

# AGENDA

## **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 September 2016  
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 John Koumi – Presiding Member  
Mayor Lachlan Clyne – ex Officio  
Councillor Anthony Lapidge  
Councillor Don Palmer  
Councillor Luke Smolucha  
Doug Strain  
Orren Pruncken  
Alison Snel  
Jodie Gaffney  
Craig Phillips  
James Morris  
Susan Straschko  
Leonie Clyne

### **ACKNOWLEDGMENT:**

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

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

### **APOLOGIES:**

### **CONFIRMATION OF MINUTES:**

MOVED:

SECONDED:

That the minutes of the meeting of the Unley Business and Economic Development Committee held on Wednesday, 1 June 2016 as printed and circulated, be taken as read and signed as a correct record.

## **DEPUTATIONS**

## **PRESENTATION:**

## **OFFICER'S REPORTS**

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## **NEXT MEETING**

Wednesday, 7 December 2016

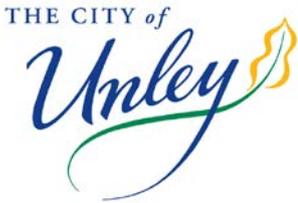
## **CONFLICT OF INTEREST**

**TITLE:** CONFLICT OF INTEREST  
**ITEM NUMBER:** 25  
**DATE OF MEETING:** 7 SEPTEMBER 2016  
**ATTACHMENT:** 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].*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**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]*

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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:** ECONOMIC DEVELOPMENT STRATEGY  
**ITEM NUMBER:** 26  
**DATE OF MEETING:** 7 SEPTEMBER 2016  
**AUTHOR:** DAVID LITCHFIELD  
**JOB TITLE:** GENERAL MANAGER, ECONOMIC DEVELOPMENT AND PLANNING

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### **1. EXECUTIVE SUMMARY**

After conducting a number of workshops on the subject during 2015 and 2016, the Unley Business and Economic Development committee (UBED) finally recommended to Council the adoption of a new draft Economic Development Strategy, which was considered by Council at its meeting on 25 July 2016.

At that meeting, Council adopted the following motion:

Administration provide feedback to UBED regarding the Strategy and request that changes are considered that focus on the key economic development areas, and that matters relating to Council's performance be left to Council to measure and analyse.

In particular, Council was of the view that this strategy should focus more on economic development initiatives, as Council already had in place measures to assess the on-going performance of the Council.

### **2. RECOMMENDATION**

That:

1. The report be received.
  2. An external consultant be engaged to prepare the Business and Economic Development Strategy Update, with the consultant asked to concentrate their efforts and ideas around the key focus areas and tourism themes from the work already undertaken by the Unley Business and Economic Development committee.
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### **3. RELEVANT CORE STRATEGIES/POLICIES**

1.1 City of Unley Business and Economic Development Strategy 2012-2015.

### **4. DISCUSSION**

The above mentioned strategy requires updating to provide direction for Council's economic development initiatives from 2016 onwards. UBED convened a number of workshops during 2015 and earlier this year in an effort to settle on a new strategy, and in June agreed to recommend their draft document to Council.

When the Executive Management Team was reviewing the topics for the following Council meeting agenda, the draft UBED strategy was discussed. Some concern was expressed about the resource implementations to implement some of the recommendations, particularly where they involved surveys to identify stakeholder views. Council does conduct Community Surveys to ascertain the satisfaction level amongst the community in regard to the various services that Council provides. These are only undertaken every three years, and so may make it difficult to track trends of the type envisaged in the draft strategy.

Concern was also expressed about whether it was the right role for Council's Business and Economic Development advisory committee to be seeking to monitor the performance of Council, when other Council appointed Committees, in particular the Audit and Governance Committee and the CEO Performance Review Committee, were already performing this function.

At the Council meeting, consideration of the draft Strategy concluded that the on-going focus on supporting the Main Street Trader Associations was appropriate, but the same concerns were raised by some Elected Members as are outlined above, and so it was determined that UBED be asked to further consider this document.

Some specific concerns were:

- Council will have very limited ability to impact on either the roll-out or take-up of the nbn.
- Whilst airbnb is an emerging and rapidly growing technology, the appropriateness of promoting one type of accommodation, which would generally pay residential rates, as opposed to the existing commercial accommodation sector, which pays commercial rates, is open to question.
- The Key Result Areas listed under *Leadership* are already being addressed as part of other initiatives and monitored by other Council committees.
- The Active Ageing Policy and Living Young Action Plan are from other areas of Council, and appropriate monitoring of the performance of those strategies is outlined in those documents.

- Council is required to align its Development Plan with State Government Planning Strategies. Plan amendments to achieve this alignment may not necessarily be popular with the broader Unley Community, so the value of these satisfaction rating targets is unclear.
- The use of surveys to determine satisfaction levels can be very expensive, and there is no budget provision for this work.

The Strategic Themes relating to tourism (theme 3) and key focus areas (theme 4) are generally supported, although the longstanding difficulty in identifying home based businesses does not appear to be recognised in the Strategy. There are other individual Key Result Areas from other themes, such as Find Your Everything that are still worthy of support.

The Unley Business and Economic Development Strategy 2012 to 2015 was prepared by an external consultant, and it may be worthy of consideration to again engage a consultant to finalise the document. The key focus areas and tourism themes could be provided as the main areas to concentrate on with the Strategy.

## **5. ANALYSIS OF OPTIONS**

Option 1 – Engage an External Consultant to prepare the Business and Economic Development Strategy Update, with the consultant asked to concentrate their efforts and ideas around the key focus areas and tourism themes from the work already undertaken by UBED.

The advantage of this option is that it will not tie up further meeting or workshop time of the UBED Committee, and will mean that a new Draft Strategy is available in a relatively short space of time.

The disadvantage is that there will be unbudgeted cost implications, however it is thought these can be absorbed within existing operating budgets.

Option 2 – UBED continue to develop the Strategy in house.

The advantages of this option are it is a lower cost option, and involves dealing only with people who are reasonably cognizant of the local economic development situation in the Council area.

## **6. RECOMMENDED OPTION**

Option 1 is the recommended option.

## **7. POLICY IMPLICATIONS**

### **7.1 *Financial/budget***

- There will be a cost involved to implement the recommended option.
- There is no specific allocation in the current budget to implement the recommendation, however it is believed the funds can be identified in existing uncommitted operating budgets.
- There will be no requirement for additional on-going allocations.

### **7.2 *Legislative/Risk Management***

- There are no legislative or risk management issues

### **7.3 *Staffing/Work Plans***

- Will there be no additional staff required or work plans requiring to be changed to accommodate the outcomes of this report.

### **7.4 *Environmental/Social/Economic***

- There are no environmental or social issues. The on-going economic health of the local economy will be assisted by an appropriate economic development strategy.

### **7.5 *Stakeholder Engagement***

- Engagement takes place with the Trader Associations through their representatives on UBED.

## **8. REPORT CONSULTATION**

Nil internal consultation.

## **9. ATTACHMENTS**

- Draft Strategy from previous meeting.

## **10. REPORT AUTHORISERS**

<b>Name</b>	<b>Title</b>
David Litchfield	General Manager Economic Development and Planning

## **UBED STRATEGY 2016 TO 2019**

*By 2019 Unley will be recognised as one of Adelaide's leading communities for supporting business and economic development. Through innovation and embracing new technology, Unley Council will demonstrate inspired leadership to seize the opportunities of tourism, and potential key development sites and retail/commercial precincts, within its evolving demography.*

### **STRATEGIC THEMES/KEY RESULT AREAS**

- *Innovation and embracing new technology* will be demonstrated by Council:
  - ◇ optimising the benefits of the “*Find Your Everything*” initiative
  
- *Seizing the opportunities of tourism* will be demonstrated by Council:
  - ◇ maintaining an active community events program
  - ◇ developing and promoting an effectively targeted branding strategy
  
- *Seizing the opportunities of potential key development sites and retail/commercial precincts* will be demonstrated by Council:
  - ◇ facilitating partnerships with and between established trade precincts
  - ◇ maximising the benefits available through the Council's Strategic Planning Projects & Development Plan Amendment Program

## **UBED ACTION PLAN**

### **1. Strategic Theme – Technology & Innovation**

<b>Key Result Area</b>	<b>Key Actions</b>	<b>Key Performance Indicator</b>	<b>Responsible Agent/Partner(s)</b>	<b>Target Outcome by 31 Dec 16</b>	<b>Target Outcome by 31 Dec 19</b>
<i>'Find Your Everything'(FYE)</i>	Connect all retail & service businesses that pay the separate rate to FYE	Percentage of those eligible that have not opted out	Mainstreet Marketing Coordinators	60 per cent	95 per cent
	Connect all retail & service businesses to FYE	Percentage of those eligible that have not opted out	GM ED&P	Database of business established and contact being made	50 per cent
	Further develop FYE functionality	No. of new initiatives	Mainstreet Marketing Coordinators & GM ED&P	One	Four

### 3. Strategic Theme – Tourism

Key Result Area	Key Actions	Key Performance Indicator	Responsible Agent/Partner(s)	Target Outcome by 31 Dec 16	Target Outcome by 31 Dec 19
Community Events Program/Place Activation	Maintain current event program	Current program continuing	GM Com	100 per cent	100 per cent
	Identify and secure additional community events	No. of new events	GM Com	Nil	One
	Ensure event program remain a positive	Survey <sup>1</sup>	GM Com	75 per cent	95 per cent
Branding	Develop a branding strategy	Developed	TBA	Completed by 30 Jun 17	Review as necessary
	Annual brand audit <sup>2</sup>	Undertaken	TBA	First audit completed 30 Jun 18	Audited annually
	Increasing Unley's online presence as a destination including alternative accommodation services such as Airbnb	To be developed	TBA	To have KPIs developed	To be determined

<sup>1</sup> Undertaken by an external/independent agent of all relevant businesses

<sup>2</sup> Completed by an external/independent agent to include staff, ratepayers, customers/clients & elected members

#### 4. Strategic Theme – Development Potential of Focus/Key Areas

Key Result Area	Key Actions	Key Performance Indicator	Responsible Agent/Partner(s)	Target Outcome by 31 Dec 16	Target Outcome by 31 Dec 19
Existing Trader Associations	Review roles & functions of existing trader associations	Review undertaken	GM ED&P	Completed	Review as needed
	Operating effectively	Percentage satisfaction in annual survey <sup>3</sup>	Mainstreet marketing coordinators	75 per cent	95 per cent
New Commercial Precincts, (i.e. those without trader associations)	Identify & consult	No. consulted	GM ED&P	Five	Review as needed
	A form of alliance established	No. of alliances established	GM ED&P	One	Five
Home-based Business	Gain better understanding of home-based business & their needs	Consultation undertaken	GM ED&P	Completed(by 30 Jun 17)	Review as needed
	Develop response to understanding gained	Strategy & plan developed	GM ED&P	NA	In place by 30 Jun 18
Unley Central	Unley Central Precinct DPA	Progress	GM ED&P	Finalised	NA
	Development commenced	No. of new developments	GM ED&P	NA	One
Strategic Planning Projects & Development Plan Amendment Program	Promote continued innovation in planning options	Percentage satisfaction in annual community survey	GM ED&P	75 per cent	90 per cent

<sup>3</sup> Undertaken by an external/independent agent of all relevant businesses



## DECISION REPORT

**REPORT TITLE:** 2015 – 2016 MAINSTREET IMPROVEMENT  
BUDGET CARRY FORWARD.

**ITEM NUMBER:** 27

**DATE OF MEETING:** 7 SEPTEMBER 2016

**AUTHOR:** LAURA DE BONO

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

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### 1. **EXECUTIVE SUMMARY**

To seek endorsement for the 2015 -2016 Mainstreet Improvement Budget unallocated carry forward budget to be allocated towards an extension of the Free Public WI-FI on to Goodwood Road, and also on to Fullarton Road if funding allows.

### 2. **RECOMMENDATION**

The Committee recommends to Council that:

1. The report be received.
  2. The 2015 – 2016 Mainstreet Improvement Budget carry forward and the 2016 - 2017 Mainstreet Improvement Budget unallocated funds be allocated towards an extension of the Free Public WI-FI on to Goodwood Road, and also on to Fullarton Road if funding allows.
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### **3. RELEVANT CORE STRATEGIES/POLICIES**

- 1.1 The Unley Business and Economic Development Strategy 2012-2015 has not yet been updated by the Committee but this work is in progress. However one of the key actions is to *“Maintain an annual Main Street Improvement Program that focuses on streetscape, amenity and functionality”*, and it is again recommended that this situation continue.
- 1.2 Unley Mainstreet Digital Economy Strategy, Element 6 Fibre Hot spots.
- 1.3 City of Unley 4 Year Plan. Objective 1.2 Emerging Technology is embraced. Strategy to provide access to digital information and resources to deliver content and services – any time, any place.

### **4. DISCUSSION**

Each financial year Council allocates \$130 000 for Main Street Improvement related projects that are initiated by the Mainstreet trader associations. The Mainstreet trader associations have the opportunity to propose potential infrastructure projects that focuses on the streetscape, amenity and functionality of their precincts. In 2015 - 2016 not all funds were allocated to projects, therefore approximately \$50 000 carry forward remains. A further \$19 200 remains unallocated from the 2016 - 2017 budget.

Goodwood Road appears the most suitable choice to roll-out further Free Public WI-FI due to the upcoming streetscape upgrade, public transport accessibility (tram and bus) and the unique community services Goodwood Road has to offer. At this stage a partnership with Telstra has delivered 19 WI-FI points strategically placed along King William Road and Unley Road where locals, visitors and businesses now have free access to fast and reliable internet via their smart phones, tablets and laptops.

Telstra has advised that the cost for an outdoor fibre hot spot is \$14,000 per unit, including installation, service costs, internet costs and initial site survey costs. This is not a definite quote but an estimate, but would suggest that 4 or 5 WI-FI outdoor fibre hot spots can be purchased to be installed on Council infrastructure (street light poles) for the heart of the Goodwood Road precinct, south of the tram stop.

The Unley Mainstreet Digital Economy Strategy, Element 6 supports Fibre Hotspots as a key action of the strategy. *“Broadband Fibre connected ‘wireless hotspots’ along key mainstreets and meeting locations will support the mainstreets to be utilised as digital meeting places and workspaces as more of a digitally enabled society is mobilised into cafes and restaurants instead of offices. These hotspots will also support the marketing program, local teleworkers and home based businesses as well as smartphone utilisation whilst shopping locally.”*

The free WI-FI would also be a key navigational tool for visitors to the area and encourage visitors to experience the Find Your Everything website ([www.findyoureverything.com.au](http://www.findyoureverything.com.au)) to experience the local cafes, shops, restaurants and services in the City of Unley. If five hot spots are not required on Goodwood Road, consideration can be given to installing one in Highgate Village.

## **5. ANALYSIS OF OPTIONS**

Option 1 –Recommend that the 2015 -2016 Mainstreet Improvement Budget carry forward and 2016 – 2017 unallocated funds be allocated towards an extension of the Free Public WI-FI roll out on to Goodwood Road, and possibly Fullarton Road.

Option 2 – Propose an alternative recommendation

Committee to provide.

## **6. RECOMMENDED OPTION**

Option 1 is the recommended option.

## **7. POLICY IMPLICATIONS**

### **7.1 *Financial/budget***

- The proposal does not require any additional funding, only the allocated 2015 – 2016 Mainstreet Improvement Budget carry forward and unallocated 2016/17 Mainstreet Improvement will be utilised.

### **7.2 *Legislative/Risk Management***

- There are no risks to Council operations from the proposed extension of the Free Public WI-FI.

### **7.3 *Staffing/Work Plans***

- The extension of the Free Public WI-FI roll-out will need to be in line with the Goodwood Road Streetscape upgrade.

### **7.4 *Environmental/Social/Economic***

- There are no social or environmental impacts.
- Benefits to the local economy by increasing visitors to the area and giving them a reason to stay and experience the City of Unley's businesses and services.

## **7.5 Stakeholder Engagement**

Consultation with the Goodwood Road Streetscape Upgrade project officer will be required to coordinate the works and locations of the hot spots within the Goodwood Road precinct.

## **8. REPORT CONSULTATION**

Internal consultation has been undertaken with the Manager of Finance in relation to budget.

The Manager of Strategic Assets has also provided advice, that if Wi-Fi on Fullarton Road was to be installed, more investigation would be required in regard to suitable infrastructure to attach Wi-Fi infrastructure.

## **9. REPORT AUTHORISERS**

<b><u>Name</u></b>	<b><u>Title</u></b>
David Litchfield	General Manager Economic Development and Planning

## **DECISION REPORT**

**REPORT TITLE:** GLEN OSMOND ROAD PRECINCT  
ASSOCIATION INC. – WINDING UP

**ITEM NUMBER:** 28

**DATE OF MEETING:** 7 SEPTEMBER 2016

**AUTHOR:** LAURA DE BONO

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

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### **1. EXECUTIVE SUMMARY**

This report is to advise UBED of the voluntarily winding up of the Glen Osmond Road Precinct Association (GORPA) Inc. Due to contributing factors such as no financial support from the City of Burnside and limited trader engagement from both Unley and Burnside businesses the committee has decided to seek to wind up the association with a special general meeting to be held on Wednesday 21<sup>st</sup> September 2016, 6:00pm at the Eastwood Community Centre.

If the Association is wound up, there would be no justification for collection of the Separate Rate and it is proposed that Council not collect it or be returned to those Ratepayers that have already paid it, in accordance with the Local Government Act.

The Mainstreet Improvement Budget allocation of \$15,000 for Glen Osmond Road Precinct Association to be expended for infrastructure items as approved by Council.

### **2. RECOMMENDATION**

The Committee recommends to Council that:

1. The report be received.
  2. If GORPA is wound up by Vote at a Special General Meeting on 21 September 2016;
    - The separate rate for “land use of Commercial Shop with addresses along the western side of Glen Osmond Road (between Greenhill Road and Katherine Street) not be collected for 2016-2017 financial year.
    - Any funds already received be returned to property owners or rebated against their future rate obligations.
    - Council approves the reduction in budget for the 2016-2017 financial year for the Glen Osmond Road Precinct.
  3. \$15,000 from the 2016 – 2017 Mainstreet Improvement Budget allocated to the Glen Osmond Road Precinct Association to deliver infrastructure items such as new bins and seating still be expended for that purpose.
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### **3. RELEVANT CORE STRATEGIES/POLICIES**

The Mainstreet Trader Association model has been the cornerstone of the Council's economic development strategy since the 1990's.

### **4. DISCUSSION**

GORPA is in a unique situation where the precinct is divided by the boundary between the City of Unley and the City of Burnside. The City of Unley collects a separate rate from shops in the Unley area for the purposes of marketing initiatives for the precinct, and provides that money to the trader association to deliver those initiatives. However, no equivalent funding is provided by the City of Burnside.

It is important to note that currently the GORPA committee comprises three Burnside traders and one Unley trader. Unfortunately, the Unley trader has not been very active on the committee in recent months. The association also has not had representation on UBED since last year, due to no interest from Unley traders in joining UBED.

The recent Main Street Association Review conducted by Retail IQ in June 2016, in relation to the Glen Osmond Road Precinct Association, recommended that the "association must, with the support of Burnside traders, develop a case for funding with which to lobby the City of Burnside's elected members particularly the Eastwood and Glenunga Ward Councillors, Cr Helga Lemon and Cr Di Wilkins."

The trader association met with just Cr Di Wilkins, as Cr Helga Lemon was unable to attend the meeting. The outcome was confirmation that the City of Burnside would not support the Glen Osmond Road Precinct Association financially.

Due to this and other contributing factors, the committee has therefore decided to seek to wind up the association. As per the constitution, a special general meeting will be held on Wednesday 21st September 2016, 6:00pm at the Eastwood Community Centre, 95 Glen Osmond Road, Eastwood where it is likely that a motion to wind up the association will be adopted.

If the Association is wound up, there is no real justification for collection of the Separate Rate and it is proposed that Council not collect it or it be returned to those Ratepayers that have already paid it, in accordance with the Local Government Act.

### **5. ANALYSIS OF OPTIONS**

Option 1 – If the Association is wound up, the separate rate for "land use of Commercial Shop with addresses along the western side of Glen Osmond Road (between Greenhill Road and Katherine Street) not collected for 2016-2017 financial year and any funds already received be returned to property owners.

\$15,000 from the 2016 – 2017 Mainstreet Improvement Budget allocated to the Glen Osmond Road Precinct Association to deliver infrastructure items such as new bins and seating still be expended on providing such facilities.

Option 2 – Propose an alternative recommendation

Committee to provide.

## **6. RECOMMENDED OPTION**

Option 1 is the recommended option.

## **7. POLICY IMPLICATIONS**

### **7.1 *Financial/budget***

- In the 2016 – 2017 Budget an amount of \$14,300 has been included under both income and expenditure. It is proposed to adjust both budget lines if the Association votes to wind up. Council will no longer impose a Separate Rate on land use of Commercial Shop with addresses along the western side of Glen Osmond Road (between Greenhill Road and Katherine Street).

### **7.2 *Legislative/Risk Management***

- Council does have an obligation to ensure that the revenue raised from the Separate Rate is expended for the purpose for which the rate was imposed. Under the Local Government Act any collected separate rate is to be returned to the property owners or rebated against future obligations.

### **7.3 *Staffing/Work Plans***

- City of Unley traders along the Glen Osmond Road precinct will still receive economic development support from Council where possible.

### **7.4 *Environmental/Social/Economic***

- There are no social or environmental impacts.
- Without the Separate Rate the businesses along the western side of Glen Osmond Road (between Greenhill Road and Katherine Street) will no longer benefit from a collective trader association and marketing activities.

### **7.5 *Stakeholder Engagement***

- *The Glen Osmond Road Precinct Association will liaise with all members of the association.*

**8. REPORT CONSULTATION**

Internal consultation has been undertaken with the Manager of Finance.

**9. REPORT AUTHORISERS**

<b>Name</b>	<b>Title</b>
David Litchfield	General Manager Economic Development and Planning

## INFORMATION REPORT

**REPORT TITLE:** ASSOCIATION COORDINATORS'  
QUARTERLY REPORTS FOR THE PERIOD  
ENDING 30 JUNE 2016

**ITEM NUMBER:**

**DATE OF MEETING:** 7 SEPTEMBER 2016

**AUTHOR:** KELLEY JAENSCH

**JOB TITLE:** EXECUTIVE ASSISTANT ECONOMIC  
DEVELOPMENT AND PLANNING

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### 1. EXECUTIVE SUMMARY

- 1.1 To provide Members with information on the activities of the Main Street Associations for the periods ending 30 June 2016.

### 2. RECOMMENDATION

The Committee recommends to Council that:

1. The report be received.
- 

### 3. ATTACHMENTS

- Unley Road Association Coordinator's report – ending 30 June 2016
- King William Road Traders Association Coordinator's report – ending 30 June 2016
- Goodwood Central Traders and Services Association Coordinator's report – ending 30 June 2016
- Fullarton Road South Traders Association Coordinator's report – ending 30 June 2016
- Glen Osmond Road Traders Association Coordinator's report – ending 30 June 2016

**Unley Road Association**  
**Summary of Income and Expenditure 2015/16**  
**Income**

Separate Rate funding	\$ 105,600.00
Banner Income	\$ 6,870.00
Membership	\$ -
Other - Mainstreet Improvement Budget	\$ -
<b>Total Income</b>	<b>\$ 112,470.00</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.

**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	Member Services	\$ 12,000.00	1670	2800	1770.25	3982
Project 2	Advertising and Promotions	\$ 36,400.00	0	6760	14215.39	19594
Project 3	Online Services	\$8,000	0	0	1015.7	2723
Project 4	Major Event	\$ 30,000.00	0	0	21095.03	12483
Project 5	Minor Event	\$ 6,000.00	5324	5026	550	500
<b>Subtotal</b>		<b>\$ 92,400.00</b>	\$ 6,994.00	\$ 14,586.00	\$ 38,646.37	\$ 39,282.00

**Administration**

	Brief Description	Budget				
Marketing/Admin Coordinator	Salary for Coordinator	\$ 23,400.00	5260	1771.87	5512.5	10319
Contribution to Digital Economy Strategy		\$ 7,296.00	1824	1824	1824	1824
PO BOX		\$ 60.00	0	0	0	0
Office Expenses		\$ 3,000.00	649	697	0	705
Insurance		\$ 620.00	889.15	0	0	616
Other		\$ 270.00	0	0	0	0
<b>Subtotal</b>		<b>\$ 34,646.00</b>	8622.15	4292.87	7336.5	13464
<b>Total Expenses</b>	<b>Projects + Administration</b>	<b>\$ 127,046.00</b>	\$ 15,616.15	\$ 18,878.87	\$ 44,184.87	\$ 52,746.00

<b>Operating Surplus</b>	<b>-\$ 4,379.89</b>
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**Unley Road Association - Expenditure 2015/2016**

Project 1	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
<b>Member Services</b>		\$ 3,982	1. Emails sent to traders (averaging 1 per fortnight) regarding Unley Council activities, events taking place on the road, and opportunities to participate (eg. SALA, and SALA Gala in the Garden), and advertising opportunities in South Australia publications. 2. Plans advancing for final networking function for 2015 in early December).	1. Christmas networking function held with 90 new and established traders and their employee attending. Very positive feedback received, with many traders connecting with each other to collaborate on future business initiatives including competitions and referrals. 3. AGM held at The Snake Charmer restaurant; with two new committee members from Oxford Insurance Brokers, and Ultra Tune Unley joining the committee. 2. Traders continue to be emailed (1 per 3 weeks) advising them of upcoming activities on the road by the Association, the Unley Council and other community and business groups. 3. November newsletter sent out with extremely high open rates (20% above industry average).	1. May Networking Event at Claridge Holden had over 100 in attendance, with positive feedback received by hosts, and members, and media representatives present. 2. Discussions with University of Adelaide to engage interns for local businesses, to help them improve business plans / social media marketing skills.	1. Ten Unley Road businesses are now working with University of Adelaide to procure interns to help them with their social media plans / business strategies. 2. Plans for networking event and AGM in October underway.
Objective :	To hold three networking events at three unique Unley Road businesses / locations, with representation of at least 25% of Unley Road businesses starting in July 2015. Also publishing regular emails to inform and assist business owners on matters pertaining to their business.					
Measure	Participant numbers, and feedback from both host businesses, and participants.					
Est. Comp. Date : Ongoing						

Project 2	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
<b>Advertising &amp; Promotions</b>		\$ 19,594	<p>1. Advertisement booked for the Adelaide Visitor Guide 2016. 2. Numerous Unley Road graphic design businesses were invited to tender for an Unley Road rebranding project; shortlist completed and the project will commence in early October.</p>	<p>1. Marketing materials designed and produced for A Taste of Unley Road 2016 and An Evening Under the Stars 2016, including posters, voucher books (65 members participated), tent calendars and street banners.</p>	<p>1. Newsletters now published on a monthly basis, with a 15% increase in subscribers. The open rate is consistently outperforming list and open averages for the industry by 100%. 2. Hair and Beauty feature published in SALife, with 6 businesses participating. 3. Facebook advertising features on "Dogs of Unley", "Fashion on Unley" and "Cosy in Unley" with a 20% increase in Likes, and tens of thousands of combined views of the three posts.</p>	<p>1. Food feature published in SALife magazine, featuring 6 businesses. 2. 11 businesses on the road participating in Sturt Football Club Gala Dinner Auction, after call out in newsletter. 3. Food and beverage businesses contacted to participate in SALife Food and Wine Magazine. 4. Bridal industry businesses contacted to advertise in Bridal Magazine.</p>
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.					
Measure	Engagement metrics from online advertising; business participation in initiatives, and their feedback.					
Est. Comp. Date : Ongoing						

Project 3	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
<b>Online Services</b>		\$ 2,723	<p>New directory website up but currently in beta mode (still in testing stage, but publicly available: <a href="http://www.unleyroadtraders.com.au">www.unleyroadtraders.com.au</a>). The Unley Road Facebook page has over 500 followers, and the Twitter account has 222 followers. Local businesses and visitors to the road are</p>	<p>Website completed and traders to be invited to manage their own listings in 2016. 2. Online Unley Delights campaign received over 20000 impressions over 2 weeks.</p>	<p>10 businesses claimed their web page, and have updated their contact details and opening hours.</p>	<p>1. 30 businesses have claimed their web page, and updated their contact details, photographs and opening hours. 2. Branding work underway to unify print and online branding.</p>
Objective :	To produce a content-rich, responsive website for the association, that businesses, their customers and the general public will use, and to continue using social media, particularly Facebook and Twitter, to publicise Unley Road businesses, events and the greater Unley community initiatives.					
Measure	Follower numbers and engagement metrics including time spent on page, time spent on site, pages visited, posts liked and shared.					

Est. Comp. Date :		to the road are increasingly using @UnleyRoad in their social media posts.			
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Project 4	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
		\$ 12,483	An Evening Under the Stars 2016 will take place on 6 February 2016, at the Unley Soldiers Memorial Gardens. Entertainers booked, currently canvassing sponsorship.	Materials printed; advertisement for event placed in Rotary Carols by Candlelight; sponsorship secured and over 65 businesses participating in the A Taste of Unley Road voucher book. Media interest from radio station FIVEaa, Eastern Courier Messenger Press and SALife.	Date proposed to Council for An Evening Under the Stars 2017.	Planning and sponsorship packages started for An Evening Under the Stars 2017.
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.					
Measure	Corporate sponsorship; local business participation, and media exposure.					
Est. Comp. Date :	February 2016					

Project 5	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Minor Events		\$ 500	1. Eight businesses on Unley Road hosted artistic works this year for the SALA Festival, with other businesses also displaying art works (but not officially participating in SALA). Four Unley Road businesses were present at the SALA Gala in the Garden, which was well-		1. Participation in ANZAC Day ceremony in Unley Soldiers Memorial Gardens with Executive representation at the Dawn Service, and laying of Adelaide Flower House wreath on behalf of all the businesses on the road. 2. Meetings with Rotary Club of Unley to discuss logistics and costs	Discussions with University of South Australia to work on Christmas decorations for the road.
Objective :	To hold minor marketing initiatives and events, including Unley Delights Christmas art market in conjunction with the University of SA, and street banners and, decorations on the street for major holidays including Christmas.					
Measure	Public feedback; business involvement and media exposure.					

Est. Comp. Date :		attended, and received extensive media coverage online, in print and on network television stations. 2. Plans are underway for Unley Delights, with printed materials printed, and booked banner space on the road.		of running a Pride of Workmanship Awards on Unley Road. 3. Discussion with University of SA to hold end of year Visual Arts show on Unley Road. University declined however have offered to work together on other projects together.	
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<b>Sub total</b>	<b>Projects</b>	<b>\$ 39,282</b>				
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<b>Administration</b>			
	<b>Yearly Hours</b>	<b>Rate/Hour</b>	<b>Total</b>
Admin/Marketin	520 paid hours	\$ 45.00	\$ 10,319
Office Exp.	Postage, phone calls, office supplies, PO Box, Book keeping		\$ 705
Contribution to Digital Economy			\$ 1,824
Insurance	Public Liability Required.		\$ 616
Other	Miscellaneous costs, Fees and Charges		\$ -
<b>Sub total</b>	<b>Administration</b>		<b>\$ 13,464</b>

<b>Total Exp.</b>	<b>Projects + Administration</b>	<b>\$ 52,746</b>
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## Unley Road Business Movement

Business Name	Address	Phone	email	Contact Name	Further Info
<b>Businesses IN Quarter 1</b>					
ITP - Income Tax Professionals	167a Unley Road	8373 4729	freddyaguilar@itp.com.au	Freddy Aguilar	
Our Beautiful Pieces	83 Unley Road	8357 9886	N/A	Joanne / Ingrid	
<b>Businesses OUT Quarter 1</b>					
Destination for Men	35 Unley Road	N/A	N/A	Troy Gray	
<b>Businesses IN Quarter 2</b>					
Accent on Dance	181 Young St		<a href="mailto:trisha@accentondancesa.com.au">trisha@accentondancesa.com.au</a>		
Bricks & Stones	190 Unley Road	08 7225 2757	<a href="mailto:michael@bricksandstones.com.au">michael@bricksandstones.com.au</a>	Michael Lucas	
<b>Businesses OUT Quarter 2</b>					
New Morning Books	160 Unley Road	N/A	N/A		Lease dispute
Caffe Primo	Unley Shopping Centre	N/A	N/A		Unpaid rent
<b>Businesses IN Quarter 3 (1/1/2016 - 30/3/2016)</b>					
Mondiali (new owner)	55 Unley Road	08 8373 4954		Gareth Gill	
Trendy eBikes					
<b>Businesses OUT Quarter 3 (1/1/2016 - 30/3/2016)</b>					
Meznar Furniture	246 Unley Road			Elizabeth	Bankruptcy
<b>Businesses IN Quarter 4 (1/4/2016 - 30/6/2016)</b>					
<b>Businesses OUT Quarter 4 (1/4/2016 - 30/6/2016)</b>					
Maid Mice	50 Unley Road			Tien	
Savvy Kitchens	87 Unley Road			Jason Carter	

**King William Road Traders Association  
Summary of Income and Expenditure 2015/16**

**Income**

Separate Rate funding	\$ 144,000.00
Banner Income	\$ 205.00
Membership	\$ -
Other - Mainstreet Improvement Budget	\$ -
<b>Total Income</b>	<b>\$ 144,205.00</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.**

**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	\$ 76,022.00	\$ 13,194.58	\$ 25,175.00	\$ 57,974.93	95973.89
Project 2	Events	\$ 22,500.00	\$ 3,671.68	\$ 6,966.00	\$20,473 .09	16074.03
Project 3	Member Functions	\$ 1,500.00	\$ 112.73	\$ 1,507.00	\$ 1,925.24	1925.24
Project 4	Contribution to Digital Economy Strategy	\$ 6,800.00	\$ 1,254.00	\$ 3,762.00	\$ 3,762.00	5016
Project 5						
<b>Subtotal</b>		<b>\$ 106,822.00</b>	<b>\$ 18,232.99</b>	<b>\$ 37,410.00</b>	<b>\$ 63,662.17</b>	<b>\$ 118,989.16</b>

**Administration**

	Brief Description	Budget				
Marketing/Admin Coordinator	Coordinator Fee (inc expenses and Book keeping)	\$ 32,702.00	\$ 4,806.36	\$ 15,876.00	\$ 21,326.40	26781.8
Office Expenses		\$ 1,620.00	\$ 851.93	\$ 808.00	\$ 1,036.46	2729.73
Insurance		\$ 3,000.00	\$ -	\$ 2,790.00	\$ 2,790.85	2790.85
<b>Subtotal</b>		<b>\$ 37,322.00</b>	<b>\$ 5,658.29</b>	<b>\$ 19,474.00</b>	<b>\$ 25,153.71</b>	<b>32302.38</b>

<b>Total Expenses</b>	<b>Projects + Administration</b>	<b>\$ 144,144.00</b>	<b>\$ 29,549.57</b>	<b>\$ 56,884.00</b>	<b>\$ 88,815.88</b>	<b>\$ 151,291.54</b>
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<b>Operating Surplus</b>	<b>\$ 61.00</b>
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**King William Road Traders Association - Expenditure 2015/2016**

Project 1	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
<b>Advertising/Marketing</b>	Advertising and promotion of KWR as a whole and of individual businesses when appropriate. Mainstream and Social Media	\$ 76,022	Advertising - SALife, Aspire, FB Advertising (133 new likes this period), Instagram Posts	Advertising - SALife, Aspire, Facebook Advertising, Instagram posts	Advertising - SALife, FB, Radio (Christmas, Mother's Day), Welcome To book, Marketing Workshop	
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 :		30/06/2016				

Project 2	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
<b>Events</b>	Plan, promote and manage an event/events of an appropriate size and scale for KWR and its strategic objectives	\$ 22,500	SALA on KWR complete = 30 artists in 34 venues. Planning for Variety on KW underway	VKW held Oc 23. Finances being finalised - over 500 tkts sold. Media promo valued at \$53,5376. 46 Traders participated	Sponsorship of UGG16	
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
<b>Member Services</b>	Member Services. Provide trader networking opportunities (functions). Communicate information to traders (newsletters)	\$ 1,500	No Members events held to date. (SALA launch expenses appear in Events)	AGM and Christmas networking functions held	Marketing Workshop held - 35 in attendance	
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 :		30/06/2016				

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.	Payment to CoU	Payment to CoU	
Objective :						
Measure						
Est. Comp. Date :		30/06/2016				
<b>Sub total</b>	<b>Projects</b>	<b>\$ 106,822</b>				

**Admin Budget - Breakdown**

Coordinator's Expenses				\$	660.00
Coordinator's Fees	9	\$ 468.00	\$ 61.62	\$	28,838.16
Book-keeping	1	\$ 52.00	\$ 61.62	\$	3,204.24
Misc				\$	1,500.00
Insurance				\$	3,000.00
Fees and Charges				\$	120.00
Total Admin				\$	37,322.40
<b>Total Exp.</b>	<b>Projects + Administration</b>			<b>\$</b>	<b>144,144</b>

## King William Road Business Movement

Business Name	Address	Phone	email	Contact Name	Further Info
<b>Businesses IN Quarter 1 (1/7/2015 - 30/9/2015)</b>					
Kidstuff	132	8357 1864	hydepark@kidstuff.com.au		
Raspe Giftology and Living	4/100	8377 7272	peter@raspegiftology.com	Andrew	
Hunter and Harper	175		sales@hunterandharper.com.au	Bethany	Pop up
Mark Lobert Gallery	140				Short term pop up
My Style Bar	2/100	TBA	tara@mystylebar.com.au	Tara O'Keefe	
Moo Moo Café/VietnameseKitchen	116	TBA			Formerly Lars
Saigonese Café	56a	TBA			Formerly The Spot
<b>Businesses OUT Quarter 1 (1/7/2015 - 30/9/2015)</b>					
Lars	116				
The Spot Café	56a				
<b>Businesses IN Quarter 2 (1/10/2015 - 31/12/2015)</b>					
V2 Social House				Sam	Formerly Zahr
Mark Lobert Gallery	140				Short term pop up
Medi Pedi Nail Spa	1/151	7226 3630	hello@medipedinailspa.com.au	Georgina	
<b>Businesses OUT Quarter 2 (1/10/2015 - 31/12/2015)</b>					
Va Bene					
Original Sin					
Zahr					Now V2 Social House
Hunter and Harper (pop-up)					
<b>Businesses IN Quarter 3 (1/1/2016 - 30/3/2016)</b>					
The Bride Lab	107a	0411 433 781	laura@thebridelab.com.au	Laura	
The Field Whole Foods	158	0411 960 853	info@thefieldwholefoods.com.au	Andrew Carracher	
Godi La Vita	162B		fgodi@bigpond.com.au	Laurie Godi	
Ottoman Trading Co	143b	0422 139 145	caglar@ottomantradingco.com.au	Caglar	

<b>Businesses OUT Quarter 3 (1/1/2016 - 30/3/2016)</b>					
Williams Carpets and Gifts	143b				
Go Massage		146			
<b>Businesses IN Quarter 4 (1/4/2016 - 30/6/2016)</b>					
Farina 00					
50Sixone					
Aira Homes					
<b>Businesses OUT Quarter 4 91/4/2016 - 30/6/2016)</b>					

## Goodwood Road Business Association Summary of Income and Expenditure 2015/16

### Income

Separate Rate funding	\$ 55,000.00
Banner Income	\$ 11,192.00
Membership	\$ -
Other - Mainstreet Improvement Budget	\$ -
<b>Total Income</b>	<b>\$ 66,192.00</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.

### 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	Events	\$ 20,000.00	\$ 709.00	\$ 17,330.95	\$ 18,424.83	\$ 24,958.43
Project 2	Advertising and Promotions	\$ 8,000.00	\$ 1,030.85	\$ 1,187.82	\$ 2,835.57	\$ 18,094.74
Project 3	Membership Services	\$ 1,000.00	\$ 480.00	\$ 1,018.62	\$ 1,243.62	\$ 1,609.62
Project 4	Contribution to Digital Economy Strategy	\$ 3,040.00	\$ 760.00	\$ 1,520.00	\$ 2,280.00	\$ 3,040.00
Project 5						
<b>Subtotal</b>		<b>\$ 32,040.00</b>	<b>\$ 2,979.85</b>	<b>\$ 21,057.39</b>	<b>\$ 24,784.02</b>	<b>\$ 47,702.79</b>

### Administration

Brief Description		Budget				
Marketing/Admin Coordinator	Salary for Coordinator	\$ 24,960.00	\$ 6,240.00	\$ 12,480.00	\$ 18,720.00	\$ 27,040.00
Office/Misc Admin. Expenses	Bookkeeping/Auditing, Misc	\$ 2,800.00	\$ 612.95	\$ 1,950.78	\$ 3,383.32	\$ 4,194.52
Insurance		\$ 1,600.00	\$ -	\$ 1,319.24	\$ 1,319.24	\$ 1,319.34
Other		\$ 1,960.00	\$ -	\$ -	\$ -	\$ -
<b>Subtotal</b>		<b>\$ 31,320.00</b>	<b>\$ 6,852.95</b>	<b>\$ 15,750.02</b>	<b>\$ 23,422.56</b>	<b>\$ 32,553.86</b>

<b>Total Expenses</b>	<b>Projects + Administration</b>	<b>\$ 63,360.00</b>	<b>\$ 9,832.80</b>	<b>\$ 36,807.41</b>	<b>\$ 48,206.58</b>	<b>\$ 80,256.65</b>
<b>Operating Surplus</b>		<b>-\$ 16,896.65</b>				

The Marketing Projects budget figures are based on the levy income request and do not include extra funds received :event grant, and banner income  
This accounts for the seemingly over budget figures for Projects 1,2 and 3 and the operating deficit.

**Goodwood Road Business Association - Expenditure 2015/2016**

Project 1	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
<b>Events</b>	SALA including launch Goodwood Groove	\$ 20,000	SALA launch held, 12 venues, 12+artists	SALA finalised Goodwood Groove held Dec 13 - finances being finalised. Attendance disappointing, 12 Business participants	No events held during this period	Prep for SALA, finalisation of Goodwood Groove finances
Objective :	SALA launch : participate in community event, promote Goodwood as alive and vibrant. Goodwood Groove : Hold an event for the community, promote local businesses					
Measure	SALA : Business participation, Artist participation Goodwood Groove : Attendance, Business Participation					
Est. Comp. Date :						
Project 2	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
<b>Advertising and Promotions</b>	Promotion of Goodwood Road generally, and of events	\$ 8,000	Promotions held pending PLEC project	Promotions held pending PLEC project	"Offer" flyer for GCS event, sponsorship of GCS event, FB Advertising	FB Advertising, Feature in City Mag, Big Screen Advertising contract for Capri Cinema, Road Activations
Objective :	Support businesses in our area.					
Measure	Viability of businesses, business retention					
Est. Comp. Date :	Ongoing					
Project 3	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
<b>Membership Services</b>	Networking and membership activities	\$ 1,000	Printed and being distributed	AGM and Christmas drinks held.	Activation meetings held	No further general meetings held, membership of Mainstreet SA taken (2 years)
Objective :	Encourage Business collaboration					
Measure						

Est. Comp. Date : Ongoing						
<b>Project 4</b>	<b>Description</b>	<b>Budget</b>	<b>Results for Quarter 1</b>	<b>Results for Quarter 2</b>	<b>Results for Quarter 3</b>	<b>Results for Quarter 4</b>
<b>Contribution to Digital Economy Strategy</b>	Find your everything activities	\$ 3,040	Installment paid to CoU			
Objective :	Support Council Initiative, FYE promotion of businesses					
Measure						
Est. Comp. Date : Ongoing						
<b>Sub total</b>	<b>Projects</b>	<b>\$ 32,040</b>				

<b>Administration</b>			
	<b>Yearly Hours</b>	<b>Rate/Hour</b>	<b>Total</b>
Admin/Marketing Coord.	416	\$60	\$ 24,960
Office Exp.	Postage, phone calls, office supplies, PO Box, Book keeping		\$ 2,800
Insurance	Public Liability Required.		\$ 1,600
Other	Miscellaneous costs, Fees and Charges		\$ 1,960
<b>Sub total</b>	<b>Administration</b>		<b>\$ 31,320</b>

<b>Total Exp.</b>	<b>Projects + Administration</b>	<b>\$ 63,360</b>
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**Goodwood Road Business Movement**

<b>Business Name</b>	<b>Address</b>	<b>Phone</b>	<b>email</b>	<b>Contact Name</b>	<b>Further Info</b>
<b>Businesses IN Quarter 1 (1/7/2015 - 30/9/2015)</b>					
Brown Dog Café re-opened as Kasbah		143			
<b>Businesses OUT Quarter 1 (1/7/2015 - 30/9/2015)</b>					
<b>Businesses IN Quarter 2 (1/10/2015 - 31/12/2015)</b>					
Nil					
<b>Businesses OUT Quarter 2 (1/10/2015 - 31/12/2015)</b>					
Nil					
<b>Businesses IN Quarter 3 (1/1/2016 - 30/3/2016)</b>					
NIL known					
<b>Businesses OUT Quarter 3 (1/1/2016 - 30/3/2016)</b>					
Nil known					
<b>Businesses IN Quarter 4 (1/4/2016 - 30/6/2016)</b>					
Nil known					
<b>Businesses OUT Quarter 4 1/4/2016 - 30/6/2016)</b>					
Mini Hair Room	Goodwood Road				Moved to Unley Road

**Fullarton Road South Traders Association  
Summary of Income and Expenditure 2015/16**

**Income**

Separate Rate funding	\$ 13,250.00
Banner Income	\$ -
Membership - Maras Group	\$ 1,000.00
Other - Mainstreet Improvement Budget (Fencing Project)	\$ 15,000.00
<b>Total Income</b>	<b>\$ 29,250.00</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.**

**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	Website Maintenance	\$ 1,000.00		770		
Project 2	News Letter Edition/SA LIFE ADVERTISING	\$ 4,800.00	2771.55			3740
Project 3	Community Events	\$ 632.00			215.84	
Project 4	Contribution to Digital Economy Strategy	\$ 1,368.00				1368
<b>Subtotal</b>		<b>\$ 7,800.00</b>	<b>\$ 2,771.55</b>	<b>\$ 770.00</b>	<b>\$ 215.84</b>	<b>\$ 5,108.00</b>

**Administration**

Brief Description		Budget				
Marketing/Admin Coordinator	Salary for Coordinator	\$ 4,160.00	\$1,035	1,035	1035	1035
Office Expenses	Laser cut template cut for painting	\$ 200.00		85		
Other		\$ 590.00		230		
Insurance	Yearly insurance payable	\$ 1,500.00		1447		
<b>Subtotal</b>		<b>\$ 6,450.00</b>	<b>\$1,035</b>	<b>2,300</b>	<b>1035</b>	<b>1035</b>

<b>Total Expenses</b>	<b>Projects + Administration</b>	<b>\$ 14,250.00</b>	3,806.55	3070	1,250.84	6,143
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<b>Operating Surplus</b>	<b>-\$20.39</b>
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**Fullarton Road South Traders Association - Expenditure 2015/2016**

Project 1	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
<b>Website Maintenance</b>	We are in the process of upgarding the website and finding a suitable company to undertake this work for us. Whilst looking for new images/photos for new website are being taken and accurat date is being collated.	\$ 1,000			It has been a lengthy project to investigate and many ideas have been explored. It is hoped that the committee will reach agreement and accept the proposal from a web site firm early in the 2016/17 FY.	
Objective :						
Measure						
Est. Comp. Date :						

Project 2	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
<b>Newsletter</b>		\$ 4,800				It was decided that a different advertsing platform be investigated- SA LIFE was chosen. 6 half page advertsiments have been booked crossing over from the
Objective :						
Measure						

over from the 2015/16 into the 2017/17 budget. This is a new venture aimed at getting all traders advertising as a larger association. unsure of how

Est. Comp. Date :					
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Project 3	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Community Events		\$ 632				
Objective :						
Measure						
Est. Comp. Date :						

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		\$ 1,368				Ongoing over the course fo the year
Objective :						
Measure						
Est. Comp. Date :						

Project 5	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Objective :						
Measure						
Est. Comp. Date :						

<b>Sub total</b>	<b>Projects</b>	<b>\$ 7,800</b>				
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<b>Administration</b>			
	<b>Yearly Hours</b>	<b>Rate/Hour</b>	<b>Total</b>
Admin/Marketing Coord.	144 on paper but the actual hours will exceed this by about quadruple	\$ 28.88	\$ 4,160
Office Exp.	Postage, phone calls, office supplies, PO Box, Book keeping		\$ 200
Insurance	Public Liability Required.		\$ 1,500
Other	Miscellaneous costs, Fees and Charges		\$ 590
<b>Sub total</b>	<b>Administration</b>		<b>\$ 6,450</b>

<b>Total Exp.</b>	<b>Projects + Administration</b>	<b>\$ 14,250</b>
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## Fullarton Road Business Movement

Business Name	Address	Phone	email	Contact Name	Further Info
<b>Businesses IN Quarter 1 (1/7/2015 - 30/9/2015)</b>					
<b>Businesses OUT Quarter 1 (1/7/2015 - 30/9/2015)</b>					
<b>Businesses IN Quarter 2 (1/10/2015 - 31/12/2015)</b>					
<b>Businesses OUT Quarter 2 (1/10/2015 - 31/12/2015)</b>					
Highgate Friendly Grocer- Super Market	Closed down- N/A				Closed Down N/A
<b>Businesses IN Quarter 3 (1/1/2016 - 30/3/2016)</b>					
<b>Businesses OUT Quarter 3 (1/1/2016 - 30/3/2016)</b>					
<b>Businesses IN Quarter 4 (1/4/2016 - 30/6/2016)</b>					
Change of Ownership					
GARDEN PARTY	ALL DETIALS FOR GARDEN PARTY REMAIN THE SAME- NEW OWNERS NAME IS VICKI				
<b>Businesses OUT Quarter 4 91/4/2016 - 30/6/2016)</b>					
Eidos Café	CLOSED DOWN N/A				CLOSED DOWN N/A

**Glen Osmond Road Precint Association  
Summary of Income and Expenditure 2015/16**

**Income**

Separate Rate funding	\$ 18,355.00
Banner Income	\$ -
Membership	\$ -
<b>Total Income</b>	<b>\$ 18,355.00</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.

**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	Event -Artwork Competition	\$ 1,000.00			1,000	
Project 2	Events - Networking	\$ 1,000.00			1,000	
Project 3	Print Advertising	\$ 2,000.00				
Project 4						2,000
Project 5						
<b>Subtotal</b>		<b>\$ 4,000.00</b>	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00

Only a portion will be used for the last networking event

**Administration**

Brief Description		Budget				
Marketing/Admin Coordinator	Salary for Coordinator	\$ 9,000.00	\$2,250	\$2,250	\$2,250	\$2,250
Contribution to Digital Economy Strategy		\$ 2,280.00	\$2,280			
Other		\$ 1,975.00			\$1,975	
Insurance		\$ 1,100.00	\$1,100			
<b>Subtotal</b>		<b>\$ 14,355.00</b>				

<b>Total Expenses</b>	<b>Projects + Administration</b>	<b>\$ 18,355.00</b>				
<b>Operating Surplus</b>						

**Glen Osmond Road Precinct Association - Expenditure 2015/2016**

<b>Project 1</b>	<b>Description</b>	<b>Budget</b>	<b>Results for Quarter 1</b>	<b>Results for Quarter 2</b>	<b>Results for Quarter 3</b>	<b>Results for Quarter 4</b>
<b>Event -Artwork Competition</b>	Other artwork activities were not supported by Council. Therefore, the funds will be used for an artwork project that can be completed by local students within their school. Both Parkside and St Raphaels have agreed to participate.	\$ 1,000			\$1,000	Artwork is complete and waiting collection. As GORPA will not be operating and will not be able to manage maintenance, Council will need to advise what we should do with the works.
Objective :	To reflect the presence of children in the precinct and inject colour into the mainstreet.					
Measure	Community art developed for the precinct.					
Est. Comp. Date : 30 June - installation						
<b>Project 2</b>	<b>Description</b>	<b>Budget</b>	<b>Results for Quarter 1</b>	<b>Results for Quarter 2</b>	<b>Results for Quarter 3</b>	<b>Results for Quarter 4</b>
<b>Events - Networking</b>	The networking event was combined with the AGM.	\$ 1,000			500	As no AGM will be held - a portion of these funds will be used for the final Special Meeting/wind up of GORPA.
Objective :	To consult members of the business community on the draft annual business plan and take applications for GORPA membership					
Measure	Event held and vacancies filled.					
Est. Comp. Date : Complete						
<b>Project 3</b>	<b>Description</b>	<b>Budget</b>	<b>Results for</b>	<b>Results for</b>	<b>Results for</b>	<b>Results for Quarter 4</b>
<b>Print Advertising</b>	This budget was reallocated for 'temporary art installation;	\$ 2,000			1,000	\$1000, The wall decals will be removed prior to the wind up meeting as requested. As will the footpath stickers.
Objective :	To defer graffiti in the precinct by installing temporary art installations					
Measure	level of graffiti and feedback from traders regarding artworks					
Est. Comp. Date :						

Project 4	Description	Budget	Results for Quarter 1	Results for Quarter 2	Results for Quarter 3	Results for Quarter 4
Objective :						
Measure						
Est. Comp. Date :						
<b>Sub total</b>	<b>Projects</b>	<b>\$ 4,000</b>				

<b>Administration</b>			
	Yearly Hours	Rate/Hour	Total
Admin/Marketing Coord.			\$ 9,000
Contribution to Digital Economy Strategy			\$ 2,280.00
Other			\$ 1,975.00
Insurance			\$ 1,100.00
<b>Sub total</b>	<b>Administration</b>		<b>\$ 14,355</b>

<b>Total Exp.</b>	<b>Projects + Administration</b>	<b>\$ 18,355</b>
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### Glen Osmond Road Business Movement

Business Name	Address	Phone	email	Contact Name	Further Info
<b>Businesses IN Quarter 1 (1/7/2015 - 30/9/2015)</b>					
<b>Businesses OUT Quarter 1 (1/7/2015 - 30/9/2015)</b>					
<b>Businesses IN Quarter 2 (1/10/2015 - 31/12/2015)</b>					
<b>Businesses OUT Quarter 2 (1/10/2015 - 31/12/2015)</b>					
<b>Businesses IN Quarter 3 (1/1/2016 - 30/3/2016)</b>					
<b>Businesses OUT Quarter 3 (1/1/2016 - 30/3/2016)</b>					
Venezia Restaurant	56 Glen Osmond Rd, Parkside				Business sold
New owners 2 Cuz Café	106 Glen Osmond Road	(08) 7226 0880			Business sold
New owners at Painless Massage	31 Glen Osmond Road	(08) 8373 1565			Business sold
Yohannas property for lease	90 Glen Osmond Road	0426 255 169			New business- not making ends meet to cover rent. Dissapointed with low foot traffic in the precinct.
<b>Businesses IN Quarter 4 (1/4/2016 - 30/6/2016)</b>					
The Flower Nook (BURNSIDE TRADER)	89 A Glen Osmond Road				Second shopfront for the owner - other in CBD
Strategy Road	90b Glen Osmond Road				NA
<b>Businesses OUT Quarter 4 91/4/2016 - 30/6/2016)</b>					
Events and Markets Australia	118a Glen Osmond Road				End of lease
House of Serindipity (BURNSIDE TRADER)	75 Glen Osmond Rd. Eastwood				Low foot traffic, high overheads