

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, 7 June 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 Wednesday, 5 April 2017 as printed and circulated, be taken as read and signed as a correct record.

DEPUTATIONS

PRESENTATION:

Colliers International – Annual City of Unley Vacancy Report

Kat Ryan – City Switch

OFFICER'S REPORTS

40	Conflict of Interest	1-1
41	Active Aging	2-4
42	Association Coordinators Quarterly Report	5-7
43	Mainstreet Improvement Program Criteria	8-11

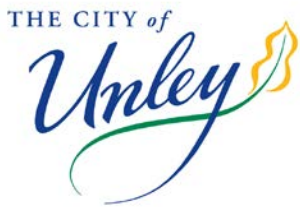
NEXT MEETING

Wednesday, 6 September 2017 at 6.30pm

CONFLICT OF INTEREST

TITLE:	CONFLICT OF INTEREST
ITEM NUMBER:	40
DATE OF MEETING:	7 JUNE 2017
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

INFORMATION REPORT

REPORT TITLE: AGE FRIENDLY RETAIL PROJECT
ITEM NUMBER: 41
DATE OF MEETING: 7 JUNE 2017
AUTHOR: ESTHA KLEINIG
JOB TITLE: ACTIVE AGEING PROJECT OFFICER

EXECUTIVE SUMMARY

The purpose of this report is to provide the final report and recommendations of Council's recently completed Age Friendly Retail Project.

The Age Friendly Retail Project is an action of Council's *Active Ageing* Strategy and has been delivered in collaboration with SA Health's Office for the Ageing (OFTA). Council received a grant of \$15,000 to undertake this initiative which was delivered between March 2016 and February 2017.

The project included a comprehensive engagement process and partnering with local businesses to develop a checklist and undertake self-audits to assist them to meet the needs of older shoppers.

Recognising that older people represent the fastest growing consumer market, the project aimed to engage with local shopping precincts/centres to raise awareness and promote age friendly retail principles, and to make City of Unley Traders aware of OFTA incentive initiatives such as the Seniors Card and the 'Age Friendly Retail - Resource guide' for businesses.

RECOMMENDATION

The Committee recommends to Council that:

1. The report be received.
-

1. RELEVANT CORE STRATEGIES/POLICIES

1.1 Active Ageing Strategy

1.2 Community Plan – ‘Living’ – Healthy and Active Community and Collaborative and Engaged Community

2. DISCUSSION

Since 2012, the City of Unley has been recognised as a leader in responding to the needs of an ageing population. Unley was the first South Australian local government authority to join the World Health Organisation Global Network of Age Friendly Cities.

Through Council's Active Ageing Strategy, the City of Unley strives to become an Age Friendly City and to ensure that the changing needs of our population are met throughout their lifetime. Aims include:

- to support residents to live fulfilled lives, and
- the *ageing in place* initiative, where the City of Unley supports people to remain living independently in their own homes and communities as they age.

A key action of the Active Ageing Strategy was the delivery of the Age Friendly Retail Project, which was conducted between March 2016 and February 2017.

The project engaged 18 businesses: 14 from Highgate Village, one from Unley Shopping Centre, and one each on Unley Road, Glen Osmond Road and Goodwood Road. Businesses from across the Council area were invited to participate, but the greatest response was from the Highgate area. SA Health's Office for the Ageing (OFTA) provided \$15,000 funding for the project and a consultant, Socially Connected Solutions, was engaged to deliver the project outcomes.

Project deliverables included:

- A **survey** to capture the views of older residents as consumers in the City of Unley, to better understand what characterises an age friendly business and to learn from their experiences. A total of 101 local residents completed the survey. Data collected from the survey fell into 5 key themes: Customer Experience, Design, Discounts, Access and Ambience, with the highest number of comments by far in the category of Customer Experience. Suggestions for new services and products were also generated and this information was used in developing future recommendations to improve the shopping experience for older people living within the City of Unley.
- An age-friendly **checklist** for participating businesses to conduct self-assessments.
- 14 volunteers trained as “**Mystery Shoppers**” who together made 45 assessments of age friendly characteristics across the eighteen participating business. The mystery shopping assessments were

provided to the businesses to help them to further meet the needs of older shoppers.

The project was promoted through various avenues, including Unley Life magazine, the local Messenger, Office for the Ageing's *Weekend Plus* and existing networks within Unley City Council.

The final report detailing key findings and proposes 11 recommendations to improve the shopping experience for older people living within the City of Unley.

The recommendations include opportunities to develop an Age-Friendly Recognition Program; increase the number of businesses offering Senior Card discounts; and the facilitation of training to businesses to improve the customer experience of older people and assist businesses in Unley to attract a greater share of this growing market segment.

Key outcomes of the project include:

- Four Traders joined the Seniors Card Business Partner program during the Pilot, with a following eight businesses requesting further information in relation to joining the program.
- The responses to the open-ended questions in the Consumer Survey aligned with most of the age-friendly indicators as presented in OFTA's Age Friendly Retail Resource Guide for Businesses.
- Traders in the Pilot recognise the increasing numbers of people who are living actively for longer, and there is interest in training opportunities that encourage age-friendly business practices.
- Traders expressed support to establish an Age-Friendly Business Recognition Program in the City of Unley. Depending on the nature of the recognition program and the criteria of membership, participating Traders could be considered for accreditation on the basis of their involvement in the Pilot project.

3. NEXT STEPS

Many recommendations proposed in the final report are already being implemented. A budget has been proposed for priority projects of the Active Ageing Strategy in 2017/18 for the development of an Age Friendly Retail Recognition Program, and inclusion in the welcome kit currently being developed to support new businesses.

4. ATTACHMENTS

Nil.

INFORMATION REPORT

REPORT TITLE: ASSOCIATION COORDINATORS QUARTERLY
REPORTS FOR THE PERIOD 1 JANUARY – 31
MARCH 2017

ITEM NUMBER: 42

DATE OF MEETING: 7 JUNE 2017

AUTHOR: AKARRA KLINGBERG

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 January – 31 March 2017 as well as additional information on the activities of the Mainstreet Associations for the period 1 March – 26 May 2017

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

RECOMMENDATION

The Committee recommends to Council that:

1. The report be received.
-

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 quarter 3 1 January – 31 March 2017, as quarter 4 is from 1 April – 30 June 2017. However below is additional information on the activities, achievements and challenges the Mainstreet Trader Associations have experienced from 1 March – 26 May 2017.

Unley Road Association

- The Unley Road Directory, containing the details of over 450 Unley Road businesses and institutions, and vouchers, was published for distribution within and outside the Unley precinct.
- A Taste of Unley Road's shopping competition had a bigger pool of donated prizes (\$9500), and more business participation than last year (when the competition was launched).
- The Association conducted a debrief on the 2017 An Evening Under the Stars and started planning for the 2018 event.
- New Unley Road banners have been approved and should be installed by early June.

Goodwood Road Business Association

- The advertising campaign at The Capri is continuing to be rolled out
- "Back to School" fence art was installed at the Goodwood Primary School
- Fence art celebrating the Goodwood Bakery's 21st Birthday was installed at the Goodwood Primary School fence.
- The bud lighting program "Light up the Road" is continuing with lights installed at IGA, the western corner (The Basin Haircutters, Modern China Restaurant, A Touch of Beauty, Pole Boutique, Spec Savers), Bendigo Bank/Whisk, the eastern corner (Frock Me Out, Uncle Winstons, Oxford Architecture), The Physio Studio, Chiropractic Domain and Trade Ezi.
- A full page ad was taken out in the Autumn Unley Life featuring 12 restaurants on Goodwood Road
- 2 businesses from Goodwood Road provided vouchers for Neighbours Day events
- Anzac Day fence art was installed on the Goodwood Primary School fence
- The Association is a sponsor of the new mural at the Capri
- Liaison undertaken with artists for SALA

King William Road Traders Association

- Project and Community Manager, Chelsea Mattner, has been appointed by the committee
- Mother's day campaign – extensive engagement with King William Road traders to deliver a campaign with a digital focus incorporating key pieces across multiple categories in gift guides
- Adelady – Filming for feature episode on King William Road (aired Sunday 21 May)
- Autumn branding rolled out through flagtrax banners
- Winter Campaign – photo shoot and blog content to support King William Road. This is to be incorporated into the new website aiming to be launched in June
- Project and Community Manager has undertaken extensive trader engagement to introduce herself and connect with the traders on the street

Fullarton Road South Traders Association

- Final SA Life magazine ad rolled out promoting the precinct.
- Sponsored the launch of Jayne Linke's anthology Moonbeams in the Bitter Rain held on 19 May 2017

3. ATTACHMENTS

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

4. REPORT AUTHORISERS

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

Separate Rate funding

Banner Income						\$
Mainstreet Improvement Budget	* budget for approved specific infrastructure projects					\$15,400.00
Event Sponsorship	* budget for approved community event					\$
Total Income						\$15,400.00

Brief Description

Promotions & MarketingTotal Administration & Projects

Total Administration & Projects			14967.22	1035	6522.22	2905	1035	11497.22	76.82%
Total Operating Surplus			-967.22						
		Budget Surplus	-967.22				Progressive Surplus		2502.78

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 10	0		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	
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	
Event 2								0	
Activations			0					0	

Business Name	Address	Phone	E-mail	Contact Name	Member?	FB Group	Other
Quarter 1 (1/7/2016 - 30/9/2016)							
Businesses IN							
no change as yet							
Businesses OUT							
no change as yet							
Quarter 2 (1/10/2016 - 31/12/2016)							
Businesses IN							
Businesses OUT							
Quarter 3 (1/1/2017 - 30/3/2017)							
Businesses IN							
Mad Good Cafe	3/435 Fullarton Road	8271 8225					

Goodwood Road Business Association - 2016-17 UBED Quarterly Report 3 (Jan-Mar 2017)

Income	
Separate Rate funding	\$51,500.00
Memberships	0
Total Income	\$51,500.00

Additional Income	
Banner Income	\$10,717.50
Mainstreet Improvement Budget	\$15,000.00
Event Sponsorship	\$5,000.00
Total Income	\$30,717.50

Carry over funding from 2015/16
Total funds available 2016/17
\$14,000.00
\$76,217.50

Expenditure - Marketing Levy and Banner Income

Activity	Brief Description	Budget	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	\$6,540		\$16,940	67.87%
Marketing Coordinator Expenses		NA	\$0	\$0	\$0		\$0	0.00%
Member Newsletter	Occasional, cost included in Misc.	NA	\$0	\$0	\$0		\$0	0.00%
Website Content Management	Inc. in Marketing Coordinator fee	NA	\$0	\$0	\$0		\$0	0.00%
Website Hosting	Hosting and SEO	\$600	\$575	\$0	\$0		\$575	2.30%
Social Media management	Inc. in Marketing Coordinator fee	NA	\$0	\$0	\$0		\$0	0.00%
Administration Coordinator Fee	Inc. in Marketing Coordinator fee	NA	\$0	\$0	\$0		\$0	0.00%
Administration Coordinator Expenses	Inc. in Marketing Coordinator fee	NA	\$0	\$0	\$0		\$0	0.00%
Office Expenses	Postage, PO Box etc.	\$500	\$190	\$0	\$0		\$190	0.76%
Book Keeping	2 hours per month @ \$60/hour + auditor's fee	\$2,000	\$240	\$1,185	\$360		\$1,785	7.15%
Insurance	Public Liability and Associations Liability	\$1,600	\$0	\$1,439	\$0		\$1,439	5.76%
Miscellaneous	Member Functions, networking, newsletters etc	\$3,000	\$15	\$873	\$87		\$975	3.90%
Subtotal		\$32,660	\$5,180	\$9,737	\$6,987		\$21,903	67.06%

Promotions & Marketing

Activity	Brief Description	Budget	Quarter 1 (\$)	Prog/Bud. %
Press Ads	Placement and Production	\$0	\$0	# DIV/0!
Cinema Advertising	Capri Cinema Advertising - production	\$3,000	\$0	85.67%
Welcome Connect	Promo campaign to new residents	\$5,500	\$0	0.00%
Social Media	Face Book advertising	\$1,200	\$267	\$694
Event 1	SALA	\$3,000	\$3,524	\$3,874
Event 2	Ignite Film Night	\$1,000	\$0	\$1,100
Event 3	Streetscape Party	\$18,000	\$0	\$0
Activations	Fence art etc	\$5,000	\$846	\$2,782
Contribution to Digital Strategy (FYE)	Ongoing	\$2,381	\$595	\$1,191
Miscellaneous		\$3,800	\$0	\$300
Subtotal		\$42,881	\$5,232	\$16,400

Total Administration & Projects	\$75,541	\$10,412	\$15,183	\$6,987	\$-	\$38,304	\$37,913.94
Total Operating Surplus	\$677	Budget Surplus	Progressive Surplus				

Digital		Measure		Annual Target		Quarter 1	Quarter 2	Quarter 3	Quarter 4
Member Newsletter	Open Rate								
Website Traffic	Page Views			TBA					
Social Media – Facebook	Page Likes (net)			2500		1829	2041	2175	
Social Media – Instagram	Followers (net)			200		113	151	170	
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.	NA											#DIV/0!
Welcome Connect	Promotion to new arrivals in GR catchment area commence June 2017	Contacts	1500										
TV/Radio													
Customer Newsletter	Only when required			NA									#DIV/0!
Event 1 - SALA	SALA	Participating Traders	20	21	NA	NA	NA	NA	NA	21			105.00%
Event 2 - Ignite Film Night	Support for CoU Event	Trader Participation	5	NA	5	NA	NA	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		2						

Business Name	Address	Phone
Quarter 1 (1/7/2016 - 30/9/2016)		
Businesses IN		
Rollin Saigon (expansion)	128	8357 7865
Marya Eyebrow and Beauty	89c	
Businesses OUT		
SA Govt Energy Scheme	128	
Quarter 2 (1/10/2016 - 31/12/2016)		
Businesses IN		
Frock Me Out	No 89	
Businesses OUT		
Carol's Classic Gifts	No 89	
Quarter 3 (1/1/2017 - 30/3/2017)		
Businesses IN		
Businesses OUT		
U Blind	170	
Quarter 4 (1/4/2017 - 30/6/2017)		
Businesses IN		
Businesses OUT		

King William Road Traders Association

Summary of Income and Expenditure 2016/17

Income

Separate Rate funding	\$ 141,000.00	\$ 35,250.00
Banner Income	\$ 205.00	
Event Income		
Membership	\$ -	\$ 94,518.00
Other - Mainstreet Improvement Budget	\$ -	\$ 1.22
Total Income	\$ 141,205.00	\$ 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.

Income					
Banner Income					
Interest Income			\$688.64		
Marketing Levy			\$1.14		
Variety on King William - Sponsorship			\$35,250.00	\$35,250.00	
Variety on King William - Ticket Sales			\$15,000.00	\$21,946.36	
			\$0.00	\$72,572.73	
Total Income			\$50,939.78	\$129,769.09	\$35,250.00

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	\$ 83,847.00	\$ 1,900.00	\$ 23,058.82	\$ 20,514.89	
Project 2	Events	\$ 18,500.00	\$ 3,847.41	\$ 108,337.00	\$ 1,268.75	
Project 3	Member Functions	\$ 1,500.00	\$ -	\$ 692.67	\$ 173.10	
Project 4	Contribution to Digital Economy Strategy	\$ 3,274.00	\$ 818.50	\$ 818.50	\$ 818.50	
Project 5						
Subtotal		\$ 107,121.00	\$ 6,565.91	\$ 132,906.99	\$ 22,775.24	\$ -

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	\$ 1,530.65	
Office Expenses		\$ 1,500.00	\$ 45.45	\$ 285.69	\$ 344.94	
Insurance		\$ 3,000.00	\$ -	\$ 2,815.44		
Subtotal		\$ 29,000.00	\$ 8,797.39	\$ 7,609.99	\$ 1,875.59	
Total Expenses	Projects + Administration	\$ 136,121.00	\$ 24,160.69	\$ 140,516.98	\$ 24,650.83	
Operating Surplus		\$ 5,084.00		\$ 10,747.76	\$ 10,599.17	

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 2016/17

Project 1 Advertising/Mar keting	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Objective:	KWRTA working on building into promotion activation in association with Fuller, planning to go to the fair, 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)	5521		KWRTA (via Lifford) executed strong streetwide campaign for KWR 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 KWR event. Ambassadorship with Adelela launched in Oct and commenced with 19 Instagram & 2 feature articles amongst their content promotion of Girls Day Out.	Fuller Video Campaigns Invested in boost posts of 3 x video series focussed on the traders and behind the scenes of King William Road featuring 3 x traders: Pure Emv, By Blackbird and Inner Strength Pilates and Barre Studio. A total of reach across 3 x videos of 91K and 40K Video Views Pure Emv 9K Video Views 22K Reach 77 Reactions, Comments and Shares 272 Post Clicks 11 Shares By Blackbird 19K Video Views 41K Reach 479 Reactions, Comments and Shares 1490 Post Clicks 164 Shares Inner strength Pilates and Barre 12K Video Views 28K Reach 249 Reactions, Comments and Shares 1294 Post Clicks 139 Shares SOCIAL MEDIA - End Q3 Facebook Likes = 7707 (+121 likes) Instagram Follows = 7551 (at May 15th - could not access back dated data) Marketing Coordinator Commenced in last week of March. Priorities for coordinator to enhance trader engagement and develop digital activity for Mothers Day New Website	Mothers Day Campaign Digital focus to incorporate key pieces across multiple categories in gift guides. Stores submitted their own pieces to be featured where possible plus store who were having a special offer had a feature post for their offer. Facebook advertising to boost reach of gift guide for the week of Mothers Day. Reach = 3009 Engagement = 238 Feature video for Mothers Day Towers 157 Views 389 Views 1 comment Adelady Ambassador Filming on the street for feature content in 3 x episodes including Rapino for bridal, Godlawita for Hidden Gems and Episode 13 a feature episode on KWR Behind the scenes images posted during filming: Godlawita video posted in lead up to episode FACEBOOK 1.9K Video Views 68 Comments 100 Reactions, comments & Shares INSTAGRAM 313 Video Views 4 Comments Fuller - Winter Campaign and Website Season photo shoot held in May 2017 with blog content to support the of King William Road to be held in conjunction with Variety to be held in conjunction with AFF in October 2017. Engaged with any suppliers to ensure a strong team for execution. SALA Traders expressing interest in hosting artists throughout SALA at close of registrations on 15th 10 venues confirmed including Tomich Wines who will exhibit well known SA artist Emma Hick.
Messure	Trader participation in advertising campaigns, response to advertising, facebook and web site statistics	42916		65% increase in response rate of FB posts to b/w 700 to 1800 per post. Fuller launched refreshed digital/social presence for KWRTA - 2 quality video productions per month plus 1 blog yielded a 62% increase in response rate of FB posts to b/w 700 to 1800 per post.		
Est. Comp. Date:		42916				
Project 2 Events	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Objective:	Plan, promote and manage an event/events of an appropriate size and scale for KWR and its strategic objectives Attract our target market to the road further enhance the management of the road, create opportunities for the traders and create opportunities for traders involvement, showcase City of Unity and KWR	18500	SALA was a well attended event and promoted KWR in a different way than usual	KWR 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 \$5, 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 Keto Events on 29/10 and additional 1,000 people on the street. Shop & Pop Christmas shopping later run by Fuller taken up by 75% retail traders.	No Events held by Traders Association in Q3. Initiative by Flourish Gift & Homewares to host a car park sale as part of March Madness. Feedback has been positive from all who participated (6 x traders). Unley Gourmet Gala held on KWR by Unley Council as part of TDU in January 2017.	Video SA Behind the scenes research and preparation for Variety to be held in conjunction with AFF in October 2017. Engaged with any suppliers to ensure a strong team for execution. SALA Traders expressing interest in hosting artists throughout SALA at close of registrations on 15th 10 venues confirmed including Tomich Wines who will exhibit well known SA artist Emma Hick.
Messure	Attendance at event(s), trader and community engagement and involvement, economic value, media exposure					
Est. Comp. Date:		42551				
Project 3 Member Services	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Objective:	Member Services. Provide trader networking opportunities (functions). Communicate information to traders (newsletters). Encourage communication and networking between traders and exchange of ideas. Keep traders informed of activities and opportunities	1500	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. Flagix installed on 14 light poles and used for promotion. Fuller conducted extensive market research with traders and results used in formulating new strategic marketing plan. AGM event featured guest presenters from Adelady, Emma 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 Coordinator appointed at end of Q3 with key priority to build relationships with traders and increase communication - Focus to continue into Q4 and implementation of quarterly newsletter with updates to be sent. Marketing Coordinator working closely with traders to feature in up coming Winter Campaign. Increased engagement with traders willing to assist with loaning products and providing free services and facilities for the photoshoot	Traders Engagement Marketing Coordinator working closely with traders to feature in up coming Winter Campaign. Increased engagement with traders willing to assist with loaning products and providing free services and facilities for the photoshoot
Messure	Attendance at traders at functions. Response from traders to communications.					
Est. Comp. Date:		42916				
Project 4 Contribution to Digital Economy Strategy	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Objective:	1st 1/4 payment paid to CoU.	6000	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 KPIs are being reached.	2nd 1/4 payment paid to CoU. Marketing Coordinator started end Q3 to commence working on a strategy for how KWR can be promoted with FreePosteverything.com.		
Messure						
Est. Comp. Date:		42916				

King William Road Business Movement

Business Name	Address
Businesses in Quarter 1 (1/7/2016- 30/9/2016)	
Businesses in Quarter 2 (1/10/2016-31/12/2016)	
Tahland Thai	54
All Time Massage	92
Limited 108	102
Flourish	2/114
5050NONE	144
Seville howe	146
The Bride Lab	107
Michael Kris Real Estate	101
Recreation SA	95
Elizabeth V	175c
Coltish	8/155
Businesses OUT Quarter 2 (1/10/2016-31/12/2016)	
Enve	96
Vietnamese Kitchen	116
Stumps	150A
Zoes	164
Chandelle Gallery	185
Arium Jewlers	155
Businesses in Quarter 3 (1/1/2017- 31/3/17)	
Phat Cow	56
Advanced Analhetics	92
Thai Sanctuary Massage	1/100
Hustle	9/114
Goodpress	173
Urban Touch	5/155
Burgerstronomy	1/155
Hyde Park Dental	86
Yoga Theory	119
Photo's	164
Robbies Chop Shop	149
Businesses OUT Quarter 3 (1/1/2017- 31/3/17)	
Enve	134
Baby Blin	110
Parl	154
Palco	185
Social House	175
Body Shop	177
Supli Train	1/155
House & Home	3/151
Lila Emanuele	147
Rigina The Sole Queen	147
Businesses in Quarter 4 (1/4/2017- 30/6/2017)	
Moss River	
Oohlala Lash Boutique	
Businesses OUT Quarter 4 (1/4/2017- 30/6/2017)	
Boo Bailey	173
Cockshay	

Unley Road Association
2016- 2017

Income

Separate Rate funding	\$107,700.00
Membership	0
Total Income	\$107,700.00

Additional Income

Item	
Banner Income	\$4,470.00
Mainstreet Improvement Budget	\$25,000.00
Event Sponsorship	\$20,000.00
Total Income	\$49,470.00

Administration

Activity	Budget	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Prog Tot	Prog/Bud. %
Marketing Coordinator Fee	\$23,400	\$1,598	\$5,729			\$7,327	31.31%
Website Content/management and hosting	\$4,000	\$1,391	\$941	\$0	\$0	\$2,332	58.30%
PO Box	\$50	\$75	\$0	\$0	\$0	\$75	125.00%
Book Keeping and office expenses	\$3,000	\$540	\$1,498	\$720	\$0	\$2,758	91.93%
Other	\$270	\$0	\$0	\$0	\$0	\$0	0.00%
Insurance	\$1,278	\$0	\$0	\$0	\$0	\$0	0.00%
Subtotal	\$32,008	\$3,603	\$2,439	\$6,449	\$0	\$12,491	39.03%

Activity	Budget	Quarter 1 (\$)	Quarter 2	Quarter 3	Quarter 4	Prog Tot	Prog/Bud. %
Advertising and Promotions	\$40,816	\$756	\$0	\$0	\$0	\$756	1.85%
Adelaide Visitors Guide (booked for 2017)		\$440				\$440	1.08%
Eastern Courier Messenger				\$707			
Fliers				\$2,850			
Graphic design work				\$185			
Sionae							
Deposit printing Unley Road Directory			\$2,620			\$2,620	6.42%
Printing Unley Road Directory				\$6,270			
City of Unley advertising				\$2,606			
Adelaide Hills Weekender advertising				\$199			
Uniforms				\$283			
Sturt Football Club sponsorship				\$1,600			
TV Commercial				\$7,000			
Committee meeting and catering expenses	\$12,000	\$125	\$105	\$268	\$0	\$497	4.14%
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		\$97				\$97	0.81%
Catering AGM		\$213				\$213	1.77%
Folders for menu distribution		\$159				\$159	1.33%
Catering December networking event		\$3,483				\$3,483	29.02%
Public notice for AGM				\$440			
Printing				\$46			
Newsletter printing				\$454			
An Evening Under the Stars 2017	\$30,000	\$0	\$0	\$29,553	\$0	\$29,553	98.51%
Graphic design work			\$3,330			\$3,330	11.10%
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			\$720			\$720	2.70%
Remembrance Day flowers			\$227			\$227	2.27%
Unley Gourmet Gala			\$171				
ANZAC Day wreath			\$480				
Ongoing	\$7,296	\$1,824	\$0	\$0	\$0	\$1,824	25.00%
Contribution to Digital Strategy (FYE)							
Subtotal	\$100,112	\$4,559	\$18,226	\$53,412	\$0	\$76,197	76.11%

Total Administration & Protects	132120	8162.6	20664.96	59860.9	0	88688.46	67.13%
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Total Operating Surplus	-24420	Budget Surplus	Progressive Surplus	19011.54
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Digital		Measure		Annual Target								Quarter 1		Quarter 2		Quarter 3		Quarter 4	
		Open Rate (%)	Page Views																
Member Newsletter																			
Website Traffic																			
Social Media – Facebook																			
Social Media – Twitter																			
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 focussed on tourist-friendly Unley Road businesses.	Distribution on Unley Road	200	0	0	0	0	0	0.00%										
Advertising - SA Life magazine	Full page ad focussed on various Unley Road business sectors and events	Trader Participation	18	6	17	0	0	23	127.78%										
Advertising - Eastern Courier Messenger Press	Advertisement for Unley Road Small Business & Pride of Workmanship Awards 2016	Nominations	50	120	0	0	0	120	240.00%										
Promotions - Press releases	Promoting news from various Unley Road Association, and business initiatives	Press mentions	50	10	22	59	0	91	182.00%										
Promotions - Sturt Football Club Grand Final	Installation of balloons along Unley Road to celebrate week leading up to SFC's win at the SANFL Grand Final	Balloons installed	500	500	0	0	0	500	100.00%										
Promotions - Mainstreet Australia Awards	Vice Chair Stephen Finos nominated for Mainstreet Champion	Winning the award	N/A	Finalist	N/A	N/A	N/A	N/A	N/A										
Promotions - Unley Road Directory	Tender for printing directory	Number of quotes received from Unley Road businesses	5	4	4	4	4	4	80.00%										
Promotions - Unley Road Directory	Creation and production of a comprehensive Unley Road business directory, with advertisements and discount vouchers.	Distribution	5000	0	0	4000		4000	80.00%										
Promotions - Mainstreet SA Awards	Vice Chair Stephen Finos nominated for Mainstreet Champion	Winning the award		Winner!				0	#DIV/0!										
Promotions - Adelaide Hills Weekender	Advertisement and editorial for Unley Road	Distribution	27000			27000													
Promotions - Graphic design work	Designs for advertisements and signage																		
Promotions - Signage	Featuring Unley Road branding																		
Promotions - City of Unley advertising	Advertisement for Unley Road businesses																		
Promotions - Uniforms	Uniforms with Unley Road branding for new committee members																		
Promotions - Sturt Football Club sponsorship	Business uptake of sponsor benefits, including stalls at football matches and signage.	10				3													
Member Services - e-Introductions	Connecting individuals and businesses on Unley Road with other businesses (on and off Unley Road) to further business opportunities	Number of e-introductions made	20	0	6	8		14	70.00%										
Member Services - Christmas newsletter	Creation and physical distribution of a printed newsletter	Number of newsletters delivered	450		450			450	100.00%										
Member Services - AGM	Hold an AGM in accordance to legislative requirements	Attendance	15		30			30	200.00%										
Major Event - An Evening Under the Stars 2017	Sponsorship (monetary & in-kind)	Sponsorship	20000	0	10000	15000		25000	125.00%										
Major Event - An Evening Under the Stars 2017	Registration as Adelaide Fringe 2017 act	N/A			Registered			0	#DIV/0!										
Major Event - A Taste of Unley Road Shopping Competition 2017	Sponsorship (monetary & in-kind)	Sponsorship	6000	0	9500	0	0	9500	158.33%										
Major Event - An Evening Under the Stars 2017	Channel 9 TV commercial	Views	100000			120000													
Minor Event - Unley Road Small Business & Pride of Workmanship Awards 2016	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 Carols At the Rotunda	Sponsorship, artwork & children's activities stall	Number of people engaged with the stall (through activities / tak	50	0	50			50	100.00%										
Minor Event - Unley Gourmet Gala	Participation in City of Unley's TDU event	% of street decorated	1000	0	0			700	70.00%										
Minor Event - Unley Delights	Christmas decorations	Community spirit	70%						100 percent										
Minor Event - Remembrance Day	Flower wreath for placement in Soldiers Memorial Gardens	Community spirit							100 percent										
Minor Event - ANZAC Day	Laurel wreath for placement at Unley Soldiers Memorial Garden	Community spirit																	

Business Name	Address
Quarter 1 (1/7/2016 - 30/9/2016)	
Businesses IN	
AV Financial Services	Lvl 1, Suite 2, 16
Alba Planning Solutions	Lvl 1, Suite 2, 16
Adelaide Vape Place	68 Unley Road
Beantalk	3/12 Unley Road
Chinese Giftware & Porcelain	148 Unley Road
Businesses OUT	
Big Egg Media	Shop 9, 13-23 Unley Road
Quarter 2 (1/10/2016 - 31/12/2016)	
Businesses IN	
The Eyebrow Studio	221c Unley Road
Adelaide Hills Spice Traders	221d Unley Road
Metro Designer Cakes by Belinda	302 Unley Road
Studio Hats (twice-yearly pop up)	
Businesses OUT	
Miels	221 Unley Road
Hubert & Mavis	83a Unley Road
Studio Hats (twice yearly pop up)	Metro Shopping C
Quarter 3 (1/1/2017 - 30/3/2017)	
Businesses IN	
The Riad Mezze Restaurant	66 Unley Road
Impulse Boutique / Lumiere Collective	221 Unley Road
The Closet Revolution	Shop 4, 215-217
Proesce	3/274 Unley Road
Businesses OUT	
Café Mondiali	55 Unley Road
LJ Hooker	76 Unley Road
Adelaide Vape Place	68 Unley Road
Quarter 4 (1/4/2017 - 30/6/2017)	
Businesses IN	
Phoenix Café	
Tru2Blu Real Estate	
The Closet Revolution	214-215 Unley Road
Businesses OUT	

DECISION REPORT

REPORT TITLE:	MAINSTREET IMPROVEMENT PROGRAM CRITERIA
ITEM NUMBER:	43
DATE OF MEETING:	7 JUNE 2017
AUTHOR:	AKARRA KLINGBERG
JOB TITLE:	COORDINATOR BUSINESS AND ECONOMIC DEVELOPMENT

EXECUTIVE SUMMARY

The Mainstreet Improvement Program has been a key initiative in supporting the mainstreet precincts in the City of Unley for many years. The program was designed to provide new infrastructure and infrastructure renewal to the precincts in addition to the Separate Rate (levy) collected for the four mainstreet precincts, which is to be used for marketing and promotional purposes. Currently, there are no set criteria to assess the projects submitted by the Mainstreet Trader Associations. While significant projects have been implemented through the program, there has been a shift in recent years to include single use and disposable projects with requests including banners and Christmas decorations. To ensure the program continues to deliver it's intended outcomes, the attached criteria (attachment 1) have been developed. It is also proposed that, if approved, a small component of the funds from the 2017/18 budget be allocated to develop Public Realm Guidelines for the precincts. Having such guidelines in place will allow Council and the Mainstreet Trader Associations to work in partnership to continue to develop the precincts with a coordinated approach and to adhere to consistent themes. \$200,000 has been included in the Draft 2017/18 Annual Business Plan for Community Consultation.

RECOMMENDATION

The Committee recommends to Council that:

1. The report be received.
 2. The Mainstreet Improvement Program Criteria are endorsed.
 3. If funding is endorsed for the program in 2017/18, a small component of this budget is allocated to the development of Public Realm Guidelines for the precincts.
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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

The Mainstreet Improvement Program is intended to deliver permanent infrastructure projects to enhance the economic prosperity of the mainstreet precincts within the City of Unley. There are currently four identified mainstreets within the City each with a Mainstreet Trader Association. Each year, as part of their budget requests, the Mainstreet Trader Associations identify infrastructure and improvement projects as part of the Mainstreet Improvement Program for the coming financial year. The Program is considered in addition to the Separate Rate (levy) collected for each of the four mainstreet precincts, which is to be used for marketing and promotional purposes.

Since 2012-13 Council has approved \$130,000 annually for the Mainstreet Improvement Program. In 2017/18 \$200,000 has been included in the Draft Annual Business Plan for Community Consultation. It is a key program for Council in supporting the mainstreet precincts in the City. Historically, the program has included strategies, design work, new permanent infrastructure and infrastructure renewal. In recent years, requests have included more 'disposable' projects such as banners and Christmas decorations. With the change in projects being submitted for funding through the program, it was identified that there was a need for criteria to be developed to assess each project prior to funding being allocated. The attached draft criteria (Attachment 1 to Item 43/17) proposes a strategic approach to the program, to ensure projects that have long term benefit and align with Council and Mainstreet Trader Association plans and strategies are approved and to deter ad hoc, disposable and promotional projects.

Attachment 1

The draft criteria also aim to determine on-going maintenance costs, storage requirements and responsibility for submitted projects. Maintenance of approved projects has commonly been undertaken by the Council depot staff and has been absorbed in existing budgets. The approved projects need to be included as part of the annual maintenance schedule and work and costs allocated accordingly. A further related issue is the requirement for many of the decorative initiatives to be stored for the majority of the year. Space at the Council Depot is limited and there is not the capacity to store products for the Associations.

A panel will be established, including relevant Councillors and Council staff to assess each project against the criteria and how it aligns with other Council works.

To further maximise the outcomes of the program, it is also proposed that, if approved, a small component of the funds from the 2017/18 budget be allocated to develop Public Realm Guidelines for the precincts where required. Having such guidelines in place will allow Council and the Mainstreet Trader Associations to work in partnership to continue to develop the precincts with a coordinated approach. The purpose of the guidelines is to offer a set of principles and proposed projects to help guide and support consistent and substantial development. The guidelines will aim to strategically determine priority projects that will enhance the user experience and have long term economic benefit.

Due to the significant investment in Goodwood Road during 2016/17 and the King William Road Streetscape Engagement and Design proposed for 2017/18, the Administration suggests that development of Public Realm Guidelines for Fullarton Road and Unley Road are prioritised. Additionally, with the completion of the Goodwood Road Upgrade, there is great value in developing guidelines for this precinct to ensure future projects complement and enhance Council's investment. With the proposed investment for King William Road, it would be recommended that guidelines are developed as part of the overall project not as a standalone document at this stage.

3. ANALYSIS OF OPTIONS

Option 1 - The Committee recommends to Council the Mainstreet Improvement Program Criteria are endorsed.

If funding is endorsed for the program in 2017/18, a small component of this budget is allocated to the development of Public Realm Guidelines for the precincts.

Under this option the Unley Business and Economic Development Committee would forward its recommendations to the Council to endorse the Mainstreet Improvement Program Criteria.

This will allow the Mainstreet Trader Association to continue to deliver improvement projects adding vibrancy to the precincts while the developed criteria will ensure permanent infrastructure projects are approved with careful consideration given to each project and that projects align with the overall direction of Council and the Mainstreet Trader Associations.

Allocating funding to develop Public Realm Guidelines that meet the needs of the individual precincts will help determine priority projects to enhance the mainstreets and ensure the funding is allocated with a coordinated approach and long-term vision.

If approved, the Mainstreet Trader Associations will be asked to resubmit projects considering the attached criteria. A selected panel will then assess each project against the criteria and funding allocated.

Option 2 – The Committee recommends to Council the Mainstreet Improvement Program Criteria are endorsed.

Under this option the Unley Business and Economic Development Committee would forward its recommendations to the Council to endorse the Mainstreet Improvement Program Criteria.

This will allow the Mainstreet Trader Association to continue to deliver improvement projects adding vibrancy to the precincts. Having set criteria will ensure permanent infrastructure projects are approved with careful consideration given to each project and that projects align with the overall direction of Council and the Mainstreet Trader Associations.

There is a risk that with the lack of Public Realm Guidelines for the precincts, projects will continue to be ad-hoc and not focused on achieving an overall vision for each precinct.

Option 3 – The Committee recommends to Council the Mainstreet Improvement Program continues as it is.

Under this option the Unley Business and Economic Development Committee would forward its recommendations to the Council that the Mainstreet Improvement Program continues to fund projects that are not assessed against set criteria.

The program receives significant funding and without set criteria the range of projects being delivered will continue to be ad-hoc. With the funding included in the Draft 2017/18 there is potential to deliver significant projects that will have real economic impacts for the precincts.

4. RECOMMENDED OPTION

Option 1 is the recommended option.

5. POLICY IMPLICATIONS

5.1 *Financial/budget*

- *Funding of \$200,000 for the Mainstreet Improvement Program has been included as part of the Draft 2017/18 Annual Business Plan for Community Consultation*
- *Consideration needs to be given to maintenance requirements of implemented projects in future budgets.*

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 limited additional staff impact from the recommended option. Currently the depot staff deliver a majority of the projects. Through the criteria resources will be able to be allocated and planned for.*

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

No formal stakeholder engagement was undertaken.

6. REPORT CONSULTATION

No internal consultation has been undertaken or is considered necessary.

7. ATTACHMENTS

1. Mainstreet Improvement Program Criteria

8. REPORT AUTHORISERS

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

Mainstreet Improvement Program

What is the purpose of the program

The Mainstreet Improvement program is to provide permanent infrastructure and improvements to the mainstreet precincts within the City of Unley to enhance the user (visitor/business) experience. It is provided by Council in addition to the Separate Rate raised for the four mainstreet precincts which is to be used for the purpose of promotion and marketing.

Each year Council considers the allocation of funds for the Mainstreet Improvement Project as part of the Annual Business Plan and the four Mainstreet Trader Associations are asked to put forward projects for consideration. If approved, the funding is allocated to proposed projects and Associations. Projects will be assessed against the criteria provided.

Who can apply

Applications will be considered from the Mainstreet Trader Associations for the mainstreet precincts within the City of Unley through their annual budget request.

Project Consideration

Through their proposal, the Mainstreet Trader Association are encouraged to consider permanent infrastructure projects with long term benefit to the precinct. Single use or 'disposable' projects will not normally be considered.

The proposals should address:

- The long term benefits to the precinct and how it will enhance the user experience
- The visual and amenity improvements the projects will deliver to the precinct
- Alignment with the City of Unley Community Plan and 4 Year Delivery Plan 2018-2021 and other Council Strategic Plans and Strategies
- Alignment with the Association's Strategies and guidelines
- If the project is considered part of a staged project i.e. does the association plan to implement additional components to the project in future years
- Ongoing maintenance and/or requirements
- Budget justification including delivery and project management (ie Council Depot teams or contractor costs considered as part of the delivery)
- Estimated delivery date

Engagement with the relevant Council staff when considering proposed projects is recommended prior to submission. Associations should highlight who has been consulted in the planning process. This is especially important if the Mainstreet Trader Association requires assistance from the Council Depot teams to implement the project.

Process

Each Mainstreet Trader Association is asked to consider projects on an annual basis. Proposed projects, including costing and how they meet the criteria are to be submitted to Council as part of the Association's annual budget request.

The proposed projects will be considered by a panel in relation to the criteria and funding allocation approved by Council as part of the Annual Business Plan.

Criteria:

Criteria	Weighting	Rating
The submission clearly identifies how the project will enhance the user experience of the precinct and the long-term benefit	20%	
The project is considered permanent infrastructure	20%	
The submission clearly identifies how the project aligns with the City of Unley Community Plan and 4 Year Delivery Plan 2018-2021 and the Association's strategies and guidelines	20%	
Ongoing maintenance and costs and storage requirements have been identified including responsibility	20%	
The submissions outlines a plan for delivery including the considerations given to the project, any quotes sourced, what has been included as part of the overall cost (eg traffic management, labour, materials etc), who will deliver the project, other practicalities such as use of Council assets	20%	
Total	100%	