

Norwood Parade Precinct Committee Minutes

30 April 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
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Payneham
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Page No.

1.	CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 13 FEBRUARY 2024	1
2.	PRESIDING MEMBER'S COMMUNICATION	1
3.	NORWOOD PARADE PRECINCT NEWS.....	1
4.	STAFF PRESENTATION	1
5.	STAFF REPORTS.....	1
5.1	ENDORSEMENT OF THE CONTINUATION OF THE NORWOOD PARADE PRECINCT SEPARATE RATE	2
5.2	ENDORSEMENT OF THE DRAFT 2024-2025 NORWOOD PARADE PRECINCT ANNUAL BUSINESS PLAN	6
6.	OTHER BUSINESS.....	9
6.1	GEORGE STREET UPGRADE PROJECT	9
7.	NEXT MEETING.....	9
8.	CLOSURE	9

VENUE Mayors Parlour, Norwood Town Hall

HOUR 6.30pm

PRESENT

Committee Members Mayor Robert Bria (Presiding Member)
Cr Sue Whittington
Cr John Callisto
Cr Josh Robinson
Cr Victoria McFarlane
Ms Hannah Waterson
Mr Joshua Baldwin
Mr Mario Boscaini
Mr Rik Fisher
Mr Tom McClure

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

APOLOGIES Nil

ABSENT Mr Michael Zito

TERMS OF REFERENCE:

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

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

1. CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 13 FEBRUARY 2024

Cr Callisto moved that the Minutes of the Norwood Parade Precinct Committee meeting held on 13 February 2024 be taken as read and confirmed. Seconded by Mr Mario Boscaini and carried unanimously.

2. PRESIDING MEMBER'S COMMUNICATION

Nil

3. NORWOOD PARADE PRECINCT NEWS

Committee Members to report on news from the Precinct.

4. STAFF PRESENTATION

The Co-ordinator, Events & Marketing provided a presentation to the Committee on the results of the 2024 AFL Gather Round events that were held in the City of Norwood Payneham & St Peters.

5. STAFF REPORTS

5.1 ENDORSEMENT OF THE CONTINUATION OF THE NORWOOD PARADE PRECINCT SEPARATE RATE

REPORT AUTHOR: Manager Strategy
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4509
FILE REFERENCE: qA119911
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee (NPPC), the results of the consultation on the proposed extension of *The Norwood Parade Precinct Separate Rate* for one year (2024-2025).

BACKGROUND

At its meeting held on 13 February 2024, the Committee resolved the following:

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 proposed extension of the Norwood Parade Precinct Separate Rate together with the Committee's recommendation, was subsequently presented to and endorsed by the Council at its meeting held on Tuesday 2 April 2024. At that meeting, the Council considered and endorsed *The Norwood Parade Precinct Separate Rate* being applied for the 2024-2025 financial year, for the purposes of consultation with The Parade business community. At that meeting, the Council also considered the Draft *Annual Business Plan for The Norwood Parade Precinct*, which is based on the proposed revenue that will be collected from the Separate Rate, should it be endorsed.

The current proposal is to apply the Separate Rate for one (1) year and that it be based on achieving a total revenue of \$225,000, during the 2024-2025 financial year.

An information package regarding the Norwood Parade Precinct Separate Rate was subsequently released for consultation for a period of twenty-one (21) days, from Thursday 14 March 2024 until Wednesday 10 April 2024. Letters, a Fact Sheet and Sample Effect Table, were distributed to all businesses and property owners within The Parade Precinct. Posters and postcards were placed at the Norwood Town Hall Citizen Services Centre. In addition to this, information was published on the Council and The Parade websites and an Electronic Direct Marketing (EDM) advising The Parade traders of the consultation was also distributed.

Consultation on the Norwood Parade Precinct Separate Rate was conducted in conjunction with consultation on the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* and comments were invited via email and in writing. In total seven (7) submissions have been received in respect to the consultation on the extension of the Separate Rate. A copy of the submissions received are contained in **Attachment A**.

FINANCIAL AND BUDGET IMPLICATIONS

Should the Committee resolve to recommend to the Council to extend the Separate Rate for a further year, it is recommended that the total revenue collected through the Separate Rate be set at \$225,000, which is an increase of \$10,000 from the amount collected each financial year, over the previous three (3) years.

The proposed Separate Rate model for The Parade has been designed to ensure that the funds are used to ensure that The Parade remains viable in an increasingly competitive market, whilst bearing in mind the additional cost to the property owners and businesses. Larger centrally operated shopping centres (i.e. Burnside Village and Westfields) undertake marketing which is paid for by the individual shop tenants through the respective lease arrangements and this is possible because they all have a single landlord. The Parade has multiple landlords and therefore the Council acts as the landlord and undertakes the marketing and promotion for all of the businesses (i.e. tenants) on The Parade.

Reducing the Separate Rate would result in less revenue to implement initiatives and less capacity to market The Parade. In contrast, increasing The Separate Rate would place additional financial onus on property owners and subsequently business owners, in the instances where the additional Separate Rate is passed on. Given that the NPPC has been able to deliver a significant number of marketing and promotional initiatives with an annual budget of \$215,000 over the last three (3) years, it is considered that the proposed revenue of \$225,000 is sufficient.

The *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* is based on a total budget of \$225,000 which is the amount that the Council will receive from *The Norwood Parade Precinct Separate Rate*.

RESOURCE ISSUES

The collection of *The Norwood Parade Precinct Separate Rate* will occur as part of the distribution of Council Rates Notices, which is undertaken by the Council's administration. The Separate Rate is then allocated in alignment with the *2024-2025 Norwood Parade Precinct Annual Business Plan*, which is implemented by the Council's Economic Development Unit with the involvement from other Council staff and external contractors as required.

CONSULTATION

The proposal to extend the *Norwood Parade Precinct Separate Rate* was released for consultation on Thursday 14 March, with comments sought in writing by no later than 5.00pm, Wednesday 10 April 2024.

A consultation package including letters, a Fact Sheet and Sample Effect Table were distributed to all businesses and property owners within The Parade Precinct. Posters and postcards were placed at the Norwood Town Hall Citizen Services Centre. In addition to this, information was published on the Council and The Parade websites and an Electronic Direct Marketing (EDM) advising The Parade traders of the consultation was also distributed.

Copies of the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* were also made available at the Norwood Town Hall Citizen Services Centre.

In total, seven (7) submissions were received during the consultation period in relation to the extension of *The Separate Rate* and the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan*.

DISCUSSION

Despite releasing the proposed extension to the Separate Rate and the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* for consultation at the same time, the seven (7) submissions that have been received during the consultation period related specifically to the Separate Rate. Six (6) of the submissions were opposed to the Separate Rate and one (1) was in support of the Separate Rate. The predominant focus of the submissions is on the concept of charging the Separate Rate and the value that is received from paying the Separate Rate. Some of the issues raised are set out below:

- businesses receive no benefit from the promotion and marketing of The Parade;
- rates are already high enough and with cost of living this additional cost cannot be sustained;
- the Separate Rate should not be based on the value of the property;
- individual business owners are best placed to decide how their money is spent; and
- should not have to pay a Separate Rate and the promotion and marketing of The Parade and the businesses should be done via a budget generated from standard Council rates.

A full copy of the submissions is contained in **Attachment A**.

As the Committee is aware, the allocation of the revenue from the Separate Rate on The Parade Precinct, is specifically for the marketing and promotion of The Parade. The revenue generated from the Separate Rate is not collected for the purposes of providing or maintaining any form of infrastructure, including car parking.

Clearly some businesses and property owners feel that they receive little direct benefit from the Separate Rate and that they cannot see the overall benefit that all businesses obtain from the holistic marketing approach that is implemented.

Pursuant to the Terms of Reference set by the Council, The Norwood Parade Precinct Committee is required to prepare an Annual Business Plan prior to each financial year, to guide its programmes and initiatives for the ensuing financial year and to assist in determining the funding requirements for consideration and approval by the Council. The Parade businesses and commercial property owners are consulted annually on the development of the Annual Business Plan. In order to help the businesses and property owners understand how the Separate Rate is allocated, the draft *2024-2025 Norwood Parade Precinct Annual Business Plan* was released at the same time as the Separate Rate proposal, to demonstrate what the Council was proposing to do with the revenue, which it proposes to collect through the Separate Rate.

For the purposes of comparison, the Separate Rate's that are applied to other main streets in metropolitan Adelaide are outlined in Table 1 below.

TABLE 1: COMPARISON OF THE SEPARATE RATE COLLECTED FOR SIMILAR MAINSTREET PRECINCTS IN METROPOLITAN ADELAIDE

Year	Mainstreet/Precinct	Separate Rate Revenue
2023-2024	Village Heart, Prospect Road	\$19,500
2023-2024	Goodwood Road, Goodwood	\$57,225
2023-2024	Unley Road, Unley	\$122,294
2023-2024	King William Road, Hyde Park	\$150,350
2023-2024	Fullarton Road	\$16,500
2023-2024	The Parade, Norwood	\$215,000
2023-2024	Jetty Road, Glenelg	\$660,245

OPTIONS

There are a number of options available to the Committee, including recommending to the Council that a Separate Rate is no longer raised.

The Norwood Parade Precinct Committee can choose to recommend to the Council to **endorse and proceed with charging *The Norwood Parade Precinct Separate Rate* as it was presented for community consultation**. This would result in the collection of \$225,000 for the 2024-2025 financial year and would be used in accordance with the Terms of Reference of the Committee and as outlined in the *2024-2025 Norwood Parade Precinct Annual Business Plan*. This would also result in the Committee proceeding as normal. This is the recommended option.

The Norwood Parade Precinct Committee can choose to recommend to the Council to **reduce the total of *The Norwood Parade Precinct Separate Rate* as it was presented for community consultation**, which was stated as being \$225,000 for the 2024-2025 financial year. This would then result in the need to amend the budget allocations outlined in the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan*. This is not the preferred option.

The Norwood Parade Precinct Committee can choose to recommend to the Council that ***The Norwood Parade Precinct Separate Rate* be discontinued entirely**. However, proceeding with this option would result in the termination of the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* and the Norwood Parade Precinct Committee. This is not the preferred option as the long-term viability and survival of The Parade would be compromised.

CONCLUSION

The Separate Rate model for The Parade has been designed to ensure that The Parade remains viable in Metropolitan Adelaide's increasing competitive market.

COMMENTS

By extending the Separate Rate for only one (1) year, it enables the Council to once again review and evaluate the Separate Rate and the benefits that it delivers in twelve (12) months time. It also provides the Council with the opportunity to consult once again with the businesses and property owners and identify areas for improvement.

RECOMMENDATION

1. That the Committee recommends to the Council that it endorses *The Norwood Parade Precinct Separate Rate* for The Parade Precinct for twelve (12) months commencing on 1 July 2024.
 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, having considered all submissions received during the consultation period.
-

Cr Whittington moved:

1. *That the Committee recommends to the Council that it endorses The Norwood Parade Precinct Separate Rate for The Parade Precinct for twelve (12) months commencing on 1 July 2024.*
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, having considered all submissions received during the consultation period.*

Seconded by Cr McFarlane and carried unanimously.

5.2 ENDORSEMENT OF THE DRAFT 2024-2025 NORWOOD PARADE PRECINCT ANNUAL BUSINESS PLAN

REPORT AUTHOR: Manager Strategy
GENERAL MANAGER: Chief Executive Officer
CONTACT NUMBER: 8366 4509
FILE REFERENCE: qA119911
ATTACHMENTS: A

PURPOSE OF REPORT

The purpose of this report is to present to the Norwood Parade Precinct Committee (NPPC), the final *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan*, for final review and endorsement prior to the Council's consideration and approval at its meeting to be held on 6 May 2024.

BACKGROUND

At its meeting held on 13 February 2024, the Committee resolved the following:

1. *That the Draft 2024-2025 Norwood Parade Precinct Annual Business Plan be endorsed as being suitable to present to the Council for its endorsement and approval prior to its release for consultation with The Parade Precinct business community for a period of twenty-one (21) days.*
2. *That the Chief Executive Officer be authorised to make any editorial changes to the document prior to the document being released for consultation.*

The *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* was presented to the Council at its meeting held on 4 March 2024 and was endorsed and subsequently released for consultation for a period of twenty-eight (28) days.

The draft Plan is based on collecting \$225,000 in revenue through The Parade Separate Rate, which is applied by the Council. This is an increase from \$215,000, which has been collected over the last three (3) financial years to deliver the Annual Business Plan. This amount is subject to The Parade Separate Rate also being endorsed as recommended, which is the subject of another report within this agenda.

The *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* was released for consultation with The Parade Precinct business community from Thursday 14 March 2024 until Wednesday 10 April 2024 and comments were invited via email and in writing. The Council did not receive any submissions in relation to the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan*, however it did receive seven (7) submissions in relation to the extension of the Separate Rate. Of the seven (7) submissions received, one (1) submission was in favour and six (6) submissions were against the extension of the Separate Rate.

A copy of the final *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* is contained in **Attachment A**.

FINANCIAL AND BUDGET IMPLICATIONS

The *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* is based on a total budget of \$225,000 which is the total amount that the Council will receive from The Separate Rate, should its extension be endorsed.

RESOURCE ISSUES

The *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* is reliant upon the collection of The Parade Separate Rate, and its implementation will be undertaken by the Council's Economic Development Unit with input and involvement from other Council staff, external contractors and the Norwood Parade Precinct Committee.

CONSULTATION

The *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan* was released for consultation on Thursday 14 March 2024, with comments sought in writing by no later than 5.00pm, Wednesday 10 April 2024.

A letter was sent to all business and property owners within The Parade Precinct advising them of the Draft Plan and the consultation process. A poster was placed in The Parade lightbox in front of Nordburger. In addition to this, information was published on the Council and The Parade websites and an Electronic Direct Marketing (EDM) advising The Parade traders of the consultation was also distributed to all businesses. Copies of the Draft Plan were also made available at the Norwood Town Hall.

In response, the Council did not receive any submissions directly related to the *Draft 2024-2025 Annual Business Plan*.

DISCUSSION

Given that the Council did not receive any submissions in relation to the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan*, it is recommended that no changes be made to the draft Annual Business Plan and on the allocation of funds.

Pursuant to the Committee's Terms of Reference, which have been set by the Council, The Norwood Parade Precinct Committee is required to prepare an Annual Business Plan prior to each financial year, to guide its programmes and initiatives for the ensuing financial year and to assist in determining the funding requirements for consideration and approval by the Council.

A summary of how the Committee proposes to allocate the revenue received from The Separate Rate is outlined in **Table 1** below.

TABLE 1: NORWOOD PARADE PRECINCT COMMITTEE 2024-2025 ANNUAL BUSINESS PLAN

Strategy	Budget
Events & Placemaking	\$35,000
Marketing & Communications	\$70,000
Identity & Brand	\$110,000
Business Support & Development	\$5,000
Administration	\$5,000
TOTAL	\$225,000

OPTIONS

The Committee can endorse the draft Annual Business Plan contained in **Attachment A** and recommend to the Council that it be adopted. Alternatively, the Committee can amend or delete strategies and budget allocations and recommend the amended version to the Council for its approval.

CONCLUSION

Assuming that the Separate Rate for the 2024-2025 financial year is supported and set at \$225,000, then the Draft 2024-2025 Norwood Parade Precinct Annual Business Plan should be endorsed unchanged.

COMMENTS

Nil.

RECOMMENDATION

That the *Draft 2024-2025 Norwood Parade Precinct Annual Business Plan*, as contained in **Attachment A**, be endorsed and recommended to the Council for approval.

Cr McFarlane moved:

That the Draft 2024-2025 Norwood Parade Precinct Annual Business Plan, as contained in Attachment A, be endorsed and recommended to the Council for approval.

Seconded by Cr Robinson and carried unanimously.

6. OTHER BUSINESS

Cr Robinson left the meeting at 7.42pm.
Cr Robinson returned to the meeting at 7.44pm.

6.1 George Street Upgrade Project

Mr Mario Boscaini moved:

That the Norwood Parade Precinct Committee, which comprises of Elected Members, Property Owners and Traders within The Parade precinct, strongly recommends to the Council that the additional funding required to deliver the George Street Upgrade Project, as presented to the Council as part of the Draft 2024-2025 Budget, be allocated by the Council to enable the Project to be delivered as a matter of urgency.

Seconded by Mr Joshua Baldwin and carried unanimously.

7. NEXT MEETING

Tuesday 23 July 2024

8. CLOSURE

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

Mayor Robert Bria
PRESIDING MEMBER

Minutes Confirmed on _____
(date)