

# 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, 5 April 2017 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  
Mayor Lachlan Clyne – ex Officio  
Councillor John Koumi  
Councillor Anthony Lapidge  
Councillor Don Palmer  
Councillor Luke Smolucha  
Doug Strain  
Anne Young  
Alison Snel  
Houssam Abiad  
Matthew Hassam  
James Morris  
Susan Straschko  
Paula Stacey

### **ACKNOWLEDGMENT:**

We would like to acknowledge this land that we meet on today is the traditional lands for the Kaurna people and that we respect their spiritual relationship with their country.

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

### **APOLOGIES:**

### **CONFIRMATION OF MINUTES:**

MOVED:

SECONDED:

That the minutes of the meeting of the Unley Business and Economic Development Committee held on Wednesday, 7 December 2017 as printed and circulated, be taken as read and signed as a correct record.

## **DEPUTATIONS**

## **PRESENTATION:**

## **OFFICER'S REPORTS**

36	Conflict of Interest	1-1
37	Association Coordinators Quarterly Reports for the Period 1 October – 31 December 2016	2-6
38	Mainstreet Association Marketing Funding Requests 2017- 18	7-13
39	Proposed Mainstreet Improvement Program 2017-18	14-17

## **NEXT MEETING**

Wednesday, 7 June 2017 at 6.30pm

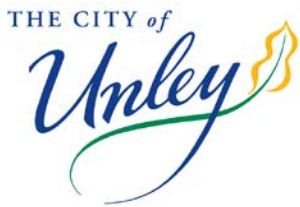
## **CONFLICT OF INTEREST**

<b>TITLE:</b>	CONFLICT OF INTEREST
<b>ITEM NUMBER:</b>	36
<b>DATE OF MEETING:</b>	5 APRIL 2017
<b>ATTACHMENT:</b>	1. CONFLICT OF INTEREST DISCLOSURE FORM

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

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## 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].*

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**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].*

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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]*

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**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]*

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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]*

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*Signature*

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*Date*

## **DECISION REPORT**

**REPORT TITLE:** ASSOCIATION COORDINATORS QUARTERLY  
REPORTS FOR THE PERIOD 1 OCTOBER –  
31 DECEMBER 2016

**ITEM NUMBER:** 37

**DATE OF MEETING:** 5 APRIL 2017

**AUTHOR:** AKARRA KLINGBERG

**JOB TITLE:** COORDINATOR BUSINESS AND ECONOMIC  
DEVELOPMENT

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### **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 2016 as well as additional information on the activities of the Mainstreet Associations for the period 30 November 2016 – 28 February 2017

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 2016-17.

### **RECOMMENDATION**

The Committee recommends to Council that:

1. The report be received.
  2. The application to amend the King William Road Traders Association Inc.2016-17 Expenditure Plan is supported.
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## **1. RELEVANT CORE STRATEGIES/POLICIES**

### **1.1 Association Separate Rate Agreements**

## **2. DISCUSSION**

Due to the timing of the Unley Business and Economic Development Committee meeting, the Mainstreet Trader Associations have only been asked to provide a report from 1 October – 31 December 2016, as quarter 3 is from 1 January – 31 March 2017. However below is additional information on the activities, achievements and challenges the Mainstreet Trader Associations have experienced from 1 December 2016 – 15 March 2017.

### **Unley Road Association**

- Unley Road Directory book completed and distributed.
- A Taste of Unley Road – Prize sponsorship of \$9500; and \$20000 in-kind through discounted services, including Channel 9 advertising.
- Participated in Unley Gourmet Gala to promote an Evening Under the Stars and A Taste of Unley Road – 800 books distributed.
- Three page advertisement promoting A Taste of Unley Road, An Evening Under the Stars, and Unley Road businesses.
- Two full page advertisements promoting Unley Road businesses in SALife magazine.
- Full page advertisement promoting Unley Road business precinct in the 2017 Adelaide Visitors Guide.
- Graphic designer engaged to design new street pole banners for Unley Road before end of April 2017.
- Unley Road Together Networking Event – 7 December with 90 traders in attendance.
- A Taste of Unley Road – 160 entries received.
- An Evening Under the Stars – 19 February – really successful event with great attendance – 1500 attendees, majority of stallholders were from the Unley Road precinct. Positive feedback received from sponsors, and attendees.
- Submitted 2017-18 budget requests.

### **Goodwood Road Business Association**

- Art installation on Goodwood Primary School Fence recognising 75 years of Capri Cinema and Goodwood Bakehouse's 21<sup>st</sup> birthday.
- 15 sec promotional video produced and being shown at Capri Cinema.
- Test Lighting installed in one tree (in front of Goodwood Quality Meats (No 121).
- Lights installed in tree in front of Goodwood Primary School.
- Christmas decorations created in conjunction with Goodwood Primary school and St Thomas Primary School, and installed.
- Christmas art display on Goodwood Primary School Fence.
- Christmas activation at Post Office.
- Sponsorship of Goodwood Primary School Art House Market.
- Full page ad in Unley Life Magazine Autumn edition.
- Successful collaboration with City of Unley for Outdoor Cinema Night.



- Members' and guests Christmas drinks held in conjunction with this event.
- Father Christmas visit on the Road on Saturday, 17 December.
- Leonie Clyne re-elected as Chairperson at the first Committee meeting following the AGM (October) and continues as the Public Officer.
- Paula Stacey-Thomas elected as Treasurer, Pamela Bruce elected as Deputy Chair and Secretary.
- Submitted 2017-18 budget requests.

### **King William Road Traders Association**

- KWR Brand Launch – 7 December.
- Pop and Shop shopping event – 15 December.
- Matthew Hassan elected as Public Officer.
- Special General meeting held Tuesday, 14 March.
- New Coordinator appointed.
- Submitted 2017-18 budget requests.

During Quarter 2 and 3 the King William Road Traders Association did not employ a marketing coordinator. During this time the committee resolved to engage an advertising agency, Fuller, to undertake marketing administration and activities.

As part of the quarterly report, the King William Road Traders Association has applied to amend their approved 2016-17 Expenditure Plan as follows:

<b>Budget line</b>	<b>Approved</b>	<b>Amendment</b>	<b>Difference</b>
Marketing Coordinator	\$40,000	\$24,500	-\$15,500
Advertising / Marketing	\$68,164	\$83,664	+\$15,500
Net total change to overall budget			\$0

### **Fullarton Road South Traders Association**

- Christmas Street party at The Flying Pan. 20 traders attending and great feedback was received.
- Half page ad in SA Life magazine featuring 3 businesses.
- Submitted 2017-18 budget requests.

### **3. ANALYSIS OF OPTIONS**

Option 1 – The Committee recommends to Council that the application to amend the King William Road Traders Association Inc. 2016-17 Expenditure Plan is supported.

This option allows the King William Road Traders Association to continue advertising activities with Fuller while a new coordinator was recruited and clearly delineate between the expenses in the expenditure plan. A coordinator will be in place for quarter 4 of 2016-17.

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.

### **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. King William Road Traders Association Report – ending 31 December 2016
2. Fullarton Road South Traders Association Coordinator's Report – ending 31 December 2016
3. Goodwood Road Business Association Coordinator's Report – ending 31 December 2016
4. Unley Road Association Coordinator's Report – ending 31 December 2016

### **8. REPORT AUTHORISERS**

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

**King William Road Traders Association  
Summary of Income and Expenditure 2016/17**

**Income**

Separate Rate funding	\$ 141,000.00
Banner Income	\$ 205.00
Event Income	
Membership	\$ -
Other - Mainstreet Improvement Budget	\$ -
<b>Total Income</b>	<b>\$ 141,205.00</b>

\$ 35,250.00  
\$ 94,518.00  
\$ 1.22  
**\$ 129,769.22**

**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**

**Marketing 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
Project 1	Advertising/Marketing	\$ 83,664.00	\$ 1,900.00	\$ 23,058.82		
Project 2	Events	\$ 18,500.00	\$ 3,847.41	\$ 108,337.00		
Project 3	Member Functions	\$ 1,500.00	\$ -	\$ 692.67		
Project 4	Contribution to Digital Economy Strategy	\$ 3,274.00	\$ 818.50	\$ 818.50		
Project 5						
<b>Subtotal</b>		<b>\$ 106,938.00</b>	<b>\$ 6,565.91</b>	<b>\$ 132,906.99</b>	<b>\$ -</b>	<b>\$ -</b>

**Administration**

	Brief Description	Budget	Exp. to Quarter 1	Exp. to Quarter 2	Exp. to Quarter 3	Exp. To Quarter 4
Marketing/Admin Coordinator	Coordinator Fee (inc expenses and Book keeping)	\$ 24,500.00	\$ 8,751.94	\$ 4,508.86		
Office Expenses		\$ 1,500.00	\$ 45.45	\$ 285.69		
Insurance		\$ 3,000.00	\$ -	\$ 2,815.44		
<b>Subtotal</b>		<b>\$ 29,000.00</b>	<b>\$ 8,797.39</b>	<b>\$ 7,609.99</b>		

<b>Total Expenses</b>	<b>Projects + Administration</b>	<b>\$ 135,938.00</b>	<b>\$ 24,160.69</b>	<b>\$ 140,516.98</b>		
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<b>Operating Surplus</b>		<b>\$ 5,267.00</b>		<b>-\$ 10,747.76</b>		
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Note 1. During Q2 the KWRTA ceased to employ a contract Marketing Coordinator for a budgeted amount of \$11,250 and the Committee agreed to outsource the marketing element of this role to Fuller the agency approved by the KWRTA for brand and communication services due to the inability to recruit a new Marketing Coordinator during EOY/NY trade period. The additional unbudgeted cost associated with this decision was \$3,950 in Q2. During the Q3 period the KWRTA expect to allocate the entire \$11,500 budgeted for Marketing Coordinator to advertising / marketing. The KWRTA seek consent from UBED to effect this minor change in allocation of expenses.

King William Road Traders Association - Expenditure 2016/2017

Project 1 Advertising/Marketing	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
	Advertising and promotion of KWR as a whole and of individual businesses when appropriate. Mainstream and Social Media	\$ 68,347	KWRTA working on promotion activation in association with Fuller, planned to be released in 2nd quarter, as our coordinator is now a vacant position Fuller will take up the role of coordinator, helping with social media, marketing and promo of the road (late Sep)	KWRTA (via Littlelion) executed strong streetwide campaign for VKW on social media promoting pre event (for ticket sales) and post event (2 x free tickets to China with Singapore Airlines). Press, magazine and radio promotion and PR of VKW event.		
Objective :	Increase awareness of and visitation to KWR as a whole and for individual traders. Present KWR as a vibrant, exciting place to visit, provide entry level advertising opportunities for traders					
Measure	Trader participation in advertising campaigns, response to advertising, Facebook and web site statistics					
Est. Comp. Date :		30/06/2017				
Project 2 Events	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
	Plan, promote and manage an event/events of an appropriate size and scale for KWR and its strategic objectives	\$ 18,500	SALA was a well attended event and promoted KWR in a different way than usual	VKW event on 21st Oct generated \$110,000 income from ticket sales and sponsorship. However event loss was \$27,579 due to breakdown in relationship with management, less sponsorship \$, increase in operating costs and adopting correct accounting procedures. 650 tickets sold however 163 were giveaways by event organisers. \$18,900 raised and donated to Variety. Halloween street party run by Keito Events on 29/10 est. additional 2,000 people on the street. Shop & Pop Christmas shopping spree run by Fuller		
Objective :	Attract our target market to the road further enhance the vibrant image of the Road, create opportunities for the Unley and wider community involvement, create opportunities for traders involvement, showcase City of Unley and KWR					
Measure	Attendance at event/s, trader and community engagement and involvement, economic value, media exposure.					
Est. Comp. Date :		30/06/2016				

Project 3	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Member Services	Member Services. Provide trader networking opportunities (functions). Communicate information to traders (newsletters)	\$ 1,500	No member event held to date, planned for Christmas in second quarter	New newsletter format introduced as an EDM from the Chair. Streetscape audit acted upon by Depot staff - traders reported pleased to see repairs and maintenance. Flagtrax installed on 14 light poles and used for promotion. Fuller conducted extensive market research with traders and results used in formatting new strategic marketing plan. AGM event featured guest presenters from Adelady, EMA and Fuller - well attended by traders and Council. New logo, brand and style guide launched to traders at "New Year - New Look" event combined with Christmas party. MRT bookkeeping appointed to administer KWRTA's financial affairs. Marketing co-ordinator resigned in Oct - KWRTA arranged for duties to be shared between committee members.		
Objective :	Encourage communication and networking between traders and exchange of ideas. Keep traders informed of activities and opportunities					
Measure	Attendance at traders at functions. Response from traders to communications.					
Est. Comp. Date :						
		30/06/2017				
Project 4	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Contribution to Digital Economy Strategy		\$ 6,800	1st 1/4 payment paid to CoU.	2nd 1/4 payment paid to CoU. The KWRTA would like feedback from the CoU on the effectiveness of this campaign and whether key milestones and KPI's are being reached.		
Objective :						
Measure						
Est. Comp. Date :		30/06/2017				
Sub total	Projects	\$ 106,822				

## King William Road Business Movement

Business Name	Address	Phone	email	Contact Name
<b>Businesses IN Quarter 1 (1/7/2016- 30/9/2016)</b>				
<b>Businesses IN Quarter 2 (1/10/2016-31/12/2016)</b>				
Tahiland Thai	54			
All Time Massage	92			
Limited 108	102			
Flourish	2/114			
50SIXONE	144			
Saville Rowe	146			
The Bride Lab	107			
Michael Kris Real Estate	101			
Recreation SA	95			
Elizabeth V	175c			
Coltish	8/155			
<b>Businesses OUT Quarter 2 (1/10/2016-31/12/2016)</b>				
Enve	96			
Vietnamese Kitchen	116			
Stumps	150A			
Zoes	164			
Chandelle Gallery	185			
Arrium Jewlers	155			
<b>Businesses IN Quarter 3 (1/1/2017 - 31/3/17)</b>				

Phat Cow			56			
Advanced Anathetics			92			
Thai Sanctuary Massage			1/100			
Hustle			3/114			
Goodpress			173			
Urban Touch			5/155			
Burgerstronomy			1/155			
Hyde Park Dental			86			
Yoga Theory			119			
Plato's			164			
Robbies Chop Shop			149			
<b>Businesses OUT Quarter 3 (1/1/2017- 31/3/17)</b>						
Enve			134			
Baby Bien			110			
Pari			154			
Paleo			185			
Social House			175			
Body Shop			177			
Boo Radley			173			
Sushi Train			1/155			
House & Home			3/151			
Liza Emanuelle			147			
Rigina The Sole Queen			147			



Income

Separate Rate funding	\$13,250.00
Membership	1,000
<b>Total Income</b>	<b>\$14,250.00</b>

Additional Income

Item									
Banner Income									\$-
Mainstreet Improvement Budget									\$15,400.00
Event Sponsorship									\$-
<b>Total Income</b>									<b>\$15,400.00</b>

Administration

Activity	Budget	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Prog Tot.	Prog/Bud. %
Marketing Coordinator Fee	\$4,140	\$1,035	\$1,035	\$1,035	\$1,035	\$1,035	25.00%
Marketing Coordinator Expenses	\$0	\$0	\$0	\$0	\$0	\$0	
SA LIFE ADVERTISING	\$6,600		\$3,740	\$1,870	\$0	\$0	0.00%
Website Content/management	\$0	\$0	\$0	\$0	\$0	\$0	
Website Hosting	\$0	\$0	\$0	\$0	\$0	\$0	
Social Media management	\$0	\$0	\$0	\$0	\$0	\$0	
Administration Coordinator Fee	\$0	\$0	\$0	\$0	\$0	\$0	
Administration Coordinator Expenses	\$0	\$0	\$0	\$0	\$0	\$0	
Office Expenses	\$0	\$0	\$0	\$0	\$0	\$0	
Book Keeping	\$200	\$0	\$300	\$0	\$0	\$300	150.00%
Insurance	\$0	\$0	\$0	\$0	\$0	\$0	
	\$1,500	\$0	\$1,447	\$0	\$0	\$1,447	96.48%
<b>Subtotal</b>	<b>\$12,440</b>	<b>\$1,035</b>	<b>\$6,522</b>	<b>\$2,905</b>	<b>\$1,035</b>	<b>\$11,497</b>	<b>92.42%</b>

Promotions & Marketing

Activity	Budget	Quarter 1 (\$)	Quarter 2	Quarter 3	Quarter 4	Prog Tot.	Prog/Bud. %
Event 1	\$0	\$0	\$0	\$0	\$0	\$0	
Event 2	\$0	\$0	\$0	\$0	\$0	\$0	
Event 3	\$0	\$0	\$0	\$0	\$0	\$0	
Activations	\$0	\$0	\$0	\$0	\$0	\$0	
Christmas Party- Food and beverages- always a good event and relaxed social gathering	\$400	\$0	\$400	\$0	\$0	\$400	100.00%
Contribution to Digital Strategy (FYE) on going	\$0						
<b>Subtotal</b>	<b>\$1,715</b>	<b>\$329</b>	<b>\$729</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1,058</b>	<b>61.66%</b>
<b>Total Administration &amp; Projects</b>	<b>14155</b>	<b>1363.75</b>	<b>7250.97</b>	<b>2905</b>	<b>1035</b>	<b>12554.72</b>	<b>88.69%</b>
<b>Total Operating Surplus</b>	<b>95</b>	<b>Budget Surplus</b>	<b>Progressive Surplus</b>		<b>1695.28</b>		

[illegible]

Activity	Description	Measure	This Years Target	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Act. Total	Target vs Act %	
Press – SA Life	SA Life 1/2Page in 2 QRT and 3RD QRT	Trader feedback at this stage, we have had to feature 50 odd trades and give everyone an equal opportunity			half page add in SA LIFE Magazine for business services, lots of interest, with all 8 business expressing interest to be involved- only 3 taking up the opportunity			0	#DIV/0!	
Event 1	Christmas Street Party	Foot Traffic and attendance	20 traders		This Year for the Christmas trader social event, The Flying an was hired, our local food business. Fabulous as they also stayed open late for us to use their venue too. Everyone agreed to hold it there again in 2017. a very small number of traders attended			0	#VALUE!	
Event 2								0	#DIV/0!	
Activations			0					0	#DIV/0!	

<b>Income</b>	
Separate Rate funding	\$51,500.00
Membership	0
<b>Total Income</b>	<b>\$51,500.00</b>

<b>Additional Income</b>					
Banner Income					\$10,717.50
Mainstreet Improvement Budget	* budget for approved specific infrastructure projects				\$15,000.00
Event Sponsorship	* budget for approved community event				\$5,000.00
<b>Total Income</b>					<b>\$30,717.50</b>

**\$14,000.00**

\$76,217.50

Administration		Budget						Prog./Bud. %			
Activity	Brief Description	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Prog Tot.	Prog/Bud. %				
Marketing Coordinator Fee	8 hours per week @ \$60/hour	\$24,960	\$4,160	\$6,240		\$10,400	41.67%				
Marketing Coordinator Expenses		NA	\$0	\$0		\$0	0.00%				
Member Newsletter	Occasional, cost included in Misc.	NA	\$0	\$0		\$0	0.00%				
Website Content Management	Inc. in Marketing Coordinator fee	NA	\$0	\$0		\$0	0.00%				
Website Hosting	Hosting and SEO	\$600	\$575	\$0		\$575	2.30%				
Social Media management	Inc. in Marketing Coordinator fee	NA	\$0	\$0		\$0	0.00%				
Administration Coordinator Fee	Inc. in Marketing Coordinator fee	NA	\$0	\$0		\$0	0.00%				
Administration Coordinator Expenses	Inc. in Marketing Coordinator fee	NA	\$0	\$0		\$0	0.00%				
Office Expenses	Postage, PO Box etc.	\$500	\$190	\$0		\$190	0.76%				
Book Keeping	2 hours per month @ \$60/hour + auditor's fee	\$2,000	\$240	\$1,185		\$1,425	5.71%				
Insurance	Public Liability and Associations Liability	\$1,600	\$0	\$1,439		\$1,439	5.76%				
Miscellaneous	Member Functions, networking, newsletters etc	\$3,000	\$15	\$873		\$888	3.56%				
Subtotal		\$32,660	\$5,180	\$9,737		\$14,917	45.67%				

Promotions & Marketing						
Activity	Brief Description	Budget	Quarter 1 (\$)			Prog./Bud. %
Press Ads		\$0	\$0	\$0	\$0	# DIV/0!
Cinema Advertising	Capri Cinema Advertising - production	\$3,000	\$0	\$2,570		85.67%
Welcome Connect	Promo campaign to new residents	\$5,500	\$0	\$0	\$0	0.00%
Social Media	Face Book advertising	\$1,200	\$267	\$272		
Event 1	SALA	\$3,000	\$3,524	\$350		
Event 2	Ignite Film Night	\$1,000	\$0	\$0	\$0	129.13%
Event 3	Streetscape Party	\$18,000	\$0	\$0		
Activations	Fence art etc	\$5,000	\$846	\$1,359		
Contribution to Digital Strategy (FYE)	Ongoing	\$2,381	\$595	\$595		44.10%
Miscellaneous	Goodwood Groove 15	\$3,800	\$0	\$300		49.98%
Subtotal		\$42,881	\$5,232	\$5,446		24.90%

[illegible]

Goodwood Road Business Association - 2016-17 UBED Quarterly Report 2

Digital	Measure	Annual Target	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Member Newsletter	Open Rate					
Website Traffic	Page Views	TBA	TBA			
Social Media – Facebook	Page Likes (net)	2500	1829	2041		
Social Media – Instagram	Followers (net)	200	113	151		
Social Media – Twitter	Followers (net)	NA				
Social Media – Member's Facebook Page	Page Likes (net)	NA				

Activity	Description	Measure	This Years Target	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Act. Total	Target vs Act %
Advertising at Capri Cinema	12 month contract from Dec 2016. Video in production	NA							#DIV/0!
Welcome Connect	Promotion to new arrivals in GR catchment area commence Jan 2017	Contacts	1500						
TV/Radio									
Customer Newsletter	Only when required			NA					#DIV/0!
Event 1 - SALA	SALA	Participating Traders	20	21	NA	NA	NA	21	105.00%
Event 2 - Ignite Film Night	Support for CoU Event	Trader Participation	5	NA	5	NA	NA	5	100.00%
Event 3 - Streetscape Celebration	Pending completion of streetscape in 2017	Attendance Trader Participation	TBA	NA	NA				
Activations - GR and Business Grants	Street Activations	Trader Grants	5	1	0				

Goodwood Road Business Association - 2016-17 UBED Quarterly Report 2 (Oct-Dec)

Business Name	Address	Phone	E-mail	Contact Name	Member?	FB-Group	Other
<b>Quarter 1 (1/7/2016 - 30/9/2016)</b>							
<b>Businesses IN</b>							
Rollin Saigon (expansion) Marya Eyebrow and Beauty	128 89c	8357 7865	rollinsaiagon@yahoo.com marya.jalali7@gmail.com	Nadia Marya Jalalo	Yes		
<b>Businesses OUT</b>							
SA Govt Energy Scheme	128						
<b>Quarter 2 (1/10/2016 - 31/12/2016)</b>							
<b>Businesses IN</b>							
Frock Me Out	No 89		hello@frockmeout.com.au	Jen weeks			Opens 18/11
<b>Businesses OUT</b>							
Carol's Classic Gifts	No 89						
<b>Quarter 3 (1/1/2017 - 30/3/2017)</b>							
<b>Businesses IN</b>							
<b>Businesses OUT</b>							
U Blind	170			grant@ublinks.com.au	No		relocated to Greenhill Road

2016- 2017

Income

Separate Rate funding	\$107,700.00
Membership	0
<b>Total Income</b>	<b>\$107,700.00</b>

Additional Income

Item					
Banner Income					\$4,420.00
Mainstreet Improvement Budget	* budget for approved specific infrastructure projects				\$25,000.00
Event Sponsorship	* budget for approved community event				\$20,000.00
<b>Total Income</b>					<b>\$49,420.00</b>

Administration

Activity	Brief Description	Budget	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Prog Tot.	Prog/sua. %
Marketing Coordinator Fee		\$23,400	\$1,598				\$1,598	6.83%
Website Content/management and hosting		\$4,000	\$1,391	\$941	\$0	\$0	\$2,332	58.30%
PO Box		\$60	\$75	\$0	\$0	\$0	\$75	125.00%
Book Keeping and office expenses		\$3,000	\$540	\$1,408	\$0	\$0	\$2,038	67.93%
Other		\$270						
Insurance		\$1,278	\$0	\$0	\$0	\$0	\$0	0.00%
<b>Subtotal</b>		<b>\$32,008</b>	<b>\$3,603</b>	<b>\$2,439</b>	<b>\$0</b>	<b>\$0</b>	<b>\$6,042</b>	<b>18.88%</b>

Promotions & Marketing

Activity	Brief Description	Budget	Quarter 1 (\$)	Quarter 2	Quarter 3	Quarter 4	Prog Tot.	Prog/sua. %
Advertising and Promotions	Adelaide Visitors Guide (booked for 2017)	\$40,816	\$756	\$0	\$0	\$0	\$756	1.85%
	Eastern Courier Messenger		\$440				\$440	1.08%
	Deposit printing Unley Road Directory			\$2,670			\$2,670	6.42%
	Committee meeting and catering expenses	\$12,000	\$125	\$105	\$0	\$0	\$229	1.91%
Member Services	Sturt Football Club street decorations		\$164	\$0	\$0	\$0	\$164	1.36%
	Mainstreet Australia awards participation and travel		\$1,155	\$0	\$0	\$0	\$1,155	9.63%
	Printing for AGM							
	Catering AGM							
Major Events	Folders for menu distribution		\$213				\$213	1.77%
	Catering December networking event			\$3,483			\$3,483	29.02%
	An Evening Under the Stars 2017	\$30,000	\$0	\$0	\$0	\$0	\$0	0.00%
	Graphic design work			\$3,330			\$3,330	11.10%
Minor Events	Small Business & Pride of Workmanship Awards	\$10,000	\$96	\$4,520	\$0	\$0	\$4,616	46.16%
	Unley Delights - Christmas decorations			\$3,203			\$3,203	32.03%
	Reimbursement expenses			\$270			\$270	2.70%
	Remembrance Day flowers							
Contribution to Digital Strategy (FYE)	Ongoing	\$7,296	\$1,824	\$0	\$0	\$0	\$1,824	25.00%
<b>Subtotal</b>		<b>\$100,112</b>	<b>\$4,559</b>	<b>\$18,226</b>	<b>\$0</b>	<b>\$0</b>	<b>\$22,785</b>	<b>22.76%</b>

<b>Total Administration &amp; Protects</b>	<b>132120</b>	<b>8162.6</b>	<b>20665</b>	<b>0</b>	<b>0</b>	<b>28827.56</b>	<b>21.82%</b>
<b>Total Operating Surplus</b>	<b>-24420</b>					<b>Progressive Surplus</b>	<b>78872.44</b>

Digital		Annual Target				Quarter 1				Quarter 2				Quarter 3				Quarter 4			
Measure		Open Rate (%)				35				40/4				40/4				40/4			
Member Newsletter		Page Views				12003				2003				1203				1203			
Website Traffic		Page Likes (net)				1203				521				521				521			
Social Media - Facebook		Followers (net)				N/A				N/A				N/A				N/A			
Social Media - Twitter		Page Likes (net)				N/A				N/A				N/A				N/A			
Social Media - Member's Facebook Page																					

Activity	Description	Measure	This Years Target	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Act. Total	Target vs Act %
Advertising - Adelaide Visitors Guide (published in January 2017)	Full page ad focused on tourist friendly Unley Road businesses.	tribution on Unley F	200	0	0	0	0	0	0.00%
	Full page ad focused on various Unley Road businesses	Trader Participation	18	6	17	0	0	23	127.78%
Advertising - SA Life magazine	Advertisement for Unley Road Small Business & Pride.nf	Nominations	50	120	0	0	0	120	240.00%
Advertising - Eastern Courier Messenger Press									
Promotions - Press releases	Promoting news from various Unley Road businesses	Press mentions	50	10	22	0	0	0	
	Installation of balloons along Unley Road	Balloons installed	500	500	0	0	0	500	100.00%
Promotions - Sturt Football Club Grand Final	Vice Chair Stephen Finos nominated for Mainstreet Champion	Winning the award	N/A	Finos	N/A	N/A	N/A	N/A	N/A
Promotions - Mainstreet Australia Awards	Tender for printing directory	Number of quotes received from Unley Road businesses	5		4				
Promotions - Unley Road Directory	Creation and production of a comprehensive Unley Road business directory, with advertisements and discount vouchers.	Distribution	5000	0	0				
Promotions - Mainstreet SA Awards	Vice Chair Stephen Finos nominated for Mainstreet Champion	Winning the award		Winner					
Online Services	Website development	Number of visitors to the website							
Members Services - Committee meeting	Catering expenses	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Members Services - e-Introductions	Connecting individuals and businesses with other businesses (on and off Unley Road) to further business opportunities	Number of introductions made	20	0	6				
	Creation and physical distribution of a printed newsletter	Number of newsletters delivered	450		450				
Member Services - Christmas newsletter	Hold an AGM in accordance to requirements	Attendance	15		30				
Member Services - AGM	Sponsorship (monetary & in-kind)	Sponsorship	20000	0	10000				
Major Event - An Evening Under the Stars 2017	Registration as Adelaide Fringe 2017 act	N/A							
Major Event - An Evening Under the Stars 2017	Sponsorship (monetary & in-kind)	Sponsorship	6000	0	9500	0	0	9500	
Major Event - A Taste of Unley Road Shopping	Joint initiative with Rotary Club of Unley to recognise Unley Road businesses and employees providing excellent customer service to the community.	Nominations	50	120	0	0	0	120	240.00%
Minor Event - Rotary Club of Unley's Carol's At 1000	Participation in City	Number of people	50						
Minor Event - Unley Gourmet Gala		Number of Unley f	1000	0	50	0			

# Unley Road Association

Business Name	Address	Phone	E-mail	Contact Name	Member?	FB Group	Other
Quarter 1 (1/7/2016 - 30/9/2016)							
Businesses IN							
AV Financial Services	Lvl 1, Suite 2, 16-18 Unley Road	8377 7799	N/A	Mahrianne Haughey	No		
Alba Planning Solutions	Lvl 1, Suite 2, 16-18 Unley Road	7200 0025	mahrianne@albaplanning.com.au	Mahrianne Haughey	No		
Adelaide Vape Place	68 Unley Road	7200 0025	vapeplace78@hotmail.com	Chrissy Pongraz	Yes		
Beanstalk	3/12 Unley Road	8272 0900	russell@beanstalk.com.au	Russell	No		
Chinese Giftware & Porcelain	148 Unley Road	8293 4908	N/A	Alison Thai	No		
Businesses OUT							
Big Egg Media	Shop 9, 13-23 Unley Road	7120 9921	edwin@bigeggmedia.com.au	Edwin Davis	No		
Quarter 2 (1/10/2016 - 31/12/2016)							
Businesses IN							
The Eyebrow Studio	Metro Shopping Centre			Belinda	No		
Adelaide Hills Spice Traders				Belinda	Yes		
Metro Designer Cakes by Belinda				Heather	Yes		
Studio Hats (pop up)					No		
Businesses OUT							
Miels							
Hubert & Mavis							



## **DECISION REPORT**

<b>REPORT TITLE:</b>	MAINSTREET ASSOCIATION MARKETING FUNDING REQUESTS 2017-18
<b>ITEM NUMBER:</b>	38
<b>DATE OF MEETING:</b>	5 APRIL 2017
<b>AUTHOR:</b>	AKARRA KLINGBERG
<b>JOB TITLE:</b>	COORDINATOR BUSINESS AND ECONOMIC DEVELOPMENT

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### **EXECUTIVE SUMMARY**

The four Mainstreet Associations were required to submit their marketing budget requests for the Unley Business and Economic Development Committee's consideration by the end of February 2017. 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 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 \$107,700 to be collected from the properties in the category of Commercial (Office), Commercial (Shop) and Commercial (Other) on Unley Road, be considered as part of the Draft Annual Business Plan 2017-18 for community consultation.
3. A separate rate to raise \$144,500 to be collected from the properties in the category of Commercial (Shop) on King William Road between Greenhill Road and Commercial Road, be considered as part of the Draft Annual Business Plan 2017-18 for community consultation.
4. A separate rate to raise \$13,250 to be collected from the properties in the category of Commercial (Office), Commercial (Shop) and Commercial

(This is page 7 of the Unley Business and Economic Development Committee Agenda for 5 April 2017)

(Other) with addresses along Fullarton Road (between Cross Road and Fisher Street), be considered as part of the Draft Annual Business Plan 2017-18 for community consultation.

5. A separate rate to raise \$51,500 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 considered as part of the Draft Annual Business Plan 2017-18 for community consultation.
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## **1. RELEVANT CORE STRATEGIES/POLICIES**

- 1.1 The City of Unley 4 Year Plan 2013-2016, Goal 1 Emerging Our Path to a Future City.
  - 1.1 A thriving and prosperous business community
  - 1.3 A dynamic mix of uses and activities in selected precincts
- 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 Claus 154
- 1.4 Association – Separate Rate Agreements

## **2. DISCUSSION**

All four Mainstreet Associations have requested a separate rate be imposed by the City of Unley in order to implement marketing activities for their respective precincts.

Clause 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.”

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.

Table 1 contains a summary of the requests, the contribution to Year 6 of the Mainstreet Digital Economy Strategy and a comparison to the 2016-17 approved separate rate.

The category of rateable properties to which the separate rate requests apply, remains unchanged across all areas.

**Table 1**

<b>Association</b>	<b>Amount recommended to be raised in 2017-18</b>	<b>Actual rate 2016-17</b>	<b>% Change</b>	<b>Proposed Mainstreet Digital Economy Strategy Contribution 2017-18</b>	<b>Comments</b>
Unley Road Association Incorporated (URA)	\$107,700	\$107,700	0%	\$7,296	No change.  Supported and recommended
King William Road Traders Association Incorporated (KWRTA)	\$144,500	\$141,000	2.4% Increase	\$3,274	An increase of 2.4% is above the current CPI and LGPI of 1.6%.  A CPI rise is supported and recommended .
Fullarton Road South Traders Association Incorporated (FRSTA)	\$250 per rateable property (\$13,250)	\$250 per rateable property (\$13,250)	0%	\$1,315	No change.  Supported and recommended
Goodwood Road Business Association (GRBA)	\$51,500*	\$51,500	0%	\$2,381	No change.  Supported and recommended

The Associations submissions can be seen in attachments 1 to 5 of Item 38/17.

*Attachments 1 to 5*

The Fullarton Road South Traders Association Inc, Unley Road Association Incorporated and Goodwood Road Business Association Inc. request no increase on the separate rate amounts approved for 2016-17.

The King William Road Traders Association Inc. has requested an increase on the approved 2016-17 separate rate amount by 2.4%, 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 2.4% increase is higher than the current (December 2016) CPI of 1.5%.

## **Budgeted contributions to the Unley Mainstreet Digital Economy Strategy**

The Council adopted an Unley Mainstreet Digital Economy Strategy (Item 36/12) in February 2012 and commenced implementation in August 2012.

The cost for delivering the Strategy in 2017-18 (year 6 overall, year 3 of the proposed new 3 year plan) is \$69,266. The proposed method of funding is as follows:

- \$25,000 from a new initiative project in the 2017-18 budget process.
- \$30,000 from the historic allocation from Economic Development operating expenditure
- \$14,266 being contributed from Associations, generally proportionate to the number of businesses per Precinct.

Table 1 summarises the 2017-18 budgeted contribution amounts required from each Association.

All Association Committees were notified of the proposed contribution and is included in each of their proposed budgets.

### **3. ANALYSIS OF OPTIONS**

Option 1 – The Committee recommends to Council that:

A separate rate to raise \$107,700 to be collected from the properties in the category of Commercial (Office), Commercial (Shop) and Commercial (Other) on Unley Road, be considered as part of the Draft Annual Business Plan 2017-18 for community consultation.

A separate rate to raise \$144,500 to be collected from the properties in the category of Commercial (Shop) on King William Road between Greenhill Road and Commercial Road, be considered as part of the Draft Annual Business Plan 2017-18 for community consultation.

A separate rate to raise \$13,250 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 considered as part of the Draft Annual Business Plan 2017-18 for community consultation.

A separate rate to raise \$51,500 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 considered as part of the Draft Annual Business Plan 2017-18 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.

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.

Option 3 – Do not adopt the recommendation to request Council consider funding a separate rate as requested as part of the Draft Annual Business Plan 2017-18.

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 have a negative impact on the long-term collaborative marketing, economic and business development of the City's business precincts, therefore this option is not recommended.

#### **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 2017-18, 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**

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



3 March 2017

Dear Akarra

**Re: Unley Road Association 2017-2018 Marketing Levy Budget**

We are pleased to submit the Unley Road Association's Marketing Budget Proposal for 2017 / 2018 for consideration by the Unley Business Economic Development Committee.

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 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 are not requesting an increase to the levy. We will continue to market and promote Unley Road, while providing services to our 450 strong business owners and entrepreneurs with a budget of \$132,120 – the same amount as our 2016-2017 budget.

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 2017 – 2018**  
**Proposed Operating Budget Unley Road Association**

**Income**

Separate Rate Funding	\$107,700
Sponsorship from City of Unley for community event	\$20,000
Banner income	\$4420
Membership	\$0
<b>Total Income</b>	<b>\$132,120</b>

***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 and Promotions	\$38,816
Project 3 Online Services	\$6,000
Project 4 Major Event	\$30,000
Project 5 Minor Events	\$10,000
<i>Sub total</i>	<u>\$96,816</u>

Administration

Marketing Coordinator	\$23,400
Contribution to Mainstreet Digital Economy Strategy	\$7,296
PO Box	\$60
Office expenses	\$3,000
Insurance	\$1278
Other	\$270
<i>Sub total</i>	<u>\$35,304</u>

<b>Total Expenses</b>	<b>\$132,120</b>
<b>TOTAL (Income – Expenses)</b>	<b><u>\$00.00</u></b>



## FUNDING REQUEST 2017 – 2018

### 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><b>Project 1: Member services</b></p> <p><i>Objective: To hold three networking events at three unique Unley Road businesses / locations. Also, to publish 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 2018</i></p>	<p><b>\$12,000</b></p>
<p><b>Project 2: Advertising and Promotions</b></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 2018</i></p>	<p><b>\$38,816</b></p>
<p><b>Project 3: Online Services</b></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, particularly Facebook and Twitter, 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><b>\$6000</b></p>
<p><b>Project 4: Major event</b></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><b>\$30,000</b></p>



<p><i>Measure: Corporate sponsorship; local business participation, and media exposure.</i></p> <p><i>Estimated completion date: February 2018</i></p>	
<p><b>Project 5: Minor events</b></p> <p><i>Objective: To hold and participate in minor marketing initiatives and events run by the Association (such as the Unley Delights Christmas decorations program) and other local community groups, including ANZAC Day, SALA, Carols in the Rotunda, and the Sturt Football Club.</i></p> <p><i>Measure: Public feedback; business involvement and media exposure.</i></p> <p><i>Estimated completion date: Ongoing to June 2018</i></p>	<b>\$11000</b>
<p><b>Marketing Coordinator:</b></p> <p>10 hours per week at \$45.00 per hour.</p>	<b>\$23,400</b>
<b>Contribution to Mainstreet Digital Economy Strategy</b>	<b>\$7296</b>
<b>PO Box:</b> Annual fee	<b>\$60</b>
<b>Office expenses:</b> General postage, phone calls and office supplies	<b>\$2000</b>
<p><b>Insurance:</b> Required public liability insurance, and event insurance. Certificate of Currency must be provided to Council within 30 days of rate being set.</p>	<b>\$1278</b>
<b>Other</b>	<b>\$270</b>
<b>TOTAL</b>	<b>\$132,120</b>

9<sup>th</sup> March 2017

Mr Peter Tsokas  
Chief Executive Officer  
The City of Unley  
181 Unley Road  
UNLEY SA 5061

Dear Peter

The King William Road Traders Association Inc. (KWRTA) is pleased to advise that it has completed its budget and planning process for 2017/18. Underpinning its plans is the continuity of funding through the Separate Rate Marketing Levy and contribution from the Mainstreet Improvement Budget. For this the KWRTA remains very appreciative of the partnership it has with the City of Unley and the support it has from the Elected Members and the Unley Business and Economic Development Committee.

In addition to this the KWRTA are seeking \$40,000 contribution by way of grants and sponsorship support equally across seven community based events and activations throughout the year. Included in this is an activation for King William Road traders at the Unley Gourmet Gala / TDU in 2018 and support for hosting the Variety on King William event as part of the Adelaide Fashion Festival in 2017.

#### Separate Rate Marketing Levy

The Committee request that there be no change to the percentage rate of charge of the Separate Rate Marketing Levy to ratepayers and that the levy continue to only be applied to properties used and categorised as Commercial Shop within the catchment precinct. (CPI increase has been factored into the forecast).

However there is evidence that because of recent changes in use of properties in the precinct there may present anomalies in properties being charged or not being charged the Separate Rate. The Committee request that all properties be checked and verified for the correct land use classification prior to the commencement of the new rate year.

The Committee further request that, in accordance with its 2015 Constitution, that the "Precinct" as defined in the Constitution be the actual precinct used by Council to formulate the charging of the "Separate Rate" and note that the current definition of "Precinct" may differ from the definition adopted in its superseded Constitution.

Furthermore the Committee has been advised by some principal ratepayers who are Members of the KWRTA (or who are eligible for membership in accordance with Section 5 of its Constitution), who's properties are classified other than Commercial-Shop use, that they wish to voluntarily contribute to the Marketing Levy. As such the Committee seeks Council assistance in administering the Separate Rate on these such properties.

Notwithstanding the two requests abovementioned the Committee propose that the Council charge and collect no less than \$144,500 as the Separate Rate which is forwarded to the KWRТА as the Marketing Levy in 2017/18. Any additional sums will be placed in the reserve account of the KWRТА and applied only to incremental marketing tactical spend as detailed in Project 4 of the Funding Request budget.

#### Mainstreet Improvement Budget

Reflecting on the Council wide objective to *“enhance and develop the unique cosmopolitan character of Unley’s mainstreet and shopping precincts”*, the Committee has sought professional advice from consultants Villagewell and Fuller and wish to adopt recommendations suggested as part of their mainstreet improvement program.

The Committee seeks from the City of Unley a sum of \$79,000 for the 2017/18 period for the ongoing improvement and enhancement of the streetscape. The nine projects outlined in the attached budget (lighting, signage and decorations) are of a non-infrastructure nature and should complement any capital works that the Council undertake during this period or in future periods.

In consideration of this request we note that the KWRТА has only spent \$24,615 of the budgeted amount of \$40,000 in the 2016/17 period due to the inability to complete the bud-lighting installations on poorly maintained properties.

#### Other Marketing Activities

The committee seeks consent from the Council to manage the banner signage installed at the northern and southern points of the precinct. It is widely felt that the Committee can offer this resource in the outdoor advertising market and generate a net income of \$10,000 p.a. through developing an alliance with a specialist outdoor advertising agency.

The KWRТА has been through a period of restructure in recent months. You would be aware that the Chair resigned in late 2016. Despite this the association has successfully recruited a new and invigorated committee base who have prepared along with branding and communications agency Fuller a refreshed marketing plan which has seen the implementation of new branding (“Life.Style”) and social media content for the KWRТА.

The street operates in a tough economic environment where competition from other precincts, community events, changing retail channels and consumer behaviour have all influenced retail trade and viability – but it is an exciting environment where occupancy rates are at their best since the GFC and with an inflow of new millennium style businesses taking residence in the street the committee is looking forward to working with the Council to continue to achieve growth and vitality in what continues as one of Adelaide’s most unique mainstreets.

Yours sincerely

King William Road Traders Association Inc.



Matthew Hassan  
Committee Member & Public Officer

**FUNDING REQUEST 2017 - 2018**  
**Proposed Operating Budget**  
**King William Road traders Association**

**Income**

Separate Rate Funding (CPI increase from 20016/17)	\$144,500
Banner income (KWRTA to manage advertising)	\$10,000
Membership	\$nil
Council contribution toward 7 events & activations as outlined in Project 3.	\$34,750

**Total Income** **\$189,250**

***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	\$5,000
Project 2	\$12,000
Project 3	\$40,000
Project 4	\$48,000
Project 5	\$10,000
Project 6	\$10,000
Project 7	\$10,000

*Sub total* **\$135,000**

Administration

Marketing/Admin Coordinator	\$41,600
Contribution to Mainstreet Digital Economy Strategy	\$3,300
Insurance	\$4,500
Office expenses/other	\$4,000
Governance training	\$500
Recruitment advertising	\$350

**Total Expenses** **\$189,250**

**TOTAL (Income – Expenses)** **\$0**

**FUNDING REQUEST 2017 – 2018**  
**King William Road Traders Association**

<p><b>Project 1: Traders FB / News Letter</b></p> <p><b>Objective:</b> Deliver ongoing collateral for FB engagement between traders and 6 x targeted newsletters including annual calendar.</p> <p><b>Measure:</b> Job function of MPC Manager.</p> <p>Estimated completion date: 6/2018</p>	<p><b>\$5,000</b></p>
<p><b>Project 2: Trader Social Events</b></p> <p><b>Objective:</b> Hold 2 functions – Christmas party and mid-year cocktail party with guest speaker eg. Placemaking expert.</p> <p><b>Measure:</b> Improved trader engagement.</p> <p>Estimated completion: 7/2017 and 12/2017</p>	<p><b>\$12,000</b></p>
<p><b>Project 3: Events / Activations</b></p> <p><b>Objectives:</b> KWRTA to host or participate in 7 street-wide / community special events and activations utilising newly renovated street corners at Opey Ave and Bloomsbury Street –</p> <ol style="list-style-type: none"> <li>1. Tour Down Under (assistance for traders market) 1/2018</li> <li>2. Variety on King William (sponsorship) 10/2017</li> <li>3. Halloween on King William (assistance with staging) 10/2017</li> <li>4. SALA 9/2017</li> <li>5. Adelaide Fashion Festival TBC event / parade 10/2017</li> <li>6. Tasting Australia – event subject to confirmation 5/2018</li> <li>7. Out door cinema – subject to arrangements with Council 3/2018</li> </ol>	<p><b>\$40,000</b></p>
<p><b>Project 4: Strategic Marketing Co-ordination</b></p> <p><b>Objective:</b> Ongoing development of the KWRTA strategic plan with Fuller external agency.</p> <p><b>Measure:</b> Cementing of the KWRTA brand and communication outcomes through regular consultation, planning and high level videography and communication tactics for social media. \$4,000 per month retainer.</p>	<p><b>\$48,000</b></p>
<p><b>Project 5: Advertising – Print</b></p> <p><b>Objective:</b> Maintain a presence in selected publications promoting the street's brand and positioning.</p>	<p><b>\$10,000</b></p>

<b>Project 6: Street wide sales promotions</b> <b>Objective:</b> Carry out four street-wide sales promotions. eg Shop-n-Pop, Winter Wonder-land. <b>Measure:</b> 4 x quarterly promoted sales promotions.	<b>\$10,000</b>
<b>Project 7: Ambassadorship</b> <b>Objective:</b> Maintain ambassador relationship with Adelady to build on brand positioning through social media and Adelady TV show. <b>Measure:</b> Social media KPI's to indicate growth in media presence and brand awareness.	<b>\$10,000</b>
<b>Mainstreet Project &amp; Community Manager:</b> Contract employment of 20 hours per @ \$40/hr <b>Measure:</b> Strict adherence to job function statement, reporting, trader feedback and measurement of KPI's.	<b>\$41,600</b>
<b>Contribution to Mainstreet Digital Economy Strategy</b>	<b>\$3,300</b>
<b>Office expenses:</b> General postage, phone calls and office supplies, PO box	<b>\$1,000</b>
<b>Insurance:</b> Required public liability insurance, annual fee. Certificate of Currency must be provided to Council within 30 days of rate being set.	<b>\$4,500</b>
<b>Book-keeping &amp; Compliance</b> MRT Book-keeping	<b>\$3,000</b>
<b>TOTAL</b>	<b>\$188,400</b>

## 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)*





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Goodwood Road Business Association Inc.

[www.goodwoodroad.com.au](http://www.goodwoodroad.com.au)

24/02/2017

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 2017/18;
- a submission for funding from the 2017/18 Main Street Improvement Budget;

Please note GRBA is not applying for any event sponsorship for 2017/18.

#### **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 and management of social media content. However for consistency we have left this as per previous years.

Our proposed 2017/18 budget was endorsed by the Committee at its meeting on 14/2/2017.

To enable these projects to be activated, GRBA requests the collection of an amount at the same percentage rate for 2017/18. We anticipate this may result in a small increase in the amount collected on last year as a result of an increase in property values. However as this is an unknown, and for the purpose of this submission, we have budgeted on \$51,500 - the same amount as in 2016/17. A revised operating budget will be prepared once the amount to be collected is confirmed.

Therefore, apart from any increase due to an increase in property values, no property should pay more than last year. The current economic climate and difficulties encountered by many of our businesses during the recent and current roadworks has led our Committee to make this decision.

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 Improvements. We apply for \$40,000 from this funding for

- Road Lighting (verandas and trees)

We have recently trialled this project with the lighting of two trees, to great effect, and are currently planning to utilise the majority of our current MIB to continue this project. This funding request for 2017/18 would enable us to complete lighting the Road. We have obtained quotes from and have been working with Rawsons Electrical.

We believe that this project will further enhance Council's current streetscape revitalisation. Both projects would make a huge difference to the ambience and appeal of our area.

#### **Sponsorship**

We have been requested to submit any sponsorship requests at this time too, but we have opted not to apply for any event sponsorship funding this year.

We have significant funding in our 16/17 budget (\$18,000) and 16/17 Council sponsorship funding (\$5,000) for an event to celebrate the completion of the new streetscape. As it seems this will not be completed until the new Financial Year, we request



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Goodwood Road Business Association Inc.

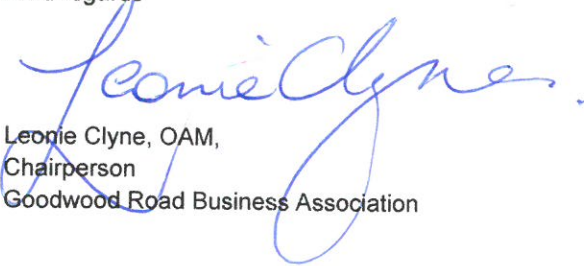
[www.goodwoodroad.com.au](http://www.goodwoodroad.com.au)

that we can carry over both these amounts into the new Financial Year. It is our plan to talk to Council events personnel on how we can best work with Council to deliver this event.

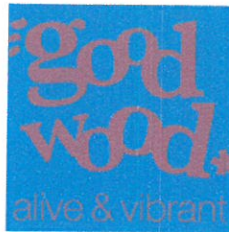
We take this opportunity to thank the Elected Members, UBED Members and Council Administration for their ongoing support of our Association and look forward to working with Council to ensure that Goodwood further develops as "Alive and Vibrant" and plays an integral role in enhancing Unley's reputation 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 blue ink that reads "Leonie Clyne".

Leonie Clyne, OAM,  
Chairperson  
Goodwood Road Business Association



**FUNDING REQUEST 2017 – 2018**  
**Proposed Operating Budget –**  
**Goodwood Road Business Association**

**Income**

Separate Rate Funding	\$51,500.00 <sup>1</sup>
Banner income	\$7,000.00 <sup>2</sup>
Membership	\$00.00
<b>Total Income</b>	<b>\$58,500.00</b>

*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	\$5,000.00
Project 2 Advertising/Promotion inc DES	\$21,381.00
Project 3 Membership Services	\$2,000.00
<i>Sub total</i>	<u><b>\$28,381.00</b></u>

Administration

Marketing Coordinator	\$24,960.00
Office/Misc. admin expenses inc. book keeping	\$2,500.00
Insurance	\$1,800.00
Contingency	\$1,000.00
<i>Sub total</i>	<u><b>\$30,260. 00</b></u>

**Total Expenses** **\$58,641.00**

**TOTAL (Income – Expenses)** **-\$141.00<sup>i</sup>**

<sup>1</sup> Subject to confirmation following calculation of 2016/17 % rate on current property values

<sup>2</sup> Estimated

**FUNDING REQUEST 2017 – 2018**  
**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)*

<b>Project 1: Events/Road Activations – SALA Festival; Community Events;</b> <b>Objective:</b> (from strategic plan) 2.1. Plan, promote and manage an event/events and promotions of an appropriate style, size and scale which will appeal to and attract locals and visitors and further enhance our vision for our area <b>Measure:</b> Participation, attendance, budget met <b>Estimated completion date:</b> June 30 2018	<b>\$5,000.00</b>
<b>Project 2: Advertising/Promotion</b> <b>Objective:</b> (from strategic plan) 1.1. Promote our area and its attractions as a whole, in relevant mainstream, on-line and social media 1.2. Develop relationships and opportunities with appropriate specialised niches eg Community Arts/ Festivals, Food 1.3. Assist individual Members to pursue marketing, advertising and PR opportunities for the good of the area and its vision 1.4. Maintain a relevant and appealing web site 1.5. Consider relevant, innovative communication and promotional opportunities <b>Measure:</b> Adherence to Strategic plan, Budget met, Attendance at events, Member Feedback <b>Estimated completion date :</b> June 30 2018	<b>\$21,381.00</b>
<b>Project 3: Member Services</b> <b>Objective:</b> (from strategic plan) 4.1. Provide networking opportunities for our Members 4.2. Prioritise activities which will provide opportunities for involvement by our Members 4.3. Liaise with Members about Association activities in a timely manner <b>Measure:</b> Networking events successfully held, involvement of members, effective liaison with members <b>Estimated completion date:</b> June 30 2018	<b>\$2,000.00</b>
<b>Marketing/Admin Coordinator:</b> 8 hours per week @ \$60 per hour	<b>\$24,960</b>
<b>Contribution to CoU Mainstreet Digital Economy Strategy (inc in Project 2)</b>	
<b>Office/Misc admin expenses:</b> Book keeping, auditing, general postage, phone calls and office supplies	<b>\$2,500.00</b>
<b>Insurance:</b> Public Liability, Association liability insurance	<b>\$1,800.00</b>
<b>Other ; contingency</b>	<b>\$1,000.00</b>
<b>TOTAL</b>	<b>\$58,641.00</b>

<sup>i</sup> Subsidised by opening balance from 2016/17



# 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

24 February 2017

Dear Akarra,

The committee for Fullarton Road South Traders Association Inc. request Council to collect a separate rate for the 2017-18 Financial Year within the Association boundary on Fullarton Road, between Cross Roads and Fisher Street, 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 2017-18. This will collect approximately \$13,000 for the FRSTA Inc. to expend on marketing activities for 2017-18, as attached.

The association has continued to grow and we eagerly await the opening of the new Highgate Mall. Through the expenditure of the separate rate collected for us, we hope to create 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,

Mrs. Susan Straschko

Chairperson - Fullarton Road South Traders Association Inc.

[susan@straschkoholdings.com](mailto:susan@straschkoholdings.com)

mob: 0411 555 473



**FUNDING REQUEST 2017 – 2018**  
**Fullarton Road South Traders Association inc.**

**Income**

Separate Rate Funding	\$13,000
Voluntary membership-Maras Group Shops	\$1,000
<b>Total Income</b>	<b>\$14,000</b>

**Expenses**

Marketing Projects

Initiation of Instagram account And marketing of the account	\$5,500
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Trader/Member Services

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Christmas networking-Mixer	\$450
Digital Economic Strategy-FYE website contribution	\$1,315
<i>Sub total</i>	<u><b>\$7,265</b></u>

Administration

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Coordinator(2 hrs per wk at \$40 per hour)	\$4,160
PO Box	\$NIL
Office expenses-Governance Training- Annual cost	\$500
Insurance	\$1,500
Contingency and incidentals	\$200
<i>Sub total</i>	<u><b>\$6,080</b></u>
<b>Total Expenses</b>	<b>\$13,625</b>

**TOTAL (Income – Expenses)** **\$275**

**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)

<b>Marketing Activity – i.e. Instagram account creation:</b> 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</i> <i>Estimated completion date: ongoing through out year 2017/18</i>	<b>\$7,000</b>  <b>including \$1,000 to Market the Account</b>
<b>Community events- Christmas trading time</b> <i>Measure: Estimated completion date: Dec 2017</i>  <i>Christmas drinks, networking night allowance for food and drink for traders, staff and landlords</i>	<b>\$450</b>
<b>Coordinator:</b> The continued engagement of a coordinator as a part paid and volunteer position	<b>\$4,160</b>
<b>Office expenses:</b> General postage, phone calls and office supplies Governance Training For Committee Members	<b>\$500</b>
<b>Insurance:</b> Required public liability insurance, annual fee.	<b>\$1,500</b>
<b>Contingency and incidentals</b>	<b>\$200</b>
<b>TOTAL</b>	
	<b>13,810</b>

## **DECISION REPORT**

<b>REPORT TITLE:</b>	PROPOSED MAINSTREET IMPROVEMENT PROGRAM 2017-18
<b>ITEM NUMBER:</b>	39
<b>DATE OF MEETING:</b>	5 APRIL 2017
<b>AUTHOR:</b>	AKARRA KLINGBERG
<b>JOB TITLE:</b>	COORDINATOR BUSINESS AND ECONOMIC DEVELOPMENT

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### **EXECUTIVE SUMMARY**

Each year the Mainstreet Trader Associations identify infrastructure and improvement projects for the coming financial year as part of their budget requests in February. Since 2012-13 Council has approved \$130,000 annually for the Mainstreet Improvement Program.

Historically, the program has included strategies, design work, new infrastructure and infrastructure renewal. More recently requests have included banners and Christmas decorations. Funding the projects proposed by the Mainstreet Trader Associations is a visible sign of Council supporting the mainstreet precincts.

As part of their budget requests for 2017-18, all four associations have submitted requests totalling \$199,800.

### **RECOMMENDATION**

The Committee recommends to Council that:

1. The report be received.
  2. The Committee recommends to Council the continuation of the Mainstreet Improvement Program of \$130,000 to be considered as part of the Draft Annual Business Plan 2017-18 for community consultation.
-



## 1. **RELEVANT CORE STRATEGIES/POLICIES**

3.1 The City of Unley 4 year Plan 2013-2016, Goal1 Emerging Our Path to a Future City.

- 1.1 A thriving and prosperous business community

## 2. **DISCUSSION**

Each year, as part of their budget requests, the Mainstreet Trader Associations identify infrastructure and improvement projects for the coming financial year. The Mainstreet Improvement Program is considered in addition to the Separate Rate (levy) collected for each of the four mainstreet precincts.

As part of their budget requests for 2017-18, all four associations have submitted requests, totalling \$199,800.

Since 2012-13 Council has approved \$130,000 annually for the Mainstreet Improvement Program. The requests for 2017-18 far exceed this previously approved budget.

Historically, the program has included strategies, design work, new infrastructure and infrastructure renewal. More recently requests have included banners and Christmas decorations. Funding the projects proposed by the Mainstreet Trader Associations is a visible sign of Council supporting the mainstreet precincts. Work needs to be done to determine which projects meet the purpose of the program.

The Associations are aware the previously approved fund is a collective amount distributed across all four associations. For 2017-18 three of the four associations have submitted projects totalling approximately \$40,000 each. King William Road Traders Association Inc has submitted projects totalling \$79,000, approximately 60% of the total amount approved for 2016-17. **See Table 1**

Taking into consideration the significant Council investment in Goodwood Road in 2016-17 and proposed for King William Road in 2017-18, it is recommended that the Mainstreet Improvement Program budget remains consistent at \$130,000 for consideration in the 2017-18 Annual Business Plan. The individual projects put forward by the Associations will be assessed and funding allocated accordingly.

**Table 1**

<b>Association</b>	<b>2016-17 approved project funding</b>	<b>2017-18 total requested</b>
Unley Road Association Incorporated (URA)	\$25,000	\$42,500
King William Road Traders Association Incorporated (KWRTA)	\$40,000	\$79,000
Fullarton Road South Traders Association Incorporated (FRSTA)	\$15,800	\$38,300
Goodwood Road Business Association (GRBA)	\$15,000	\$40,000

### **3. ANALYSIS OF OPTIONS**

Option 1 - The Committee recommends to Council the continuation of the Mainstreet Improvement Program budget of \$130,000 to be considered as part of the Draft Annual Business Plan 2017-18 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.

This will allow the Mainstreet Trader Association to continue to deliver improvement projects adding vibrancy to the precincts. As this recommended amount is less than the collective amount for projects submitted by the Associations not all projects will be approved.

Option 2 – The Committee recommends to Council the Mainstreet Improvement Program budget be increased to \$200,000 and be considered as part of the Draft Annual Business Plan 2017-18 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.

This will allow the Mainstreet Trader Association to continue to deliver improvement projects adding vibrancy to the precincts. This amount is enough to fund all projects proposed by the four associations.

Option 3 – The Committee does not recommend the Mainstreet Improvement Program is considered as part of the Draft Annual Business Plan 2017-18.

This option would have a negative impact on delivery of infrastructure projects in the City of Unley Mainstreet precincts, therefore this option is not recommended.

### **4. RECOMMENDED OPTION**

Option 1 is the recommended option.

### **5. POLICY IMPLICATIONS**

#### **5.1 *Financial/budget***

- *A New Initiative Project Brief has been submitted for consideration as part of the 2017-18 Budget if the UBED Committee recommend Option 1.*
- *If Option 2 is recommended to Council, the amount is an additional \$70,000 to the New Initiative Project Brief that has been submitted.*

**5.2 Legislative/Risk Management**

- *Council has an obligation to ensure that projects are carried out in accordance with Council policy and safety standards*

**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 proposed projects are expected to have positive economic impacts by adding improvements and vibrancy to mainstreet precincts.*

**5.5 Stakeholder Engagement**

- *Consultation will be undertaken as part of the Draft Annual Business Plan 2017-18, to be undertaken in accordance with legislative requirements.*

**6. REPORT CONSULTATION**

No internal consultation has been undertaken or is considered necessary.

**7. ATTACHMENTS**

Nil.

**8. REPORT AUTHORISERS**

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