

A G E N D A

Unley Business and Economic Development Committee Agenda

Notice is hereby given pursuant to the provisions of the Local Government Act, 1999, that a meeting of the Unley Business and Economic Development Committee will be held in the Council Chambers, 181 Unley Road Unley on

***Wednesday, 21 March 2018 at
6.30pm***

for the purpose of considering the items included on the Agenda.



**Peter Tsokas
Chief Executive Officer**

UNLEY BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE

PRESENT:

Councillor Anthony Lapidge – Presiding Member
Deputy Mayor Peter Hughes – ex Officio
Councillor Don Palmer
Councillor Luke Smolucha
Alison Snel
Houssam Abiad
Susan Straschko
James Morris

ACKNOWLEDGMENT:

We acknowledge that the land we meet on today is the traditional land of the Aboriginal people and that we respect their spiritual relationship with their country.

We also acknowledge that the Aboriginal people are the custodians of the Adelaide region and that their cultural and heritage beliefs are still important to the living Aboriginal people today.

APOLOGIES:

Doug Strain
Matthew Hassan

CONFIRMATION OF MINUTES:

MOVED:

SECONDED:

That the minutes of the meeting of the Unley Business and Economic Development Committee held on Wednesday, 6 December 2017 as printed and circulated, be taken as read and signed as a correct record.

DEPUTATIONS

PRESENTATION:

Nicola Tinning to present on the Economic Development Incentive Scheme.

To provide the Committee with information about a proposed incentive scheme to stimulate economic growth by encouraging certain development types within identified areas/precincts within the City. Feedback about the scheme is sought from the Committee prior to a Policy being presented to Council for consideration.

OFFICER'S REPORTS

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NEXT MEETING

TBA

CONFLICT OF INTEREST

TITLE:	CONFLICT OF INTEREST
ITEM NUMBER:	52
DATE OF MEETING:	21 MARCH 2018
ATTACHMENT:	1. CONFLICT OF INTEREST DISCLOSURE FORM

Members to advise if they have any material, actual or perceived conflict of interest in any Items in this Agenda.

CONFLICT OF INTEREST DISCLOSURE FORM

I, _____ have received a
[insert name]

copy of the agenda for the (Ordinary / Special) **Council / Committee / Board**
[delete that which is not applicable]

meeting to be held on _____
[insert date]

I consider that I have a ***material** conflict of interest pursuant to section 73 / ***actual** or ***perceived** conflict of interest pursuant to section 74 *[*delete that which is not applicable]* of the *Local Government Act 1999* ("the LG Act") in relation to the following agenda item:

[insert details]

which is to be discussed by the ***Council / *Committee / *Board** at that meeting.
[delete that which is not applicable]

The nature of my **material** conflict of interest is as follows *[ensure sufficient detail is recorded, including the reasons why you (or a person prescribed in section 73(1) of the LG Act) stands to obtain a benefit or suffer a loss depending on the outcome of the consideration of the matter at the meeting of the Council in relation to the agenda item described above].*

OR

The nature of my **actual** conflict of interest is as follows *[ensure sufficient detail is recorded, including the reasons why the conflict between your interests and the public interest might lead to a decision that is contrary to the public interest in relation to the agenda item described above].*

I intend to deal with my **actual** conflict of interest in the follow transparent and accountable way *[ensure sufficient detail is recorded as to the manner in which you intend to deal with the actual conflict of interest in a transparent and accountable way]*

OR

The nature of my **perceived** conflict of interest is as follows *[ensure sufficient detail is recorded, including the reasons why you consider that an impartial fair-minded person could reasonably consider that you have a perceived conflict of interest in the matter]*

I intend to deal with the **perceived** conflict of interest in the following transparent and accountable way *[ensure sufficient detail is recorded as to the manner in which you intend to deal with the perceived conflict of interest in a transparent and accountable way]*

Signature

Date

DECISION REPORT

REPORT TITLE:	FOOTPATH TRADING POLICY
ITEM NUMBER:	53
DATE OF MEETING:	26 MARCH 2018
AUTHOR:	PAUL WEYMOUTH
JOB TITLE:	MANAGER DEVELOPMENT AND REGULATORY

EXECUTIVE SUMMARY

The purpose of this report is to seek feedback from the Unley Business and Economic Development Committee (UBED) on the proposed Footpath Trading Policy to inform Council's consideration prior to endorsement for the purposes of undertaking consultation with local residents and the business community.

The proposed Footpath Trading Policy is intended to replace the existing Outdoor Dining and Permits for Business Policies. Both policies deal with the issue of permits for business purposes under Section 222 of the *Local Government Act 1999*.

The draft Footpath Trading Policy seeks to balance the needs of businesses for footpath trading with safety and the needs of pedestrians for an accessible path of travel. Similar to the current Outdoor Dining Policy, this Policy creates three zones:

- Walkway zone
- Trading activity zone (area for business merchandising and outdoor dining)
- Kerbside zone.

The draft Policy intends that, ideally, the Walkway Zone is located against the building line to ensure a continuous accessible path of travel and to provide the best possible guidance line for all users including persons with vision impairment.

The Policy also acknowledges that in some locations in Unley it may be impractical to locate the walkway zone adjacent the building line. In these circumstances, the Policy provides an alternative arrangement by considering the placement of business trading along a building line in "zones", reinforcing the need to ensure that the walkway is in a consistent location and predictable for all pedestrians. This new option meets with disability access requirements.

Once in principle endorsement is given by Council, consultation will occur with local residents and the business community, and the final Policy and associated Operating Guidelines will be considered by Council in June or July this year.

RECOMMENDATION

The Committee recommends to council that:

1. The report be received.
 2. The proposed Footpath Trading Policy (Attachment 3) be endorsed in principle for the purpose of community engagement.
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1. RELEVANT CORE STRATEGIES/POLICIES

Objective 3.1 Unley is recognised as an easy place to do business.

Objective 3.2 Thriving main streets and other business activities operate across our City.

Objective 4.1 We have strong leadership and governance

Objective 4.3 Our business systems are effective and transparent.

Active Ageing Strategy

By Law 4 Moveable Signs

2. DISCUSSION

Background

The City of Unley has a diverse range of strip shopping areas that provide specialised and unique shopping experiences. Areas such as King William Road, Unley Road, Goodwood Road, Fullarton Road and Duthy Street are enhanced by providing the opportunity for outdoor dining and business merchandising (footpath trading).

Section 222 of the *Local Government Act 1999* (the Act) requires that a person must not use a public road for business purposes unless authorised to do so by a permit. The City of Unley currently has 2 separate policies that deal with permits under Section 222.

Current Policies

Council's Outdoor Dining Policy was updated in July 2015 and has been reasonably successfully in achieving a balance between the various stakeholders interest in public areas. This has been achieved by the creation of three distinct footpath zones:

- Walkway zone (against the building line only)
- Trading activity zone
- Kerbside zone.

(Attachment 1)

Currently, 22 permits have been issued by Council based on the current Outdoor Dining Policy. However, there are locations within Unley where the administration of this Policy has proven difficult due to the prescribed location of the outdoor dining area against the building line.

The Permits for Business Purposes policy has not been reviewed for over 10 years. This Policy deals with a range of activities including business merchandising, placement of a rubbish container on a street or footpath, mobile street vending, busking and hoarding/scaffolding.

(Attachment 2)

Some activities within the Permits for Business Purposes policy are not considered to require a policy. For example, the placement of a rubbish container on a street or footpath, busking and hoarding/scaffolding are less complex and can be better managed by a procedure or guideline.

Additionally, Council's Moveable Signs By Law specifies the placement and requirements relating to A-Frame signage.

Business Merchandising

A recent review of business merchandising along King William Road indicates numerous businesses currently display goods on the footpath. Business merchandising displays are typically placed against the building line, however there are also locations where business merchandising is displayed between the walkway zone and the kerb. In some cases, businesses are utilising both areas which creates a potential squeeze point for pedestrian access and egress.

There is currently no consistent approach to business merchandising and no permits have been issued with the exception of 2 temporary permits for the business on the corner of King William and Arthur Street in 2016 and the business at 152 King William Road in 2017.

Review Process

For the past twelve months, Administration has been reviewing Council's policy position in relation to business merchandising and outdoor dining. The following work has been undertaken:

- In June 2017, an options paper was provided to the Elected Member Policy Working Group, plus the Unley Business and Economic Development Committee chair (Councillor Lapidge), that explored a number of policy options to deal with permits for business merchandising and outdoor dining on Council footpaths;
- In August 2017 a Disability Access Assessment was undertaken of the Outdoor Dining Policy by consultants, Able Access Design;
- A workshop was subsequently held with the Elected Member Policy Working Group and Councillor Lapidge to discuss the preferred option outlined in the options paper
- In August 2017 Administration met with representatives from the local traders association to discuss the preferred option for dealing with business merchandising and outdoor dining on Council footpaths.

During these meetings, the preference was expressed for a single policy that considers and addresses both business merchandising and outdoor dining in a consistent manner. Feedback was also provided from both groups that the Policy needed to include a certain amount of flexibility and discretion to allow traders an opportunity to find workable solutions including trading against the building line. From the Administration's perspective, it is important that the Policy achieves at least the minimum Disability Discrimination Act (DDA) requirements and ensures public safety.

Discussion

Council has a legislative responsibility to provide a clear path of travel for all people to move along footpaths. This creates a tension between balancing the needs of businesses for footpath trading with the needs of pedestrians for an accessible path of travel.

The proposed draft Footpath Trading Policy brings together the permit requirements for both outdoor dining and business merchandising.

(Attachment 3)

Similar to the current Outdoor Dining Policy, the new Policy maintains three zones: a Walkway zone; a Trading activity zone, now incorporating both outdoor dining and business merchandising, and a Kerbside zone.

The draft Policy also recommends that the Walkway Zone is ideally located against the building line to ensure a continuous accessible path of travel and to provide the best possible guidance line for all users including persons with vision impairment.

However, the draft Policy takes a new approach whereby it acknowledges that in some locations in Unley, it may be impractical to locate the walkway zone adjacent the building line. Instead it provides an alternative option where, in circumstances that the continuous accessible path of travel is not located against the building line:

- It should be located on the same part of the footpath for the length of the block; and
- It should be located where the location can be anticipated by users based on either local knowledge of the street or environmental indicators.

The draft Policy has been reviewed by a disability access consultant to ensure consistency with disability access requirements. Also, the draft Policy has considered the recent work of the State Local Government Red Tape Taskforce, which has prioritised a review of outdoor dining permits across local government. As part of this work, the Cities of Sydney and Subiaco policies have been identified as policies to explore with a view to introduction in South Australia.

(Attachment 3)

In addition to the Footpath Trading Policy, the Administration intends to prepare Operating Guidelines to assist with the assessment and ongoing management of Footpath Trading Permits. The Operating Guidelines are intended to be consistent with the Policy, however, will provide a more detailed level of information on matters such as safety, siting criteria, setbacks, design and appearance, screens and blinds, planter boxes etc. It is intended that the Operating Guidelines be developed in a user friendly format to graphically depict the guideline requirements to better assist local businesses in their consideration of footpath trading.

It is noted that, even with this more flexible approach, there may still be instances where outdoor dining and/or business trading will not be permitted, due to a range of possible limitations, such as:

- footpath width restrictions preventing appropriate access;
- safety considerations in areas where speed limits are 60 kms per hour;
- the proposed area is adjacent to traffic controls,
- high levels of accidents are recorded.

In these instances, the Administration will work with the business to find alternative solutions such as the installation of safety devices (e.g. bollards).

Once Council has given in principle endorsement of the draft Policy, it is intended that consultation occur with businesses and residents and, following consultation, a revised Policy will be submitted to Council for final endorsement. At this time, the Operating Guidelines will also be provided to Council for information.

3. **ANALYSIS OF OPTIONS**

Option 1 – Recommend to Council that the Footpath Trading Policy (Attachment 3) be endorsed in principle for the purpose of community engagement.

The draft Footpath Trading Policy has been developed to balance the needs of businesses for footpath trading with the needs of pedestrians for an accessible path of travel.

The proposed Policy ensures that there is a consistent approach to both outdoor dining and business merchandising across the City of Unley. The Policy meets the requirements under Section 222 of the Act and also is considered to be consistent with the requirements of disability access including for persons with vision or mobility impairment.

Option 2 – Recommend to Council that the draft Footpath Trading Policy (Attachment 3) be endorsed with amendments for the purpose of community engagement.

In considering this option, the Committee should be mindful of the legislative requirements surrounding disability access and ensure that the Policy provides for a continuous accessible path of travel on Council footpaths.

4. **RECOMMENDED OPTION**

Option 1 is the recommended option.

5. **POLICY IMPLICATIONS**

5.1 Financial/budget

There are no significant financial/budget costs although an allowance will need to be set aside for the preparation of the Operating Guidelines within Councils Operating Budget.

The fee structure for outdoor dining and business merchandising will be reviewed as part of the fees and charges register.

5.2 Legislative/Risk Management

Section 222 of the Local Government Act requires that a person must not use a public road for business purposes unless authorised to do so by a permit.

The Policy has been reviewed by a disability access consultant to ensure consistency with disability access requirements under the Disability Discrimination Act 1992.

5.3 Environmental/Social/Economic

The Footpath Trading Policy seeks to balance the needs of businesses for footpath trading with the needs of pedestrians for an accessible path of travel.

5.4 Stakeholder Engagement

Council's Policy Working Group, the Chair of the Unley Business and Economic Development Committee, representatives from local trader associations and two independent disability access consultants have provided input into the development of this draft Policy.

It is proposed further engagement will occur with residents and the business community following Council's in principle endorsement of the draft Policy. This consultation will include an online survey (also available in hard copy) and public forums for both local businesses and residents and discussions with the Mainstreet Trader Associations.

6. REPORT CONSULTATION

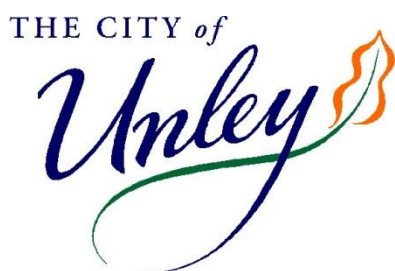
Consultation has occurred with Business and Economic Development, Transportation and Traffic, Regulatory Services and Governance and Risk.

7. ATTACHMENTS

- Attachment 1 – Existing Outdoor Dining Policy
- Attachment 2 - Existing Permits for Business Purposes Policy
- Attachment 3 - Draft Footpath Trading Policy

8. REPORT AUTHORISERS

<u>Name</u>	<u>Title</u>
Peter Tsokas	Chief Executive Officer
Megan Berghuis	General Manager, City Services



OUTDOOR DINING POLICY

Policy Type:	Council Policy
Responsible Department:	Economic Development & Planning
Responsible Officer:	General Manager Economic Development & Planning
Related Policies and Procedures:	Outdoor Dining Procedure Outdoor Dining Operating Guidelines City of Unley Bylaw 1: 2008 Permits and Penalties City of Unley Bylaw 2: 2008 Roads City of Unley Bylaw 3: 2008 Local Government Land City of Unley Bylaw 5: Moveable Signs Schedule of Fees and Charges.
Date Adopted:	23 May 2011, C135
Last Council Review:	22 June 2015, C158
Next Review Date:	June 2018
ECM Doc Set ID:	1476260

1. POLICY STATEMENT

The Outdoor Dining Policy is to enable Council to safely manage the competing needs and interests of pedestrians, road users and business owners by fairly assessing and permitting outdoor dining in a manner that improves the usage, quality and appearance of the city's public realm.

2. COMMUNITY GOAL

The goals of the Outdoor Dining Policy correspond with the 4 Year Plan and Community Plan 2033, and focus on four main themes and relevant strategic objectives:

THEMES	STRATEGIC OBJECTIVES
Emerging – our path into a future city	A thriving and prosperous business community
Living – our path to a thriving city	Highly desirable and diverse lifestyle Activated places
Moving – our path to an accessible city	An integrated, accessible and pedestrian-friendly City
Greening – our path to a sustainable city	Renowned for its lifestyle and environmental balance

3. POLICY OBJECTIVES

- 3.2 To find a **balance** between the various stakeholders' interests in public areas that are used for outdoor dining, and to ensure that Outdoor Dining Permits are operated at a high standard throughout the City of Unley.
- 3.3 Encourage businesses to provide outdoor dining facilities designed to protect and **enhance the character, heritage and amenity of the surrounding streetscape and built form** and recognise that an approved outdoor dining permit over the relevant public space does not exclude the general public from access and use of tables and chairs provided for outdoor dining.
- 3.4 **Support** outdoor dining **applications** that consider and **meet the criteria of the policy, procedure and operating guidelines**; this is to ensure that the needs of all users of the street, including the safety of pedestrians and diners are met.
- 3.5 **Consider outdoor dining applications against Council's policy criteria.** Each application will be assessed on its individual merits. Proposed outdoor dining locations will also be **assessed in terms of safety** and may require changes to existing infrastructure and/or the installation of additional infrastructure (e.g. energy absorbing bollards). As a general principle, outdoor dining is not permitted along 60 km/hr speed limit roads unless the proposed outdoor dining areas are protected by appropriate safety barriers, or other traffic management treatments mitigate the risk.

4. PRINCIPLES

Outdoor dining has become increasingly popular as it provides additional social and cultural dining experiences creating a cosmopolitan ambience and enhances street life.

4.1 Access and Public Place

Council supports the appropriate use of public spaces for outdoor dining but in assessing any application for outdoor dining, must also consider and ensure that a balance is maintained between the competing needs for use of the footpath by other user groups and the allocation of outdoor dining areas.

For the purpose of Outdoor Dining, the following Footpath Zones apply:

Footpath zones

Walkways must extend out from the building line and provide a safe, clear and consistent pathway to meet the needs of a range of users, including parents with prams, pet owners and people of all ages and abilities. In order to achieve this, any street furniture, signs, trader's activities or displays should be placed towards the kerbside, not along the property line.

To provide a clear and suitably unobstructed footway for pedestrian access, there are three main functions of each footpath:

- Walkway zone
- Trading activity zone
- Kerbside zone.

The size of these zones will vary depending on the width of the footpath.

Walkway zone

There is no statutory requirement about the location of the walkway zone. Council relies on the guidance from the Australian Human Rights Commission that the continuous accessible path of travel should extend from the property line with no obstructions or projections, in order to provide the best possible guidance line for all users, including people with a vision impairment. The walkway zone extends from the property line to allow suitable passage by footpath users. This area of the footpath must be kept free from any items or structures at all times.

Trading activity zone

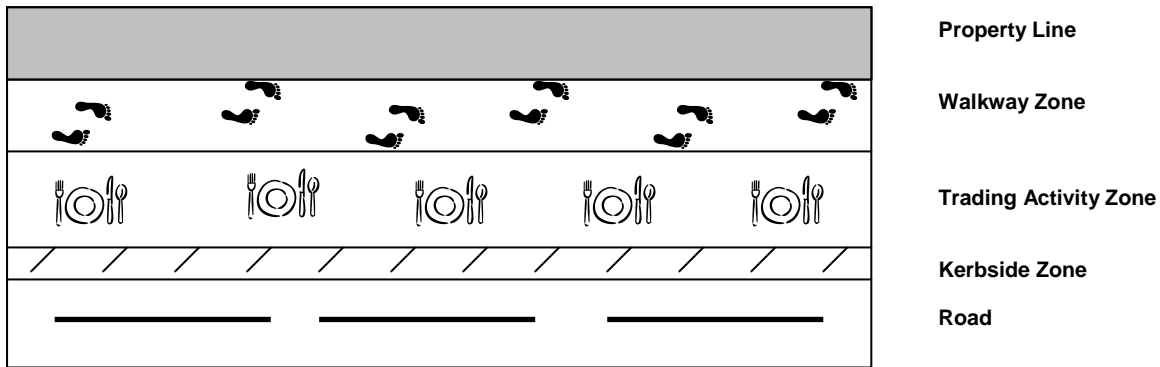
This is the only area of the footpath where the placement of goods, café furniture and ancillary items may be authorised.

Kerbside zone

A minimum buffer of clear footpath must be provided from the kerb to allow for access to and from parked vehicles, including loading zones. Where there is a disabled parking bay, the setback from the kerb will need to be greater. This area of the footpath must be kept free from any items or structures at all times.

How do I identify Footpath Zones?

Total Footpath Width	Less than 3.0 metres wide	3.0 m and wider
Walkway Zone	Minimum 1.2 m from the property line towards the kerb	Minimum 1.5 m from property line towards the kerb
Trading Activity Zone	Remaining area once walkway and kerbside zones are identified	Remaining area once walkway and kerbside zones are identified
Kerbside Zone	Minimum 0.6 m from the kerb of the road	Minimum 0.6 m from the kerb of the road
	Minimum 1.5 m if a disabled parking space adjoins the footpath	Minimum 1.5 m if a disabled parking space adjoins the footpath



4.2 Design and Heritage

Outdoor dining areas should be of high quality design and improve the appearance of the city's public realm. Areas of historic, social and architectural interest, which contribute to the significance, character and appearance of the streetscape, should be conserved.

Outdoor dining areas should be attractive, innovative and vibrant. The layout should be appropriate to the setting, have high quality, durable furniture and fittings, and have an attractive and interesting appearance.

4.3 Operation and Management

Outdoor dining areas should be operated in a manner that contributes to environmental sustainability, creates a safe and clean outdoor space, minimises unnecessary noise and nuisance, and maintains social amenity in this public space.

4.4 Education and Compliance

It is the responsibility of applicants and permit holders to make themselves aware of the responsibilities and compliance criteria of outdoor dining. Compliance is important to protect the public land, and failure to comply may result in a revocation of a permit.

The issuing of a permit for outdoor dining does not grant exclusive rights of the relevant public space and cannot exclude the general public from using tables and chairs provided for the purpose of outdoor dining.

4.5 Alterations/changes to the Council infrastructure

As part of the outdoor dining application process, Council may consider changes to Council infrastructure (e.g. widening footpath, relocating signs, etc.) where possible.

These type of application must be considered in the context of an integrated design, as the extension of the kerb may impact on parking, storm water, other services underground and adjacent businesses and therefore cannot be considered in isolation. However, the construction of new footpath protuberances to facilitate outdoor dining areas will be at the discretion of the Council, taking into account traffic management and safety. Assessment of such applications will be done on 'case by case' basis and at a sole discretion of the Council. In the event such application is approved, the costs associated with the infrastructure changes shall be borne by the applicant.

5. POLICY

Outdoor dining contributes positively to increased social and cultural life within the city. It enhances a sense of identity, vibrancy, security and relaxation, and is important for the economic success of the city.

The Outdoor Dining Policy is to enable Council to safely manage the competing needs and interests of pedestrians, road users and business owners. The policy strives to put the city's strategic objectives and values in practice by fairly assessing and permitting outdoor dining in a manner that improves the usage, quality and appearance of the city's public realm.

This policy shall be read and applied in conjunction with City of Unley Outdoor Dining Guidelines, Outdoor Dining Procedure & Council ByLaws.

6. DEFINITIONS

“Outdoor dining” means the use of the public footpath for the purpose of extending the services of premises whose main function is the provision of food and beverages to the public. Such premises include restaurants, cafes, bars, delicatessens and other food outlets. Outdoor dining should be directly associated with the business that holds the outdoor dining permit and should only operate when those associated premises are open for business. Outdoor dining should contribute to the vibrancy and conviviality of street life.

“Clear Access” has the same meaning as in the Disability Discrimination Act 1992

“Energy Absorbing Bollards” means bollards designed to perform under load in accordance with the requirements specified in the Roadside Dining Protection Guidelines, published by the Department for Transport.

7. LEGISLATION/REFERENCES

Local Government Act 1999 (S221 - S225)
Disability Discrimination Act 1992 (S5, 23(1), 24(1), 44)
Development Act 1993 & Associated Regulations
Tobacco Products Regulation Act 1997
Food Act 2001
Australian Standards
City of Unley Bylaw 1: 2008 Permits and Penalties
City of Unley Bylaw 2: 2008 Roads
City of Unley Bylaw 3: 2008 Local Government Land
City of Unley Bylaw 5: Moveable Signs

8. POLICY DELEGATIONS

The Chief Executive Officer is authorised to implement this Policy including through further sub-delegations. The officers listed below have sub-delegation under this policy:

- General Manager Economic Development and Planning
- Manager Traffic and Transport
- Parking and Traffic Advisor

Delegated Council officers will monitor outdoor dining areas and Permit Holders are required to comply with any lawful and reasonable direction provided by such an officer. Breaches of the authorisation will be dealt with in accordance with the relevant legislation including the *Local Government Act, 1999*.

9. ROLES & RESPONSIBILITIES

RESPONSIBILITY	ROLE
9.1 Management of the street environment and public space	City of Unley
9.2 Operation and management of outdoor dining areas	Permit holders
9.3 On-going education and compliance with the policy, procedure and operating guidelines	Partnership between the City of Unley and Permit holders

10. AVAILABILITY

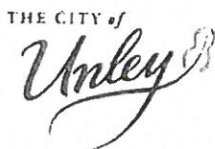
The policy is available for public inspection during normal office hours from 08:30am to 5:00pm at:

Civic Centre
181 Unley Road
Unley SA 5061

A copy may be purchased for a fee as determined annually by Council.
It is also available for viewing, downloading and printing free of charge from the Council's website, www.unley.sa.gov.au

11. DOCUMENT HISTORY

Date	Council/Committee/Internal	Comment
16 May 2011	CSP 31/11	
23 May 2011	Council; C135/11	Adopted. Policy no. COU 50
22 June 2015	Council; C158/15	Revised. Policy number deleted.



Permits for Business Purposes

Policy Type:	Council Policy
Reference Number:	COU 58
Responsible Department:	Urban Services
Responsible Officer:	General Manager Urban Services
Legislation	Not applicable
Relevant Delegations:	Not applicable
Related Policies and Procedures	Not applicable
Community Goal	4.2 Ensure that urban development and infrastructure meet the changing needs of the City whilst building upon character and amenity.
Previous Policy No:	7.1.02
Date Adopted:	
Review Date:	

Introduction

- (1) This Policy is concerned with business activities on public roads, formerly referred to as "street trading". Examples are:

Trading from a pie-cart or kiosk on the side of a road.

(Note: Extending the business of a restaurant or café to outside tables on a footpath or roadside is governed by the Outdoor Dining Policy Number 7.1.03.)

Legislation

- (2) The Local Government Act 1999 (Sections 222 to 225) prescribes the powers, conditions and processes under which the Council may issue and cancel Permits for Business Purposes.

Consultation

- (3) In accordance with Section 223 of the Local Government Act 1999, before granting an authorization or Permit as defined in Section 222, the

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Council may be required to consult the community in accordance with its Policy 1.4.08, if the proposed Permit falls within the requirements of General Regulation 17.

Conditions of Authorisation or Permit

- (4) The Council may grant an authorization or permit "on conditions the Council considers appropriate", in accordance with Section 224 of the Local Government Act 1999.
- (5) The following conditions are to apply to Permits for Business Purposes.
- (6) All Permits
 - (a) A person to whom a Permit has been issued shall produce it for inspection by any appropriately delegated officer of the Council upon demand by him/her, at any time during which that person is trading pursuant to that Permit.
 - (b) The fees payable for all Permits will be reviewed annually through the Council's annual Review of Fees and Charges.
 - (c) Any Permit may be revoked by the Council for breach of the Permit conditions in accordance with Section 225 of the Local Government Act 1999.
 - (d) The risks to Council associated with the issue of any Permit are to be minimised and adequate indemnities in favour of the Council, must be in place before Permits commence.
- (7) Street Trader's Permit
 - (a) The extent of the licensed area for display of goods will be in accordance with Disability Discrimination Act requirements for "continuous accessible pathways".
 - (b) The extent of the Permit area for display of goods will be determined by the Chief Executive Officer or his/her delegate and will be indicated on the Permit issued.
- (8) **Deleted 28.7.03.** (See Policy 7.1.03 re Outdoor Policy.)
- (9) Rubbish Container on a Street or Footway - Permit
 - (a) Under the Local Government Act Section 222, placement of a rubbish container on a street or footway requires a Permit for a Business Purpose because such containers are provided to residents as a private business transaction.
 - (b) Each Permit application shall be limited to one rubbish container.

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- (c) A Permit shall be issued only where on-site placement of a rubbish container is not possible or practical.
 - (d) A rubbish container approved under this Permit is to be placed immediately adjacent to the subject property, in an area approved and specified by the delegated officer, in accordance with a sketch plan attached to the Permit issued.
 - (e) Rubbish Container Permits will be valid for a maximum of three (3) consecutive business days.
 - (f) The area surrounding an approved rubbish container must be kept free of debris and overspill at all times.
 - (g) Safety warning devices are to:
 - (i) be installed at the Permit holder's expense;
 - (ii) include flashing bollards at each corner of the waste bin;
 - (iii) be kept in good working order; and
 - (iv) be operating from sunset to sunrise.
 - (h) If the Chief Executive Officer, through his/her delegate, is not prepared to approve an application and issue a Rubbish Container Permit, the matter is to be referred to the Council for a decision.
 - (i) Breaches of these conditions may result in further action by the Council, including removal and impounding of bins and equipment.
 - (j) The applicant is to accept responsibility for any damage to road or footway surfaces, or any other damage on public land as a result of placing or removing an approved rubbish container.
 - (k)
 - (i) Rubbish containers must not obstruct pedestrian or vehicular traffic.
 - (ii) Rubbish containers must not be placed within six (6) metres of an intersection, junction or laneway.
 - (iii) Rubbish containers must not be placed in restricted parking areas or across crossing places.
 - (l) Applications for Rubbish Container Permits should be submitted at least four (4) full business days prior to the operational date sought.
- (10) Mobile Street Vending Permit
- (a) Each Mobile Street Vending Permit is to authorize one vehicle only.
 - (b) Mobile Street Vending Permits will expire on 30 September each year.
 - (c) Deleted 25.2.02.

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- (d) An application for this Permit is to be made in writing and must provide full details of:

the vehicle proposed for use;
the extent of the proposed trading area;
the route(s) to be taken;
how noise nuisance from generators, refrigeration equipment, amplified music etc. are to be minimized;
public liability cover held;
how the safety of children is to be addressed;
the dates, days and times of day that trading is proposed;
and
any other relevant information in support of the application.

(11) Busking Permit

- (a) No person shall sing or play upon any musical instrument in any street or road without the written permission of the Council.
- (b) No person shall sing or play any musical instrument in any street or road within 45 metres of any building after being requested to stop busking by any member of the Police Force or any occupier of the building;
- (c) No person shall sing or play any musical instrument in any street or road so as to obstruct or annoy any person or any occupier of any building abutting on the street or road;
- (d) No person shall congregate with other persons in or upon any street or public place or upon or over any footway so as to obstruct the free passage of traffic;
- (e) No person shall make or cause to be made any loud or violent outcry, noise or disturbance in or upon any street or public place or on or over any footway.
- (f) Busking Permits may be issued subject to the following conditions:
- (i) There is no form of amplification.
 - (ii) There is no advertising or association with advertising in conjunction with any performance.
 - (iii) The performance involves fewer than five performers.
 - (iv) No animal is used in conjunction with any performance.
 - (v) In the opinion of the relevant Council Officer, the sound level created is not excessive.
 - (vi) By-standers and passers-by are not accosted or solicited for money.
 - (vii) No article or commodity is sold, offered or exposed for sale.
 - (viii) The performance does not cause any undue obstruction, directly or indirectly, to the movement of pedestrians.

- (ix) The performance is not conducted from a lane entrance or doorway.
- (x) The performance is not conducted in the same place, or within 50 metres of a prior performance, for longer than one hour.
- (xi) One of the performers is the Permit holder.
- (xii) The Permit is produced on demand.

(12) Banners

The erection of street banners is governed by Policy 7.2.3.

(13) Hoarding/Scaffolding Permit

- (a) Permits shall only be issued where on-site placement of hoardings and/or scaffolding is not possible and/or practical.
- (b) Siting of hoardings and/or scaffolding is to occur only in an area approved and specified by the Council (via delegations), in accordance with a plan which is to be attached to the Permit.
- (c) Hoarding/Scaffolding Permit conditions are to address:
 - (i) pedestrian safety, including for those with disabilities;
 - (ii) minimum footway clearances;
 - (iii) traffic re-routing;
 - (iv) warning devices;
 - (v) compliance with the requirements of Sections 221, 222 and 235 of the Local Government Act 1999 and prior approval of the Department of Industrial Affairs; and (25.2.02)
 - (vi) any other issues considered appropriate by the delegated Council Officer.
- (d) Hoarding/Scaffolding Permit fees are to be based on a rate for each 10 square metres, or part thereof, of street/footway occupied for each week or part of a week.

(14) Delegation

The Chief Executive Officer is authorized to implement this Policy through further sub-delegations within Part Two of the Council's Delegations Manual.

FOOTPATH TRADING POLICY

Policy Type:	Council
Responsible Department:	City Services
Responsible Officer:	General Manager City Services
Related Policies and Procedures	<ul style="list-style-type: none"> • Outdoor Dining Policy • Footpath Trading Guidelines (yet to be developed) • City of Unley Bylaw 1: 2008 Permits and Penalties • City of Unley Bylaw 2: 2008 Roads • City of Unley Bylaw 3: 2008 Local Government Land • City of Unley Bylaw 4: Moveable Signs • Schedule of Fees and Charges.
Date Adopted	
Last review date	Not Applicable
Next review date	<p>Date by which policy should be reviewed unless mandated by legislation;</p> <p>3 yearly cycle for Council policies.</p> <p>2 yearly cycle for Administration policies.</p>
Reference/Version Number	Governance staff to add number assigned from ECM for future reference
ECM Doc set I.D.	

1. POLICY STATEMENT

- 1.1. Footpath trading refers to the use of sections of the footpath for commercial activities that are approved by the City of Unley. This includes the provision of outdoor dining areas and the display of business merchandise and other objects on the footpath.
- 1.2. The purpose of the Footpath Trading Policy is to enable Council to safely manage the competing needs and interests of pedestrians, road users and business owners by fairly assessing and permitting footpath trading in a manner that improves the usage, quality and appearance of the City's public realm.
- 1.3. This Policy does not regulate movable signs on Council footpaths as these are administered under Bylaw No. 4 – Moveable Signs.

2. COMMUNITY GOAL

- 2.1. The goals of the Footpath Trading Policy correspond with the Community Plan 2033, and focus on the *Community Living* and *Economic Prosperity* themes and related strategic objectives:

THEMES	STRATEGIC OBJECTIVES
Community Living	1.3 Our City meets the needs of all generations 1.5 Our City is connected and accessible
Economic Prosperity	3.1 Unley is recognised as an easy place to do business 3.2 Thriving main streets and other business activities operate across our City

3. POLICY OBJECTIVES

3.1. The objectives of this Policy are to:

- Provide an overarching framework to guide the use of our City's footpaths and walkways by local businesses and ensure trading applications are assessed against Council's policy criteria and guidelines and considered on individual merit.
- Ensure our City streets are welcoming and accessible by prioritising pedestrian thoroughfare as the primary purpose of the footpath and maintaining a consistent and predictable clear path of travel for users of all abilities.
- Provide a balance between the various stakeholder interests in public areas that are used for business trading. Make it easier for businesses to obtain business trading permits and provide transparent guidelines that highlight key considerations in relation to access, safety, design and amenity.
- Prioritise the safety of all users of the City by adopting a risk management approach when considering permit applications.
- Ensure all Business Trading activities are designed to enhance the character and amenity of the surrounding streetscape and built form.
- Meet legislative requirements in relation to the use of Council land for business purposes and related by laws.
- Encourage activation supporting local businesses to utilise the City's footpaths to promote their businesses and add vibrancy.

4. PRINCIPLES

4.1. Access

- 4.1.1. A well-managed footpath promotes both equitable access and supports local businesses by creating places and streets that are amenable and attractive to all visitors.
- 4.1.2. Council must manage the footpath and other public spaces to provide safe and equal access for all people around the City. This includes pedestrians with a pram, wheelchair or other mobility aid, or who are visually impaired and require a clear path of travel to be maintained at all times.
- 4.1.3. Council recognises that a clear path of travel is a necessity. Best practice is for the clear path of travel to be along the building side of the footway to optimise way finding for stakeholders who are vision impaired. This Policy reinforces the requirement that a clear path of travel should be maintained at all times, while also allowing opportunities for other beneficial uses on the public footway.

4.2. Safety

- 4.2.1. Proposed outdoor dining locations will be assessed in terms of safety and may require changes to existing infrastructure and/or the installation of

additional infrastructure (e.g. energy absorbing bollards). As a general principle, outdoor dining is not permitted along 60 km/hr speed limit roads, but may be considered when the proposed outdoor dining areas are protected by appropriate safety barriers, or other traffic management treatments mitigate the risk.

4.3. Design and Heritage

- 4.3.1. Footpath trading structures, furniture and accessories should be of high quality design and improve the appearance of the city's public realm. Areas of historic, social and architectural interest, which contribute to the significance, character and appearance of the streetscape, should be conserved.
- 4.3.2. Outdoor dining areas should be attractive, innovative and vibrant. The layout should be appropriate to the setting, have high quality, durable furniture and fittings, and have an attractive and interesting appearance and contribute to overall place activation and vibrancy.

4.4. Operation and Management

- 4.4.1. Footpath trading should be undertaken in a manner that ensures accessible footpaths, contributes to environmental sustainability, creates a safe and clean outdoor space, minimises unnecessary noise and nuisance, and maintains social amenity in this public space.

4.5. Education and Compliance

- 4.5.1. It is the responsibility of applicants and permit holders to make themselves aware of the requirements and permit conditions associated with footpath trading permits.
- 4.5.2. Compliance is important to protect the public land, pedestrians and diners. Trading on public land without a permit will attract an expiation or failure to comply with a permit condition may result in a revocation of a permit.
- 4.5.3. The issuing of a permit for outdoor dining does not grant exclusive rights of the relevant public space and cannot exclude the general public from using tables and chairs provided for the purpose of outdoor dining.

4.6. Alterations/changes to the Council infrastructure

- 4.6.1. As part of the footpath trading application process, Council may consider changes to Council infrastructure (e.g. widening footpath, relocating signs, installation of bollards etc.) where possible. These type of applications must be considered in the context of an integrated design, as the extension of the kerb may impact on parking, storm water, other services underground and adjacent businesses, and therefore cannot be considered in isolation.
- 4.6.2. The construction of new footpath protuberances to facilitate outdoor dining areas will be at the discretion of the Council, taking into account traffic management and safety. Assessment of such applications will be undertaken on a 'case by case' basis and at the sole discretion of the Council. In the event such application is approved, the costs associated with the infrastructure changes shall be borne by the applicant.

5. FOOTPATH ZONES

- 5.1. For the purpose of Footpath Trading, the following Footpath Zones apply:
 - Walkway zone

- Trading activity zone
- Kerbside zone.

5.2. Walkway Zone

5.2.1. There is no statutory requirement about the location or width of the walkway zone. Council relies on guidance from the Australian Human Rights Commission that the continuous accessible path of travel should extend from the property line with no obstructions or projections, in order to provide the best possible guidance line for all users, including people with a vision impairment.

5.3. Trading activity zone

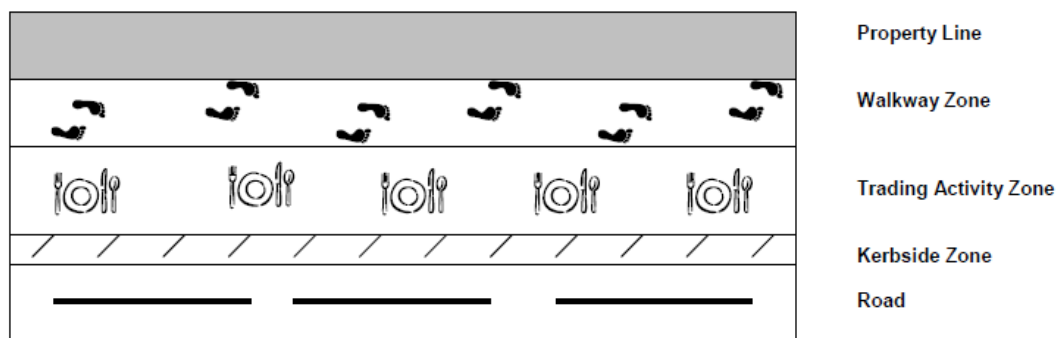
5.3.1. This is the only area of the footpath where the placement of goods, café furniture and ancillary items may be authorised.

5.4. Kerbside zone

5.4.1. A minimum buffer of clear footpath must be provided from the kerb to allow for access to and from parked vehicles, including loading zones. Where there is a disabled parking bay, the setback from the kerb will need to be greater. This area of the footpath must be kept free from any items or structures at all times.

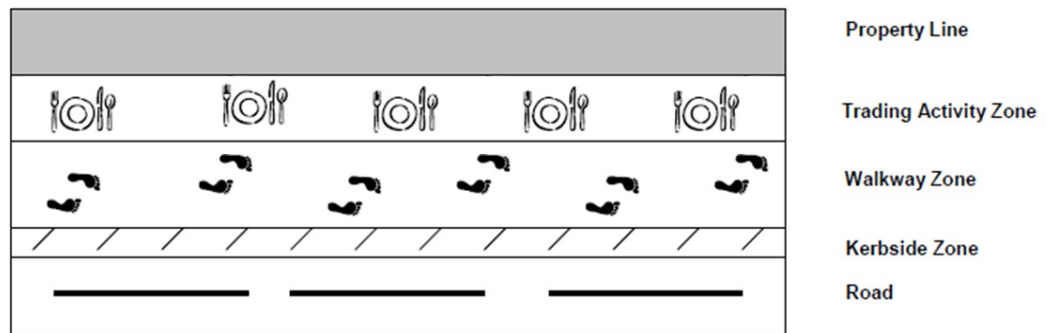
5.5. Width of Footpath Zones

Total Footpath Width	Less than 3.1metres wide	3.1 m and wider
Walkway Zone	Minimum 1.2 m, ideally from the property line towards the kerb Minimum 2.2m in length and 1.8m in width in front of entrance doors. Refer to Guidelines for details.	Minimum 1.5 m, ideally from property line towards the kerb Minimum 2.2m in length and 1.8m in width in front of entrance doors. Refer to Guidelines for details.
Trading Activity Zone	Remaining area once walkway and kerbside zones are identified	Remaining area once walkway and kerbside zones are identified
Kerbside Zone	Minimum 0.6 m from the kerb of the road Minimum 1.5 m if a disabled parking space adjoins the footpath	Minimum 0.6 m from the kerb of the road Minimum 1.5 m if a disabled parking space adjoins the footpath

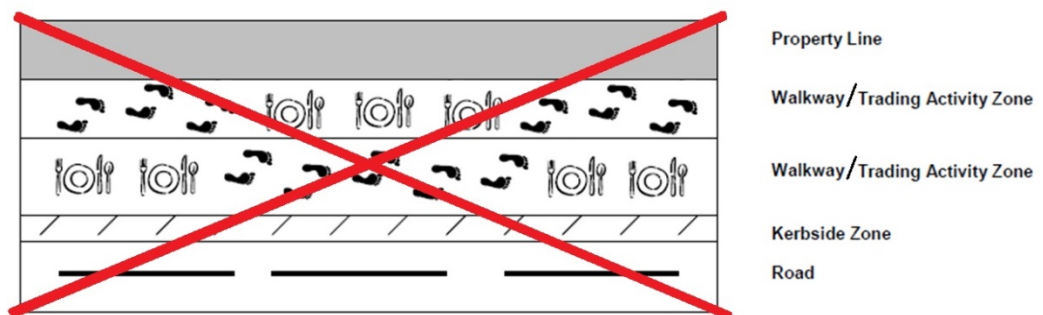


5.5.1. In some areas of Unley it may be impractical to locate the walkway zone adjacent the building line. In circumstances where the continuous accessible path of travel is not located against the building line:

- It should be located on the same part of the footpath for the length of the block
- It should be located where the location can be anticipated by users based on either local knowledge of the street or environmental cues.



5.5.2. The diagram below shows a path of travel that is not in a consistent location and not predictable for pedestrians.



6. POLICY

- 6.1. The Footpath Trading Policy enables Council to safely manage the competing needs and interests of pedestrians, road users and business owners. The Policy strives to put the City's strategic objectives and values in practice by fairly assessing and permitting outdoor dining in a manner that improves the usage, quality and appearance of the city's public realm.
- 6.2. The Footpath Trading Operating Guidelines have been prepared to implement the Policy Objectives and Principles.

7. DEFINITIONS

“Accessible” means having features to enable use by people with a disability.

“Business merchandise” means the offer or exposure for sale of any merchandise, goods, wares, commodity, article or thing.

“Continuous accessible path of travel” The area of the footway maintained for safe and equitable pedestrian circulation which is free from obstructions and assists in way finding and navigation. Continuous accessible path of travel is defined by the Australian Human Rights Commission as:

An uninterrupted route to and within an area providing access to all features, services and facilities. It should not incorporate any step, stairway, turnstile, revolving door, escalator, hazard or other obstacle or impediment which would prevent it from being safely negotiated by people with disability.

“Energy Absorbing Bollards” means bollards designed to perform under load in accordance with the requirements specified in the Roadside Dining Protection Guidelines, published by the Department for Transport.

“Footpath” has the same meaning as “road” under the Local Government Act.

“Footpath trading” is the use of sections of the footpath for commercial activities that are approved by the City of Unley. This includes the provision of outdoor dining areas and the display of business merchandise and other objects on the footpath.

“Objects” exposure and/or display of any merchandise, goods, wares, commodity, article or thing for aesthetic purposes and/or used to promote or advertise a business, shop or services.

“Outdoor dining” means the use of the public footpath for the purpose of extending the services of premises whose main function is the provision of food and beverages to the public. Such premises include restaurants, cafes, bars, delicatessens and other food outlets. Outdoor dining should be directly associated with the business that holds the outdoor dining permit and should only operate when those associated premises are open for business.

8. LEGISLATION/REFERENCES

- Local Government Act 1999
- Disability Discrimination Act 1992
- Development Act 1993 & Regulations 2008
- Australian Standard 1428
- Australian Human Rights Commission
- Austroads Part 6A
- City of Unley Bylaw 1: 2008 Permits and Penalties
- City of Unley Bylaw 2: 2008 Roads
- City of Unley Bylaw 3: 2008 Local Government Land
- City of Unley Bylaw 4: Moveable Signs

9. POLICY DELEGATIONS

9.1. The officers listed below have sub-delegation under this policy:

- 9.1.1. General Manager – City Services
- 9.1.2. Manager Development and Regulatory Services
- 9.1.3. Team Leader Parking and Rangers
- 9.1.4. Permits Officer
- 9.1.5. Parking Officer
- 9.1.6. General Inspector

9.2. Full information about the sub-delegated powers and duties is contained in the Council Delegations Register.

9.3. The issuing of permits that are not consistent with this Policy can only occur with the authorisation of the relevant General Manager.

9.4. Delegated Council officers will monitor outdoor dining areas and Permit Holders are required to comply with any lawful and reasonable direction provided by such an officer. Breaches of the authorisation will be dealt with in accordance with the relevant legislation including the *Local Government Act, 1999*.

10. ROLES/RESPONSIBILITIES

RESPONSIBILITY	ROLE
10.1. Management of the street environment and public space	City of Unley
10.2. Operation and management of Footpath	Permit holders
10.3. On-going education and compliance with the policy, procedure and operating guidelines	Partnership between the City of Unley and Permit holders

11. AVAILABILITY OF POLICY

11.1. The Policy is available for public inspection during normal office hours at:

The Civic Centre,
181 Unley Road, Unley SA 5061.

A copy may be purchased for a fee as determined annually by Council.

It is also available for viewing, download and printing free of charge from the Council's website www.unley.sa.gov.au.

12. DOCUMENT HISTORY

Date	Ref/Version No.	Comment
	Committee item/year	
	Council item/year	

DECISION REPORT

REPORT TITLE:	KING WILLIAM ROAD TRADERS ASSOCIATION SEPARATE RATE REQUEST
ITEM NUMBER:	54
DATE OF MEETING:	21 MARCH 2018
AUTHOR:	DAVID LITCHFIELD
JOB TITLE:	DIRECTOR STRATEGIC PROJECTS

EXECUTIVE SUMMARY

The King William Road Traders Association Incorporated wrote to Council on the 24 January 2018 seeking to change the basis of collecting the Separate Rate from businesses along King William Road. The matter was considered by Council at the meeting in January (1070/18) and Council resolved that:

A report consistent with the provisions of section 151(5)(d) of the Local Government Act 1999 be prepared, and provided to Elected Members and the UBED Committee to inform consideration of the request from the King William Road Traders Association for a review and audit of the collection of the separate rate.

The subject report is attached and highlights the likely impact and equity issues that must be considered by Council before making any change. If Council is inclined to accept the request from the King William Road Traders, then Council must act in accordance with its obligations under Section 8 of the Local Government Act 1999. Before Council is to contemplate raising additional revenue and then handing this money over to the King William Traders Association, it needs to have a clear understanding as to what purpose that money is to be applied, and make a considered judgement as to whether that is a fair, effective and efficient thing for the Council to be doing.

RECOMMENDATION

The Committee recommends to Council that:

1. The report be received.
 2. Consideration of this matter be deferred until after the Review of UBED and the Trader Association model has been completed.
-

1. RELEVANT CORE STRATEGIES/POLICIES

1.1 Strategic 4 Year Delivery Plan

Objective 3.2

Council will “Support the promotion of the Main Streets through the collection of the separate rate levy on behalf of the Main Street Associations.”

2. DISCUSSION

Council received the attached correspondence from the King William Road (KWR) Traders Association Incorporated in January 2018, asking that Council change the basis of rating for the separate rate levied on shops on KWR.

Attachment 1

The letter contains the following sentence:

The primary objective of the review being to implement consistency across new and old properties plus include all categories as part of the collection of the separate rate levy with an overall objective to increase the revenue raised.

Council resolved that a report consistent with the provisions of section 151(5)(d) of the Local Government Act 1999 be prepared, and provided to Elected Members and the UBED Committee to inform consideration of the request from the King William Road Traders Association. That report has now been prepared and is attached.

Attachment 2

The report includes some scenario modelling and a discussion of the equity issues. The fundamental issue to be resolved by Council is whether it is appropriate, fair and equitable to impose this separate rate on the entire land use category of Commercial Office and Commercial Other along KWR, when there is a strong case that many of these business believe they will gain virtually no benefit from such a move.

Equally, there are some clear anomalies where some of these businesses very definitely benefit from increased visitation to the KWR precinct but currently pay no separate rate. There is no unequivocal right or wrong answer to this request. The decision involves a degree of subjectivity, and it will be of assistance to Council if UBED is able to provide a recommendation or guidance on this matter.

The report highlights the difference between extending the separate rate to all traders in the precinct but keeping the overall amount collected the same (ie spreading the burden) and keeping the current rate in the dollar the same and extending it to all traders in the precinct. Keeping the overall amount collected the same would continue to raise approximately \$144,000 for the Association and reduce the burden to traders currently paying the separate rate by imposing

a lower separate rate on a larger number of properties. Keeping the rate in the dollar the same and extending it to all traders in the precinct would raise approximately \$311,000 and would impose an additional burden on those Commercial properties not currently paying the separate rate. King William Road currently has the highest rate in the dollar of all separate rates collected in the City of Unley.

Council is currently in a difficult position. Council is of the view that there is sufficient justification to impose the separate rate on land use classifications Commercial - Office and Commercial - Other on three of the four Trader Association precincts. There is no apparent logic then in not imposing the rate on these businesses along KWR. The Association has not provided Council any information on how they would provide benefit to the additional traders in the precinct, or how any additional funds could be spent. The Annual Budget request, which was due in February, has been submitted to Council based on the current amount collected with no alternate budget or business case supporting an increase in the amount collected provided with that document.

Whilst Council needs to provide a response to the Association in the near future, there are other investigations currently being contemplated by Council, including a Review of UBED and the Trader Association Model. The results of these investigations would further help inform the decision making around this request.

Whilst the options considered below are the most straight forward, there is the further option of imposing the current separate rate on shops and imposing a fixed charge or a lesser rate in the dollar on offices and other businesses. For example an annual charge of \$250 per non-shop business – the same as on Fullarton Road – would raise an additional circa \$30 000 per annum on KWR.

3. ANALYSIS OF OPTIONS

Option 1 – Consideration of this matter be deferred until after the Review of UBED and the Association model has been completed.

There would appear to be little point in creating angst in the community over this issue if there is a possibility that, following the receipt of the Review Report, Council may decide to change the current model of UBED and Trader Associations funded by a separate rate.

Option 2 – The request to change the basis of rating and increase the number of businesses paying the rate be supported. **The overall amount of be raised from the Separate Rate on King William Road be subject to further consideration once details of the proposed expenditure of any increase in the amount collected are provided by the Association.**

There are many businesses along King William Road that would clearly receive benefit from increased foot or through traffic, that currently do not pay the separate rate. King William Road is the only one of the current Unley trader

precincts that does not levy the separate rate on the non-shop Commercial land use classifications.

Keeping the rate in the dollar the same would potentially collect approximately \$311,000 entrusted to the Association. Alternatively, keeping the overall amount raised the same would reduce the burden on businesses currently paying the separate rate.

There are equity issues across Council to be considered as well as equity issues along the road. For example, if Council determines not to change the basis of rating on KWR because it is considered unfair to the non-shop Commercial land use classifications, how can they justify continuing to collect the separate rate from these property categories in the other precincts?

Option 3 – The request to change the basis of rating and increase the number of businesses paying the rate not be supported.

If Council does not support the request, there will continue to be businesses that receive clear benefit from the promotion and marketing activities of the KWR Traders Association but those businesses make no contribution to the cost of those activities. However, without having access to details of how any additional revenue raised would be spent by the Association, it is difficult to provide any specific advice to Council.

Option 4 – Consideration of the request to change the basis of rating and increase the number of businesses paying the rate not be supported at this time, and that the KWR Traders be requested to provide further information on the proposed expenditure of any additional revenue and how the effectiveness of this expenditure would be assessed.

There is currently a situation where there has been no information provided about how any additional revenue raised would actually be spent. Whilst the funding agreement between Council and the KWR Traders Association mandates that the money can only be used for marketing and promotion purposes, the sum of money potentially involved if the request is agreed to is of sufficient magnitude to warrant the provision of more details than this simple statement.

Recommending this option to Council will indicate to Council that there will be benefit in better informing the decision making process by seeking further details from the Association in regards to how any additional revenue will be spent.

4. RECOMMENDED OPTION

Option 1 is the recommended option.

5. POLICY IMPLICATIONS

5.1 Financial/budget

- There will be no cost in implementing the recommendation, or the other options as listed

5.2 *Legislative/Risk Management*

- There are no risks with the recommended option.
If it is resolved to change the basis of rating and increase the amount raised to \$300,000+ and then 'granting this money to a third party', current governance arrangements would need to be reviewed.

5.5 *Stakeholder Engagement*

- Not as yet, but mandatory if Council considers changing the basis of rating.

6. REPORT CONSULTATION

Manager Finance

7. ATTACHMENTS

Attachment 1 – Correspondence from the King William Traders Association

Attachment 2 – Section 151 Report

8. REPORT AUTHORISERS

<u>Name</u>	<u>Title</u>
Peter Tsokas	Chief Executive Officer

24 January 2018

Peter Tsokas
CEO - City of Unley
181 Unley Road
Unley SA



Dear Peter,

Thank you for taking the time to meet with me on Thursday 8th December. I am looking forward to working in partnership with the City of Unley and feel that we are on the same page with the direction of King William Road.

As mentioned in our meeting and previously discussed with various committee members, we would like to propose for collection of the separate rate to be reviewed.

We confirm that a number of concerns have been raised by the King William Road Trader's Association Committee and the King William Road Traders in relation to the collection of the Separate Rate by the City of Unley.

The concerns primarily relate to ensuring that the collection of the Separate Rate is as fair and equitable as possible amongst the properties in the precinct.

We understand that currently the Separate Rate is collected only from properties categorised as Commercial – Shop. As such, the Separate Rate is not collected from properties categorised as Commercial – Office or Commercial – Other.

In light of the concerns raised by the Committee and Traders and passed all in favour at the King William Road Traders Association meeting heading on Tuesday 23rd January we would like a review and audit of the collection of the Separate Rate.

The primary objective of the review being to implement consistency across new and old properties plus include all categories as part of the collection of the separate rate levy with an overall objective to increase the revenue raised.

Thank you again for your time last week and in support of the above, as the chairperson of the KWRTA I am available to speak with councillors in more detail about the objective of the increasing the amount raised by the collection of the separate levy.

Kind Regards,

Johnny Nasaris
Chairperson

City of Unley

Review of Rating – King William Road Traders Association

Prepared for the City of Unley

DRAFT



9 March 2018

Mr D Litchfield
Director Strategic Projects
City of Unley
181 Unley Road
UNLEY SA 5061

Email: dlitchfield@unley.sa.gov.au

Dear Mr Litchfield,

Review of Rating – King William Road Traders Association

You have requested that we assist the Council by carrying out a review of the rating methodology currently levied against certain property owners on King William Road for the purposes of funding the King William Road Traders Association (KWRTA) marketing and promotion activities.

Section 151(5) (d) of the Local Government Act requires that a report be prepared on any proposed change.

We take this opportunity to extend our appreciation to you for the assistance provided during the preparation of this report.

This report has been prepared for the City of Unley.

This report should be read in conjunction with our contract with the City of Unley and any other formal correspondence addressed to the General Manager Economic Development and Planning regarding this report.

We trust that you find this report informative and we appreciate the opportunity to be of service to you. If you have any queries or wish to discuss any issues further, please do not hesitate to contact me.

Yours faithfully

Jamie Dreckow
Partner

t 8139 1165
e jdreckow@nexiaem.com.au

Your key contact for the Review Report is:



Jamie Dreckow FCA is a registered company auditor with 28 years' experience in audit and accounting providing services to a range of organisations including those in finance, education, healthcare, wholesale and retail trade, manufacturing and community services.

Jamie Dreckow CA
t +61 8 8139 1165
m +61 419 022 123
e jdreckow@nexiaem.com.au

Introduction 4

Legislative requirements 5

Likely impact on proposed change on rate payers 6

Equity Issues 7

Conclusion 9

DRAFT

The City of Unley, is a local government area in the Adelaide metropolitan region. It is located directly south of the Adelaide city centre.

Purpose and Scope of this Report

The King William Street Traders Association has written to Council seeking a review and audit of the collection of the separate marketing rate.

Nexia Edwards Marshall Pty Ltd (Nexia) has been engaged to undertake a Review of the current rating system and in particular, to consider the likely impacts and equity issues associated with any changes.

Nexia has not been engaged to undertake an audit of rates collected and as such no assurance on the collection or distribution of rates collected is given

In preparing this report we have relied upon information given to us by Council representatives.

Use of this Report

This report has been prepared at the request of the City of Unley Council for the purposes of the review of rating – King William Road Traders Association.

This report is not intended for general circulation or publication outside of the City of Unley, nor is it to be reproduced, without our prior written consent, for any purpose other than set out above

Legislation

The Local Government Act 1999, Section 151, requires Council to prepare a report that addresses a number of matters where a change to the basis of rating is proposed. These are set out below:

- The reasons for the proposed change;
- The relationship of the proposed change to the council's overall rates structure and policies;
- In so far as may be reasonably practicable, the likely impact of the proposed change on ratepayers (using assumptions, rate modelling and levels of detail as the council thinks fit);
- Issues concerning equity within the community, and may address other issues considered relevant by the council.

Current rating methodology

Council impose a separate rate for marketing and promotion purposes on certain properties on King William Road that have a Commercial Shop classification. A differential rate of 0.0019603 rate in the dollar, capped at \$2,000 in respect of land use has been levied for 2017/2018.

Council collects the separate rate and passes the funds collected onto the King William Road Traders Association. For 2017/18 the total rate raised was approximately \$150,000.

There are currently 132 properties that have a commercial shop classification on the King William Road precinct. Each of these properties are levied as described above.

Reasons for the proposed change

The King William Road Traders Association have requested a review to identify any opportunities to increase the amount of revenue raised from the collection of the separate rate by including all businesses located on King William Road.

In particular, in their letter to the CEO of Unley Council, they state:

"The primary objective of the review being to implement consistent(Sic) across the new and old properties plus include all categories as part of the collection of the separate rate levy with an overall objective to increase the revenue raised."

As discussed above, currently only those properties classified as "Commercial Shop" are rated. Those classified, "Commercial Office", or "Commercial Other", are not rated, for the purposes of the levy.

Likely impact on proposed change on rate payers

With the assistance of Council staff, we have undertaken some basic modelling of the financial effect on rate payers should Council decide to change the rating basis. There are three alternative scenarios.

1. Maintain the existing levy basis
2. Maintain the existing levy rate but apply it across all “Commercial” property classifications
3. Collect the same total levy but apply it against all “Commercial” property classifications.

Scenario 1

This is essentially a do nothing scenario. On this basis the total levy collected would remain the same – approx. \$150k. The same rate would continue to be applied to the same ratepayers as in previous years.

Scenario 2

In this scenario, the existing rate would continue but be applied to all properties located on King William Road with a property classification of “Commercial”. If this were to be applied, the existing levy collected would increase to approximately \$311,000.

We understand that this is the preferred option of the KWRTA.

Those properties currently paying the levy would continue to pay the same amount (ignoring any re-assessment of value by the Valuer General), however, those properties classified as Commercial Other and Commercial Office would be subject to the levy.

For example, a property (currently not levied) that was valued at \$500,000 would be subject to a yearly levy of \$980 whereas they currently pay nothing. Similarly a property valued at say \$250,000 would be subject to a levy of \$490.

Scenario 3

An alternative model would be to collect the existing levy over a wider base i.e. all properties classified as commercial. The effect of this would be to reduce levies for those currently paying. Those properties classified as Commercial Other or Commercial Office would then be subject to a levy.

For example, a property (currently not levied) that was valued at \$500,000 would be subject to a yearly levy of \$475 whereas they currently pay nothing. A property worth the same that is currently levied would see their levy fall from \$980 to \$475. Similarly, a property valued at say \$250,000 would be subject to a levy of \$238.

Please refer to Appendices 1, 2 and 3 for a detailed analysis of rating changes.

Equity issues

The City of Unley web site notes that the *“Mainstreet Trader Associations are available to assist potential and existing business operating in our mainstreets.”*

Trader Associations provide a vital service to existing and potential businesses within the relevant precinct in promoting services / events. These services assist in increasing awareness of and the patronage of the particular street, thus helping local business grow and flourish.

It is relevant to note that there are currently 4 main street Trader Associations within the city of Unley.

1. Unley Road
2. King William Road
3. Goodwood Road
4. Fullarton Road.

Many of the equity issues that are relevant to whether the rating basis should be changed were included in the paper that was given to Council on 29 January 2018 and were also reviewed when Council previously examined a change to the basis in 2010/2011. These can be summarized as:

1. Variances in rating methodology across the City of Unley
2. A view that some business' receive a benefit but don't contribute to the levy
3. In the event that the base for collection is widened this would unfairly burden previously non-levied business in that they feel that the activities of the KWRTA don't benefit them.

Each of these issues is described in further detail below:

Equity Issue 1. Variance in rating methodology across the City of Unley

Unley, Goodwood and Fullarton road associations levy business with a land use code of “Commercial”.

KWRTA levy only those with a classification of “Commercial Shop”.

Hence those with land use classifications of Commercial Other and Commercial Office are not levied.

For example, a hotel, located on Unley Road will be subject to a levy however one on King William Road will not. This example was discussed in the papers that were put to Council on 29 January.

This provides a disparity across the city, on business' which are subject to a levy and those that are not.

It is also noted that there are differences in the rate charged across the city. The rate variances have arisen over time and largely reflect the level of spend requested by the various trading associations.

Issue 2 – Some business' that don't pay the levy receive benefit from the activities of the KWRTA

The notion of “benefit” to a trader is a subjective term.

There are inherent difficulties in measuring the benefit that a property housing say a professional service firm, such as an accountant or lawyer receives as a result of the activities of a trading association.

It is reasonable to accept that they would be unlikely to receive the same level of benefit as a retail outlet or café. I note the comments received in the previous community engagement process where it was argued that the presence of such business already provide a positive effect on retail outlets as patrons of the professional service firm will often extend their visit to the precinct by visiting neighboring shops etc. and make associated purchases that otherwise not have been made.

However, for those properties such as a service station, travel agent or hotel that are heavily reliant on passing traffic (be it vehicle or pedestrian) and due to their property classification are not levied, there would seem to be some inequity.

Issue 3 – The activities of the KWRTA don't provide benefit to all commercial properties

Council previously examined a change in basis for levying the KWRTA and as part of that review undertook community engagement. The majority of feedback received was not in favor of any change and the comments against such a change centered around the belief that the activities of the KWRTA did not benefit their particular business. In particular, the following arguments were put forward by respondents:

1. The Traders clients base does not rely on pedestrian traffic or passing trade.
2. Those businesses with land use classification “Commercial Office” and “Commercial Other” already contribute to those classified as Commercial Shop, by attracting customers who then shop and dine on the street (who otherwise wouldn't).

It is arguable that many of the comments made then would again be made today if such a consultation was undertaken.

Conclusion

It is ultimately for Council to determine whether they wish to change the basis and or increase the rate, for levying properties on King William Road for the purposes of the marketing levy to be distributed to the KWRTA. Any increase will need to be considered in light of the activities that may be undertaken from the additional funding and the likely benefit that may arise from them.

Should the existing levy be applied to all properties with a “Commercial” classification then the levy collected would double to increase from approximately \$150,000 to \$300,000 per annum.

Alternatively, Council could determine that the total levy should remain at approximately \$150,000 but in the interests of equity, apply the rating to all properties with a “Commercial” classification. Thus, those properties currently charged the levy will experience a decrease, however others with a classification of “Commercial Office” or “Commercial Other” will be charged a rate that they hadn’t previously.

The equity issues surrounding the decision can be summarised as:

1. Differences across the City of Unley – all properties with a “Commercial” classification are levied something for the Goodwood Road, Unley Road and Fullarton Road precincts. It is only King William Road that differentiates between sub categorisations of “Commercial Other” and Commercial Office”.

2. Benefits provided. One argument is that some property owners receive benefit from the activities of the KWRTA notwithstanding they pay no levy due to their categorisation. A counter argument is that those properties that are currently not levied will experience little or no benefit from the KWRTA due to the nature of their business. It is likely that should Council decide to proceed further and undertake public consultation this will be the prevailing view of respondents. This was the prevailing response when Council previously looked at changing the rating basis in 2010/2011 and I can see little reason for this to change.

A final alternative that Council may wish to consider is that the levy be applied to the sub classifications of “Office” and “Other” but at a reduced rate. The positives to such a decision would be that it goes some way to recognising the perception of reduced benefit that may exist for these sub classifications. The rate that could be applied could either be at a lower level or at a fixed fee, say \$250 per property, for example, the same rate that is used for the Fullarton Road Traders Association. If a fixed fee of \$250 was applied then an additional levy of approximately \$30,000 would be raised.

Council must carefully consider each of these issues in deciding whether it is appropriate for the rating basis to be changed.

APPENDIX 1

Effect on overall rate collected if basis was changed

Scenario	Commercial Shop	Commercial Office	Commercial Other	Approx. Levy Collected
Total property valuations for each classification *	76,987,764	41,909,930	39,946,361	
1. Current rated cents / \$	0.0019603	-	-	
Approx levy raised	\$ 150,919	-	-	\$ 150,919
2.	0.0019603	0.0019603	0.0019603	
Approx levy raised	<u>150,919</u>	<u>82,156</u>	<u>78,307</u>	<u>311,382</u>
Change to existing arrangements	\$ -	\$ 82,156	\$ 78,307	\$ 160,463
3.	0.0009501	0.0009501	0.0009501	
Approx levy raised	<u>73,147</u>	<u>39,819</u>	<u>37,953</u>	<u>150,919</u>
Change to existing arrangements	<u>\$(77,772)</u>	\$ 39,819	\$ 37,953	\$ -

Note * Property Valuations supplied by Council

Scenario

1. No change to existing levy arrangements
2. Same levy applied to Commercial Office and Commercial Other - ignores potential rebates or rate capping (expected effect is likely to be immaterial)
3. Same total levy collected but over all property classifications

Assumptions

The above analysis ignores several rate distortions that arise as a result of i) rebates offered to some properties under S 160-165 of the Act and ii) the rating is capped at \$2,000 per property. It is accepted that the likely effect of these distortions is not significant for the purposes of the analysis

APPENDIX 2

Effect of individual property rated at \$500,000 if levy basis were to change

Scenario	Commercial Shop	Commercial Office	Commercial Other
Example change in levy for property valued at say	500,000	500,000	500,000
1. Current rated cents / \$	0.0019603	-	-
Approx levy raised	\$ 980	-	-
2.	0.0019603	0.0019603	0.0019603
Approx levy raised	980	980	980
Change to existing arrangements	\$ -	\$ 980	\$ 980
3.	0.0009501	0.0009501	0.0009501
Approx levy raised	475	475	475
Change to existing arrangements	\$(505)	\$ 475	\$ 475

Scenario

1. No change to existing levy arrangements
2. Same levy applied to Commercial Office and Commercial Other - ignores potential rebates or rate capping (expected effect is likely to be immaterial)
3. Same total levy collected but over all propety classifications

Assumptions

The above analysis ignores several rate distortions that arise as a result of i) rebates offered to some properties under S 160-165 of the Act and ii) the rating is capped at \$2,000 per property. It is accepted that the liekly effect of these distortions is not significant for the purposes of the analysis

APPENDIX 3

Effect of individual property rated at \$250,000 if levy basis were to change

Scenario	Commercial Shop	Commercial Office	Commercial Other
Example change in levy for property valued at say	250,000	250,000	250,000
1. Current rated cents / \$	0.0019603	-	-
Approx levy raised	\$ 490	-	-
2.	0.0019603	0.0019603	0.0019603
Approx levy raised	490	490	490
Change to existing arrangements	\$ -	\$ 490	\$ 490
3.	0.0009501	0.0009501	0.0009501
Approx levy raised	238	238	238
Change to existing arrangements	\$(253)	\$ 238	\$ 238

Scenario

1. No change to existing levy arrangements
2. Same levy applied to Commercial Office and Commercial Other - ignores potential rebates or rate capping (expected effect is likely to be immaterial)
3. Same total levy collected but over all property classifications

Assumptions

The above analysis ignores several rate distortions that arise as a result of i) rebates offered to some properties under S 160-165 of the Act and ii) the rating is capped at \$2,000 per property. It is accepted that the likely effect of these distortions is not significant for the purposes of the analysis



8 March 2018

Dear Akarra

Re: Unley Road Association 2018-2019 Marketing Levy Budget.

We are pleased to submit the Unley Road Association's 2018-2019 Marketing Budget Proposal for the Unley Business Economic Development Committee's consideration.

On behalf of the Unley Road Association, and the Committee, I would like to thank Council staff, and the Unley Councillors for their support of our members, initiatives and events over the past year - we appreciate working with a council that understands the importance of a thriving local business community, and supports us with our efforts to revitalise and promote the Unley Road precinct.

For the upcoming financial year, the Association is requesting a slight increase (of \$2,300) from the 2017-2018 budget. The requested amount for the 2018-2019 financial year is \$134,420, and includes:

- \$110,000: Separate Rate Funding
- \$20,000: COU Sponsorship for Community
- \$4,420 : Banner income

In addition to covering the increasing costs associated with facilitating mainstreet projects, the budget will enable the URA to continue to provide member services and promote Unley Road as a collective shopping destination.

Thank you for considering our proposal; should you require further information, please contact me on 0422 209 142.

Sincerely

James Morris
Chairman
Unley Road Association

FUNDING REQUEST 2018 – 2019
Proposed Operating Budget
Unley Road Association

Income

Separate Rate Funding	\$110,000
COU Sponsorship for Community Event	\$20,000
Banner income	\$4,420
Membership (or other income)	\$0

Total Income **\$134,420**

Note: it is a requirement of the Local Government Act that all separate rate funding must be expended for the purposes outlined in the year of collection.

Expenses

Marketing Projects (provide further detail on next page)

Project 1 Member Services	\$12,000
Project 2 Advertising & Promotions	\$40,816
Project 3 Online Services	\$6,000
Project 4 Major Event	\$30,000
Project 5 Minor Events	\$9,300

Sub total **\$98,116**

Administration

Marketing Coordinator	\$23,400
Contribution to 18-19 Mainstreet Digital Economy Strategy	\$7,296
PO Box	\$60
Office expenses	\$4,000
Insurance	\$1,278
Other	\$270

Sub total **\$36,304**

Total Expenses **\$134,420**

TOTAL (Income – Expenses) **\$0**

FUNDING REQUEST 2018 – 2019
Unley Road Association

DETAILS OF PROPOSAL

(Proposal should include the objectives of the project, how the achievement of the objective will be measured and the estimated timed spending of the project – for the specific projects only)

<p>Project 1: Member services</p> <p><i>Objective: To hold three networking events at three unique Unley Road businesses / locations, with representation of at least 25% of Unley Road businesses starting in July 2018. Also publishing regular emails to inform and assist business owners on matters pertaining to their business.</i></p> <p><i>Measure: Participant numbers, and feedback from both host businesses, and participants.</i></p> <p><i>Estimated completion date: Ongoing to June 2019</i></p>	<p>\$12,000</p>
<p>Project 2: Advertising and Promotions</p> <p><i>Objective: To produce a marketing campaign, comprising print and online advertisements, newsletters and email campaigns to promote the diversity of Unley Road businesses, and also provide opportunities for individual businesses to participate in events on and off the road.</i></p> <p><i>Measure: Engagement metrics from online advertising; business participation in initiatives, and their feedback.</i></p> <p><i>Estimated completion date: Ongoing to June 2019.</i></p>	<p>\$40,816</p>
<p>Project 3: Online Services</p> <p><i>Objective: To maintain a content-rich, responsive website for the Association, Unley Road businesses, their customers and the general public. Also to continue using social media to publicise Unley Road businesses, events and the greater Unley community initiatives.</i></p> <p><i>Measure: Follower numbers and engagement metrics including time spent on page, time spent on site, pages visited, posts liked and shared.</i></p> <p><i>Estimated completion date: Ongoing</i></p>	<p>\$6,000</p>
<p>Project 4: Major event</p> <p><i>Objective: To hold a street-wide shopping festival culminating in a free, family-friendly, community concert, supported by the local community, for over 1000 people.</i></p> <p><i>Measure: Corporate sponsorship; local business participation, and media exposure.</i></p> <p><i>Estimated completion date: February 2019</i></p>	<p>\$30,000</p>

Project 5: Minor events <i>Objective: To hold minor marketing initiatives and events</i> <i>Measure: Public feedback; business involvement and media exposure.</i> <i>Estimated completion date: Ongoing to June 2019.</i>	\$9,300
Marketing Coordinator: 10 hours per week at \$45.00 per hour.	\$23,400
Contribution to Mainstreet Digital Economy Strategy	\$7,296
PO Box: Annual fee	\$60
Office expenses: General postage, phone calls and office supplies	\$4,000
Insurance: Required public liability insurance, annual fee. Certificate of Currency must be provided to Council within 30 days of rate being set.	\$1,278
Other	\$270
TOTAL	\$134,420

FUNDING REQUEST 2018 – 2019
Proposed Operating Budget
KING WILLIAM ROAD TRADERS ASSOCIATION

Income

Separate Rate Funding	\$144,500
Banner income - based FY17/18	\$225
Membership (or other income)	\$nil
Council contribution towards Christmas on KWR as outlined in project 1	\$25,000

Total Income **\$169,725**

Note: it is a requirement of the Local Government Act that all separate rate funding must be expended for the purposes outlined in the year of collection.

Expenses

Marketing Projects (provide further detail on next page)

Project 1 Events	\$67,000
Project 2 Seasonal Campaigns	\$34,000
Project 3 Annual Marketing Subscriptions	\$4000
Project 4 Calendar Promotions	\$3125
Project 5 Trader Engagement	\$2500
Project 6 New Business & Strategies	\$2000

Sub total **\$112,625**

Administration

Marketing Coordinator	\$41,600
Contribution to FY18/19	
Mainstreet Digital Economy Strategy	\$3300
Accountant	\$3000
EOFY Audit	\$1500
Website Hosting & Maintenance	\$1000
Insurance	\$4000
Office expenses	\$1000
Governance Training	\$500
Other	\$1200

Sub total **\$57,100**

Total Expenses **\$169,725**

TOTAL (Income – Expenses) **\$0**

FUNDING REQUEST 2018 – 2019
[INSERT NAME OF ASSOCIATION]

DETAILS OF PROPOSAL

(Proposal should include the objectives of the project, how the achievement of the objective will be measured and the estimated timed spending of the project – for the specific projects only)

<p>Project 1: <i>Events / Activations</i></p> <p><i>Overall objective: KWRTA to stage 6 x feature events/activations that have been designed to promote KWR business', drive foot traffic to the precinct and/or create community engagement</i></p> <p>1. The Mercedes-Benz Unley Long Lunch (formerly Variety on KWR)</p> <p>Promote KWR as a fashion precinct in line with SATC's Adelaide Fashion Festival and maintain it's status as a place to visit for fashion and a destination to be seen.</p> <p>Measure: Return on Investment against marketing reach including social media, digital and print and advertising and PR.</p> <p>Sponsorship Support from CoU: \$25,000</p> <p>KWRTA Investment: \$15,000</p> <p>Estimated completion date: End October 2018</p> <p>2. Christmas On King William Road</p> <p>With a feature light installation spanning the core part of the main street, we will create a Christmas hub for the City of Unley community and beyond.</p> <p>Measure: Increased visitors to the precinct throughout the month of December. Attendance at launch night event.</p> <p>KWRTA Investment: \$15,000</p> <p>Estimated completion date: End December 2018</p> <p>3. Food & Wine Journey on King William</p> <p>A series of mini events/activations for the month of May will see KWR Food & Wine culture on show. With each venue hosting workshops, events, exclusive menus + more all designed to encourage visitors to keep coming back.</p> <p>Measure: Awareness of food and wine scene on King William Road. Increase customers to restaurants</p> <p>KWRTA Investment: \$8,000</p> <p>Estimated completion date: End May 2018</p> <p>4. Sponsorship of Unley Gourmet Gala</p> <p>Managed by CoU</p> <p>Measure: Visitor numbers to event and trader benefits including increased business at the event and/or post event</p> <p>KWRTA Investment: \$5,000</p> <p>Estimated completion date: End January 2019</p>	<p>\$67,000</p>
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<p>5. SALA</p> <p>Street registration and support of traders exhibiting artists throughout SALA with marketing promotional tools</p> <p>Measure: Visitor numbers to traders to view exhibition</p> <p>KWRTA Investment: \$1,000</p> <p>Estimated completion date: End August 2018</p>	
<p>Project 2: Seasonal Campaigns</p> <p>2 x major seasonal campaigns for Autumn/Winter and Spring/Summer to include:</p> <ul style="list-style-type: none"> - Magazine - Ambassador / Model - Blog Articles x 10 (2 for each category) - Photography / Videography - Stylist / Hair / Make-Up - PR - Print Advertising - Facebook investment <p>Objective: Create awareness of KWR and keep KWR top of my mind as a destination for food, fashion + more.</p> <p>Measure: Social Media Engagement and Website Traffic</p> <p>Estimated completion date:</p> <p><u>Spring / Summer</u></p> <ul style="list-style-type: none"> - Launch September 2018 - Content to be released from September 2018 - February 2019 <p><u>Autumn / Winter</u></p> <ul style="list-style-type: none"> - Launch March 2019 - Content to be released from March 2019 to August 2019 	<p>\$34,000</p>

<p>Project 3: Annual Marketing subscriptions</p> <p>Engaging key marketing channels with annual subscriptions for regular promotion of KWR including digital media outlet Glam Adelaide, SA LIFE annual Food & wine and Tourism walkabout brochures for print.</p> <p>Objective: <i>Maintain pressence across annual editions of magazines and brochures as well as have a digital presence to keep KWR top of mind for key events</i></p> <p>Measure: <i>Distribution / Circulation of magazine</i></p> <p>Estimated completion date: <i>October 2018</i></p>	<p>\$4000</p>
<p>Project 4: Key Calendar Promotions</p> <p>Activate key promotions in line with calendar events, for example Mothers Day, etc.</p> <p>Budget to cover creation of collateral for gift guides, activities, trading hours, relevant content, competitions, etc</p> <p>Objective: <i>Ensure KWR is known to be a destination over long weekends and the place to shop for unique and thoughtful gifts.</i></p> <p>Measure: <i>Social Media Engagement & Trader Engagement for consisted opening hours on public holidays.</i></p> <p>Estimated completion date: <i>All year - end June 2019</i></p>	<p>\$4000</p>
<p>Project 5: Trader Engagement & Collaborations</p> <p>2 x key events throughout the year to engage traders, provide education and create cross street collaboration opportunities.</p> <p>Objective: <i>Create a community spirit amongst traders on KWR and provide tools for KWR traders to apply to their business.</i></p> <p>Measure: <i>Attendance at Trader events</i></p> <p>Estimated completion date: <i>October 2018 and Febraury 2019</i></p>	<p>\$2500</p>
<p>Project 6: New business and strategies</p> <ul style="list-style-type: none"> - Engaging potential new businesses to move into KWR and creating of new business handbook and guide to additional marketing opportunities to being on KWR - Tourism engagement by partnering with SATC and CoU to drive tourists to visit KWR during their stay <p>Objective: <i>Introduce to new business' to KWR to fill vacancies and drive foot traffic to KWR from tourists</i></p> <p>Measure:</p> <ul style="list-style-type: none"> - Decreased vacancy rate - Increase tourist visits <p>Estimated completion date: <i>End June 2019</i></p>	<p>\$2000</p>

Marketing Coordinator: 20 hours per week at \$40 per hour	\$41,600
Contribution to FY18/19 of Mainstreet Digital Economy Strategy	\$3300
Accountant & Audit	\$4500
Office expenses & Memberships: General postage, phone calls and office supplies	\$1000
Web Hosting and Maintenance	\$1000
Governance Training	\$500
Insurance: Required public liability insurance, annual fee. Certificate of Currency must be provided to Council within 30 days of rate being set.	\$4000
Other Incidentals	\$1200
TOTAL	\$178,600



Subject - Goodwood Road Business Association		
Property/Street - Goodwood Road		
Application No.		
Doc. No.	21 FEB 2018	Class.
For Information - L. Jones, M. Mudge, A. Kurek		

Goodwood Road Business Association Inc. PO Box 563 Goodwood SA 5034

21/02/2018

Mr Peter Tsokas,
CEO
City of Unley
PO Box 1
Unley SA 5061

Dear Peter,

This letter accompanies Goodwood Road Business Association's submission for :

- the collection of a Separate Rate to fund its activities for 2018/19
- a submission for funding from the 2018/19 Main Street Improvement Budget
- a submission for sponsorship funding for events in 2018/19

Separate Rate

Projects to be funded by the special rate include:

- Marketing/Advertising/Public Relations, utilising a variety of media to promote our Precinct and its activities, and our Members
- Contribution to City of Unley Digital Economy Strategy
- Small Events and Road activations.
- Member Services
- Networking events, newsletters etc

In addition, the levy income is used to fund the administration of the association, including the engagement of a part-time coordinator. It should be noted that the "Administration Fee" allocated to the Coordinator, incorporates many duties which could be included in the Marketing/Advertising/Public Relations project budget - eg. writing and coordination of advertising, photography and management of social media content. However for consistency we have left this in the line item "Coordinator Fee" as per previous years.

Our proposed 2018/19 budget was endorsed by the Committee at its meeting on 20/2/2018.

To enable these projects to be activated, GRBA requests the collection \$54,500 via the special marketing levy. This represents an increase of 5% on the amount collected in 2017/18. Figures provided by Council show the impact on individual businesses to be relatively minimal - an average extra amount of \$26.85. As the levy figure has not increased for three years, we believe this to be reasonable, and will provide GRBA with a slightly increased budget to work with.

The category of premises to be collected from remains as Commercial Shop, Commercial Office and Commercial Other.

The catchment area for the levy also remains the same : Goodwood Road between Leader/Parsons Streets to the North, and Mitchell Street/Arundel Avenue to the South.

Main Street Improvement Project Funding

Thank you for the opportunity to apply for funding for Mainstreet Improvement projects. We apply for \$40,000 from this funding for

- Finalisation of Road Lighting
- Precinct signage and street furniture to further identify our area, and visually incorporate peripherally based members into our area.

Road Lighting

This project to light up verandahs and buildings along our section of Goodwood Road began in 2016/17 and is currently continuing. The amount we have requested for Road Lighting in 2018/19 would enable us to complete the project. We have obtained quotes from and have been working with Rawsons Electrical. Given that all businesses (where practical) are being offered the opportunity to have the lighting, and the impact it has on the appearance of the Road, it is a very obvious demonstration of the work of the Association and Council's support for that work.

This lighting is no doubt enhancing the Council's recent streetscape revitalisation and making a huge difference to the ambiance and appeal of our area. There has been positive feedback from members and visitors.



Goodwood Road Business Association Inc. PO Box 563 Goodwood SA 5034

Accordingly we are applying for \$10,000 for veranda/tree lighting, which we believe will be sufficient to complete this project.

Rawson's Electrical will continue to undertake the work and there is liaison with tenants and property owners prior to installation.

In addition, we seek clarification as to the responsibility for the maintenance of this lighting. Once it has been installed, and effectively paid for by Council, is it then Council's responsibility to maintain, or should we be factoring in an amount for maintenance each year?

Street Signage and Furniture

The recent major upgrade has had a major impact on our Precinct. Members and Visitors alike are very impressed with the final result. However it did focus on the central area of the Precinct, leaving members to the north of the tram line, and those at the southern end, feeling a little left out.

The street verandah/tree lighting will go some way to alleviate this, but we are keen to further define the whole of our area as a destination - bringing peripherally located based members "into the fold."

Accordingly we are applying for \$30,000 for new signage and some extra street furniture (matching the new furniture) for this project.

We are currently in discussions with Option A Architectural Signage, and Signscope (both on the Road) and Evans and Evans re signage options, and Akarra is enquiring about the availability and cost of street furniture to match the new installations in the central area of the Road.

Please see the Mainstreet Improvement budget application form for further details.

Event Sponsorship

Thank you for the opportunity of applying for funding to sponsor an event. Given the 2016/17 sponsorship funding received and our carry over funding which was available for "Celebrate Goodwood Alive", GRBA did not apply for any additional sponsorship funding for 2017/18.

While we have allocated an amount for events in our 2018/19 budget (\$10,000) it is not possible to deliver proposed events with that figure and we apply for \$20,000 to assist with funding a "flagship" event revolving around SALA on Goodwood Road.

It is GRBA's plan to further capitalise on our growing involvement with the South Australian Living Artists Festival in 2018/19. For 4 years now Goodwood Road has embraced SALA in a consolidated fashion, with artists exhibiting their work in many of the Road's cafes, restaurants, shops and businesses. The number of participating businesses has steadily grown, with 29 business participating in 2017.

It is the Association's plan to expand on this success and create a significant art based event/s, similar to the very successful "Celebrate Goodwood Alive" held in October 2017 which involved many of our businesses, and attracted a large crowd. This event would incorporate

- SALA on Goodwood Road event opening
- A community art activity
- A focus on street art – new and existing
- Entertainment
- A food and wine component

We are in preliminary discussions with renowned street artist Joel Van Moore re a street art project he has in mind for SALA, and with our own Community Artist, until these discussions are further down the track, it is difficult to provide definite detail.

Please see the Sponsorship application form and event plan for further information.

NB We would also be happy to consider supporting any event the Council may be considering for the Road eg one of the Ignite Unley film nights, and to work in conjunction with the Council on other events it may be considering for Goodwood Road. Thus following on from the success of 2017's Celebrate Goodwood Alive. This was not only a great event, but a very good example of collaboration between Council and GRBA.



Goodwood Road Business Association Inc. PO Box 563 Goodwood SA 5034

We take this opportunity to thank the Elected Members, UBED Members and Council Administration for their ongoing support of our Association and look forward to working with Council to ensure that Goodwood Road further develops as "Alive and Vibrant" and plays an integral role in enhancing Unley's reputation as Adelaide's premier suburb in which to live and work, and to visit.

Should you have any queries on any aspect of our applications, please do not hesitate to get in touch.

Kind regards,

A handwritten signature in black ink, which appears to read "Pamela Bruce". The signature is fluid and cursive.

Pamela Bruce
Chairperson
Goodwood Road Business Association

FUNDING REQUEST 2018 – 2019
Proposed Operating Budget
Goodwood Road Business Association

Income

Separate Rate Funding	\$54,500.00
Banner income (est – tba by CoU)	\$6,000.00
Total Income	\$60,500.00

Note: it is a requirement of the Local Government Act that all separate rate funding must be expended for the purposes outlined in the year of collection.

Expenses

Marketing Projects (provide further detail on next page)

Project 1 : Advertising/Promotion	\$15,770.00
Project 2 : Events	\$10,000.00
Project 3 : Member Services	\$1,500.00
<i>Sub total</i>	<u>\$27,270.00</u>

Administration

Marketing Coordinator	\$24,960.00
Contribution to Mainstreet Digital Economy Strategy	\$2,381.00
Office expenses	\$500.00
Insurance	\$1,800.00
Other (Bookkeeping and auditing, misc.)	\$3,000.00
<i>Sub total</i>	<u>\$32,641.00</u>

Total Expenses	\$59,911.00
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TOTAL (Income – Expenses)	\$589.00
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FUNDING REQUEST 2018 – 2019
Goodwood Road Business Association

DETAILS OF PROPOSAL

(Proposal should include the objectives of the project, how the achievement of the objective will be measured and the estimated timed spending of the project – for the specific projects only)

Project 1: Advertising/Promotion (Traditional, Digital inc. social media) <i>Objective: Promote Goodwood Road as a whole and individual members as appropriate, in order to attract more visitation</i> <i>Measure: Effective use of budget, anecdotal feedback from members</i> <i>Estimated completion date: ongoing to 30/6/2019</i>	\$15,770.00
Project 2: Events (SALA, Christmas, others TBA) <i>Objective: Manage and promote events of an appropriate size and scale, to attract people to Goodwood Road for events and ongoing</i> <i>Measure: Attendees at events, member participation and feedback</i> <i>Estimated completion date: ongoing to 30/6/2019</i>	\$10,000.00
Project 3: Member Services (networking opportunities etc) <i>Objective: Provide opportunities for Members to meet and liaise, communications with members</i> <i>Measure: Attendance at meetings and functions</i> <i>Estimated completion date: ongoing to 30/6/2019</i>	\$1,500.00
Marketing/Admin. Coordinator: 8 hours per week @ \$60 per hour (This includes admin, and various tasks associated with advertising and promotion eg writing of ads, management of social media content, photography, liaison with media, event management.	\$24,960.00
Contribution to 2018/19 Mainstreet Digital Economy Strategy (as advised by CoU – tbc)	\$2,381.00
Office expenses: Postage, photocopying, and general office supplies	\$500.00
Insurance: Required public liability insurance, annual fee. Certificate of Currency must be provided to Council within 30 days of rate being set.	\$1,800.00
Other (Bookkeeping/auditing, miscellaneous)	\$3,000.00
TOTAL	\$59,911.00

FULLARTON ROAD SOUTH TRADERS ASSOCIATION Inc.



Ms A Klingberg
Coordinator Business and Economic Development
City of Unley
PO Box 1
Unley 5061

Ms Susan Straschko
c/o Highgate Pharmacy
432 Fullarton Road,
Myrtle Bank 5064

23 February 2018

Dear Akarra,

The committee for Fullarton Road South Traders Association Inc. request Council to collect a separate rate for the 2018-19 Financial Year within the Association boundary on Fullarton Road, between Cross Roads and Fisher St, under the Separate Rate Provision of the local Government Act 1999.

The committee members agree that the Levy has been a valuable tool in marketing the precinct over the last financial year and would again request the Council to collect a Separate Rate to continue our marketing program.

It was voted that the levy collected remain a fixed amount of \$250 per each commercial property under the categories Commercial Shop, Commercial Office and Commercial Other for 2018-19. This will collect approximately \$13,000 for the FRSTA Inc. to expend on marketing activities for 2018-19, as attached.

The association has continued to grow despite the new Highgate Mall not yet having the positive outcomes we were hoping for. Through the expenditure of the separate rate collected for us, we hope to continue with our digital marketing program to grow a greater awareness of, and add vibrancy to, *Highgate Village*.

The committee would greatly appreciate the support of the City of Unley through the UBED Committee in pursuing this matter on behalf of our Association.

Best Regards,

A handwritten signature in blue ink, appearing to read 'S Straschko', written in a cursive style.

Susan Straschko

Chairperson - Fullarton Road South Traders Association Inc.

susan@medehealth.com.au

mob: 0411 555 473



FUNDING REQUEST 2018 – 2019

Fullarton Road South Traders Association inc.

Income

Separate Rate Funding	\$13,000
Voluntary membership-Maras Group Shops	\$1,000

Total Income	\$14,000
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Expenses

Marketing Projects

Social Media management for the Precinct	\$5,500
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Trader/Member Services

Christmas networking-Mixer	\$450
Digital Economic Strategy-FYE website contribution	\$1,315

<i>Sub total</i>	<u>\$7,265</u>
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Administration

Coordinator (2 hrs per wk at \$40 per hour)	\$4,160
Office expenses-Governance Training- Annual cost**	\$500
Insurance	\$1,500
Contingency and incidentals	\$200

<i>Sub total</i>	<u>\$6,360</u>
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Total Expenses	\$13,625
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TOTAL (Income – Expenses)	<u>\$375</u>
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DETAILS OF PROPOSAL

(Proposal should include the objectives of the project, how the achievement of the objective will be measured and the estimated timed spending of the project – for the specific activity component of the proposal only)

Marketing Activity – Facebook and Instagram for Highgate Village <i>Objective: to further enhance Highgate Villages' on line presence and attract online traffic back to store fronts into local shopping precinct. 12 months of active marketing</i> <i>Measure: statistics and customer inflow- Supplied by EnvyUs- presentations at Committee meetings when possible</i> <i>Estimated completion date: ongoing through out year 2018/19</i>	\$5,500 including \$1,000 to Market the Account
Community events- Christmas trading time <i>Measure: Estimated completion date: Dec 2018</i> <i>Christmas drinks, networking night allowance for food and drink for traders, staff and landlords</i>	\$450
Digital Economic Strategy-FYE website contribution <i>Annual contribution to the Find Your Everything initiative</i>	\$1315
Coordinator: The continued engagement of a coordinator as a part paid and volunteer position	\$4,160
Office expenses: General postage, phone calls and office supplies Governance Training For Committee Members	\$500
Insurance: Required public liability insurance, annual fee.	\$1,500
Contingency and incidentals	\$200
TOTAL	
	13,625

PROPOSED MAINSTREET IMPROVEMENT PROJECTS

2018 – 2019

FULLARTON ROAD SOUTH TRADERS ASSOCIATION Inc.

**Projects are subject to Council approval and funds are to be allocated for infrastructure improvement projects for the precinct.*

Project Details	Cost
<p>Priority Project –Updating of existing UDF (Urban Design Framework-current strategy in use was developed in 2010) Continuing with direction of current strategy and further including placement and selection of additional Planters with integrated seating, as the first 4 have been very well received by traders and shoppers in the precinct</p> <ul style="list-style-type: none"> • Updating of Current UDF and continuation of direction • Precinct Benefit: Greater understanding of user needs with in the precinct and better engagement with traders through consultation • Budget line includes delivery cost • Project management cost included in coordinators fees Delivery date; July – August 2018 <p style="padding-left: 40px;">Our UDF has been a valuable tool for FRSTA inc and we need to update it to continue using it to deliver relevant projects effectively</p>	<p>\$10,000.00</p>
<p>PRIORITY PROJECT – Installation of a further 6 new Planters with integrated seating. The updating of the UDF will be used to identify the best locations for these to be installed</p> <p>Street Scape Upgrade Action 5.4 of FRSTA inc UDF</p> <p>We have had 4 of these new style planters with integrated seating featuring the Highgate Village Logo already installed, similar to those along Goodwood Road. These have been received well by traders and shoppers alike with plants being taken care of and the integrated seating being used regularly</p> <ul style="list-style-type: none"> • Budget line includes materials and installation costs • Precinct Benefit: Greater amenity for all precinct users • Project management cost included in coordinators fees for logo ordering and smaller moving parts of the project. Ordering of pots 	<p>\$30,000.00</p>

and installation to be overseen by Akarra Klingberg CoU, as with previous pot installation, liaising with FRSTA inc Coordinator. Delivery date; July – August 2018	
TOTAL	\$40,000.00

DECISION REPORT

REPORT TITLE:	MAINSTREET ASSOCIATION MARKETING FUNDING REQUESTS 2018/19
ITEM NUMBER:	55
DATE OF MEETING:	21 MARCH 2018
AUTHOR:	AKARRA KLINGBERG AND LAURA DE BONO
JOB TITLE:	COORDINATOR BUSINESS AND ECONOMIC DEVELOPMENT

EXECUTIVE SUMMARY

The four Mainstreet Trader Associations were required to submit their marketing budget requests for the Unley Business and Economic Development Committee's consideration by the end of February 2018. The marketing budget requests are funded by a separate rate (levy) in accordance with Section 154 of the *Local Government Act 1999*.

This framework of supporting local economic development has been in place since the late 1990's as a model to empower the local business communities.

The Mainstreet Trader Associations have a positive impact on the business and economic development of the City of Unley and are made up of passionate voluntary committee members who have strong relationships with their respective business communities.

The funding requests in this report will strengthen each Association's objectives and contribute towards building the City of Unley economy.

RECOMMENDATION

The Committee recommends to Council that:

1. The report be received.
2. A separate rate to raise \$110,000 for the purposes of marketing and promotion to be collected from the properties in the category of Commercial (Office), Commercial (Shop) and Commercial (Other) on Unley Road, be included as part of the Draft Annual Business Plan 2018-19 for community consultation.
3. A separate rate to raise \$144,500 for the purposes of marketing and promotion to be collected from the properties in the category of Commercial (Shop) on King William Road between Greenhill Road and Commercial Road, be included as part of the Draft Annual Business Plan 2018-19 for community consultation.

4. A separate rate to raise \$13,000 for the purposes of marketing and promotion to be collected from the properties in the category of Commercial (Office), Commercial (Shop) and Commercial (Other) with addresses along Fullarton Road (between Cross Road and Fisher Street), be included as part of the Draft Annual Business Plan 2018-19 for community consultation.
 5. A separate rate to raise \$54,500 for the purposes of marketing and promotion to be collected from the properties in the category of Commercial (Shop), Commercial (Office) and Commercial (Other) on Goodwood Road between Leader Street/Parsons Street and Mitchell Street/Arundel Avenue, be included as part of the Draft Annual Business Plan 2018-19 for community consultation.
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1. RELEVANT CORE STRATEGIES/POLICIES

- 1.1 The City of Unley 4 Year Plan 2017-2021, Objective 3.2 – Thriving main streets and other business activities operate across our City.
 - 3.2b Promote Unley as a shopping and business destination.
 - 3.2c Encourage a complementary mix of businesses on our main streets.
- 1.2 The ‘Find Your Everything’ digital marketing campaign (FYE) an element of the Unley Mainstreet Digital Economy Strategy. The campaign aims to strengthen, protect and foster the City of Unley’s local economy by embracing emerging digital technologies to promote traders operating traditional ‘bricks and mortar’ businesses in Unley.
- 1.3 *Local Government Act 1999* Section 154
- 1.4 Association – Separate Rate Agreements

2. DISCUSSION

- 2.1 All four Mainstreet Trader Associations have requested a separate rate be imposed by the City of Unley in order to implement marketing activities for their respective precincts.
- 2.2 Section 154 (1) of the *Local Government Act 1999* states that:
“A council may declare a separate rate on rateable land within a part of the area of the council for the purpose of planning, carrying out, making available, supporting, maintaining or improving an activity that is, or is intended to be, of particular benefit to the land, or the occupiers of the land, within that part of the area, or to visitors of that part of the area.”
- 2.3 There is an obligation on Council to expend the separate rate in the year in which it is applied. Excess funds must be returned to the persons who paid the rate, or credited against future liabilities for those properties. In other words, there is no real provision for the Mainstreet Traders Associations to accumulate any capital base, unless the funds for that purpose come from other sources (eg membership) than the separate rate.
- 2.4 Table 1 contains a summary of the requests, the contribution to Year 7 of the Mainstreet Digital Economy Strategy and a comparison to the 2017-18 approved separate rate.

Table 1

Association	Amount recommended to be raised in 2018-19	Actual rate 2017-18	% Change	Proposed Mainstreet Digital Economy Strategy Contribution 2018-19	Comments
Unley Road Association Incorporated (URA)	\$110,00	\$107,700	2%	\$7,296	An increase of 2% which is just under the current CPI and LGPI of 2.9%. A CPI rise is supported and recommended.
King William Road Traders Association Incorporated (KWRTA)	\$144,500	\$144,500	0%	\$3,274	No change. Supported and recommended
Fullarton Road South Traders Association Incorporated (FRSTA)	\$250 per rateable property (\$13,00)	\$250 per rateable property (\$13,00)	0%	\$1,315	No change. Supported and recommended
Goodwood Road Business Association (GRBA)	\$54,500	\$51,500	5%	\$2,381	An increase of 5% is above the current CPI and LGPI of 2.9%. The impact on individual businesses is to be relatively minimal – on average an extra amount of \$26.85 per business. The levy figure has not increased for three years. The increase is supported and recommended

- 2.5 The category of rateable properties to which the separate rate requests apply, remains unchanged across all areas. Through their budget submission being considered as part of this report, King William Road Traders Association have not requested an alteration to the category of rateable properties for the precinct. However, separate correspondence has been received by Council requesting that the separate rate be extended (to include Category 1 Commercial Office and Category 3 Commercial other) and amount collected be increased in 2018/2019, although their draft 2018/19 marketing and promotion budget is effectively the same as last year.
- 2.6 The Associations submissions can be seen in attachments 1 to 4.
Attachments 1 to 4
- 2.7 Based on the submissions received from Fullarton Road South Traders Association Inc. and King William Road Traders Association Inc. no increase to the separate rate amounts approved for 2017/18 have been requested.
- 2.8 Unley Road Association Inc. has requested an increase to the approved 2017/18 separate rate amount of 2%, primarily this is based on there being no change to separate rates over the past few years in line with CPI rises over the same period. The 2% increase is just under the current (March 2018) CPI of 2.9%. This request is considered reasonable and recommended by the Administration. Unley Road currently has the lowest rate in the dollar (0.0003622 for 2017/18) for all Separate Rates collected in the City of Unley.
- 2.9 The Goodwood Road Business Association Inc. has requested an increase to the approved 2017/18 separate rate amount of 5%, primarily this is based on there being no change to separate rates over the last three years in line with CPI rises over the same period. The 5% increase is slightly above the current (March 2018) CPI of 2.9% This request is considered reasonable and recommended by the Administration. Goodwood Road currently collects the second lowest over all amount from the separate rate and a 5% increase represents a minimal net increase of \$3,000
- 2.10 Budgeted contributions to the Unley Mainstreet Digital Economy Strategy (Find Your Everything – Unley Precincts)
- 2.10.1 The Council adopted an Unley Mainstreet Digital Economy Strategy (Item 36/12) in February 2012 and commenced implementation in August 2012.
- 2.10.2 The cost for delivering the Strategy in 2018/19 will be \$49,266. The proposed method of funding is as follows:
- \$35,000 from a Mainstreet Digital Economy new initiative project in the 2018/19 budget process (subject to consideration as part of budget deliberations).

- \$14,266 being a fixed contribution from Mainstreet Trader Associations, generally proportionate to the number of businesses per Precinct.
- 2.10.3 Future on-going maintenance costs will include the fixed \$14,266 Mainstreet Trader Associations contribution and \$20,000 from the Economic Development marketing operating budget. The project will then continue as part of the Economic Development operating budget.
- 2.10.4 Table 1 summarises the 2018/19 budgeted contribution amounts required from each Association.
- 2.10.5 All Association Committees were notified of the proposed contribution and it has been included in each of their proposed budgets.

3. ANALYSIS OF OPTIONS

Option 1 – The Committee recommends to Council that:

A separate rate to raise \$110,000 for the purposes of marketing and promotion to be collected from the properties in the category of Commercial (Office), Commercial (Shop) and Commercial (Other) on Unley Road, be included as part of the Draft Annual Business Plan 2018-19 for community consultation.

A separate rate to raise \$144,500 for the purposes of marketing and promotion to be collected from the properties in the category of Commercial (Shop) on King William Road between Greenhill Road and Commercial Road, be included as part of the Draft Annual Business Plan 2018-19 for community consultation.

A separate rate to raise \$13,000 for the purposes of marketing and promotion to be collected from the properties in the category of Commercial (Office), Commercial (Shop) and Commercial (Other) with addresses along Fullarton Road (between Cross Road and Fisher Street), be included as part of the Draft Annual Business Plan 2018-19 for community consultation.

A separate rate to raise \$54,500 for the purposes of marketing and promotion to be collected from the properties in the category of Commercial (Shop), Commercial (Office) and Commercial (Other) on Goodwood Road between Leader Street/Parsons Street and Mitchell Street/Arundel Avenue, be included as part of the Draft Annual Business Plan 2018-19 for community consultation.

Under this option the Unley Business and Economic Development Committee would forward its recommendations to the Council for consideration and inclusion in the Draft Annual Business Plan for community consultation.

The increases requested from Unley Road Association and Goodwood Road Business Association are considered reasonable and supported by the Administration. This is the first time in a couple of years the two Associations have requested any increase and the requests are in line with current CPI. While Goodwood Road's request is above annual CPI

increase it remains below the accumulative CPI increase over the last three years. Unley Road has the lowest rate in the dollar of any separate rate collected for the City of Unley. In the past, the Council has supported the Separate Rate request as per the Business and Economic Development Committee's recommendation.

Option 2 – The Committee recommends to Council that they impose a separate rate on the businesses in the relevant mainstreets but raise a different amount than that requested by the Mainstreet Traders Associations.

If UBED sought to reduce the quantum of the Separate Rate, this would be the recommended option.

The above recommendation wording can be used with amended values if this option is preferred.

It is difficult to comment on the impact this would have on both Council and the Association without knowing the suggested alterations are. Any change from what has been requested would require the Associations to resubmit their budgets for consideration.

Option 3 – Do not recommend consideration by Council of funding a separate rate as requested as part of the Draft Annual Business Plan 2018-19.

If the Unley Business and Economic Development Committee choose not to support the collection of a separate rate, the four Unley Mainstreet Trader Associations would not be able to continue to provide marketing and promotional assistance to their business precincts. This option would require further consideration around the support and promotion of the City's precincts and collaboration with traders. Potential marketing would need to be sourced for other budgets.

4. RECOMMENDED OPTION

Option 1 is the recommended option.

5. POLICY IMPLICATIONS

5.1 *Financial/budget*

- If Council imposes a separate rate and then provides that revenue to the Mainstreet Trader Associations for marketing purposes, there is no net cost to Council

5.2 *Legislative/Risk Management*

- Council has an obligation to ensure that the revenue raised from the separate rate is expended for the purpose for which the rate was imposed.

5.3 *Staffing/Work Plans*

- There is no additional staff impact from the recommended option.

5.4 Environmental/Social/Economic

- There are no social or environmental impacts. The Separate Rate will impose a financial burden on the businesses so rated, but the marketing and promotional activities of the Associations should mitigate the financial impacts and lead to improved overall outcomes for those businesses.

5.5 Stakeholder Engagement

- Consultation will be undertaken as part of the Draft Annual Business Plan 2018-19, to be undertaken in accordance with legislative requirements.

6. REPORT CONSULTATION

No internal consultation has been undertaken or is considered necessary.

7. ATTACHMENTS

1. Unley Road Association inc. Submission
2. King William Road Traders Association inc. Submission
3. Goodwood Road Business Association inc. Submission
4. Fullarton Road South Traders Association inc. Submission

8. REPORT AUTHORISERS

<u>Name</u>	<u>Title</u>
David Litchfield	Director, Strategic Projects
Peter Tsokas	Chief Executive Officer

DECISION REPORT

REPORT TITLE:	ASSOCIATION COORDINATORS QUARTERLY REPORTS FOR THE PERIOD 1 OCTOBER – 31 DECEMBER 2017
ITEM NUMBER:	56
DATE OF MEETING:	21 MARCH 2018
AUTHOR:	AKARRA KLINGBERG AND LAURA DE BONO
JOB TITLE:	COORDINATOR BUSINESS AND ECONOMIC DEVELOPMENT

EXECUTIVE SUMMARY

As part of the Association Separate Rate Agreements, each Mainstreet Association is required to submit quarterly expenditure reports to Council. This report provides Members with the expenditure reports for the period 1 October – 31 December 2017 as well as additional information on the activities of the Mainstreet Associations for the period 1 January – 28 February 2018.

Each Association has undertaken a variety of different activities during this time.

As part of their report, the King William Road Traders Association Incorporated has applied to the Unley Business and Economic Development (UBED) Committee to amend the approved expenditure plan for 2017/18.

RECOMMENDATION

The Committee recommends to Council that:

1. The report be received.
 2. The application to amend the King William Road Traders Association Inc. 2017/18 Expenditure Plan, as set out in paragraph 2.6 (Item 56, Unley Business and Economic Development Committee, 21/03/2018) be endorsed.
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1. RELEVANT CORE STRATEGIES/POLICIES

- 1.1 Economic Prosperity: Our businesses are valued because of the range of goods, services and facilities they provide, and new businesses are supported, not burdened with bureaucracy.
- 1.2 Association Separate Rate Agreements

2. DISCUSSION

- 2.1 Due to the timing of the Unley Business and Economic Development Committee meeting, the Mainstreet Trader Associations have been asked to provide a report from quarter 2, 1 October – 31 December 2017. These are provided as Attachments 1-4.

Attachments 1 – 4

- 2.2 Also provided is additional information on the activities, achievements and challenges the Mainstreet Trader Associations have experienced from 31 December 2017/28 February 2018.

2.3 Unley Road Association

- 2018/19 proposed budget received
- Evening Under the Stars was held Saturday 10 February. This is a Community event which attracted in excess of 2,000 patrons to Unley Road
- Taste of Unley Road Shopping competition was launched. This initiative encouraged Adelaide residents to spend a minimum of \$30 within the Unley Road business community, for the chance to win a \$9,800 shopping spree
- Marketing - Substantial marketing campaign was implemented for a Taste of Unley Road and an Evening Under the Stars which included advertising on: radio (5aa), TV (Channel 9), online (website, social media and electronic communications) and print \Eastern Courier Messenger and Fritz Magazine)
- 25 Unley Road businesses featured on the precinct's Instagram, Facebook and Twitter profiles
- Face to face trader visits conducted with (approximately 65%) of precinct traders, including those located between the Metro and Greenhill Road (both sides) and the Unley and Metro Shopping Centres
- Trader engagement – 3 x Precinct news communications distributed via email

2.4 Goodwood Road Business Association

- 2018/19 proposed budget received
- Installation of Christmas Fence Art on the Goodwood Primary School Fence

- Christmas banners were put up on the FlagTrax system
- Christmas Decoration competition – This attracted 24 participating traders, 535 entries (219 on line, 316 paper entries). The winners were judged by an independent panel. Winner of the Judges Choice was Adults Products at Number 96; Winner of the People's Choice was Eggless Dessert Cafe
- Full page advertisement was taken out in Summer Unley Life
- 162 Welcome Connect packages sent in December
- 169 Welcome Connect packages sent in January
- 188 Welcome Connect packages sent in February
- 1/2 page advertisement in Fritz Magazine - Summer edition
- Bud lighting installed on The Goody continuing the lighting initiative
- Facebook movie ticket giveaway competition run in conjunction with Goodwood IGA. 62 entries were received.

2.5 Fullarton Road South Traders Association

- 2018/19 proposed budget received
- Christmas trader celebration held 15 December
- Social Media campaign continues to be delivered through Facebook and Instagram

2.6 King William Road Traders Association

- 2018/19 Funding Agreement received
- Christmas on KWR - Mini Christmas market that included free Santa visits in Opey Avenue. The event was heavily impacted by weather and had to be packed up early due to high winds.
- Christmas on KWR – Engagement of key social influencers to share the lifestyle of KWR at Christmas and the joy of shopping on KWR for Christmas with free parking, outdoor environment and unique gifts.
- Unley Gourmet Gala - User generated social media activation with the bikes at the UGG. This was focussed on providing a photo opportunity and interaction for visitors to share on social media. An activation like this at next year's event would include a card to hand out, encouraging sharing on social with the relevant hashtags to generate additional followers.
- Autumn/Winter Photo Shoot & Campaign - In February photos and content has been written for the Autumn/Winter communication campaign that will include the printed magazine and 10 x original content articles on the KWR blog. This campaign will include an autumn/winter ambassador; Pippa Wanganeen who will be sharing her KWR lifestyle each month to extend our reach on digital channels beyond the KWR community.

- Increase of +150 followers for Instagram making 3013 followers.
- Working closely with food businesses to create a food focussed activation for the month of May.
- Meeting with traders re: their ideal business' that they want to see move into KWR to create our aspirational list.
- Identifying sponsorship opportunities for Christmas 2018 on KWR.

2.6 As part of the quarterly report, the King William Road Traders Association has applied to amend their approved 2017/18 Expenditure Plan, by reallocating approved funds to different projects as follows:

Approved Budget	Project	Re-allocated Project	Additional Notes
\$4,000	Trader Engagement	Marketing Coordinator Salary	
\$10,000	Ambassador Program	Events - The Mercedes-Benz Unley Long Lunch	Ambassadors have been utilised as part of seasonal campaign budgets
\$2,500	Street wide promotions - Winter allocation	Additional Administration & Bookkeeping expenses	Only \$3,000 originally allocated to bookkeeping and is already at \$3,500
\$4,200	Side street activations - Easter & May	Events - The Mercedes-Benz Unley Long Lunch	
\$6,000	Strategic Marketing Coordination - Autumn/Winter Seasonal Campaign	Events - The Mercedes-Benz Unley Long Lunch	
\$7,000	Print advertising	Distribute to cover 2nd half of FY17/18 events including Feature Food Event, Mother's Day promotion, outstanding invoice from CoU FY16/17	
\$0 Net total change to overall budget			

3. **ANALYSIS OF OPTIONS**

Option 1 – The Committee recommends to Council that the application to amend the King William Road Traders Association Inc. 2017-18 Expenditure Plan is supported.

This option allows the King William Road Traders Association to re-allocate funds from the approved budget to different an alternate project. The bulk of the reallocation is related to the Mercedes Benz Unley Long Lunch. This is the second year this event has come in above budget requiring the Association to reallocate funds. This year the shortfall was attributed to reduced ticket sales and corporate sponsorship. The event received \$14,000 event sponsorship from Council in addition to the separate rate. As these costs have already been incurred, it is recommended that the reallocation be endorsed. This has resulted in the Association no longer running the planned side street activations and reducing other spend.

Option 2 – Do not recommend the application to amend the King William Road Traders Association Inc. Expenditure Plan

If the Unley Business and Economic Development Committee choose not to support the application to amend the Expenditure Plan, clear reporting against budget figures will not be possible and the Association does not have other means to cover the costs incurred. The reallocation of funds does not impact the overall budget of the Association.

4. RECOMMENDED OPTION

Option 1 is the recommended option.

5. POLICY IMPLICATIONS

5.1 *Financial/budget*

- Council imposes a separate rate and provides that revenue to the Mainstreet Trader Associations for marketing purposes, there is no net cost to Council.

5.2 *Legislative/Risk Management*

- Council has an obligation to ensure that the revenue raised from the Separate Rate is expended for the purpose for which the rate was imposed. An expenditure plan is approved for each annual agreement. Amendments to this approved plan must be submitted and approved at Council's discretion.

5.3 *Staffing/Work Plans*

- There is no additional staff impact from the recommended option

5.4 *Environmental/Social/Economic*

- There are no social or environmental impacts. The Separate Rate will impose a financial burden on the businesses so rated, but the marketing and promotional activities of the Associations should mitigate the financial impacts and lead to improved overall outcomes for those businesses.

5.5 *Stakeholder Engagement*

- Through the Quarterly UBED report King William Road Traders Association are engaging the UBED Committee and Council in this application.

6. REPORT CONSULTATION

No internal consultation has been undertaken or is considered necessary.

7. ATTACHMENTS

1. Fullarton Road South Traders Association Coordinator's Report – ending 31 December 2017
2. Goodwood Road Business Association Coordinator's Report – ending 31 December 2017
3. King William Road Traders Association Report – ending 31 December 2017
4. Unley Road Association Coordinator's Report – ending 31 December 2017

8. REPORT AUTHORISERS

<u>Name</u>	<u>Title</u>
David Litchfield	Director, Strategic Projects
Peter Tsokas	Chief Executive Officer

Fullarton Road South Traders Association inc.
 Summary of Income and Expenditure 2017/18

Income	
Separate Rate funding	\$ 13,000.00
Banner Income	
Membership	\$ 1,000.00
Total Income	\$ 14,000.00

Note : it is a requirement of the Local Government Act that all separate rate funding must be expended for the purposes outlined in the year of collection.

Expenditure

Projects (provide further detail on 'Detail" worksheet)			Exp. to	Exp. to	Exp. to	Exp. To	Progressive	
	Brief Description	Budget	Quarter 1	Quarter 2	Quarter 3	Quarter 4	total	% of Prog. Total
Project 1	Social Media - establish and maintain	\$ 5,685.00	\$3,300				\$3,300	58%
Project 2	Christmas Networking event	\$ 450.00		\$200			\$200	44%
Project 3	Digital Economy Strategy	\$ 1,315.00					\$0	0%
Subtotal		\$ 7,450.00	\$3,300	\$200	\$0	\$0		0%

Administration			Exp. to	Exp. to	Exp. to	Exp. To	Progressive	
	Brief Description	Budget	Quarter 1	Quarter 2	Quarter 3	Quarter 4	total	% of Prog. Total
Marketing/Admin Coordinator	Marketing coordinator fees per quarter are \$1,035	\$ 4,160.00	\$1,035	\$1,035			\$2,070	50%
Office Expenses	Governance training	\$ 500.00					\$0	0%
Contingency		\$ 200.00					\$0	0%
Insurance	Isurance falls due in the second quarter	\$ 1,500.00		\$1,450			\$1,450	97%
Subtotal		\$ 6,360.00					\$0	0%

Total Expenses	Projects + Administration	\$ 13,810.00					\$0	0%
Operating Surplus		\$ 190.00					\$0	0.00%

FULLARTON ROAD SOUTH TRADERS ASSOCIATION - Expenditure 2017/18

Project 1	Description and Objective	Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Social Media	Description:Establishment of New Facebook page and Instagram account. A new venture which was been slow to be taken up by traders. The next step with be an inticement with window decals and promotional material to help get more businesses on board. No invoice has been received as yet. no cost incurred in the first quarter Objective: to reach a great audience for both electronic business and face to face traffic for our traders- this is ongoing as the project is still being established	\$ 5,685		Yes		Established the accounts and working to get trader interest and engagement			
Est. Comp. Date : ongoing									
Project 2	Description and Objective	Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Christmas event	Description:Annual Christmas event to celebrate and network with traders on the street Objective: Network and build relationships	\$ 450		No					
Est. Comp. Date : 15 December									
Sub total	Projects	\$ 6,135							

Administration				
	Yearly Hours	Rate/Hour		Total
Admin/Marketing Coord.	104	\$40		\$ 4,160
Office Exp.	Postage, phone calls, office supplies, PO Box, Book keeping			\$ 500
Insurance	Public Liability Required.			\$ 1,500
Other	Miscellaneous costs, Fees and Charges			\$ 200
Sub total	Administration			\$ 6,360
Total Exp.	Projects + Administration			\$ 12,495

SOCIAL MEDIA

	Measure	Current	Annual Target	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Social Media – Facebook	Page Likes (net)	26	30	10	26		
Social Media – Instagram	Followers (net)	43	30	19	43		

Goodwood Road Traders Association
Summary of Income and Expenditure 2017/18

Oct-Dec 2017

Income

Separate Rate funding	\$ 51,500.00
Banner Income	\$ 6,520.51
Membership	
CoU Event sponsorship	\$ 5,000.00
Total Income	\$ 63,020.51

Note : it is a requirement of the Local Government Act that all separate rate funding must be expended for the purposes outlined in the year of collection.

Expenditure

Projects (provide further detail on 'Detail" worksheet)

Brief Description		Budget	Exp. to Quarter 1	Exp. to Quarter 2	Exp. to Quarter 3	Exp. To Quarter 4	Progressive total	% of Prog. Total
Project 1	Events (sponsorship)	\$ 5,000.00	\$2,067.00	\$2,933.00			\$5,000.00	100%
Project 2	Advertising and Promotion inc DES	\$ 21,381.00	\$4,311.78	\$13,083.00			\$17,394.78	81%
Project 3	Member Services	\$ 2,000.00	\$45.00	\$1,035.00			\$1,080.00	54%
Project 4		\$ -					\$0.00	
Project 5		\$ -					\$0.00	
Subtotal		\$ 28,381.00	\$6,423.78	\$17,051.00	\$0.00	\$0.00	\$23,474.78	83%

Administration

Brief Description		Budget	Exp. to Quarter 1	Exp. to Quarter 2	Exp. to Quarter 3	Exp. To Quarter 4	Progressive total	% of Prog. Total
Marketing/Admin Coordinator	Contract Fee - Marketing/Admin Coord.	\$ 24,960.00	\$4,160.00	\$10,400.00			\$14,560.00	58%
Office Expenses	Misc admin expensers, inc book keeping	\$ 2,500.00	\$250.35	\$1,850.00			\$2,100.35	84%
Insurance	Public Liability and Associaitons Liability	\$ 1,800.00	\$1,624.00				\$1,624.00	90%
Contingency		\$ 1,000.00						
Subtotal		\$ 30,260.00					\$0.00	0%

Total Expenses	Projects + Administration	\$ 58,641.00					\$0.00	0%
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Operating Surplus		\$ 4,379.51					\$0.00	0.00%
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Goodwood Road Business Association - Expenditure 2017/18

Project 1	Description and Objective	Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Events	Description: SALA 2017 Objective: Increase Business participation and artist participation, hold successful opening night	Overall event budget = \$5,000	Number of participants	No - annual	Business participation Aim : +5, Actual +12 Artist Participation aim : +5 Actual +10	SALA completed in this Quarter			
NB Finance for this event do not appear in summary worksheet	Description: Celebrate Goodwood Alive Objective: Officially open, and promote the "new look" Goodwood Road	Grant sponsorship \$5,000	Attendees Member Participation Member Feedback	Yes	Please refer to sep document				
Est. Comp. Date : June 30 2018									

Project 2	Description and Objective	Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Advertising and Promotion	Description: Streetscape / Activation Objective: Continue GPS Fence art project	Overall Adv/promotion budget = \$21381.00	Successful installation	No - ongoing	1 installation planned, one installed	SALA installation	Goodwood Alive installation, Christmas installation. Mainstreet SA award won		
Advertising and Promotion	Description: Welcome Connect Objective: Target 1,500 new arrivals (home purchasers and renters) in relevant postcodes with promotional material for the Road and individual Businesses. This contracted target includes 16-17 and 17-18		Packages posted	No - commenced in 2016/17	Dependent on data received	July : 167, August : 143, September : 144	Oct : 129; Nov : 139; Dec : 162.		
Advertising and Promotion	Description: Unley Life Adv campaign Objective: Promote the Road generally and individual businesses		Adv. Placed, Home and Business Services featured	No - ongoing contract		Ad in winter edition - 19 businesses featured	Ad in Summer edition : 21 businesses featured		
Advertising and Promotion	Description : Christmas Decoration Promotion Objective : Encourage members to decorate, promote participants, gather email addresses for newsletter		Participation, entries.	Yes	Aim : 10 Participants, Actual : 24 Aim :200 entrants, actual : 504		Campaign completed, Winner announced		
Est. Comp. Date : June 30 2018									

Project 3	Description and Objective	Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Member Services	Description: Networking events, hospitality, meeting expenses Objective:	\$ 2,000		No - ongoing		Nil held this quarter, (SALA member hospitality inc in SALA budget)	AGM Held : 20 in attendance Member Christmas Drinks held : 30 in attendance		
	Description: Objective:								
	Description: Objective:								
	Description: Objective:								
Est. Comp. Date : June 20 2018									

Project 4	Description	Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Contribution to Digital Economy Strategy	Description: Council Project Objective:	\$2381 (inc in overall Adv and Promo budget above.	Council dependent						
Est. Comp. Date : June 30 2018									
Sub total	Projects	\$ 28,381							

Administration			
	Yearly Hours	Rate/Hour	Total

Admin/Marketing Coord.	416	\$ 60.00		\$ 24,960
Office Exp.	Postage, phone calls, office supplies, PO Box, Book keeping			\$ 2,500
Insurance	Public Liability Required.			\$ 1,800
Other	Miscellaneous costs, Fees and Charges			\$ 1,000
Sub total	Administration			\$ 30,260
Total Exp.	Projects + Administration			\$ 58,641

SOCIAL MEDIA

	Measure	Current	Annual Target	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Member Newsletter	Open Rate				45.39%		
Website Traffic	Page Views						
Social Media – Facebook	Page Likes (net)	2,500	3000	Plus 100	Plus 181		
Social Media – Instagram	Followers (net)	276	300	Plus 67	Plus 24		
Social Media – Member's Facebook Page	Page Likes (net)						

Goodwood Road Business Association

Business Name	Address	Phone	email	Contact Name	Further Info
Businesses IN Quarter 1 (1/7/2017 - 30/9/2017)					
Renting Adelaide	132 GR	(08) 7080 3877	brett@rentingadelaide.com.au	Brett Wheatland	
Ettie Ink	89 GR	0416 222 829	hello@ettieink.com.au	Michelle Fogden	
Potential Plus	89c GR	0401 243 767	potentialplus@internode.on.net	Naomi Blake	
Dickson Wright Lawyers	142 GR	8272 8883	mdickson@dicksonwrightlawyers.com.au	Michael Dickson	
Businesses OUT Quarter 1 (1/7/2017 - 30/9/2017)					
Goodwood Dry Cleaners	145 GR			Joseph Pham	
ecept	89 GR				
Cancer Fundraising	142 GR				
Trade Ezi					Business closed
Businesses IN Quarter 2 (1/10/2017- 31/12/2017)					
Anne Chinese Massage and Bbeauty	143 GR				
Businesses OUT Quarter 2 (1/10/2018 - 31/12/2018)					
Maisies Books	143 GR				

King William Road Traders Association (KWRTA)																
Summary of Income and Expenditure 2017/18																
Income								Quarter 1	Quarter 2	Quarter 3	Quarter 4					
Separate Rate funding							\$ 144,500.00	\$ 36,125.00	\$36125.00							
Banner Income							\$ 225.00	\$ 202.27								
Membership							\$ -	\$ -								
Other - Please add additional lines for other income eg sponsorship, ticket sales etc							\$ 34,750.00	\$ 48,399.44	\$47595.48							
Total Income							\$ 179,475.00	\$ 84,726.71	\$83720.48							
Note : it is a requirement of the Local Government Act that all separate rate funding must be expended for the purposes outlined in the year of collection.																
Expenditure																
Projects (provide further detail on 'Detail" worksheet)								Exp. to	Exp. to	Exp. to	Exp. To	Progressive total	% of Prog. Total			
	Brief Description						Budget	Quarter 1	Quarter 2	Quarter 3	Quarter 4					
Project 1	Trader Engagement / Social Events						\$ 6,000.00	\$0.00	\$0.00			\$0.00	0%			
Project 2	Events / Activations						\$ 42,000.00	\$33335.60	\$81891.13			\$115226.73	274%			
Project 3	Seasonal Campaigns / Marketing Strategy / Social Media Advertising						\$ 48,000.00	\$7132.92	\$10325.69			\$17458.61	36%			
Project 4	Print Advdertising						\$ 10,000.00	\$2354.55	\$0.00			\$2354.55	24%			
Project 5	Street wide sales promotions						\$ 10,000.00	\$0.00	\$0.00			\$0.00	0%			
Project 6	Ambassador Program						\$ 10,000.00	\$0.00	\$0.00			\$0.00	0%			
Subtotal							\$ 126,000.00	\$ 42,823.07	\$ 92,216.82	\$ -	\$ -		0%			
Administration								Exp. to	Exp. to	Exp. to	Exp. To	Progressive total	% of Prog. Total			
	Brief Description						Budget	Quarter 1	Quarter 2	Quarter 3	Quarter 4					
Marketing/Admin Coordinator	Salary for Project & Community Manager						\$ 41,600.00	\$8190.00	\$9140.00			\$17330.00	42%			

Digital Economy Strategy	Find your everything strategy for City of Unley	\$ 3,300.00	\$818.50	\$818.50			\$1637.00	50%
Insurance	Public Liability insurance (LCIS)	\$ 4,500.00	\$2815.44	\$0.00			\$2815.44	63%
Website Hosting / Maintenance		\$ 500.00	\$0.00	\$35.41			\$35.41	7%
Governance Training		\$ 500.00	\$0.00	\$0.00			\$0.00	0%
Bookkeeping	MRT Accounting	\$ 3,000.00	\$1314.00	\$2773.91			\$4087.91	136%
Office Expenses	Includes coordinator expenses & subscriptions	\$ 3,000.00	\$199.97	\$272.73			\$472.70	16%
Bank Fees			\$103.43	\$82.81			\$186.24	#DIV/0!
GST Adjustment			-\$0.80	\$0.37			-\$0.43	#DIV/0!
Subtotal		<u>\$ 56,400.00</u>	\$13440.54	\$13123.73			\$26564.27	47%
Total Expenses	Projects + Administration	<u>\$ 182,400.00</u>	\$56263.61	\$105340.55			\$161604.16	89%
Operating Surplus		-\$ 2,925.00	\$ 28,463.10	-\$ 21,620.07			\$ 6,843.03	-233.95%

King William Road Traders Association (KWRTA) - Expenditure 2017/18									
Project 1	Description and Objective	Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Trader Engagement / Social Events	<p>Description: Trader newsletter</p> <p>Objective:</p> <ul style="list-style-type: none"> • Deliver regular newsletters including annual calendar 	\$ 5,000	Improved trader engagement. Job function of MPC Manager. Estimated completion date: 6/2018	N	Increase of engagement for each newsletter with open rates.	Qtr 1 Newsletter1st edition = 59% open2nd edition = 56% open	Qtr 2 Newsletter 3rd Edition- Spring/Summer events = 61.5% open 4th Edition - AGM & Report = 60.5% open (15.7% downloads of Annual Report)		
	<p>Description: AGM / Xmas Drinks</p> <p>Objective:</p> <ul style="list-style-type: none"> • Hold 2 functions including Christmas party and mid-year event with potential to feature guest speaker 		Improved trader engagement. Job function of MPC Manager. Estimated completion date: 6/2018	N	Attendance of traders to AGM + Xmas drinks	AGM to held in Qtr2 on Tuesday 17th October.Invite newsletter = 55%	Xmas event currently in planning to be held at end of Qtr 2 Due to forecasted sponsorship target not being reach for The Mercedes-Benz Unley Long Lunch, the budget for the Xmas Party was exhausted. Therefore the committee wrapped and hand delivered a small Xmas gift to each trader the week before Xmas		
Est. Comp. Date :									
Project 2	Description and Objective - Events and Activations	Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
SALA	<p>Description: Monthly event promoting venues exhibiting SALA artists + Community day with live music and artists</p> <p>Objective: Drive foot traffic to the street</p>	\$ 2,250		N		- 60 guests at Emma Hack artists talks- 150+ visitors to the street for SALA tracked by Toop&Toop			
The Mercedes-Benz Unley Long Lunch	<p>Description: Long Lunch on KWR hosting 450+ guests for a 3 x course meal and fashion parade</p> <p>Objective: Drive awareness of KWR as a fashion destination while providing a memorable experience</p>	\$122,000Predicted Revenue = \$112,000	<p>Return on Investment against impressions on social media + marketing channels</p> <p>Results \$158k of PR generated through print and social media to</p> <p>Return on Investment = \$0.13 per touch point</p>	<p>N - The concept of the event has been in place for 4 years previous known and Variety on King William</p> <p>This year the event was rebranded from Variety on KWR to The Mercedes Benz Unley Long Lunch</p>	<p>Cash Sponsorship Target = \$35k Achieved = \$25k</p> <p>\$10k shortfall will be reallocated from Q3 & Q4 planned activity</p> <p>Target Ticket Sales = 550 Achieved = 480</p> <p>Shortfall resulted in \$10k missed revenue opportunity</p> <p>Extensive marketing reach & awareness of KWR across fashion</p>	<p>486 guests hosted \$158k+ Value generated PR & Social media reach \$0.13 per touchpoint</p> <p>Approximate cost to KWRTA = \$20k with finally invoices to be paid on 23rd January and P&L to be released. \$10k over budget.</p> <p>Feedback has been positive from majority of traders who participated all stating they would participate again next year and feedbacks stating small improvements only in relation to model casting.</p> <p>Impact on hospitality traders was mixed, with iconic restaurants like Melt reporting their overall trade for the day was not impacted, however smaller/newer traders to the street were impacted - Opportunity to review catering format</p> <p>Overall the event is successful with the media generated across both print and digital on various platforms including The Advertiser, blogs, Digital PR sites and influencers posting regularly before, during and after the event. This has met the key measure of generating awareness of</p>			
Halloween on King William	<p>Description: Community event held in Bloomsbury and managed by Keito Events with a community grant from the CoU and \$5k sponsorship from the KWRTA</p> <p>Objective: Create a safe environment for families to embrace Halloween whilst generating foot traffic to KWR.</p>	Managed by Keito KWRTA investment = \$5k	Generating foot traffic to KWR for Halloween trick or treating through out the stores.	N - This event has been held by Keito previously. This was the 4th event	Foot traffic was estimated at 2-3000 people over the 4xhour period, 10am to 2pm		<p>31 public Instagram posts (up 9 posts from previous year)</p> <p>Overall this event is successful attracting visitors to the street and consuming food and drinks from cafe style venues, particularly Dulwich Bakery and Nutrition Republic who are in Bloomsbury.</p> <p>To take the event to a new level, all traders need to invest in window decorations and in the event where they don't want trick or treaters coming into the store to have the street decorated for photos and viewing to create theatre and move</p>		
Community Christmas Event	<p>Description: Side Street activation to feature a Christmas community event that included Santa, face painting and mini market stalls activated by KWR traders extending their footprint from their standard retail space</p> <p>Objective: To create a community event for local families to visit Santa and enjoy sending time on KWR. Start the conversation in consumers for shoppers to think about KWR at Christmas as a place to shop for unique gift offerings in a pleasant outdoor environment</p>	\$7000 for side street activation	Generating foot traffic and awareness of KWR as a place to shop at Christmas.	Y	<p>Christmas on King William side street Target 500-1000 visitors Actual 2-300 visitors</p> <p>Christmas on KWR competition Target = 200 entries Actual = 150 entries</p>		<p>Approximately 2-300 people visiting Opey throughout the 5 hour period of 10 to 3pm, the event didn't meet the expectations of 500+ visitors The feedback from locals who did attend the event was positive, however the event was heavily impacted by the weather being windy and rain plus the Adelaide test match starting a week later than usual and Day 1 being the Saturday rather than the Friday. Overall the entire street was quiet after 12noon. Recommendations would be to hold the event again year on year to build it up as part of a range of Christmas activations on KWR throughout December</p>		

Description: Sponsorship of UGG of \$4k plus \$2k in-kind. In addition to KWRTA will invest \$2000 to activate a user generated social media campaign at the event		\$4000 Sponsorship (Fixed)	Increase of followers on social media by 500 on @kingwilliamroad Generate 500 shared images using hashtag #unleygala	N - This is the 18th year of UGG Y - to activating a user generated activation by KWRTA at the space						
TDU / UGG Investment	Objective: Increase online community for KWR on Instagram and generate content using #unleygala for additional reach and awareness of the event on digital channels	\$2000 activation								
Feature Food on KWR	Description: Objective:									
Side street activations	Description: Objective:									
Est. Comp. Date :										
Project 3	Description and Objective: Strategic Marketing Coordination		Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Spring / Summer Campaign	Description: Objective:	\$ 1,500								
Facebook / Instagram Adverts	Description: Objective:									
	Description: Objective:									
Est. Comp. Date :										
Project 4	Description - Print Advertising		Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Clique Magazine										
SA Life Annual Food & Wine Edition										
Contribution to Digital Economy Strategy	Description: Objective:									
Est. Comp. Date :										
Project 5	Description - Street Wide Sales promoting		Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Xmas shopping campaign	Description: Objective:									
	Description: Objective:									
	Description: Objective:									
Est. Comp. Date :										
Project 6	Description: Ambassador Program									
Ambassador Program	Description: Objective:									
Est. Comp. Date :										
Sub total	Projects		PLEASE CALCULATE							
Administration										
	Yearly Hours	Rate/Hour								
Admin/Marketing Coord.	1040	\$ 40.00	\$	41,600						
Office Exp.	Postage, phone calls, office supplies, PO Box, Book keeping		\$	3,000						
Insurance	Public Liability Required. (Cert. of Currency to be provided within 30 days of rate being set)		\$	4,500						
Other	Miscellaneous costs, Fees and Charges		\$	7,300						
Sub total	Administration		\$	56,400						
Total Exp.	Projects + Administration		\$	56,400						
SOCIAL MEDIA										
	Measure	Current	Annual Target	Quarter 1	Quarter 2	Quarter 3	Quarter 4			
Member Newsletter	Open Rate		70%	57%						
Website Traffic	Page Views	0	4948 Average / month							
						**Tracking on website analytics started in September 2017				

Social Media – Facebook	Page Likes (net)	7757	8000	7852□ (+95)											
Social Media – Instagram	Followers (net)	2706	3000	2853□ (+147)											
Social Media – Member's Facebook Page	Page Likes (net)	35		35											

King William Road Traders Association (KWRTA) - Expenditure 2017/18									
Project 1	Description and Objective	Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Trader Engagement / Social Events	<p>Description: Trader newsletter</p> <p>Objective:</p> <ul style="list-style-type: none"> • Deliver regular newsletters including annual calendar 	\$ 5,000	Improved trader engagement. Job function of MPC Manager. Estimated completion date: 6/2018	N	Increase of engagement for each newsletter with open rates.	Qtr 1 Newsletter1st edition = 59% open2nd edition = 56% open	Qtr 2 Newsletter 3rd Edition- Spring/Summer events = 61.5% open 4th Edition - AGM & Report = 60.5% open (15.7% downloads of Annual Report)		
	<p>Description: AGM / Xmas Drinks</p> <p>Objective:</p> <ul style="list-style-type: none"> • Hold 2 functions including Christmas party and mid-year event with potential to feature guest speaker 		Improved trader engagement. Job function of MPC Manager. Estimated completion date: 6/2018	N	Attendance of traders to AGM + Xmas drinks	AGM to held in Qtr2 on Tuesday 17th October.Invite newsletter = 55%	Xmas event currently in planning to be held at end of Qtr 2 Due to forecasted sponsorship target not being reach for The Mercedes-Benz Unley Long Lunch, the budget for the Xmas Party was exhausted. Therefore the committee wrapped and hand delivered a small Xmas gift to each trader the week before Xmas		
Est. Comp. Date :									
Project 2	Description and Objective - Events and Activations	Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
SALA	<p>Description: Monthly event promoting venues exhibiting SALA artists + Community day with live music and artists</p> <p>Objective: Drive foot traffic to the street</p>	\$ 2,250		N		- 60 guests at Emma Hack artists talks- 150+ visitors to the street for SALA tracked by Toop&Toop			
The Mercedes-Benz Unley Long Lunch	<p>Description: Long Lunch on KWR hosting 450+ guests for a 3 x course meal and fashion parade</p> <p>Objective: Drive awareness of KWR as a fashion destination while providing a memorable experience</p>	\$122,000Predicted Revenue = \$112,000	<p>Return on Investment against impressions on social media + marketing channels</p> <p>Results \$158k of PR generated through print and social media to</p> <p>Return on Investment = \$0.13 per touch point</p>	<p>N - The concept of the event has been in place for 4 years previous known and Variety on King William</p> <p>This year the event was rebranded from Variety on KWR to The Mercedes Benz Unley Long Lunch</p>	<p>Cash Sponsorship Target = \$35k Achieved = \$25k</p> <p>\$10k shortfall will be reallocated from Q3 & Q4 planned activity</p> <p>Target Ticket Sales = 550 Achieved = 480</p> <p>Shortfall resulted in \$10k missed revenue opportunity</p> <p>Extensive marketing reach & awareness of KWR across fashion</p>	<p>486 guests hosted \$158k+ Value generated PR & Social media reach \$0.13 per touchpoint</p> <p>Approximate cost to KWRTA = \$20k with finally invoices to be paid on 23rd January and P&L to be released. \$10k over budget.</p> <p>Feedback has been positive from majority of traders who participated all stating they would participate again next year and feedbacks stating small improvements only in relation to model casting.</p> <p>Impact on hospitality traders was mixed, with iconic restaurants like Melt reporting their overall trade for the day was not impacted, however smaller/newer traders to the street were impacted - Opportunity to review catering format</p> <p>Overall the event is successful with the media generated across both print and digital on various platforms including The Advertiser, blogs, Digital PR sites and influencers posting regularly before, during and after the event. This has met the key measure of generating awareness of</p>			
Halloween on King William	<p>Description: Community event held in Bloomsbury and managed by Keito Events with a community grant from the CoU and \$5k sponsorship from the KWRTA</p> <p>Objective: Create a safe environment for families to embrace Halloween whilst generating foot traffic to KWR.</p>	Managed by Keito KWRTA investment = \$5k	Generating foot traffic to KWR for Halloween trick or treating through out the stores.	N - This event has been held by Keito previously. This was the 4th event	Foot traffic was estimated at 2-3000 people over the 4xhour period, 10am to 2pm		<p>31 public Instagram posts (up 9 posts from previous year)</p> <p>Overall this event is successful attracting visitors to the street and consuming food and drinks from cafe style venues, particularly Dulwich Bakery and Nutrition Republic who are in Bloomsbury.</p> <p>To take the event to a new level, all traders need to invest in window decorations and in the event where they don't want trick or treaters coming into the store to have the street decorated for photos and viewing to create theatre and move</p>		
Community Christmas Event	<p>Description: Side Street activation to feature a Christmas community event that included Santa, face painting and mini market stalls activated by KWR traders extending their footprint from their standard retail space</p> <p>Objective: To create a community event for local families to visit Santa and enjoy sending time on KWR. Start the conversation in consumers for shoppers to think about KWR at Christmas as a place to shop for unique gift offerings in a pleasant outdoor environment</p>	\$7000 for side street activation	Generating foot traffic and awareness of KWR as a place to shop at Christmas.	Y	<p>Christmas on King William side street Target 500-1000 visitors Actual 2-300 visitors</p> <p>Christmas on KWR competition Target = 200 entries Actual = 150 entries</p>		<p>Approximately 2-300 people visiting Opey throughout the 5 hour period of 10 to 3pm, the event didn't meet the expectations of 500+ visitors The feedback from locals who did attend the event was positive, however the event was heavily impacted by the weather being windy and rain plus the Adelaide test match starting a week later than usual and Day 1 being the Saturday rather than the Friday. Overall the entire street was quiet after 12noon. Recommendations would be to hold the event again year on year to build it up as part of a range of Christmas activations on KWR throughout December</p>		

Description: Sponsorship of UGG of \$4k plus \$2k in-kind. In addition to KWRTA will invest \$2000 to activate a user generated social media campaign at the event		\$4000 Sponsorship (Fixed)	Increase of followers on social media by 500 on @kingwilliamroad Generate 500 shared images using hashtag #unleygala	N - This is the 18th year of UGG Y - to activating a user generated activation by KWRTA at the space						
TDU / UGG Investment	Objective: Increase online community for KWR on Instagram and generate content using #unleygala for additional reach and awareness of the event on digital channels	\$2000 activation								
Feature Food on KWR	Description: Objective:									
Side street activations	Description: Objective:									
Est. Comp. Date :										
Project 3	Description and Objective: Strategic Marketing Coordination		Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Spring / Summer Campaign	Description: Objective:	\$ 1,500								
Facebook / Instagram Adverts	Description: Objective:									
	Description: Objective:									
Est. Comp. Date :										
Project 4	Description - Print Advertising		Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Clique Magazine										
SA Life Annual Food & Wine Edition										
Contribution to Digital Economy Strategy	Description: Objective:									
Est. Comp. Date :										
Project 5	Description - Street Wide Sales promoting		Budget	Measure	New initiative (Y/N)	Target v Actual	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Xmas shopping campaign	Description: Objective:									
	Description: Objective:									
	Description: Objective:									
Est. Comp. Date :										
Project 6	Description: Ambassador Program									
Ambassador Program	Description: Objective:									
Est. Comp. Date :										
Sub total	Projects		PLEASE CALCULATE							
Administration										
	Yearly Hours	Rate/Hour								
Admin/Marketing Coord.	1040	\$ 40.00	\$	41,600						
Office Exp.	Postage, phone calls, office supplies, PO Box, Book keeping		\$	3,000						
Insurance	Public Liability Required (Cert. of Currency to be provided within 30 days of rate being set)		\$	4,500						
Other	Miscellaneous costs, Fees and Charges		\$	7,300						
Sub total	Administration		\$	56,400						
Total Exp.	Projects + Administration		\$	56,400						
SOCIAL MEDIA										
	Measure	Current	Annual Target	Quarter 1	Quarter 2	Quarter 3	Quarter 4			
Member Newsletter	Open Rate		70%	57%						
Website Traffic	Page Views	0		4948 Average / month						
						**Tracking on website analytics started in September 2017				

Social Media – Facebook	Page Likes (net)	7757	8000	7852□ (+95)											
Social Media – Instagram	Followers (net)	2706	3000	2853□ (+147)											
Social Media – Member's Facebook Page	Page Likes (net)	35		35											

Unley Road Association
Summary of Income and Expenditure 2017/18

Income

Separate Rate funding	\$ 107,700.00
Banner Income	\$ 6,141.76
Membership	\$ -
CoU sponsorship - An Evening Under the Stars	\$ 20,000.00
Total Income	\$ 133,841.76

Note : it is a requirement of the Local Government Act that all separate rate funding must be expended for the purposes outlined in the year of collection.

Expenditure

Projects (provide further detail on 'Detail" worksheet)

Brief Description		Budget	Exp. to Quarter 1	Exp. to Quarter 2	Exp. to Quarter 3	Exp. To Quarter 4	Progressive total	% of Prog. Total
Member Services	Committee meeting and networking expenses	\$ 12,000.00	249.3	\$8,749.20			8998.5	75%
	Catering networking function		1800	\$505.50				
Advertising & Promotions	Sturt Football Club Grand Final Balloon installation on Unley Road	\$ 40,816.00	420	\$3,777.98			4197.98	10%
Online Services		\$ 4,000.00					0	0%
Major Event		\$ 30,000.00		\$800			800	3%
Minor Event		\$ 10,000.00		\$2,354.75			2354.75	24%
Contribution to Mainstreet Digital Economy Strategy		\$ 7,296.00						
Subtotal		\$ 96,816.00	\$ 2,469.30	\$ 16,187.43	\$ -	\$ -		0%

Administration

Brief Description		Budget	Exp. to Quarter 1	Exp. to Quarter 2	Exp. to Quarter 3	Exp. To Quarter 4	Progressive total	% of Prog. Total
Marketing/Admin Coordinator		\$ 23,400.00	0				0	0%
Office Expenses	Book keeping	\$ 3,060.00	570	\$2,414.85			2984.85	98%
Insurance		\$ 1,278.00		\$1,037.97			1037.97	81%
Other		\$ 270.00						
Subtotal		\$ 27,738.00					0	0%

Total Expenses	Projects + Administration	\$ 124,554.00					0	0%
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Operating Surplus		\$ 9,287.76					0	0.00%
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