

# Norwood Parade Precinct Committee Minutes

1 October 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

Page No.

1.	CONFIRMATION OF MINUTES OF THE NORWOOD PARADE PRECINCT COMMITTEE MEETING HELD ON 23 JULY 2024 .....	1
2.	PRESIDING MEMBER'S COMMUNICATION .....	1
3.	NORWOOD PARADE PRECINCT NEWS.....	1
4.	STAFF REPORTS.....	1
	4.1 MAINSTREET SA STATE CONFERENCE 2024.....	2
	4.2 CHRISTMAS DECORATIONS - UPDATE .....	4
5.	OTHER BUSINESS.....	6
	5.1 TERM OF THE COMMITTEE.....	6
6.	NEXT MEETING.....	6
7.	CLOSURE .....	6

**VENUE** Mayors Parlour, Norwood Town Hall

**HOUR** 6.30pm

**PRESENT**

**Committee Members** Mayor Robert Bria (Presiding Member)  
Cr Victoria McFarlane  
Ms Hanah Waterson  
Mr Mario Boscaini  
Mr Rik Fisher  
Mr Tom McClure

**Staff** Mario Barone (Chief Executive Officer)  
Lisa Mara (General Manager, Governance & Civic Affairs)

**APOLOGIES** Cr Josh Robinson, Cr John Callisto, Cr Sue Whittington, Mr Joshua Baldwin

**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 23 JULY 2024**

*Cr McFarlane moved that the Minutes of the Norwood Parade Precinct Committee meeting held on 23 July 2024 be taken as read and confirmed. Seconded by Mr Rik Fisher and carried unanimously.*

**2. PRESIDING MEMBER'S COMMUNICATION**

Nil

**3. NORWOOD PARADE PRECINCT NEWS**

Nil

**4. STAFF REPORTS**

#### 4.1 MAINSTREET SA STATE CONFERENCE 2024

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**REPORT AUTHOR:** General Manager, Governance & Civic Affairs  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4549  
**FILE REFERENCE:** qA2164  
**ATTACHMENTS:** A - B

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#### PURPOSE OF REPORT

The purpose of the report is to provide an update to the Norwood Parade Precinct Committee (the Committee) regarding the Mainstreet SA State Conference 2024 for the Committee's information.

#### BACKGROUND

The Mainstreet SA State Conference 2024 was held in the City of Norwood Payneham & St Peters and the City of Unley on 17 & 18 September 2024 at the Norwood Oval and the Unley Oval Community Hub respectively.

The Conference was hosted by the City of Norwood Payneham & St Peters and the City of Unley.

The 2024 Mainstreet SA State Conference focussed on the theme of "*Invest for Success*":

- *Invest in good governance for the successful management of your mainstreets and precincts;*
- *Invest in unique branding and marketing so your mainstreets stand out;*
- *Invest in strong planning and good design to ensure a safe and user-friendly environment;*
- *Invest in the development of a diverse retail mix;*
- *Invest in activations and events that draw locals and visitors to your mainstreet; and*
- *Invest in effective partnerships with council/ developers/ businesses to ensure sustainability.*

A copy of the Conference Program is contained in **Attachment A**.

#### RELEVANT POLICIES & STRATEGIC DIRECTIONS

Not Applicable.

#### DISCUSSION

Mayor Bria, together with the Hon Andrea Michaels MP, Minister for Small and Family Business and Mainstreet SA Chair, Mr David West opened the first day of the Conference.

Mr Bjorn Bergman, CEO of the Swedish Association of Towns & Cities since 2012, a national non-profit membership company was the keynote speaker and discussed how "*Private public collaboration creates stronger city centres in Sweden!*"

The presentation demonstrated how to successfully create collaboration between private and public stakeholders to develop mainstreets, town centres and city centres, by describing various process tools and models that are used with great success in Sweden.

Mayor Bria presented the following two (2) presentations to the Conference:

- *Where Main Street meets Sesame Street: Understanding the economic impact of children and young people on The Parade, Norwood;* and
- *Mainstreet events in Norwood: AFL Gather Round on The Parade.*

Mayor Bria will provide his presentation, *Where Main Street meets Sesame Street: Understanding the economic impact of children and young people on The Parade, Norwood* to the Committee at the meeting.

A copy of the presentation regarding the AFL Gather Round has been provided to the Committee previously.

**RECOMMENDATION**

That the report be received and noted.

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*Cr McFarlane moved:*

*That the report be received and noted.*

*Seconded by Mr Rik Fisher and carried unanimously.*

## 4.2 CHRISTMAS DECORATIONS - UPDATE

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**REPORT AUTHOR:** Chief Executive Officer  
**GENERAL MANAGER:** Not Applicable  
**CONTACT NUMBER:** 8366 4568  
**FILE REFERENCE:** qA104350  
**ATTACHMENTS:** Nil

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### PURPOSE OF REPORT

The purpose of this report is to provide an update on Christmas decorations.

### BACKGROUND

As Committee Members may recall, at its meeting held on Tuesday, 11 July 2023, the Committee resolved the following:

1. *That the three (3) large illuminated Christmas trees be placed online for sale via Evans Clarke National and that a reserve price for the sale of all three (3) trees be set at \$12,000 (i.e. \$4,000 per tree).*
2. *That should the reserve price for the sale of the three (3) large illuminated Christmas trees be achieved or exceeded, that the financial return from the sale of these trees be used to assist with the purchase of additional Christmas decorations for installation in 2023.*

To date, the three (3) Christmas trees have not been sold and are still being held in storage.

In respect to Christmas declarations generally, following discussions regarding the need to have a clear plan in place to avoid year-by-year decision-making piecemeal, at its meeting held on Tuesday 24 October 2023, the Committee resolved the following:

3. (a) *That the Committee allocates up to \$10,000 for the development of a Christmas Decorations Strategy for The Parade, which includes the locations along The Parade for the installation of the Christmas decorations; and*  
  
(b) *that the infrastructure requirements for the Christmas decorations be incorporated into the detail design stage of The Parade Masterplan.*

Subsequent to this decision, at the next meeting of the Committee held on Tuesday 13 February 2024, staff advised the Committee that a Project Brief for the development of the Christmas Decorations Strategy was being prepared.

### FINANCIAL AND BUDGET IMPLICATIONS

As set out above, \$10,000 has been allocated in the 2024-2025 Budget for the preparation of a Christmas Decorations Strategy.

### DISCUSSION

In respect to the development of the Christmas Decorations Strategy, given progression of both the detail design documentation for the George Street Upgrade Project and The Parade Masterplan (ie. the detail design documentation), it has been determined to progress the development of the Christmas Decorations Strategy in tandem with this work.

In this respect, the detailed design documentation for the George Street Upgrade Project and The Parade Masterplan, will take into consideration power supply and documentation for associated components such as uplighting, activation (ie. projection artwork), sound, illumination of buildings and so on, together with components such as Christmas features (ie. Christmas trees, Christmas artwork, etc.).

To achieve an integrated design and execution, it is important that the Christmas Decorations Strategy be progressed in tandem with the detailed design documentation for the George Street Upgrade Project and The Parade Masterplan – to do otherwise would not be logical or prudent.

In respect to the three (3) large illuminated Christmas trees that are currently held in storage, the Committee has resolved to sell these trees. Whilst the trees have not yet been sold at this point in time, the Committee can progress the sale of the trees through a national marketeer (such as Evans & Clarke).

If the trees are not sold, the Committee could refurbish the trees. It has been determined that the trees require refurbishment to make them operational. This includes replacing the decorations (which have discoloured) and replacing the electrical fittings which have been damaged. The estimated cost of this work is \$15,000 per tree (or a total of \$45,000).

Following a review of possible locations, the cost of providing power, concrete footings, etc, is in the order of \$30,000 to \$40,000.

### **CONCLUSION**

The development of the Christmas Decorations Strategy in tandem with the preparation of the final design documentation for the George Street Upgrade Project and The Parade Masterplan, is a logical and sensible decision.

Given that the Committee has resolved to sell the existing Christmas trees, staff will now be requested to progress this decision as a matter of priority. Should the trees be sold, these funds will be returned to the Committee's budget.

In the event that the trees are not sold, they will be kept in storage and options to include them in the Christmas Decorations Strategy will be pursued.

### **COMMENTS**

Nil.

### **RECOMMENDATION**

That the report be received and noted.

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*Cr McFarlane moved:*

*That the report be received and noted.*

*Seconded by Mr Rik Fisher and carried unanimously.*

**5. OTHER BUSINESS**

**5.1 Term of the Committee**

Mayor Bria advised the Committee that the term of the Committee expires on 31 October 2024.

A discussion regarding the future of the Committee and potential other models for engagement with the traders was discussed. Mayor Bria advised that the establishment of a new Committee and alternative models is scheduled to be considered by the Council at its meeting to be held in November 2024.

**6. NEXT MEETING**

To be advised.

**7. CLOSURE**

There being no further business, the Presiding Member declared the meeting closed at 8.05pm.

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**Mayor Robert Bria**  
**PRESIDING MEMBER**

**Minutes Confirmed on** \_\_\_\_\_  
(date)