Quarter 3 2023, the Council's unemployment rate was 3.13%.

**Outcome 2: Destination City**

<b>Measure</b>	<b>Target</b>	<b>Tracking</b>	<b>Comment</b>
Level of agreement by businesses that the mix of businesses in the business precincts contributes to the prosperity of the area. <i>(Community Survey)</i>	A rating of 3.5 or greater out of 5.0.	Data not yet available.	The most recent Community Survey has just been completed, and the results not yet known.
The number of businesses across the City in the Retail, Accommodation & Food Services and Art Recreation Services Sectors.	Maintain a minimum combined total of 11.5% of total businesses in the City.	On track	As of November 2023, businesses trading within the City of Norwood Payneham & St Peters in these three (3) categories contribute to 11.47% of total businesses. This is up from 10.63% in 2020.
Retail spend across the City of Norwood Payneham & St Peters.	Increase in the amount of retail spend across the City of Norwood Payneham & St Peters.	Not on track	<p>The following expenditure is in the categories of 'Department Stores &amp; Clothing', 'Furniture &amp; Other Household Goods', 'Specialised Food Retailing' and 'Specialised &amp; Luxury Goods':</p> <p>2021: \$448,390,784</p> <p>2022: \$420,480,534</p> <p>2023: \$442,132,913</p> <p>Cost of living and interest rate pressures are impacting on the amount of disposable income available.</p>



Number of <i>Food Secrets of Glynde &amp; Stepney</i> bus tours.	Host ten <i>Food Secrets of Glynde &amp; Stepney</i> bus tours annually.	On track	After the impacts of the COVID-19 pandemic, the bus tours resumed to normal programming. In 2023, ten (10) tours were conducted.
Dedicated <i>Eastside Wine &amp; Ale Trail</i> campaign.	Deliver a dedicated <i>Eastside Wine &amp; Ale Trail</i> campaign annually.	On track	<p>2021: Assisted members of the Eastside Wine &amp; Ale Trail to attend the annual Cellar Door Fest event. Five (5) members (out of eight (8)) participated and received great exposure.</p> <p>2022: Updated the Eastside Wine &amp; Ale Trail publication, which included photoshoots at many of the businesses. The launch of the new publication included a marketing campaign.</p> <p>2023: Adelady campaign including a TV segment and digital and print marketing. Also appointed Neighbourhood events to deliver the inaugural Urban Wine Walk within the City of Norwood Payneham &amp; St Peters.</p>
Support events run by local businesses.	Support a minimum of two local business run events annually.	Not on track	<p>2021: Not achieved.</p> <p>2022: Not achieved.</p> <p>2023: The Council Supporting two (2) members of the Eastside Wine &amp; Ale Trail to conduct the first edition of the Eastside Hop Event, as well as assisting with the inaugural Eastside Urban Wine Walk event, which showcased a number of local Eastside Wine &amp; Ale Trail businesses.</p>

**Outcome 3: Innovative City**

<b>Measure</b>	<b>Target</b>	<b>Tracking</b>	<b>Comment</b>
Completion of Smart City Initiatives.	Implementation of at least three Smart City initiatives to support the City's business sector.	On track	<p>The Council has commenced with the use of smart technology to monitor a number of car parking bays in the Webbe Street car park. This will ensure adequate turnover of these car parks occurs, benefitting businesses and customers wanting to access The Parade.</p> <p>The Council also invested in the purchase two (2) thermal imaging cameras, which are available for hire by businesses.</p> <p>Business workshops with a focus on using technology to improve efficiencies and output are continuing to be investigated and will be delivered in 2024.</p>

Increase the number of businesses participating in environmentally sustainable programs such as 'Plastic Free SA'.	The number of businesses certified as 'Plastic Free' has doubled.	On track	In 2019, there were three (3) businesses in the City accredited as Plastic Free. Since then an additional five (5) businesses have become accredited. An additional six (6) previously accredited businesses have since closed down.
Level of business satisfaction with the Council's performance in attracting and supporting businesses. ( <i>Community Survey</i> )	A rating of 3.5 or greater out of 5.0.	Data not yet available.	The most recent Community Survey has just been completed, with the results not yet known.

#### **Outcome 4: Business Friendly City**

<b>Measure</b>	<b>Target</b>	<b>Tracking</b>	<b>Comment</b>
Increase the number of businesses that access the Council's pre-lodgement development assessment service.	50% increase in the number of business related pre-lodgement applications.	Measure and Target to be changed to reflect the Start a Business Enquiry Form instead of the Planning Department's Pre-Lodgement Advice Service.	The Council has implemented the 'Start a Business Enquiry' form (2023) designed to provide more detailed information specifically for interested businesses looking to establish in the Council area.  In 2023, twelve (12) Start a Business Enquiry Forms were submitted to the Council.  In 2024, four (4) have been received to date.
Accreditation as a Small Business Friendly Council from the Office of the Small Business Commissioner (OSBC).	Accreditation as a Small Business Friendly Council is maintained.	On target	Have maintained the Council's on-going accreditation as a small business friendly Council.

#### **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**

1. That the report be received and noted.
2. That the content for the *Economic Development Strategy, 2023 – Year 3 in Review* document be endorsed as being suitable.

# Attachment A

## Progress Report on the 2021-2026 Economic Development Strategy

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City of  
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# ECONOMIC DEVELOPMENT STRATEGY

## 2023 – Year 3 in Review

### Introduction

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

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

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

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

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

Whilst 2023 brought about changing economic conditions with regards to inflation and interest rates, the Council has continued to deliver programs and initiatives to support business, and host well-loved and long-standing community events.

## 2023 – Year in Review

Gross Regional Product - \$4.055 billion

Population – 37,487

Businesses – 7,674

Labour Force – 27,821

Unemployment rate – 4.9% (2021 ABS Census Data)

Top 5 sectors based on business registrations

- Professional, Scientific and Technical Services (16.3%)
- Construction (14.5%)
- Health Care and Social Assistance (11.4%)
- Rental, Hiring and Real Estate Services (10.8%)
- Financial and Insurance Services (6.7%)

Top 5 sectors based on employed persons

- Health Care & Social Assistance (17.2%)
- Professional, Scientific & Technical Services (14.1%)
- Retail Trade (12.1%)
- Construction (10.0%)
- Education & Training (9.6%)

## Dynamic & Diverse City

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

### Strategy 1.1

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

#### **FOOD SECRETS + EASTSIDE WINE & ALE TRAIL BUS TOURS**

● ongoing 

- 10 tours delivered in 2023

- Adelady participated in 2 of the scheduled tours, one of which included a feature segment on HelloSA

#### **ART ON PARADE**

● completed 

- 140 pieces of artwork from 45 artists were showcased at 24 Parade businesses during April

#### **SHOP THE PARADE & CRUISE EUROPE COMPETITION**

● completed 

- partnered with Travel Associates Norwood to offer a European Cruise as the major prize

- 2,912 entries were received from 158 different suburbs resulting in a direct expenditure of \$482,328

- entries received from purchases made at 159 different businesses within The Parade Precinct

#### **EASTSIDE HOP EVENT**

● completed 

- assisted two members of the Eastside Wine & Ale Trail to conduct the inaugural Eastside Hop event

- over 300 attendees

#### **URBAN WINE WALK NORWOOD**

● completed 

- facilitated the first Urban Wine Walk to be held in South Australia outside of Adelaide's East End

- members of the Eastside Wine & Ale Trail as well as a number of established venues were visited by the public during the event
- event was sold out (300 tickets)

### **A DAY OF FASHION 2023**

- **completed** 

- 32 businesses participated
- conducted the Norwood Clothes Exchange Event which was attended by 76 and 53 attendees for the 2 respective sessions
- live music along the street
- resulted in a 23.5% increase in the average 2023 Saturday expenditure in Norwood in the sector of 'Department Stores & Clothing'

### **CELLAR DOOR FEST 2023**

- **completed** 

- facilitated 8 Eastside Wine & Ale Trail members attending Cellar Door Fest at the Adelaide Convention Centre over the course of the 3-day event
- attended by over 10,000 people

### **SA STYLE CAMPAIGN**

- **ongoing** 

- partnered with South Australia's leading fashion and design magazine SA Style
- 4 target stories across the seasonal releases of the magazine (Payneham Road bridal hub, wellness on The Parade/A Day of Fashion, Magill Road Christmas gift guide ideas and Eastside Design for Living)

### **Strategy 1.4**

*Promote opportunities and collaboration across the sectors*

### **2023 MID-YEAR BUSINESS NETWORKING EVENT**

- **completed** 

- 115 attendees representing 55 different businesses
- held at The Suburban Brew in Glynde

**2023 END OF YEAR BUSINESS NETWORKING EVENT**

● completed 

- 115 attendees representing 46 different businesses

- held at Art Images Gallery



## Destination City

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

### Strategy 2.2

*Support the City's vibrant mainstreet precincts*

#### **2023 CHRISTMAS ON PARADE**

##### ● completed

- annual decorations were installed along The Parade
- new street pole banners were purchased and installed
- 2 giant walk through illuminated stars were purchased and installed in the Norwood Memorial Gardens
- \$182 million spent across the City in December 2023, the largest single month expenditure of recorded data available to the Council

#### **2022-2023 NORWOOD PARADE ANNUAL BUSINESS PLAN IMPLEMENTATION**

##### ● completed

- The *2022-2023 Norwood Parade Annual Business Plan*, included strategies and initiatives which were intended to improve the economic performance of the Norwood Parade Precinct in a number of areas such as:
  - prosperity and development of The Parade Precinct
  - attracting investment and business opportunities to the area
  - development and support of appropriate industry clusters
  - building community support and attracting visitors to spend on The Parade
- The implementation of the Annual Business Plan concluded on 30 June 2023

#### **2023-2024 NORWOOD PARADE ANNUAL BUSINESS PLAN IMPLEMENTATION**

##### ● ongoing

- implementation of the *2023-2024 Norwood Parade Annual Business Plan* commenced on 1 July 2023 and will conclude on 30 June 2024
- implementation of the Annual Business Plan continues to be overseen by the Norwood Parade Precinct Committee

**2023 PRECINCT OCCUPANCY LEVELS ASSESSMENT****● completed** 

- undertook occupancy level assessments for The Parade, Magill Road and Kent Town precincts
- produced stand alone and combined publications showcasing the Precinct occupancy levels

**THE PARADE GIFT CARDS****● ongoing** 

- sold 117 gift cards in 2023
- gift card load amounts equated to \$9,345

**Strategy 2.3**

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

**PEOPLE, PLACE & ACTIVITY STRATEGY****● commenced** 

- work on the development of the inaugural People, Place & Activity Strategy commenced. The Strategy is scheduled to be completed in July 2024

**2023 SANTOS TOUR DOWN UNDER****● completed** 

- The Parade hosted the Stage 3 start as well as the Challenge Tour after a two-year hiatus, both of which were well attended

**2023 AFL GATHER ROUND****● completed** 

- Norwood Oval on The Parade hosted two AFL matches as part of the inaugural AFL Gather Round
- Norwood Oval became the third venue in South Australia to host an official AFL game
- Both games were sold out and attracted over 10,000 people to the Precinct
- Contributed to the highest single day expenditure in Norwood in the sector of 'Dining & Entertainment'

**2023 RAISING THE BAR****● completed** 

- sixth edition
- 18 insightful talks covering a range of topics
- over 900 attendees visited 9 local venues where talks were held

#### **THE PARADE & MAGILL ROAD BLOGS AND WEBSITES**

- ongoing 

- 26 blog articles were written on various Parade businesses and events and published on The Parade website and shared to The Parade Facebook page

- 13 blog articles were written on various Magill Road businesses and events and published on the Magill Road website and shared to the Magill Road Facebook page



### Strategy 3.2

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

#### **2023 EASTSIDE BUSINESS AWARDS**

- **completed** 

- record number of votes received (11,062)
- record number of individual businesses nominated (316)
- Gelato Bello received the Hall of Fame trophy

#### **MAYORS BUSINESS COMMENDATION AWARDS**

- **ongoing** 

- 7 businesses received a Mayor's Business Commendation Award at the Mid-Year Business Networking event
- 6 businesses received a Mayor's Business Commendation Award at the End of Year Business Networking event

### Strategy 3.3

*Facilitate communication, education and networking programs to support businesses*

#### **CONTINUE TO GROW THE BUSINESS DATABASE**

- **ongoing** 

- grew the business database by 4.7% during 2023

#### **BUSINESS WORKSHOPS**

- **ongoing** 

- conducted 3 business workshops covering a variety of topics
- combined attendance of 37 people

**Strategy 3.5**

*Encourage sustainable working methods in all aspects of business*

**PLASTIC FREE SA & BAN ON SINGLE-USE PLASTICS****● ongoing** 

- as of September 1 2023 the next phase of banning single-use plastics in South Australia commenced with items such as single-use plastic bowls, plates, cotton buds and pizza savers banned
- communicated this with the business community prior to and when these legislative changes came into effect

## Business Friendly City

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

### Strategy 4.1

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

#### **SMALL BUSINESS FRIENDLY COUNCIL INITIATIVE**

##### ● completed

- the Council is recognised by the Office of the Small Business Commissioner as a Small Business Friendly Council
- a report on the initiatives that were delivered for the period 1 June 2022 – 31 May 2023 was prepared and submitted to the Small Business Commissioner

#### **LABOUR FORCE REPORTS**

##### ● ongoing

- Labour Force Reports are prepared quarterly, which provides information on the performance of the City's workforce, with a focus on the total number of employed and unemployed residents
- delivered Quarter 1 and 2, 2023 Labour Force Reports (as of 29/1/24)

#### **START A BUSINESS ENQUIRY FORM**

##### ● ongoing

- In conjunction with the Planning Department, a Start a Business Enquiry form was developed to assist businesses looking to open or move to the Council area
- twelve (12) forms were submitted in 2023, all of which received detailed planning and economic development advice in response

#### **BUSINESS & ECONOMY WEBPAGES**

##### ● ongoing

- launched the Invest in NPSP section on the website, which contains information on the Labour Force Reports, Occupancy Reports and the Start a Business Enquiry form

# Implementation & Monitoring

## OUTCOME 1

### Dynamic & Diverse City

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



#### Measures

- The number of businesses and/or the number of employees in each of the four priority sectors. *(Remplan)*
- Total unemployment in the City of Norwood Payneham & St Peters. *(ABS Data)*

#### Targets

- 10% increase in the number of businesses and/or employees in each of the four sectors over the five year period.
- Unemployment levels in the City of Norwood Payneham & St Peters to remain below the State average.

## OUTCOME 2

### Destination City

A destination with dynamic, cultural, vibrant and attractive precincts



#### Measures

- Level of agreement by businesses that the mix of businesses in the business precincts contributes to the prosperity of the area. *(Community Survey)*
- The number of businesses across the City in the Retail, Accommodation & Food Services and Art Recreation Services sectors.
- Retail spend across the City of Norwood Payneham & St Peters.
- Number of *Food Secrets of Glynde & Stepney* bus tours.
- Dedicated *Eastside Wine & Ale Trail* campaign.
- Support events run by local businesses.

#### Targets

- A rating of 3.5 or greater out of 5.0.
- Maintain a minimum combined total of 11.5% of total businesses in the City.
- Increase in the amount of retail spend across the City of Norwood Payneham & St Peters.
- Host ten *Food Secrets of Glynde & Stepney* bus tours annually.
- Deliver a dedicated *Eastside Wine & Ale Trail* campaign annually.
- Support a minimum of two local business run events annually.

## OUTCOME 3

### Innovative City

An innovative City that supports business and attracts investment



#### Measures

- Completion of Smart City initiatives.
- Increase the number of businesses participating in environmentally sustainable programs such as 'Plastic Free SA'.
- Level of business satisfaction with the Council's performance in attracting and supporting businesses. *(Community Survey)*

#### Targets

- Implementation of at least three Smart City initiatives to support the City's business sector.
- The number of businesses certified as 'Plastic Free' has doubled.
- A rating of 3.5 or greater out of 5.0.

## OUTCOME 4

### Business Friendly City

A City that understands the needs of business



#### Measures

- Increase the number of businesses that access the Council's pre-lodgement development assessment service.
- Accreditation as a Small Business Friendly Council from the Office of the Small Business Commissioner (OSBC).

#### Targets

- 50% increase in the number of business related pre-lodgement applications.
- Accreditation as a Small Business Friendly Council is maintained.

**Outcome 1: Dynamic & Diverse City**

<b>Measure</b>	<b>Target</b>	<b>Tracking</b>	<b>Comment</b>
The number of businesses and/or the number of employees in each of the four priority sectors. <i>(Remplan)</i>	10% increase in the number of businesses and/or employees in each of the four sectors over the five year period.	On track to exceed the target.	<p>Food &amp; Beverage Manufacturing 2021 to 2023: Increase of 12 businesses (or 17%)</p> <p>Cultural &amp; Creative Industries 2021 to 2023: Increase of 113 (or 13%)</p> <p>Professional, Scientific &amp; Technical Services 2021 to 2023: Increase of 80 businesses (or 13%)</p> <p>Retail Sector 2021 to 2023: Increase of 62 businesses (or 13%)</p>
Total unemployment in the City of Norwood Payneham & St Peters. <i>(ABS Data)</i>	Unemployment levels in the City of Norwood Payneham & St Peters to remain below the State average.	On track	In 2021 the City of Norwood Payneham & St Peters unemployment rate was 4.9% in comparison to the South Australian unemployment rate of 5.4%. The next census will take place in 2026, the final year of the Strategy. However, through the Council's Labour Force Reports, in Quarter 3 2023, the Council's unemployment rate was 3.13%.



## Outcome 2: Destination City

Measure	Target	Tracking	Comment
Level of agreement by businesses that the mix of businesses in the business precincts contributes to the prosperity of the area. ( <i>Community Survey</i> )	A rating of 3.5 or greater out of 5.0.	Data not yet available.	The most recent Community Survey has just been completed, and the results not yet known.
The number of businesses across the City in the Retail, Accommodation & Food Services and Art Recreation Services Sectors.	Maintain a minimum combined total of 11.5% of total businesses in the City.	On track	As of November 2023, businesses trading within the City of Norwood Payneham & St Peters in these three (3) categories contribute to 11.47% of total businesses. This is up from 10.63% in 2020.
Retail spend across the City of Norwood Payneham & St Peters.	Increase in the amount of retail spend across the City of Norwood Payneham & St Peters.	Not on track	<p>The following expenditure is in the categories of 'Department Stores &amp; Clothing', 'Furniture &amp; Other Household Goods', 'Specialised Food Retailing' and 'Specialised &amp; Luxury Goods':</p> <p>2021: \$448,390,784</p> <p>2022: \$420,480,534</p> <p>2023: \$442,132,913</p> <p>Cost of living and interest rate pressures are impacting on the amount of disposable income available.</p>
Number of <i>Food Secrets of Glynde &amp; Stepney</i> bus tours.	Host ten <i>Food Secrets of Glynde &amp; Stepney</i> bus tours annually.	On track	After the impacts of the COVID-19 pandemic, the bus tours resumed to normal programming. In 2023, ten (10) tours were conducted.
Dedicated <i>Eastside Wine &amp; Ale Trail</i> campaign.	Deliver a dedicated <i>Eastside Wine &amp; Ale Trail</i> campaign annually.	On track	2021: Assisted members of the Eastside Wine & Ale Trail to attend the annual Cellar Door Fest event. Five (5) members (out of eight (8)) participated and received great exposure.

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			<p>2022: Updated the Eastside Wine &amp; Ale Trail publication, which included photoshoots at many of the businesses. The launch of the new publication included a marketing campaign.</p> <p>2023: Adelady campaign including a TV segment and digital and print marketing. Also appointed Neighbourhood events to deliver the inaugural Urban Wine Walk within the City of Norwood Payneham &amp; St Peters.</p>
Support events run by local businesses.	Support a minimum of two local business run events annually.	Not on track	<p>2021: Not achieved.</p> <p>2022: Not achieved.</p> <p>2023: The Council Supporting two (2) members of the Eastside Wine &amp; Ale Trail to conduct the first edition of the Eastside Hop Event, as well as assisting with the inaugural Eastside Urban Wine Walk event, which showcased a number of local Eastside Wine &amp; Ale Trail businesses.</p>

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**Outcome 3: Innovative City**

<b>Measure</b>	<b>Target</b>	<b>Tracking</b>	<b>Comment</b>
Completion of Smart City Initiatives.	Implementation of at least three Smart City initiatives to support the City's business sector.	On track	<p>The Council has commenced with the use of smart technology to monitor a number of car parking bays in the Webbe Street car park. This will ensure adequate turnover of these car parks occurs, benefitting businesses and customers wanting to access The Parade.</p> <p>The Council also invested in the purchase two (2) thermal imaging cameras, which are available for hire by businesses.</p> <p>Business workshops with a focus on using technology to improve efficiencies and output are continuing to be investigated and will be delivered in 2024.</p>
Increase the number of businesses participating in environmentally sustainable programs such as 'Plastic Free SA'.	The number of businesses certified as 'Plastic Free' has doubled.	On track	In 2019, there were three (3) businesses in the City accredited as Plastic Free. Since then an additional five (5) businesses have become accredited. An additional six (6) previously accredited businesses have since closed down.
Level of business satisfaction with the Council's performance in attracting and supporting businesses. (Community Survey)	A rating of 3.5 or greater out of 5.0.	Data not yet available.	The most recent Community Survey has just been completed, with the results not yet known.

**Outcome 4: Business Friendly City**

<b>Measure</b>	<b>Target</b>	<b>Tracking</b>	<b>Comment</b>
Increase the number of businesses that access the Council's pre-lodgement development assessment service.	50% increase in the number of business related pre-lodgement applications.	Measure and Target to be changed to reflect the Start a Business Enquiry Form instead of the Planning Department's Pre-Lodgement Advice Service.	<p>The Council has implemented the 'Start a Business Enquiry' form (2023) designed to provide more detailed information specifically for interested businesses looking to establish in the Council area.</p> <p>In 2023, twelve (12) Start a Business Enquiry Forms were submitted to the Council.</p> <p>In 2024, four (4) have been received to date.</p>
Accreditation as a Small Business Friendly Council from the Office of the Small Business Commissioner (OSBC).	Accreditation as a Small Business Friendly Council is maintained.	On target	Have maintained the Council's on-going accreditation as a small business friendly Council.

# Attachment B

## Progress Report on the 2021-2026 Economic Development Strategy

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City of  
Norwood  
Payneham  
& St Peters



## 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><b>1.1.2: Continue to host regular bus tours, initiatives and events that showcase the City's food and beverage offering.</b></p>	<p><b>FOOD SECRETS + EASTSIDE WINE &amp; ALE TRAIL TOURS</b></p> <p>The <i>Food Secrets + Eastside Wine &amp; Ale Trail</i> tours recommenced in July 2022, after being temporarily suspended as a result of the COVID-19 Pandemic.</p> <p>The tours are scheduled to run once a month on a Wednesday, between the months of February and November. The tours have commenced in 2024, with the February tour having been held on Wednesday, 21 February.</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"> <li>• Rio Coffee;</li> <li>• 1645 Coffee Roasters; and</li> <li>• Cafetal.</li> </ul> <p><u>Sweet</u></p> <ul style="list-style-type: none"> <li>• Menz;</li> <li>• Quinzi's Confectionery; and</li> </ul>	Ongoing

- 
- Gelato Bello.

#### EWAT

- Heartland Wines;
- Vineyard Road;
- Moorooroo Park Vineyards;
- Reform Distilling (new to tours);
- 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](http://www.npsp.sa.gov.au/culture_and_lifestyle/shopping_and_dining/glynde_and_stepney_bus_tours)

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### **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 already 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.	
<b>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</b>	<p><b>SA STYLE CAMPAIGN</b></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 &amp; 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.</p> <p>The partnership also includes a number of digital advertising opportunities including blog posts, EDM listings, Facebook and Instagram posts.</p> <p>The upcoming 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>	Ongoing
	<p><b>ADELAIDE DINING MAGAZINE</b></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. A copy of the double page spread is contained in <b>Attachment C</b>.</p>	Complete
<b>1.2.1: Collaborate with local schools on projects that benefit the community.</b>	<p><b>MARRYATVILLE PRECINCT MASTERPLAN</b></p> <p>The Council, in conjunction with the City of Burnside, is working to prepare and develop 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. As the master plan progresses, the school will continue to be engaged, as a key stakeholder within the Precinct.</p>	Ongoing



<p><b>1.2.2: Promote allied health and well-being services and events that benefit the community.</b></p>	<p><b>THE PARADE AND MAGILL ROAD BLOG ARTICLES</b></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 following health and wellbeing businesses:</p> <ul style="list-style-type: none"> <li>• Total GP Care;</li> <li>• F45 Norwood;</li> <li>• Kieser Norwood;</li> <li>• Studio Pilates; and</li> <li>• National Pharmacies Norwood.</li> </ul> <p>Similarly, the Magill Road blog has recently featured an article on:</p> <ul style="list-style-type: none"> <li>• Love Athletica Pilates Studio.</li> </ul> <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>	Ongoing
<p><b>1.3.1: Monitor land use activity and changes in economic activity to identify emerging trends and opportunities for economic growth.</b></p> <p><b>Also achieves action:</b></p> <p><b>2.2.3: Monitor vacancy rates on The Parade by undertaking annual audits.</b></p>	<p><b>ECONOMIC DEVELOPMENT PRECINCTS OCCUPANCY REPORTS</b></p> <p>As indicated by the report in this agenda titled 'Economic Development Precincts Occupancy Levels Assessment 2023', the Council has continued to monitor the occupancy rate and tenancy mix of three (3) key precincts (The Parade, Magill Road and Kent Town). All three (3) precincts have an occupancy level above 92%, indicating that they are operating at a healthy level.</p> <p>The report also highlights that the 'Medical, Health &amp; Wellbeing' sector has experienced growth in the past twelve (12) months.</p>	Ongoing

<p><b>1.4.1: Create opportunities for businesses to interact through business events and networking functions.</b></p>	<p><b>2023 END OF YEAR BUSINESS NETWORKING EVENT</b></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
	<p><b>2024 MID-YEAR BUSINESS NETWORKING EVENT</b></p> <p>The 2024 Mid-Year Business Networking Event is currently in the planning phase, with a location still to be determined. This event will likely be held in late June 2024.</p>	Scheduled
<p><b>1.5.1: Strengthen the local supply chain and promote the benefits of doing business locally.</b></p>	<p><b>PROMOTION OF Brand SA’S BUY SA. FOR SA.</b></p> <p>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.</p>	Ongoing

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## 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.*

<b>ACTION</b>	<b>UPDATE</b>	<b>STATUS</b>
<i>2.1.1: Work with the State and Federal Governments to ensure that the City's businesses have a presence on their marketing channels.</i>	<p><b>AFL GATHER ROUND 2024</b></p> <p>The Council is working closely with the South Australian Government to deliver a festival of footy on The Parade as part of the 2024 AFL Gather Round.</p> <p>Norwood Oval is again hosting two (2) AFL games, which are:</p> <ul style="list-style-type: none"> <li>• North Melbourne Vs Brisbane – Friday, 5 April 2024 beginning at 4.40pm; and</li> <li>• St Kilda Vs Richmond – Sunday, 7 April 2024 beginning at 2.50pm.</li> </ul> <p>Other activations that will be taking place as part of Gather Round on The Parade include:</p> <ul style="list-style-type: none"> <li>• The Champions Lunch – Thursday, 4 April 2024;</li> <li>• The Rivals Long Lunch – Saturday, 6 April 2024; and</li> <li>• The Norwood Food &amp; Wine Festival – Sunday, 7 April 2024.</li> </ul> <p>Businesses are also being 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>	In progress
<i>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.</i>	<p><b>KENT TOWN DIGITAL AND PRINT CAMPAIGN</b></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. The single page spread that featured in the print version of CityMag is contained in <b>Attachment D</b>.</p>	Complete
<i>2.2.2: Manage the Norwood Parade Precinct Separate Levy and deliver and implement an Annual</i>	<p>At its meeting held on 13 February 2024, the Norwood Parade Precinct Committee (NPPC) resolved the following:</p>	In progress

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**Business Plan for the Committee.**

1. *That the Committee advises and recommends to the Council that it supports the continuation of the Separate Rate for The Parade for one (1) financial year.*
2. *That the Committee supports the amount of revenue raised by the Separate Rate on The Parade to be set at \$225,000 for the 2024-2025 financial year.*

The *Draft 2023-2024 Norwood Parade Precinct Annual Business Plan* was also presented to the Norwood Parade Precinct Committee at the same meeting and both the Separate Rate and Annual Business Plan were presented to the Council at its March 2024 meeting. **Both items were subsequently endorsed and will be released for consultation** with The Parade Precinct business community from Thursday, 14 March – Wednesday, 10 April 2024. Comments will be invited via email and in writing.

The results of the consultation will be considered by the Norwood Parade Precinct Committee at its meeting scheduled for Tuesday, 30 April 2024 and the Council at its meeting held on Monday 3 June 2024.

A copy of the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan*, which sets out the Strategies and Deliverables and associated funding under each of the above categories, is contained in **Attachment E**.

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**2.3.1: Develop a People, Place and Activity Strategy.**

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.

In progress

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**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.**

**AFL GATHER ROUND ON THE PARADE 2024**

In progress

The AFL has scheduled two (2) games to be played at Norwood Oval as part of the 2024 fixture and these games are:

- Friday, 5 April 2024 at 4.40pm – Brisbane Vs North Melbourne; and
- Sunday, 7 April 2024 at 2.50pm – Richmond Vs St Kilda.

The Norwood Parade Precinct Committee has endorsed \$25,000 to assist with marketing, promotion and events associated with the games at Norwood Oval.

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Other activations that will be taking place as part of Gather Round on The Parade include:

- 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.

All businesses within the City are being encouraged to participate in some way, whether it be an in-store offer, special or activation.

A full summary of AFL Gather Round 2024 will be provided to the Committee at its next scheduled meeting.

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

**TOUR DOWN UNDER STAGE 2 START**

Ongoing

The Parade was once again lucky enough to be 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.

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### 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.*

<b>ACTION</b>	<b>UPDATE</b>	<b>STATUS</b>
<p><i>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</i></p>	<p><b>2024 EASTSIDE BUSINESS AWARDS</b></p> <p>The <i>Eastside Business Awards</i> program is for businesses trading within the City of Norwood Payneham &amp; 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 &amp; 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"> <li>• recognise businesses that create great customer experiences and build community;</li> <li>• recognise and celebrate the success of businesses within the City;</li> <li>• raise the profile of the Council’s business sector;</li> <li>• provide a platform for businesses that fall both within and outside of the Council’s business precincts the opportunity to be promoted;</li> <li>• highlight the “hidden gems”;</li> <li>• encourage exceptional customer service from businesses;</li> <li>• make the City of Norwood Payneham &amp; St Peters a destination of choice for shopping, dining and services;</li> <li>• increase patronage for businesses within the City; and</li> <li>• associate the Council with a high-profile awards program.</li> </ul> <p>The 2024 Awards Program launched on Thursday, 15 February 2024. Voting will remain open until 5.00pm on Thursday, 14 March 2024. At the conclusion of the voting stage, three (3) businesses in each category will be identified as the finalists and the winners will be selected by a panel of three (3) people, including Mayor Robert Bria and two (2) Solstice Media representatives. Assistance will be provided by the Council’s Economic Development Unit, where needed.</p>	<p>In progress</p>

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After week one (1) of the awards being open for voting, 3,163 votes were received, indicating the program is on track to eclipse the total number of votes received in any of the awards programs that have been conducted to date.

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](http://eastsidebusinessawards.com.au)

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**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 seven (7) businesses that received a Mayor's Business Commendation Award at the End of Year Business Networking Event were:

- Italia Ceramics – 50+ years;
  - Art Images Gallery – 25+ years;
  - Outdoors on Parade – 50+ 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](http://www.npsp.sa.gov.au/mba)

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

**BUSINESS WORKSHOPS**

In progress

The Council offers a range of services to help local businesses start, grow and flourish.

Scheduled workshops for 2024 include:

- Estate Planning for Professionals & Business Owners – conducted by Kent Town business Bambrick Legal;
- Digital Marketing Masterclass: Unlocking Facebook & Instagram for Business – conducted by Maylands business Deconstruct Digital;
- TBD - a technology/startup workshop – conducted by Kent Town business The Distillery; and
- TBD - How to have the tough conversations or How to strategic plan – conducted by Kensington business Aspirational Leaders and Health Managers.

For more information on the Council's workshop program, and to access the previous workshop recordings, visit [www.npsp.sa.gov.au/workshops](http://www.npsp.sa.gov.au/workshops)

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**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).

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#### 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.*

<b>ACTION</b>	<b>UPDATE</b>	<b>STATUS</b>
<b>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.</b>	<p>The Council has continued to work closely with developers on major projects that are taking place 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 as minimal impact to neighbouring businesses as possible, 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
<b>4.1.6: Encourage residents to support their local businesses and services.</b>	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.	Ongoing
<b>4.3.1: Support planning and development that stimulates economic growth and delivers high quality urban form and amenities.</b>	<p><b>START A BUSINESS ENQUIRY FORM SUPPORT</b></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"> <li>• The need for a development application to be lodged to change the use of the tenancy;</li> <li>• The need to seek a liquor licence (if selling alcohol);</li> <li>• The need to contact the Eastern Health Authority (if selling food); and</li> <li>• The need to comply with the Council's Moveable Signs Policy and/or seek an Outdoor Trading/Dining permit.</li> </ul> <p>In the nine (9) months of 2023 that the form has been active, twelve (12) forms were submitted, and to date in 2024, four (4) forms have been submitted.</p>	Ongoing

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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.

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# Attachment C

## Progress Report on the 2021-2026 Economic Development Strategy

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

Telephone 8366 4555  
Facsimile 8332 6338  
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Website [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)



City of  
Norwood  
Payneham  
& St Peters



# THE PARADE NORWOOD

COMMUNITY, CHARACTER AND CULINARY CHARM



Situated just five minutes east of Adelaide's CBD, The Parade, Norwood is a buzzing precinct of shops, services and mouth-watering eateries.

Renowned for its multicultural and premium dining offerings, the mainstreet presents an array of gastronomic choices, all amongst leafy suburbia.

Seen as the heart of the City of Norwood Payneham & St Peters, visitors are spoilt for choice with a selection of restaurants showcasing cuisines from all over the world.

Indulge in culinary excellence at renowned restaurants Arkhé, 400 Gradi and the European Café or explore local and seasonal produce at 30 Acres.

Grab a taste of the orient from one of its many Asian-inspired eateries like Hanamura, Danny's Thai Bistro or Koyla.

Brunch offerings and delicious coffee are also easily accessible with celebrated cafes like Pave Café and Bravo.

The relaxed surrounds and welcoming neighbourhood vibes are perfect for that casual catch up with friends, or intimate night out for two. Explore all The Parade has to offer at [theparadenorwood.com](http://theparadenorwood.com)



THE PARADE  
NORWOOD

# Attachment D

## Progress Report on the 2021-2026 Economic Development Strategy

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City of  
Norwood  
Payneham  
& St Peters

# From day to night

The eastern suburbs added weight to the case for Adelaide secretly being Australia’s coolest city (yes, we read the WSJ article). The lively neighbourhood of Kent Town is making its mark as the bustling place to be where the short walks between hotspots makes it even better.



## DRINK

Gin? Wine? Beer? Whatever your drink of choice, there are groovy bars, pubs, and distilleries for you to hop through in Kent Town.

### REFORM DISTILLING

@REFORMDISTILLING  
91 LITTLE RUNDLE STREET  
KENT TOWN 5067

Between the street-art filled back streets of Kent Town, Reform is more than a distillery; it's a testament to community spirit and a passion project by Adelaide brothers. Crafting bespoke gins in-house, Reform Distilling offers a relaxed space for afternoon drinks, with an ever-expanding cocktail list and community-focused ethos.

### KHOU BAR

@KHOU\_BAR  
65 KING WILLIAM STREET  
KENT TOWN 5067

Khou Bar is the epitome of an urban sanctuary by Signature Wines. Taste through exquisite wines and house cocktails, amongst the chic banquette seating and terrazzo tabletops. For a light bite, explore the wine-friendly snacks or indulge in wood-fired pizza while sipping on pinot.

### KENT TOWN HOTEL

@KTHADELAIDE  
67 RUNDLE STREET  
KENT TOWN 5067

The Kent Town Hotel blends old-world charm with contemporary allure. The heritage-listed hub is a favourite among locals and visitors, whether popping in for a pub feed, or a refreshing drink at the bar or terrace.



## EAT

When the tummy grumbles, it's guaranteed you'll find a yummy feed between the streets of this eastern inner suburb. Here are a few of our favourite spots.



### PAN & VINE

@PAN\_N\_VINE  
3/58 KING WILLIAM STREET  
KENT TOWN 5067

Helmed by brothers Anthony and Luke Savas, Pan & Vine have perfected sourdough pizza and they top it with locally sourced produce. Order yours along with a few picks from their everchanging pasta specialties and side dishes, which go down best with a negroni.

### ANGUS & CO. ADELAIDE

@ANGUSANDCOBARANDGRILL  
24 DEQUETTEVILLE TERRACE  
KENT TOWN 5067

Some nights you just crave a meaty dinner. When you do, Angus & Co is the place to head, known for having "steakhouse vibes with a modern twist". Opt for the signature five-hour slow cooked scotch fillet if you know what's good.

### MOOBAR

@MOOBARADELAIDE  
31-33 NORTH TERRACE  
HACKNEY 5069

Being so close to Kent Town, MooBar just can't be ignored. Immerse yourself in the olive garden that resembles a summer night in Spain where visitors can taste through the tapas menu and listen to live local music.



## PLAY

A limb stretch only makes you feel good. Here's a couple of fun ways to sweat in the east.

### BEYOND BOULDERING

@BEYONDBOULDERING  
7 GRENFELL STREET  
KENT TOWN 5067

No matter your rock-climbing skill level, Beyond Bouldering welcomes you to strap in. The indoor bouldering gym has all the facilities you could want and more to train, have fun, and take your skills to the next level.



### V2 FIT

@V2\_FIT\_KT  
61 KING WILLIAM STREET  
KENT TOWN 5067

V2 is not only a gym, but a family that supports each other and strives for transformation. Vitality and longevity is what the V2 lifestyle is all about, whether that's through group training, PT sessions, or nutrition guidance.

### BODY FIT TRAINING

@BFT\_KENTTOWN  
66B NORTH TERRACE  
KENT TOWN 5067

Consistency is key when hitting the tools in the gym. BFT has programs running almost every hour making it easy to visit whenever suits you. Training methods are scientifically backed, with massive variety including cardio, strength, core stability, and much more.

# Attachment E

## Progress Report on the 2021-2026 Economic Development Strategy

---

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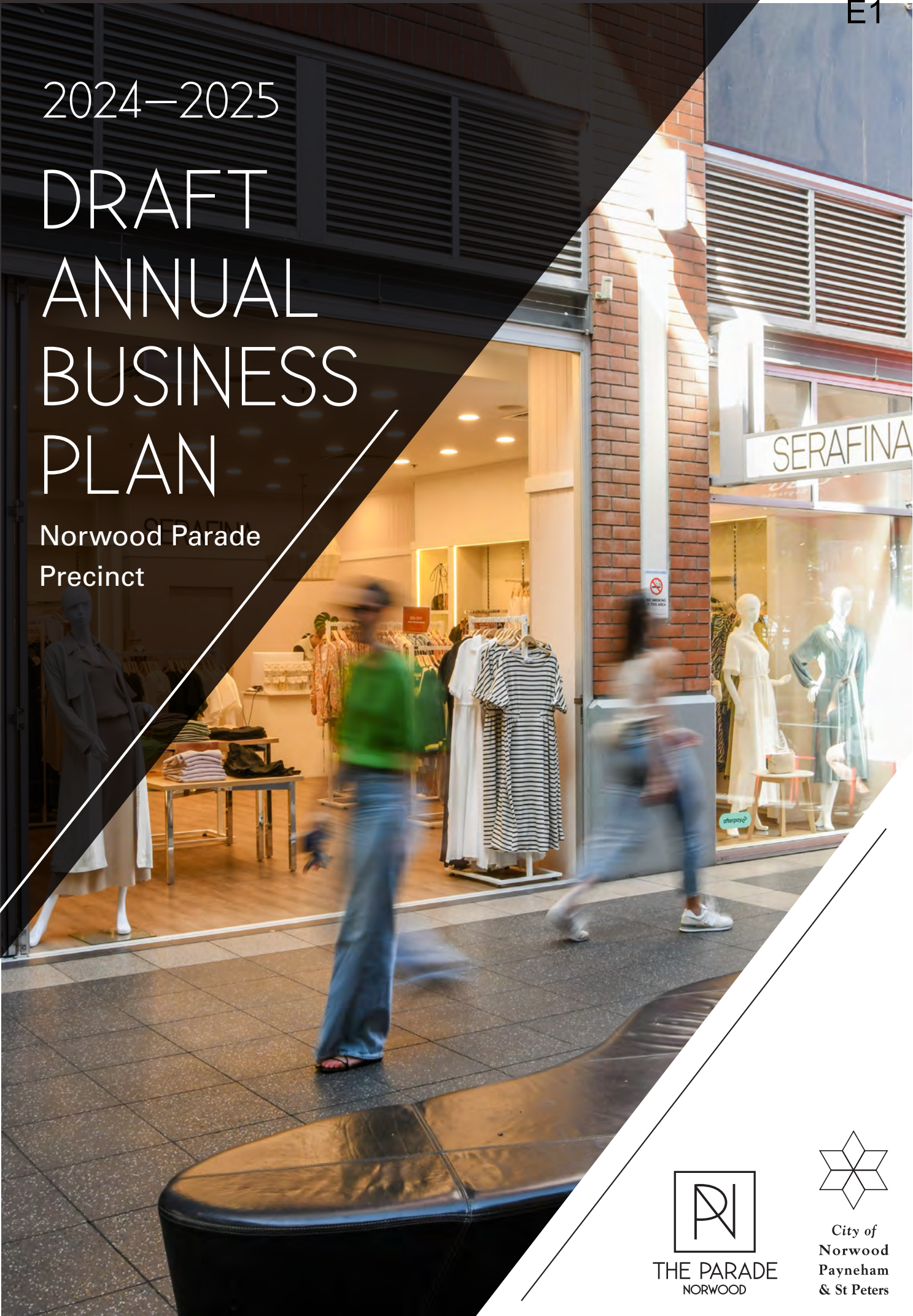


*City of*  
**Norwood  
Payneham  
& St Peters**

2024–2025

# DRAFT ANNUAL BUSINESS PLAN

Norwood Parade  
Precinct



THE PARADE  
NORWOOD



City of  
Norwood  
Payneham  
& St Peters





## VISION /

TO MAINTAIN THE STATUS OF ADELAIDE'S PREMIER MAINSTREET AS A VIBRANT DESTINATION WHERE RESIDENTS AND VISITORS CAN EXPERIENCE AND ENJOY A PLACE TO DINE, SHOP, PLAY AND DO BUSINESS.

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A Successful  
Precinct

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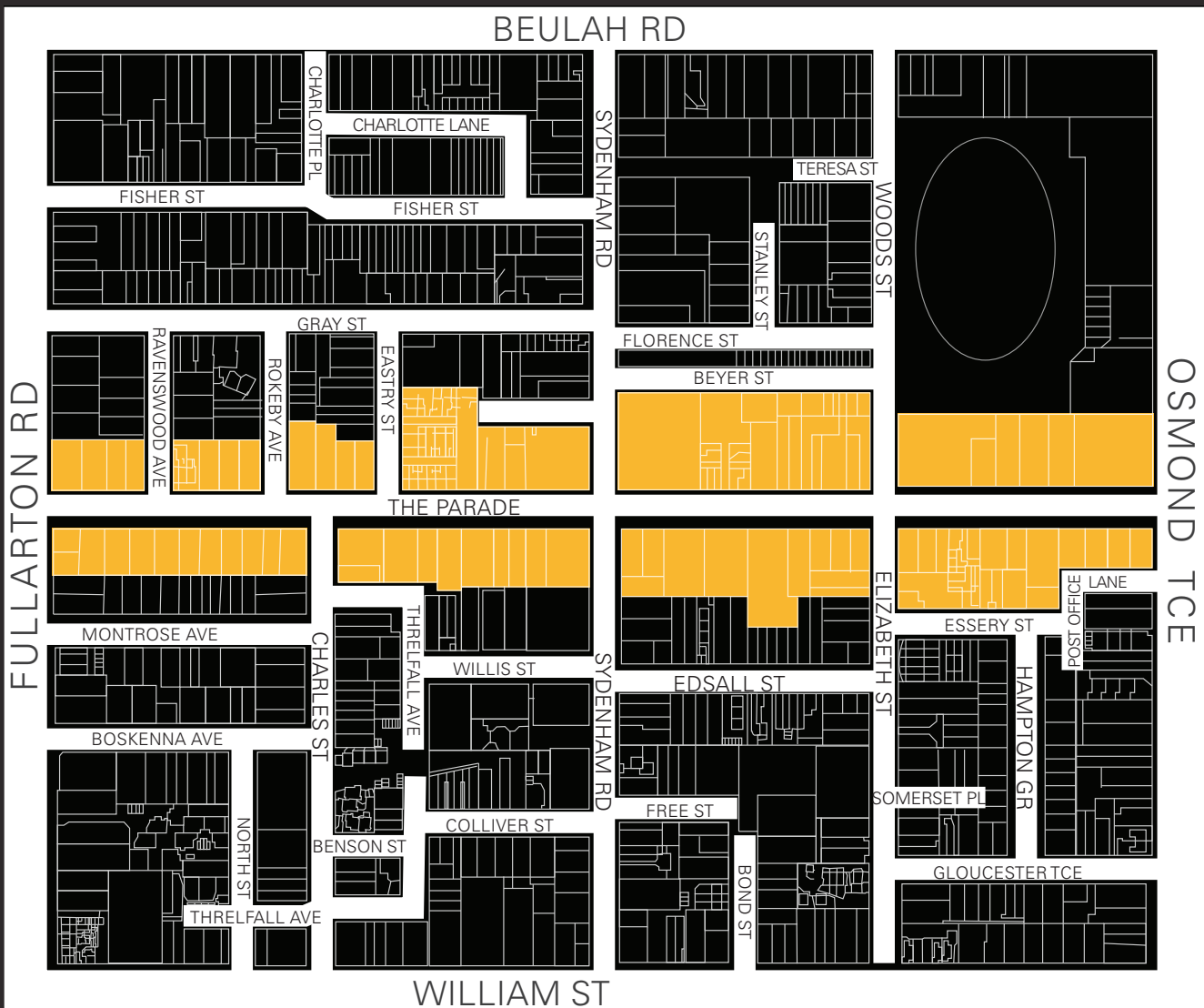
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Monitoring  
& Reporting

# OVERVIEW

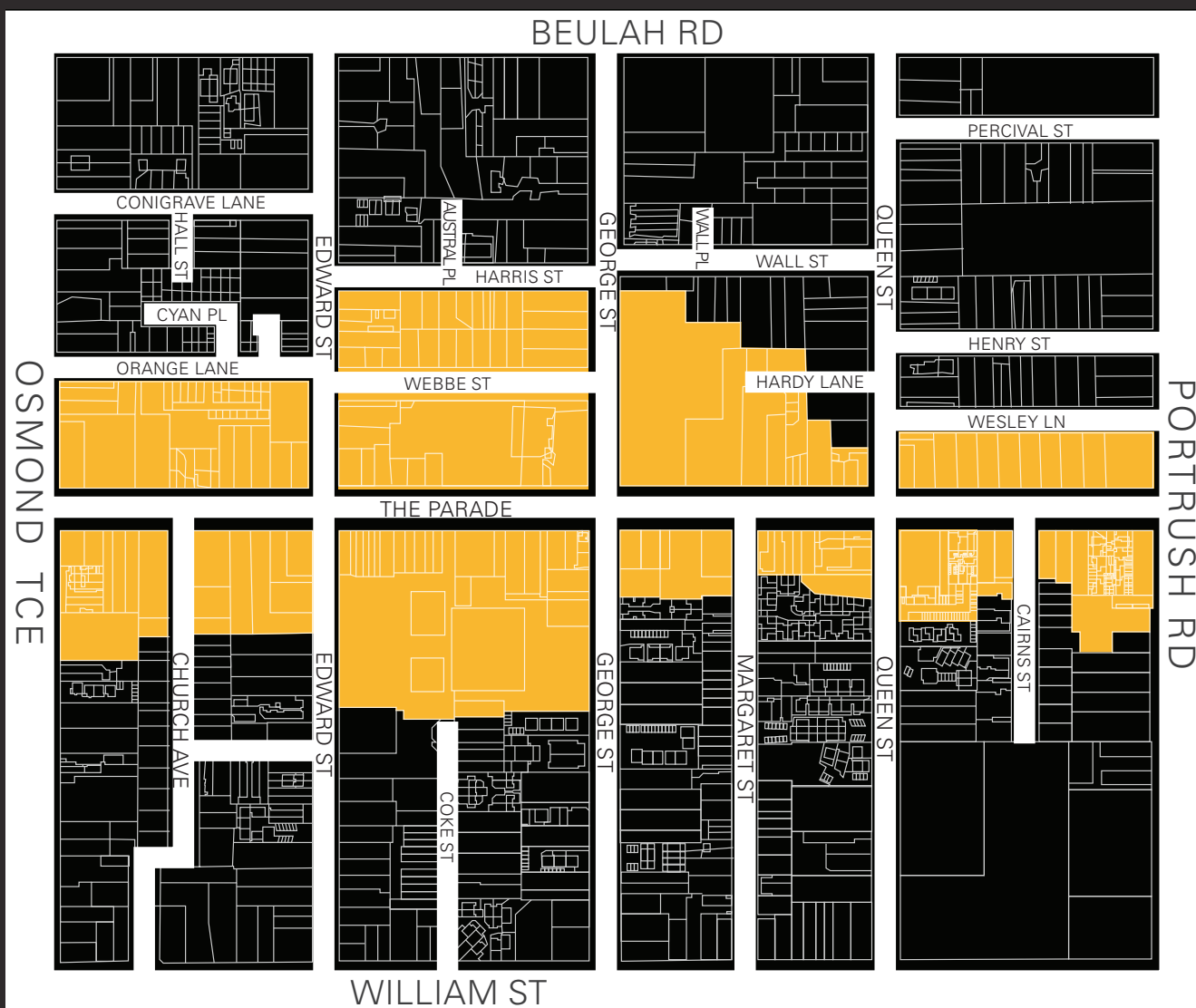
The City of Norwood Payneham & St Peters established the Norwood Parade Precinct Committee pursuant to Section 41 of the *Local Government Act 1999*. The Norwood Parade Precinct Committee is governed by Terms of Reference, which were adopted by the Council on 5 December 2022.

The Norwood Parade Precinct Committee consists of the Mayor, four Elected Members and eight Independent Members who represent the interests of commercial landlords and business owners trading within the Norwood Parade Precinct.



The Norwood Parade Precinct Committee is responsible for delivering exciting initiatives to develop and promote The Parade, Norwood as a vibrant retail, cultural and leisure destination for businesses, residents and visitors.

One of the roles of the Committee is to develop and recommend to the Council an Annual Business Plan and Budget for The Parade Precinct, while overseeing its implementation once approved by the Council.





49

outdoors on parade

53

ban  
Business E



burlingtons

# PURPOSE

The Norwood Parade Precinct Committee works to support, educate and facilitate a healthy, vibrant business community with an emphasis on placemaking for the enhancement of The Parade. At the heart of it, the Committee is tasked with helping to drive the economic prosperity of The Parade, Norwood.

The 2024–2025 Annual Business Plan outlines a series of objectives and strategies that will achieve The Parade’s overall vision.

# OBJECTIVES

The objectives of the 2024–2025 Annual Business Plan are to:

- Courageously promote the Precinct and its businesses
- Increase visitation and encourage expenditure
- Increase business engagement and collaboration
- Provide strategic direction on the future growth and development of the Precinct

# A SUCCESSFUL PRECINCT

THERE ARE A NUMBER OF  
ELEMENTS THAT WORK  
TOGETHER TO CREATE  
A SUCCESSFUL PRECINCT.



## THE SIX KEY ELEMENTS THAT UNDERPIN THE PARADE'S SUCCESS ARE:



### Diversity

A diverse mix of businesses including retail, services, dining and office spaces, with a healthy combination of day-time and night-time trade.



### Local Economy

A strong connection to the local area, offering residents and visitor quality and convenience.



### Identity

A unique character, history and value that is expressed in creative ways including marketing and events.



### Drawcards

A number of drawcards that regularly bring in a large number of people, including sporting facilities, a supermarket, movie complex, restaurants and flagship retail stores.



### Placemaking

Built infrastructure and landscaping that makes the place more attractive, inviting and encourage visitors to stay and play.



### Accessibility

Footpaths, public transport linkages, car parking and clear signage that enables people to easily access the precinct.



# BUDGET

The total budget for the 2024–2025 Parade Precinct Annual Business Plan is \$225,000 which is the amount the Council will collect through the Separate Rate.

The Separate Rate is charged to commercial property owners on The Parade, Norwood. The revenue collected is used for the purpose of marketing and promotion and enhancing business viability within The Parade Precinct.



# BUDGET ALLOCATION

<b>STRATEGY 01 - EVENTS &amp; PLACEMAKING</b>	<b>\$35,000</b>
<hr/>	
<b>STRATEGY 02 - MARKETING &amp; COMMUNICATIONS</b>	<b>\$70,000</b>
<hr/>	
Website	\$2,500
Social Media	\$20,000
Advertising	\$47,500
<hr/>	
<b>STRATEGY 03 - IDENTITY &amp; BRAND</b>	<b>\$110,000</b>
<hr/>	
Signage & Street Decorations	\$45,000
Merchandise	\$5,000
Competitions	\$60,000
<hr/>	
<b>STRATEGY 04 - BUSINESS SUPPORT &amp; DEVELOPMENT</b>	<b>\$5,000</b>
<hr/>	
Training & Workshops	\$3,000
Other	\$2,000
<hr/>	
<b>STRATEGY 05 - ADMINISTRATION</b>	<b>\$5,000</b>
<hr/>	
<b>TOTAL</b>	<b>\$225,000</b>
<hr/>	

# STRATEGIES

<b>Strategy 01</b> Events & Placemaking	11
<b>Strategy 02</b> Marketing & Communications	12
<b>Strategy 03</b> Identity & Brand	13
<b>Strategy 04</b> Business Support & Development	14
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## STRATEGY 01

## EVENTS &amp; PLACEMAKING



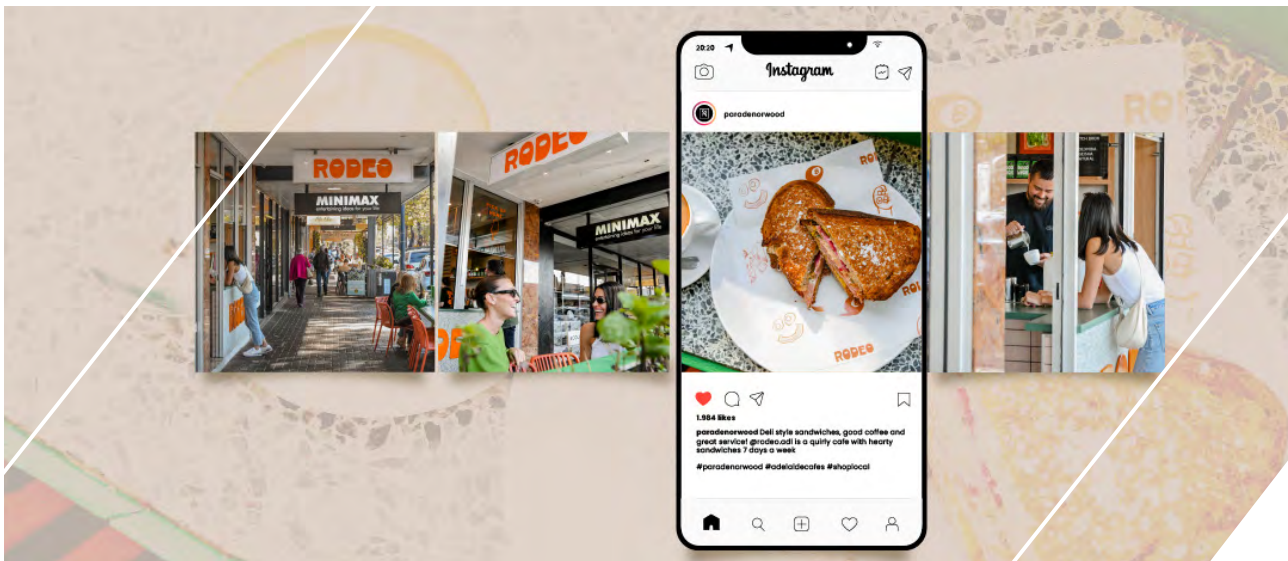
DEVELOP, DELIVER AND  
SUPPORT MEANINGFUL  
EXPERIENCES THAT CREATE  
REMARKABLE MEMORIES  
ON THE PARADE.

1.1 Support the Council's major events that are held on The Parade including but not limited to: Tour Down Under, Norwood Christmas Pageant, Art on Parade and A Day of Fashion.

1.2 Support events and activations underpinned by collaboration between the Council, businesses and the local community.

## STRATEGY 02

## MARKETING &amp; COMMUNICATIONS



BACKED BY RESEARCH AND ANALYTICS, IMPLEMENT A RANGE OF MARKETING CAMPAIGNS AND COMMUNICATION STRATEGIES THAT PROMOTE THE STRENGTHS OF THE PARADE TO TARGET MARKETS.

### 2.1 Website

Continuously improve The Parade website and its functionality to maintain relevancy and engagement.

### 2.2 Social Media

Develop and deliver a social media strategy to maximise effectiveness of current channels, increase engagement with existing followers and attract new audiences.

### 2.3 Advertising

Develop and deliver advertising campaigns to promote The Parade across a wide variety of mediums to increase visitation and spending from Adelaide, Intra and interstate.

## STRATEGY 03

## IDENTITY &amp; BRAND



ENSURE THE PARADE,  
NORWOOD REMAINS  
ADELAIDE'S PREMIER  
MAINSTREET THROUGH  
DELIVERING INITIATIVES  
THAT CREATE CONNECTIONS,  
IMPROVE LOYALTY, AND  
DRIVE BRAND AWARENESS  
AND VISITATION.

**3.1 Signage & Street Decorations**

Install signage and street decorations to promote specific campaigns and events that are held within the Precinct.

**3.2 Merchandise**

Purchase environmentally friendly Parade branded merchandise and distribute to businesses and to community event attendees.

**3.3 Competitions**

Develop and deliver competitions for The Parade that engage businesses and encourage additional expenditure within The Parade Precinct.

## STRATEGY 04

## BUSINESS SUPPORT &amp; DEVELOPMENT



CREATE A CONDUCIVE  
BUSINESS ENVIRONMENT  
WHERE PEOPLE ARE ABLE  
TO FLOURISH THROUGH  
EDUCATION, TRAINING  
AND NETWORKING.

**4.1 Training & Workshops**

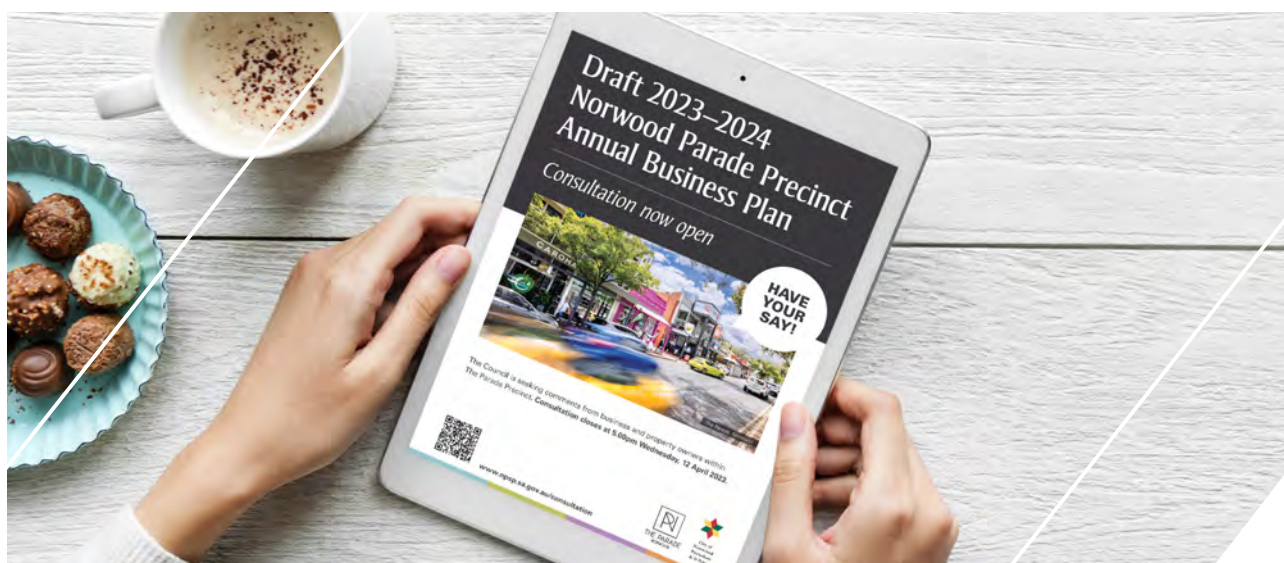
Host business training and workshops, to educate the business community on a range of topics such as marketing, finance, business planning, wellbeing and leadership in business.

**4.2 Other**

Provide additional support to businesses within the Precinct as necessary.

## STRATEGY 05

## ADMINISTRATION



ENSURE THE ONGOING  
AND EFFECTIVE  
ADMINISTRATION OF  
THE COMMITTEE.

5.1 Catering for Committee Meetings.

5.2 Develop, promote and consult on Committee documentation including, but not limited to Committee Membership and the Norwood Parade Precinct Annual Business Plan.



# MONITORING & REPORTING

The Norwood Parade Precinct Annual Business Plan will be monitored and evaluated by the Council.

Progress reports on the implementation of this Plan, will be presented to the Norwood Parade Precinct Committee at each meeting.

Methods of measurement may include:

- Website and social media reports
- Visitation and attendance numbers at events
- Business participation in events and initiatives
- Analysis data from competition entries
- Level of spending within the Precinct
- Occupancy rates
- Written and verbal feedback received from businesses and the community



### **Visit Us**

**City of Norwood Payneham & St Peters**  
Economic Development & Strategy  
175 The Parade, Norwood  
[theparadenorwood.com](http://theparadenorwood.com)



### **Contact Us**

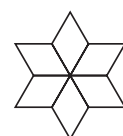
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### **Get Social With Us**

#ParadeNorwood  
@ParadeNorwood  
/TheParadeNorwood

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175 The Parade, Norwood SA 5067

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Socials  /cityofnpsp  @cityofnpsp



City of  
Norwood  
Payneham  
& St Peters

### 3.2 ECONOMIC DEVELOPMENT PRECINCTS OCCUPANCY LEVELS ANNUAL ASSESSMENT 2023

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

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#### PURPOSE OF REPORT

The purpose of this report is to provide the *Business & Economic Development Advisory Committee* with the results of the annual assessment of the occupancy levels within The Parade, Magill Road and Kent Town Economic Development Precincts.

#### BACKGROUND

As part of The Parade Precinct Occupancy Levels report, which was presented to the *Norwood Parade Precinct Committee* in November 2019, the Committee was advised that an assessment of The Parade Precinct's occupancy rate would be conducted annually and that the findings would be presented to the Norwood Parade Precinct Committee, the Council's *Business & Economic Development Advisory Committee*. It was also determined at that time, that other Precincts within the City would also be monitored. To date, the additional Economic Development Precincts, which have had their occupancy rates assessed are Magill Road and Kent Town. The most recent occupancy survey was undertaken on the following dates:

- The Parade Precinct – 14 December 2023;
- Magill Road Precinct – 13 December 2023; and
- Kent Town Precinct – 21 December 2023.

The initial assessment that was undertaken in 2019, was prepared in response to a report published by JLL Australia, on vacancy levels of Adelaide's "high streets" (main streets). The "high streets" assessed by JLL Australia as part of that report and the subsequent reports prepared by JLL Australia include:

- The Parade, Norwood;
- Prospect Road, Prospect;
- Hindley Street, Adelaide;
- Rundle Street, Adelaide;
- King William Road, Goodwood;
- O'Connell Street, North Adelaide; and
- Jetty Road, Glenelg.

The latest report from JLL Australia is the *3Q23 Adelaide Retail High Street Overview*, a copy of which is contained in **Attachment A**. It is important to note that JLL Australia defines The Parade (for the scope of their measurement) as being all ground floor tenancies directly fronting The Parade between Osmond Terrace and Portrush Road. It was due to this restricted scope that the Council decided to commence the process of undertaking its own assessment, which is inclusive of the entire Precinct, as defined by the Council in its Terms of Reference for the Norwood Parade Precinct Committee. It was subsequently determined that additional Economic Development Precincts would also begin to be monitored, with each Precinct having its own defined boundary.

The JLL Australia report and **Table 1** below, provide an overview of the occupancy levels in seven (7) of Adelaide's high streets. The results of this analysis shows that the majority of Adelaide's retail "high streets" are experiencing steady occupancy levels. The only high streets to have experienced a change (positive) over 3% from Third Quarter (July, August, September) 2022 to Third Quarter (July, August, September) 2023 were Jetty Road and The Parade, both of which are the most occupied high streets of those monitored by JLL Australia. **Table 2** provides a summary of the findings from the Staff annual 4Q data collection for the three (3) Economic Development Precincts (The Parade, Magill Road and Kent Town) and compares the results with the 2022 findings.

In the JLL Australia report, The Parade has been recognised as the best performing “high street” in respect to tenancy occupancy, 2.8% ahead of Jetty Road. In addition, The Parade continues to have an occupancy rate above that of the ‘Blended Average’ of all high streets which sits at 93.6%.

**TABLE 1: RETAIL HIGH STREETS OCCUPANCY LEVELS – JLL AUSTRALIA FINDINGS**

Street	Occupancy Rate 3Q22	Occupancy Rate 3Q23	Change (3Q22- 3Q23)
Prospect Road, Prospect	95.9%	93.5%	Declined 2.4%
Hindley Street, Adelaide	87.3%	86.8%	Declined 0.5%
Rundle Street, Adelaide	92.7%	93.8%	Improved 1.1%
King William Road, Goodwood	94.5%	94.4%	Declined 0.1%
O’Connell Street, North Adelaide	91.7%	92.7%	Improved 1%
Jetty Road, Glenelg	90.3%	95.2%	Improved 4.9%
The Parade, Norwood	94.0%	98.0%	Improved 4%

*Notes: Data provided by JLL Australia.*

**TABLE 2: ECONOMIC DEVELOPMENT PRECINCTS OCCUPANCY LEVELS –  
COUNCIL STAFF FINDINGS**

Street	Occupancy Rate 4Q22	Occupancy Rate 4Q23	Change (4Q22- 4Q23)
The Parade, Norwood	92.5%	96.5%	Improved 4%
Magill Road	94.0%	95.0%	Improved 1%
Kent Town	93.0% (1Q23)	92.4%	Declined 0.6%

*Notes: Data collected by NPSP Staff*

## DISCUSSION

For the purpose of this report, occupancy levels are defined as a percentage of all available commercial properties (residential properties are not included) that are currently being actively utilised by a business. In precincts such as The Parade, the occupancy level is usually calculated on the commercial tenancies that are located on the ground floor, predominately comprising of retail and commercial uses. However, given the small number of aboveground floor tenancies within these Precincts, these have been included in the assessment. Generally, the occupancy level measures the health of the local property market by representing the level of activity and demand for property.

It should also be noted that in undertaking the assessments, Council staff have made the following assumptions:

- tenancies classified as being vacant are those that:
  - have signage indicating that the premises or part of the premises was for lease;
  - tenancies that have a ‘Leased’ sign and were still vacant and the Council was not aware of a new business preparing to occupy the space; and
  - tenancies that did not have signage but were empty and the Council was not yet aware of any new business preparing to occupy the space.

### ***The Parade Precinct***

On 14 December 2023, Council staff undertook an assessment of The Parade Precinct (as defined in the *Norwood Parade Precinct Committee* Terms of Reference, which extends from Fullarton Road to Portrush Road) occupancy levels to understand the health of the Precinct during the past twelve (12) months and to compare the findings with the results published in the latest JLL Australia report. It should be noted that all information presented in this report is correct as of that date of collection.

The following assumptions were made when determining the occupancy level of The Parade Precinct:

- there were two (2) tenancies where it was unclear whether the premises were occupied or whether they were vacant and for this reason, these tenancies were excluded from the assessment and do not form part of the occupancy figures;
- the ORTA development (128 The Parade) site has not been included in the figures;
- Norwood Oval and the Norwood Town Hall are not included in the occupancy figures, however are included in the tenancy mix figures.

The research conducted by Council staff found the following:

- there is currently a total of 373 tenancies within The Parade Precinct;
- 360 tenancies were occupied by a business;
- there were thirteen (13) vacant tenancies (15 less than at the same time in 2022) within The Parade Precinct, which equates to an occupancy level of 96.5% (up from 92.5% in 2022);
- eight (8) vacant tenancies are located on the northern side of The Parade (3 less than 2022) and the northern side has an occupancy level of 95.9% (186 out of 194 tenancies); and
- five (5) vacant tenancies are located on the southern side of The Parade (12 less than 2022) and the southern side has an occupancy level of 97.2% (174 out of 179 tenancies).

A more in-depth analysis of the spread of vacant tenancies can be achieved through segregating the Precinct into three (3) sections and on this basis, the results are as follow:

- The Parade between Fullarton Road and Osmond Terrace = 96.6% (112 out of 116).
- The Parade between Osmond Terrace and George Street = 97.2% (138 out of 142).
- The Parade between George Street and Portrush Road = 95.7% (110 out of 115).

In respect to the location of vacant tenancies, the only cluster is located at 231 The Parade, which has previously been listed for sale. Aside from this, the vacant tenancies are spread throughout the Precinct.

In an attempt to build on the data that is collected, staff have also continued to monitor the tenancy mix within The Parade Precinct, as it is important to understand the diversity of businesses, as well as any trends that are becoming apparent. Too many of a particular type of business can impact on the Precinct's attractiveness as a destination. In contrast, the establishment of some types of business clusters can also create competition, which is a positive outcome for visitors. **Table 3** below, showcases the tenancy mix within the Precinct from 2022 to 2023:

**TABLE 3: TENANCY MIX OF THE PARADE PRECINCT – 2022 AND 2023**

Sector	Number (2022)	Percentage (%) (2022)	Number (2023)	Percentage (%) (2023)
Retail	101	29.3	103	28.4
Dining & Entertainment	70	20.3	71	19.6
Professional	65	18.8	76	20.9
Medical, Health & Wellbeing	55	16.2	58	16.0
Hair/Beauty	35	10.1	41	11.3
Training/Employment	9	2.6	8	2.2
Community	5	1.4	5	1.3
N/A (i.e. Leased signage but no business yet)	5	1.4	N/A	N/A
<b>TOTAL</b>	<b>345</b>	<b>100%</b>	<b>362</b>	<b>100%</b>

**Table 4** below, segregates the 'Retail' and 'Professional' sectors into sub-sectors to enable a deeper understanding. Retail is segregated into two (2) categories, 'Clothing' and 'Product', which is inclusive of businesses that specialise in homewares, furniture, grocery stores, toys etc. The Professional sector is segregated into three (3) categories 'Technical' which includes, architects, graphic design, IT, marketing agencies etc, 'Financial', which includes accountants, banks, brokers etc, and 'Real Estate'.

**TABLE 4: RETAIL AND PROFESSIONAL SECTOR BREAKDOWN – 2022 AND 2023**

Sector Breakdown	Number (2022)	Percentage (%) (2022)	Number (2023)	Percentage (%) (2023)
Retail – Product	66	65.3	69	67.0
Retail – Clothing	35	34.7	34	33.0
Professional – Technical	35	53.8	43	56.6
Professional – Financial	24	36.9	28	36.8
Professional – Real Estate	6	9.2	5	6.6

The changes experienced within the Precinct, include the introduction of 39 new businesses, a number of which have come online as a result of the completion of the COMO development, the complete closure of 15 businesses and the relocation of 8 businesses to other precincts. A summary of the new businesses that have opened, relocated or left The Parade Precinct is contained in **Table 5**.

It is interesting to note that four (4) businesses have simply relocated within the Precinct.

**TABLE 5: SECTOR SUMMARY OF BUSINESSES – OPENED, RELOCATED AND LEFT THE PRECINCT**

Sector	Number of new businesses	Relocated within the Precinct	Left the Precinct
Dining & Entertainment	7	0	7
Medical, Health & Wellbeing	7	3	5
Hair/Beauty	9	0	4
Retail	10	1	4
Professional	6	0	2
Training/Employment	0	0	1
<b>TOTAL</b>	<b>39</b>	<b>4</b>	<b>23</b>

A high level comparison of the new businesses against those that have left the Precinct, shows that there has been an increase in the 'Medical, Health & Wellbeing' and 'Hair & Beauty', 'Professional' and 'Retail' sectors.

The Parade, Norwood has the tightest held tenancies in Metropolitan Adelaide, reflecting a strong desire from businesses to establish within The Parade Precinct. The integrated marketing and promotional campaigns, along with the vast array of events and initiatives have resulted in The Parade Precinct being a desirable location for businesses. Whilst the integrated marketing and promotional campaigns have tended to focus on businesses in the 'Dining & Entertainment', 'Retail' and 'Hair & Beauty' sectors. The increasing prevalence of 'Professional' businesses, suggests that The Parade digital marketing campaign, which is now pivoting to promote these types of businesses, in an attempt to demonstrate how diverse The Parade actually is starting to work.

### **Magill Road Precinct**

The assessment undertaken by Council staff encompasses the entire length of Magill Road that falls within the City of Norwood Payneham & St Peters, and extends from Fullarton Road to Portrush Road (both the northern and southern sides), and from Portrush Road to Glynburn Road (northern side only as the southern side falls within the City of Burnside). The assessment undertaken by Council Staff was conducted on 13 December 2023 and all the details from the assessment are correct as of that date.

The assessment that has been conducted by Council staff found the following:

- there is a total of 221 tenancies (excluding residential) within the Magill Road Precinct;
- 210 tenancies were occupied by a business;
- there were eleven (11) vacant tenancies, resulting in an occupancy level of 95% (up from 94% in 2022);
- ten (10) vacancies are located on the northern side of Magill Road (down from 11 in 2022) resulting in an occupancy rate of 92.9% (up from 92.1% in 2022), however given the extended length of the Precinct on the northern side a vacancy rate of approximately 7.1% is not considered high; and
- one (1) vacancy is located on the southern side of Magill Road (down from 2 in 2022) resulting in an occupancy rate of 98.7% (up from 97.3% in 2022).

A more in-depth analysis of the spread of vacant tenancies can be achieved through segregating the Precinct into three (3) sections. The results are as follow:

- Magill Road between Fullarton Road and Osmond Terrace = 97.2% (69 out of 71)
- Magill Road between Osmond Terrace and Portrush Road = 95.1% (77 out of 81)
- Magill Road between Portrush Road and Glynburn Road (north side only) = 92.8% (64 out of 69)

In respect to the location of the vacant tenancies, there is no obvious pattern, as the majority are spread throughout the Precinct. Two (2) vacancies exist in the small portion of Magill Road (north side) between Wells Street and Frederick Street, Maylands, as a result of Dipalo Hair and Alpha Beta Gamma vacating, to accommodate the redevelopment of that property. Vacant land has also been included as being 'vacant' in this assessment.

In an attempt to build on the data that is collected, staff have also continued to monitor the tenancy mix within the Magill Road Precinct, as it is important to understand the diversity of businesses, as well as any trends that are becoming apparent. Similar to The Parade, too many of a particular type of business can impact on the Precinct's attractiveness as a destination. In contrast, the establishment of some types of business clusters can also create competition, which is a positive outcome for visitors. An example of this is the homewares sector that has established itself in the section of Magill Road between Osmond Terrace and Portrush Road. **Table 6** below, showcases the tenancy mix within the Precinct from 2022 to 2023:

**TABLE 6: TENANCY MIX OF THE MAGILL ROAD PRECINCT – 2022 & 2023**

Sector	Number (2022)	Percentage (%) (2022)	Number (2023)	Percentage (%) (2023)
Retail	79	39.1	78	35.3
Medical, Health & Wellbeing	33	16.3	40	18.1
Dining & Entertainment	32	15.8	34	15.4
Professional	31	15.3	33	14.9
Hair/Beauty	23	11.4	20	9.0
Community	3	1.5	2	0.9
Training/Employment	1	0.5	1	0.5
<b>TOTAL</b>	<b>202</b>	<b>100%</b>	<b>208</b>	<b>100%</b>

**Table 7** below, segregates the 'Retail' and 'Professional' sectors into sub-sectors to enable a deeper understanding. Retail is segregated into two (2) categories, 'Clothing' and 'Product', which is inclusive of businesses that specialise in homewares, furniture, grocery stores, toys etc. The Professional sector is segregated into three (3) categories 'Technical' which includes, architects, graphic design, IT, marketing agencies etc, 'Financial', which includes accountants, banks, brokers etc, and 'Real Estate'.

**TABLE 7: RETAIL AND PROFESSIONAL SECTOR BREAKDOWN – 2022 & 2023**

Sector Breakdown	Number (2022)	Percentage (%) (2022)	Number (2023)	Percentage (%) (2023)
Retail – Product	75	94.9	74	94.9
Retail – Clothing	4	5.1	4	5.1
Professional – Technical	25	80.6	27	81.8
Professional – Financial	4	12.9	4	12.1
Professional – Real Estate	2	6.5	2	6.1



The changes experienced within the Precinct, are mainly associated with the partial completion of Norwood Green. The sectors that have predominately benefited from these new businesses, are 'Dining & entertainment' and 'Medical, Health & Wellbeing'. **Table 8** provides a summary of the businesses by sector that have opened, relocated or closed in the Precinct. During the 12 month period, only one (1) business relocated within the Precinct. Of the 17 businesses that have left the Precinct, ten (10) have closed completely, with the remaining seven (7) moving outside of the City of Norwood Payneham & St Peters.

**TABLE 8: SECTOR SUMMARY OF BUSINESSES – OPENED, RELOCATED AND LEFT THE PRECINCT**

Sector	Number of new businesses	Relocated within the Precinct	Left the Precinct
Dining & Entertainment	7	0	5
Medical, Health & Wellbeing	8	1	1
Hair/Beauty	1	0	4
Retail	5	0	6
Professional	4	0	1
Training/Employment	0	0	0
<b>TOTAL</b>	<b>25</b>	<b>1</b>	<b>17</b>

As can be seen from the tenancy mix for the Magill Road Precinct, there has been a significant increase in the number of 'Medical, Health & Wellbeing' businesses that have established in the Precinct. This is inclusive of Pilates studios and health centres, which have become more prominent on Magill Road. The abovementioned data highlights that there is more of a focus on the 'Medical, Health & Wellbeing' businesses on Magill Road to cater for the needs of the local community. Notwithstanding the increase in this sector, Magill Road is still dominated by 'Retail – Product' businesses, which is inclusive of furniture and homewares businesses.

***Kent Town Precinct***

The assessment that has been undertaken by Council staff encompasses the entire suburb of Kent Town, which is bordered by North Terrace (to the North), Hackney Road and Dequetteville Terrace (to the West) and Fullarton Road (to the East). The assessment undertaken by Council Staff was conducted on 21 December 2023 and all details from this assessment are correct as of that date. This forms the second assessment of Kent Town, which enables early trends to be identified.

The assessment conducted by Council staff identified the following:

- there are 370 tenancies within the Kent Town Precinct;
- 342 tenancies were occupied by a business (two (2) of these businesses do not have signage but it is clear that a business is operating, therefore they have not been included in the tenancy mix); and
- there are twenty-eight (28) vacant tenancies within the Kent Town Precinct, which equates to an occupancy level of 92.4% (up from 25 vacancies and 93% occupancy rate from the assessment earlier in 2023).

Part of this Precinct also contains a residential component, which, although located within this Precinct, does not form part of this analysis.

**Table 9** below highlights the tenancy mix within the Kent Town Precinct in quarter 1 and quarter 4 2023:

**TABLE 9: TENANCY MIX OF THE KENT TOWN PRECINCT – Q1 2023 & Q4 2023**

Sector	Number (Q1 23)	Percentage (%) (Q1 23)	Number (Q4 23)	Percentage (%) (Q4 23)
Professional	180	50.4	185	50.0
Retail	60	16.8	57	15.4
Medical, Health & Wellbeing	48	13.4	53	14.3
Dining & Entertainment	19	5.3	18	4.9
Community	11	3.1	11	3.0
Hair/Beauty	8	2.2	10	2.7
Training/Employment	6	1.7	6	1.6
<b>TOTAL</b>	<b>332</b>	<b>100%</b>	<b>340</b>	<b>100%</b>

Similar to The Parade and Magill Road, **Table 10** below, segregates the 'Retail' and 'Professional' sectors into sub-sectors to enable a deeper understanding. Retail is segregated into two (2) categories, 'Clothing' and 'Product', which is inclusive of businesses that specialise in homewares, furniture, grocery stores, toys etc. The Professional sector is segregated into three (3) categories 'Technical' which includes, architects, graphic design, IT, marketing agencies etc, 'Financial', which includes accountants, banks, brokers etc, and 'Real Estate'.

**TABLE 10: RETAIL AND PROFESSIONAL SECTOR BREAKDOWN FOR THE KENT TOWN PRECINCT – Q1 2023 & Q4 2023**

<b>Sector Breakdown</b>	<b>Number (Q1 23)</b>	<b>Percentage (%) (Q1 23)</b>	<b>Number (Q4 23)</b>	<b>Percentage (%) (Q4 23)</b>
Retail – Product	58	96.7	54	94.7
Retail – Clothing	2	3.3	3	5.3
Professional – Technical	118	65.5	125	67.6
Professional – Financial	43	23.9	44	23.8
Professional – Real Estate	19	10.5	16	8.6

As can be seen by the data contained in **Table 12** below, Kent Town is dominated by 'Professional – Technical' businesses, which aligns with the look and feel of the Precinct and its identification as a creative hub. The second largest sector is the 'Retail – Product', however this sector did see a decline from Quarter 1 to Quarter 4. The third largest sector is 'Medical, Health & Wellbeing'. These three (3) sectors dominate the business makeup of this Precinct. Combined, these three (3) high level sectors (Professional, Retail and Medical, Health & Wellbeing) contribute to 79.7% of the business tenancy mix, highlighting the way in which initiatives and marketing needs to be targeted. It also reinforces the dominance and opportunities for the Kent Town Precinct, in terms of alignment with Lot Fourteen and the State Government's investment in defence.

It is expected that the number of available tenancies in Kent Town will continue to grow with the development of the Northline site on King William Street and the completion of works at the former Alchemy site.

***Interstate Comparison***

It is also important to compare the position of the key Economic Development Precincts within the City of Norwood Payneham & St Peters with other mainstreets and economic development precincts interstate, in order to obtain a genuine understanding of the state and health of the City's Precincts.

**Table 11**, below, provides the occupancy rates of other precincts around Australia in comparison with The Parade, Norwood, Magill Road and Kent Town.

**TABLE 11: ECONOMIC DEVELOPMENT PRECINCTS COMPARISON AUSTRALIA WIDE**

<b>Precinct</b>	<b>Occupancy Rate</b>	<b>Data Correct As Of</b>
High Street, Armadale, Victoria	92.4%	September 2023
South Yarra, Victoria	89.5%	September 2023
Brunswick Street, Victoria	85.8%	December 2023
Melbourne CBD (Retail Strip)	93.0%	February 2024
Sydney CBD (Retail Strip)	92.1%	February 2024
Brisbane CBD (Retail Strip)	84.8%	February 2024
Perth CBD (Retail Strip)	75.8%	February 2024
The Parade, Norwood	96.5%	December 2023
Magill Road	95.0%	December 2023
Kent Town	92.4%	December 2023

As can be seen, all three (3) economic development precincts within the City of Norwood Payneham & St Peters compare extremely well against other precincts around Australia. In particular, the high occupancy rates in all three (3) Precincts, suggests that:

- the economic activity within the Precincts is generally strong;
- there is a high level of confidence by business owners, through their decision to invest and remain in that location;
- there is a high degree of consumer demand for the products and services that are offered in the area/locality and that the demand is able to support a range of businesses;
- the overall health of the property market is strong and that the market conditions within the City of Norwood Payneham & St Peters and more generally in Adelaide and South Australia, are much stronger than the rest of the Nation, particularly in the eastern States;
- the stable and increasing occupancy rates in The Parade, Magill Road and Kent Town, during this period of high interest rates and pressure on the cost of living, indicates that the business sector has a degree of resilience and adaptability; and
- that the high occupancy rates tend to be working favourably and are helping to make the precincts more attractive to potential investors and business owners. The high occupancy rates are an indication to new entrants into the Precincts that there is potential for positive return on investment.

In general, the investment in these Precincts is fostering a positive business environment and attracting visitation and therefore expenditure, which in turn is ensuring businesses are wanting to establish in the Council area, which is creating a high demand.

Notwithstanding this, it is important to recognise that while occupancy rates provide valuable information, these need to be considered alongside other economic indicators and data, such as the mix of businesses, diversity of business offerings in the Precinct and the overall expenditure.

## **OPTIONS**

Not Applicable.

## **CONCLUSION**

It is acknowledged that all monitored precincts are performing extremely well and remain healthy, especially in comparison to other mainstreets around metropolitan Adelaide and Australia. There continues to be a range of new businesses entering the Precincts to complement those that are leaving. The Parade does have a diverse mix of businesses, whilst both Magill Road and Kent Town are somewhat dominated by single sectors (Retail and Professional respectively). The continued monitoring of these Precincts will be essential to ensure their continued success.

## **COMMENTS**

Whilst it is acknowledged that a low vacancy rate is a positive representation of the health of the Precinct, research has shown that when occupancy rates go above 95%, the rental market is considered to be in a good state. This can unfortunately lead to landlords subsequently increasing rents, which in turn can have a negative impact on the tenancy mix. It also means that landlords can afford to be selective about the type of tenants that they place in individual tenancies. Staff will continue to monitor this activity to identify any such patterns, should they arise.

## **RECOMMENDATION**

That the information contained in this report be used to produce the *Norwood Parade Precinct Occupancy Report 2023*, the *Magill Road Occupancy Report 2023*, the *Kent Town Occupancy Report 2023* and the *Activity Precincts Occupancy Report 2023*.

# Attachment A

## Economic Development Precincts Occupancy Levels Annual Assessment 2023

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*City of*  
**Norwood  
Payneham  
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# Adelaide retail high street overview

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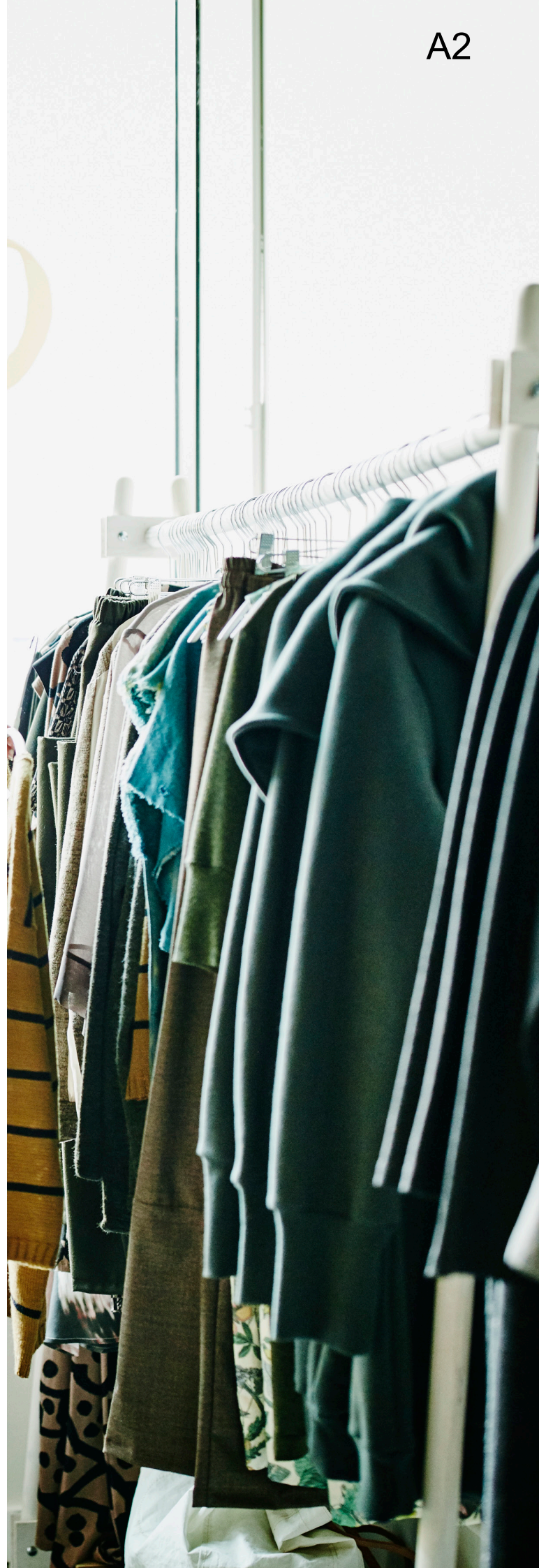
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# Executive summary

Despite inflation remaining stubbornly high, and retail trade in South Australia moderating, vacancy along Adelaide’s retail high streets reached the lowest point ever recorded since JLL began tracking the data in 2015.

However, occupier demand wasn’t uniform across the market. The vacancy rate decreasing along Rundle Street, Jetty Road and reaching a record low of 2.0% along The Parade in Norwood. Conversely, the vacancy rate increased moderately along King William Road, Prospect Road and Hindley Street.

The blended vacancy rate across all tracked precincts reached 6.4% in Q3 2023, 0.2 percentage points below the previous low of 6.7% recorded in 2016.



Precinct	Vacancy (%)		
	Q3 2023	Q1 2023	
Rundle Street, CBD	6.2	8.3	▼
Hindley Street, CBD	13.2	11.3	▲
O’Connell Street, North Adelaide	7.3	7.3	◀▶
The Parade, Norwood	2.0	3.3	▼
King William Road, Goodwood / Hyde Park	5.6	4.7	▲
Jetty Road, Glenelg	4.8	7.3	▼
Prospect Road, Prospect	6.5	5.3	▲
<b>Blended</b>	<b>6.4</b>	<b>6.9</b>	▼

# Consumer sentiment and retail turnover

Consumers are proving resilient in South Australia, despite the current macroeconomic backdrop of recently higher interest rates and higher inflation. On a rolling annual basis to September 2023, retail trade growth reached 7.1% - a level stronger than all other states and territories in Australia apart from the ACT, and well above the national rolling annual trade growth of 5.2%.

*However, retail trade growth is slowing. When examining quarter on-quarter growth (a more immediate barometer of retail demand), spending has moved into negative territory in two of the most important categories in the high street retail landscape – fashion and dining out.*

On a rolling quarterly basis to September 2023, retail trade growth in the fashion category has been negative for four consecutive months,

reaching -1.2% in September 2023. Retail trade growth in the dining out categories has been mixed. Spending in restaurants and cafes has been negative for three consecutive months. However, spending in the take-away eateries category has maintained growth, indicative of consumers trading down to more affordable dining options to allocate spending towards. That being said, consumer spending growth in cafés, restaurants and catering services is still 27.4% on a rolling annual basis to September 2023 – the strongest rate of growth recorded in the category since late 2008.

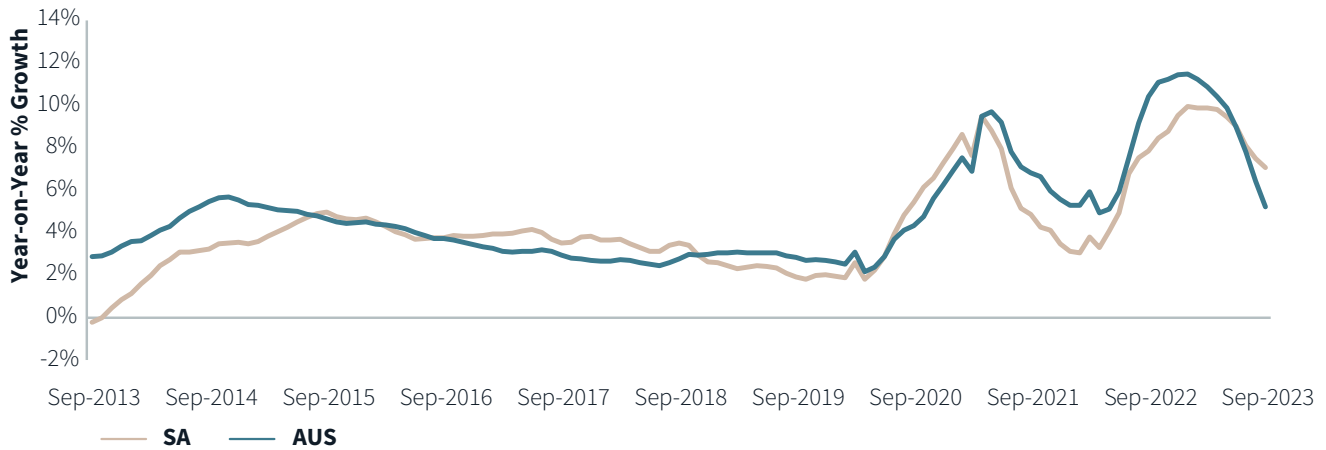
SA's labour force remains robust, which will continue to support retail trade over the short-term. As at September 2023, SA's seasonally adjusted unemployment rate is 3.7% - 0.1 percentage point above the record low reached last month.





Figure 1

**Retail turnover (y-o-y): South Australia and Australia**



Source: Australian Bureau of Statistics, JLL Research

Predictably, the grip of inflation presents a challenge to consumer demand. This is reflected in Westpac-Melbourne Institute Index of Consumer Sentiment, which, although improving on the back of a pause in the official cash rate, remains below the 100 index point which delineates between optimism and pessimism (82 in October 2023).

Figure 2

**Westpac-Melbourne Institute Index of Consumer Sentiment**



Source: Westpac-Melbourne Institute, JLL Research

# Rundle Street, CBD

Retailer demand for space along Rundle Street continued in Q3 2023 with the vacancy rate along the strip decreasing to the lowest level recorded since 2018. Over the six months to September 2023, headline vacancy fell to 6.2% - less than half of the COVID-19 peak vacancy rate of 13.7% recorded in Q3 2021.

Rundle Street's reputation as a fashion destination was enhanced in Q3 2023 with the opening of multiple new stores from national and global fashion retailers. Cue and Veronika Maine opened new stores in the former Kathmandu space at 201-203 Rundle Street. Sass & Bide returned to Rundle Street, opening a store at 236 Rundle Street in the former Decjuba space after Decjuba relocated to Rundle Mall. Additionally, global fashion label Orotan opened its second full-line store at 257 Rundle Street in the former Bauhaus space, and Calibre committed to a new store at 261 Rundle Street. This continues a strong period of fashion retailer demand recently that included new store openings from

Assembly Label, Carla Zampatti, Viktoria & Woods, Florsheim and Crumpler.

*Demand from hospitality groups also improved with three new cafés and restaurants opening in Q3 2023.*

*National burger chain Milky Lane opened its first SA store at 272 Rundle Street, Italian eatery Enoteca Bar & Cucina opened in the former La Taberna space at 281 Rundle Street, and Lenox Avenue opened its second Adelaide restaurant at 278 Rundle Street.*

Rundle Street remains the most important fashion destination of all tracked high streets. As of Q3 2023, 34% of all traders along the strip were fashion operators, more than double the blended proportion of fashion operators across Adelaide's tracked high streets (15.4%).



Image source: Sass & Bide

# Hindley Street, CBD

The vacancy rate along Hindley Street edged up to 13.2% in Q3 2023, increasing from 11.3% six months ago. The figure represents the highest vacancy rate among all tracked Adelaide retail high streets.

However, the moderate increase in vacancy over the last six months was more a result of closures of more transient-natured offerings such as massage parlours and convenience store retailers. When looking at the retailer categories that underpin Hindley Street – cafés and restaurants, and pubs and nightclubs – there was no tangible change in the vacancy rate in these categories from a year ago.

New entrants to the Hindley Street tenancy mix over the last six months included Dumpling Lab opening its second restaurant at 33 Hindley Street and bubble tea café SweetSoon opening at 68 Hindley Street. However, these openings were counter-balanced by closures of burger restaurant Hello Harry and café Doppio Noshery, both at 33

King William Street (cnr of Hindley and King William Street).

*Daytime economic activity in the precinct is expected to improve further with the announcement of the full refurbishment and repositioning of the Netter Building at 2-4 Hindley Street into a creative industries-oriented commercial building. However, completion timing on the project is currently undisclosed.*

Over the medium term, the ongoing health sector clustering within the Bio-Med City precinct along the western edge of North Terrace, comprising the Royal Adelaide Hospital, SAHMRI and SAHMRI2, as well as two university research facilities, will further support day-time retail trade. With the expectation that commercial office development will soon be underway in the precinct, the daily white-collar worker density will increase.



# O'Connell Street, North Adelaide

The vacancy rate along O'Connell Street was stable at 7.3% in Q3 2023. This follows on from reduction of 4.2 percentage points over the 12 months to Q1 2023, which represented the strongest decrease in vacancy across all tracked high streets over that time period.

There were two new beauty retailers opening stores along the strip over the past six months with The Tan Club Co. launching at 31 O'Connell Street and Color Club Nails & Beauty opened in an O'Connell Street facing tenancy at North Adelaide Village. The proportion of dining out options remained the highest of all tracked

high streets (43%) with two new restaurants opening. AMMŌS Greek Bistro opened in the former Zaep restaurant space at 22 O'Connell Street and Lucky Dumpling and Noodle opened at 26 O'Connell Street.

*The major mixed-use development Eighty-Eight O'Connell is expected to complete in mid-2025. This will increase the local consumer base as well as enhance the retail offerings along the strip with additional ground floor retail space within the project.*



Image source: Artist Impression, <https://88oconnell.com/>

# Jetty Road, Glenelg

The recovery of the Jetty Road retail precinct has been strong with the largest annual decrease in vacancy of all tracked markets recorded along the high street. The vacancy rate on Jetty Road has halved over the last 12 months, reaching 4.8% in Q3 2023 – the second lowest vacancy rate on record in the precinct since JLL Research began tracking the data in 2016.

New retail offerings to open in Q3 2023 included German street food operator Imbiss Café and chain bubble tea retailer Gong Cha. Additionally, health services organisation Kid Sense Child Development opened along the strip, as well as

local beverage manufacturer South Ave Seltzer opening its head office along Jetty Road.

*With inbound tourists into Australia increasing by 248% on a rolling annual basis to August 2023, Glenelg is likely to attract a disproportionate number of tourists visiting South Australia. This is expected to support consumer spending along the strip over the short-to-medium term.*



Image source: Talphin Group <https://www.jettyroadglenelg.com.au/news/introducing-jetty-road-glenelgs-newest-luxury-hotel>

# The Parade, Norwood

The Parade recaptured the title of Adelaide's tightest retail high street in Q1 2023 after a marginal vacancy uplift six months ago. As at Q1 2023, vacancy along The Parade decreased to 3.3% - the tightest level of vacancy recorded along the strip since JLL Research began tracking the data in 2015. After an initial vacancy spike in the early COVID-19 period, occupier demand for space along The Parade has been very strong with vacancy falling rapidly from a peak of 14.7% recorded in Q3 2020.

With limited opportunity to secure retail space along the strip, there was a small number of new

store openings recorded over the last six months. Notably, global fashion retailer Simone Pérèle opened its first flagship store in Adelaide at 154A The Parade. Additionally, new hospitality offering Rodeo Food and Beverage opened in the former Wholefoods by Argo space (224B The Parade).

*High density residential projects along the strip are building stronger local consumer catchments with multiple projects currently at various stages of development.*



Image source: <https://www.theparadenorwood.com/>

# King William Road, Goodwood / Hyde Park

The vacancy rate along King William Road was broadly unchanged at Q3 2023 with one additional shopfront becoming vacant over the last six months. As a result, vacancy increased 0.8 percentage points to 5.6%. This follows on from the lowest vacancy rate recorded on the street since JLL began tracking the data, which was recorded in Q1 2023 (4.7%).

King William Road continues to attract liquor-oriented hospitality operators. In Q3 2023, Alt. Wine Bar opened at 151 King William Road and Four Sides Bar and Kitchen opened at 165A King William Road. This follows on from a wave of hospitality openings recently including

Willy's Wine Shop, Spier & Wright Whisky Merchants, and Amor Wine Tapas Cocktails.

*These hospitality operators are generally leasing space being made available from closing beauty retailers. As a result, the proportion of beauty operators along King William Road has fallen from 18% to 14% over the last two years and is no longer the strongest cohort of beauty retailers along Adelaide's tracked high streets.*



Image source: <https://kingwilliamroad.com.au/>

# Prospect Road, Prospect

The vacancy rate along Prospect Road has increased for two consecutive six-monthly periods, reaching 6.5% in Q3 2023. This represents the highest vacancy rate recorded along the strip since the onset on the COVID-19 pandemic in Q3 2020 (7.1%). However, it must be noted that given the smaller size of Prospect Road, this increase in vacancy reflects one additional shopfront becoming available for lease over the last six months.

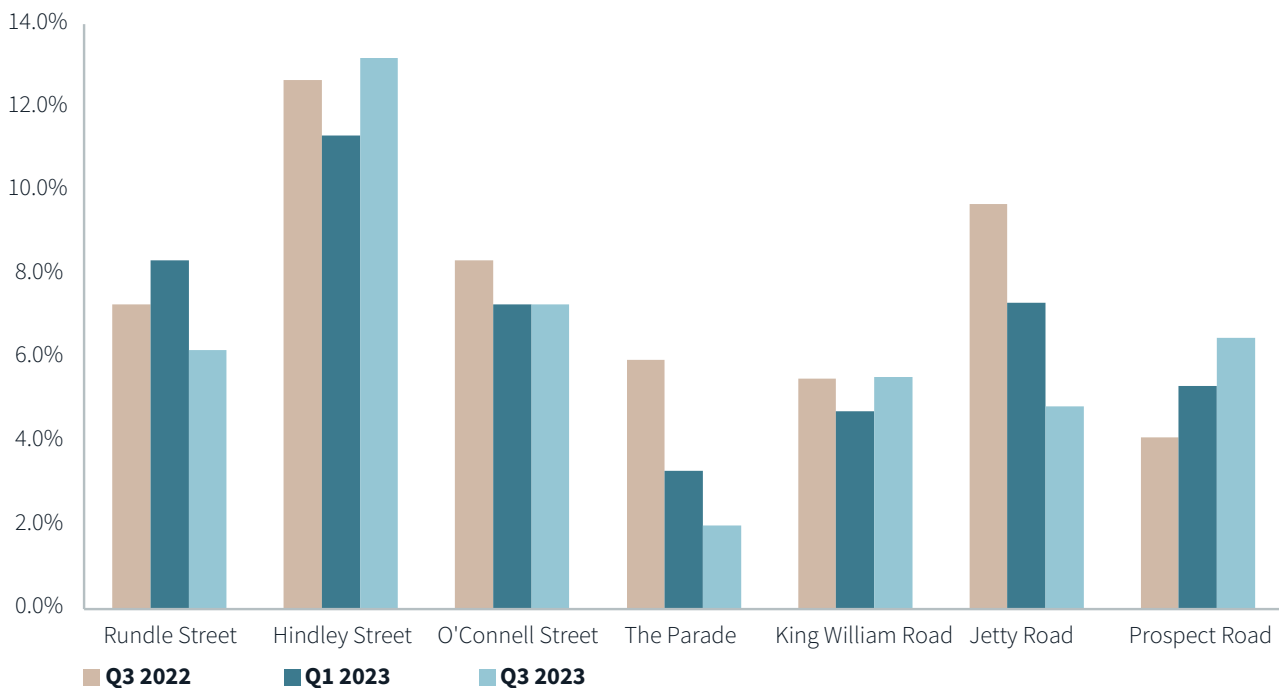
Despite the increase in vacancy, there were a number of notable retailer openings over the

period. Vintage fashion operator Hand-Me-Down Heat and hairstylist Curjo Hair opened at tenancies within 77 Prospect Road. Notable closures included long-standing toy and giftware retailer Wild Fusion shutting its door at 124 Prospect Road.

*A new eight tenancy retail development at 85 Prospect Road is currently under construction, predominantly seeking hospitality retailers.*

Figure 3

## Overall vacancy: Adelaide retail high streets, Q3 2022 to Q3 2023



Source: JLL Research



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

5. **NEXT MEETING**  
Tuesday 28 May 2024

6. **CLOSURE**