

COMMITTEE AGENDA

Business and Economic Development Advisory Committee

Notice is hereby given pursuant to the provisions of the Local Government Act, 1999, that the next Meeting of the Confidential Business and Economic Development Advisory Committee will be held in the Bar Area, Civic Centre, 181 Unley Road, Unley on

***Tuesday 15 September 2026
5:30PM***

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

Chief Executive Officer

MEMBERS

Councillor S Finos
Councillor D Palmer
Presiding Member D DeLuca
Independent Member S Weiser
Independent Member J Thorne
Independent Member D Scanlon
Independent Member T Maras
Independent Member H Herbst

ADMINISTRATION IN ATTENDANCE

General Manager City Shaping B Willsmore
Manager Economic Development & Strategic Projects D Griffiths
Principal Governance and Policy Officer D Edwards
Governance Support Officer H Sarre

GUESTS IN ATTENDANCE

Adam Stanford, Director Strategy and Insights at the South Australian Tourism Commission (SATC)

ACKNOWLEDGEMENT

Ngadlurlu tampinhi, ngadlu Kurna yartangka inparrinhi. Ngadlurlu parnuku tuwila yartangka tampinhi.

*Ngadlurlu Kurna Miyurna yaitya yarta-mathanya Wama Tarntanyaku tampinhi. Parnuku yaitya, parnuku tapa purruna yalarra puru purruna.**

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

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

*Kurna Translation provided by Kurna Warra Karrpanthi

ORDER OF BUSINESS

ITEM

PAGE NO

1. ADMINISTRATIVE MATTERS

1.1 APOLOGIES

Nil

1.2 LEAVE OF ABSENCE

Nil

1.3 CONFLICT OF INTEREST

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

1.4 MINUTES

1.4.1 Minutes of the Ordinary Business and Economic Development Advisory Committee Meeting held Tuesday, 9 June 2026

1.5 DEFERRED / ADJOURNED ITEMS

Nil

2. REPORTS

2.1	Visitor Economy - External Speaker	5
2.2	Annual Economic Data	11
2.3	Established Business Precincts - 2025/26 FY Annual Reports	47
2.4	Established Business Precincts - Annual Sponsorship Report 2025/26 FY	75
2.5	Business Precinct Management - Update and Budget 2026/27 FY	86
2.6	Status of the \$40,000 Project for 2026/27 FY	93

3. OTHER BUSINESS

NEXT MEETING

Wednesday 11 November 2026 - 5.30pm

Bar Area, Civic Centre, 181 Unley Road, Unley

INFORMATION REPORT

REPORT TITLE:	VISITOR ECONOMY - EXTERNAL SPEAKER
ITEM NUMBER:	2.1
DATE OF MEETING:	15 SEPTEMBER 2026
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	CITY SHAPING
ATTACHMENTS:	NIL

1. **PURPOSE**

To provide the Business and Economic Development Advisory Committee (BEDAC) with an opportunity to hear from Fleurieu Peninsula Tourism and explore opportunities to further support and strengthen the visitor economy within the City of Unley.

1. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report 'Visitor Economy – External Speaker' be received.
 2. The Administration develop a Visitor Economy Action Plan that is informed by the key themes and directions arising from the workshop discussions, and sets out the priorities, initiatives and partnerships for further investigation over a four-year period.
-

2. **RELEVANT CORE STRATEGIES – COMMUNITY PLAN 'TOWARDS 2050'**

3. Economy

3.3 We enhance and promote the local characteristics within our City that make us a desirable and exciting place to live, work, visit, invest and do business.

3. **BACKGROUND**

The visitor economy makes an important contribution to local economic activity by bringing expenditure into the City and supporting local hospitality, retail, accommodation, service and experience-based businesses.

While the City of Unley is not traditionally considered a tourism destination, its proximity to the Adelaide CBD, established business precincts, heritage

character, hospitality and retail offering, events, arts and cultural activities and visitor accommodation provide opportunities to attract visitors and increase local expenditure.

The City of Unley access Spendmapp to understand local consumer spending using anonymized credit and debit card transaction data. The Spendmapp data for the 2024 calendar year identified total local expenditure of approximately \$1.167 billion. Of this, approximately \$806.8 million, or 69.1%, was attributed to visitors from outside the City, compared with \$360.7 million in local expenditure by Unley residents. While this definition of visitor expenditure is broader than traditional tourism expenditure, the data demonstrates the significant contribution made by people who come into the City to shop, dine, access services and participate in other activities.

Unley hosts a growing accommodation sector comprising hotels, motels, serviced accommodation, caravan park and short-stay rental properties. To complement recent changes to the rating classification of short-stay rental accommodation, there is an opportunity to demonstrate how Council supports businesses operating within the visitor economy.

Council actively supports the growth of the local visitor economy through a range of initiatives that strengthen business capability, increase destination awareness and enhance visitor experiences. This includes a partnership with the Tourism Industry Council South Australia (TiCSA) to help local hospitality, tourism and experience-based businesses build their tourism capability, improve visitor readiness and increase their visibility to domestic and international audiences.

Council also supports the industry sector through:

- the Unley Visitor Map, showcasing the City's key visitor attractors such as main streets, retail precincts, dining destinations and local experiences;
- participation in the Australian Tourism Data Warehouse (ATDW), improving the online discoverability of Unley's visitor economy businesses and attractions;
- free expert business mentoring and advisory support through the Eastern Business Advisory Service;
- destination and established business precinct marketing campaigns, events and activation programs that drive visitation and local spending; and
- opportunities for eligible businesses to participate in Council-supported tourism development programs, industry networking activities and visitor economy initiatives that strengthen their market reach and competitiveness.

Council has also recently been working towards the development of a destination brand, which will be considered by Council within the next six months.

Following the guest speaker presentation, BEDAC will be asked to consider whether these existing activities could be complemented by other targeted initiatives or partnerships that provide a high impact for businesses without requiring Council to establish a resource-intensive visitor economy function.

4. DISCUSSION

Guest Speaker – Mr Adam Stanford, Director Strategy and Insights, South Australian Tourism Commission

Mr Adam Stanford, Director Strategy and Insights at the South Australian Tourism Commission (SATC), has been invited to present to BEDAC on South Australia's visitor economy performance and the latest tourism insights relevant to Greater Adelaide (the City of Unley is considered within the Greater Adelaide context). Adam leads SATC's research and insights function and is responsible for the analysis of visitor trends, expenditure, market performance and tourism industry intelligence that informs tourism policy, investment and destination development across South Australia.

The presentation will provide BEDAC with an opportunity to gain a deeper understanding of the Greater Adelaide visitor economy, including visitor expenditure, visitation patterns, accommodation performance, tourism trends and the broader economic contribution of tourism to South Australia. SATC maintains extensive visitor economy datasets covering domestic and international visitation, visitor spending, day trips, overnight stays, accommodation performance and regional tourism outcomes.

The presentation is expected to cover:

- current visitor economy trends and performance across Greater Adelaide and South Australia;
- key visitor markets, visitor expenditure and visitation patterns;
- tourism and visitor economy insights relevant to Greater Adelaide;
- emerging opportunities, challenges and market trends influencing future visitor growth;
- the role of tourism, events and business visitation in supporting economic activity; and
- considerations for how the City of Unley can contribute to and benefit from the visitor economy as an inner-metropolitan council located adjacent to the Adelaide CBD.

South Australia's visitor economy generated approximately \$11.5 billion in visitor expenditure in the year ending March 2026 and directly supported more than 39,000 tourism jobs across the state. Understanding the drivers

of this activity, particularly within Greater Adelaide, will assist BEDAC in identifying where Unley can strengthen its role in attracting visitors, supporting local businesses and leveraging its strategic location near the CBD and major visitor destinations.

The purpose of the presentation is not to position Unley as a traditional tourism destination, but rather to explore how visitor economy insights can inform economic development initiatives, place activation, event attraction, business growth and destination awareness within an urban context. The session will help identify practical opportunities for the City of Unley to participate in and benefit from broader visitor economy growth occurring across Greater Adelaide and South Australia.

Visitor Economy Opportunity for Unley

The *Economy Strategy 2036* positions the City of Unley as a distinctive, high-quality destination that attracts visitors, supports local spending, and strengthens economic vitality across its business precincts. Visitor economy outcomes are embedded throughout the strategy rather than treated as a standalone tourism function, reflecting the role of placemaking, events, precinct activation, culture, hospitality, and branding in driving visitation.

The strategy identifies that Unley attracts approximately 157,000 visitors annually, with a strong foundation of hospitality, retail, cultural, civic and community assets. The city's proximity to the Adelaide CBD, heritage character, village-style precincts, walkability and cosmopolitan atmosphere provide a competitive advantage as a visitor destination.

The strategy commits to:

- Position Unley as a distinctive and high-quality destination.
- Strengthen branding and destination marketing.
- Deliver an enhanced visitor and customer experience.
- Activate business precincts and public spaces.
- Attract events and experiences that increase visitation.
- Leverage cultural, sporting and community assets to generate local spending.
- Invest in place identity, activation and public realm improvements.

These directions provide a strong foundation for a four-year Visitor Economy Plan.

The significant level of expenditure already generated by visitors suggests that even relatively small changes in visitation, length of stay, repeat visitation or expenditure could generate benefits for local businesses.

The presentation provides an opportunity to consider where Council can most effectively add value. This may include improved destination information and promotion, building the capability and visibility of visitor-facing businesses, stronger connections between accommodation providers and business precincts, collaborative marketing, events and activations, or partnerships with neighbouring councils and tourism organisations.

Workshop Questions for BEDAC

Following the presentation, BEDAC members are invited to consider the following questions:

1. What role should the City of Unley play in the Greater Adelaide visitor economy, and where can it create the greatest value?

Consider Unley's proximity to the CBD, its established business precincts, community infrastructure assets, existing visitor attractors, dining and hospitality offer, heritage character, events, accommodation, lifestyle appeal and business activity.

2. What visitor economy opportunities best align with Unley's genuine competitive advantages and have the greatest potential to increase visitation, visitor spend and local economic activity?

Consider opportunities that leverage existing strengths, emerging visitor trends and unmet market opportunities.

3. What partnerships, initiatives or enabling actions should Council prioritise over the next four years to support visitor economy growth and position Unley as an attractive destination for visitors?

Consider the respective roles of Council, visitor attractors, businesses, industry organisations, neighbouring councils, the Adelaide Economic Development Agency and the South Australian Tourism Commission.

Feedback from the discussion will help inform the development of a City of Unley Visitor Economy Action Plan. The Action Plan will identify priority opportunities, partnerships and initiatives that support local businesses, increase visitor expenditure and strengthen Unley's contribution to the broader Greater Adelaide visitor economy.

The Action Plan will ensure Council's visitor economy activities align with its broader economic development objectives, focus on areas where Council can add value, and prioritise initiatives capable of delivering meaningful economic and community outcomes over the next four years.

5. REPORT AUTHORISERS

Name	Title
Ben Willsmore	General Manager City Shaping

DECISION REPORT

REPORT TITLE:	ANNUAL ECONOMIC DATA
ITEM NUMBER:	2.2
DATE OF MEETING:	15 SEPTEMBER 2026
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	CITY SHAPING
ATTACHMENTS:	1. INDEPENDENT REPORT - PERFORMANCE OF THE LOCAL ECONOMY 2. INDEPENDENT REPORT - CURRENT STATE OF THE LOCAL ECONOMY

1. **PURPOSE**

To provide the Business and Economic Development Advisory Committee (BEDAC) with the annual City of Unley Economic Data Snapshot.

2. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report titled 'Annual Economic Data' be received.
2. The committee notes:
 - *Business and Economic Development Advisory Committee to provide advice.*

3. **RELEVANT CORE STRATEGIES – COMMUNITY PLAN 'TOWARDS 2050'**

3. Economy
- 3.4 We create partnerships, collaborate with others, and embrace new ideas to attract investment and enrich our City.

4. **BACKGROUND**

Over the past three years, an Annual Economic Data Snapshot has been developed for Council via BEDAC in quarter one of each financial year. It provides an overview of economic conditions within the City of Unley and identifies key data trends, opportunities and any areas requiring strategic attention.

Previous snapshots were structured around the Economic Development Growth Strategy, which concluded in 2025. Council has since adopted a new strategic planning framework and established the *Economy Strategy 2036* as one of four lead strategies, providing a ten-year direction.

The *Economy Strategy 2036* establishes five objectives:

- Igniting Innovation
- Thriving Precincts
- Place Advantage
- Collaborative Growth
- Strategic Investment

The Strategic Planning Framework includes the Four-Year Delivery Plan which translates these 10-year objectives into tactical actions and measurable outcomes. Relevant economic measures identified in this plan include:

- Growth in Gross Regional Product (GRP),
- Increase in business confidence and support,
- Precinct performance and activation,
- Investment attraction, partnerships; and
- Strategic use of council assets.

Progress and performance reports against these strategic documents will be published as part of the Annual Business Reporting process.

5. **DISCUSSION**

For the past three years, Council via BEDAC has been provided with the following list of economic data. This list of data originated from the *Economic Development Growth Strategy (2021 – 2025)*. This same data has been updated for 2026. The table below reflects the change from the 2021 baseline.

Economic Data Set	Baseline (2021)	Current Estimate	% change
Estimated resident population	39,461	40,731	+3.2%
Development investment added		Public and private capital investment therefore exceeds \$1.1 billion	
Number of jobs	20,352	22,927	+12.7%

Economic Data Set	Baseline (2021)	Current Estimate	% change
Residential workforce - Professionals (%)	27.9%	29.4%	+1.5 percentage points
Residential workforce - Professionals (number)	5,403	6,357	+17.7%
Residential workforce - Sales Workers (%)	8.6%	7.3%	-1.3 percentage points
Residential workforce - Sales Workers (number)	1,657	1,577	-4.8%
Residents who own their own home without a mortgage	30.2%	32.4%	+2.2 percentage points
Residents who have a bachelor's degree or higher	40.7%	46.5%	+5.8 percentage points
Median weekly income (personal)	\$791	\$983	+24.3%
Median weekly income (household)	\$1,636	\$1,999	+22.2%
Percentage of jobs in the Council area filled by non-residents	80.60%	82.30%	+1.7 percentage points
People who travel to Unley to work each day	16,404	18,864	+15.0%
Percentage of residents who work outside of the Council area	78.5%	79.2%	+0.7 percentage points
Top Three Resident Occupations	1. Professionals (28%) 2. Community and Personal Service Workers (16%) 3. Clerical and Administrative Workers (15%)	1. Professionals (29%) 2. Community and Personal Service Workers (17%) 3. Managers (14%)	
Number of Businesses (GST Registered)	5,668	5,903	+4.1%
Business entries		1,695	
Business exits		1,970	

Economic Data Set	Baseline (2021)	Current Estimate	% change
Number of employing businesses (number)	2,015	1,921	-4.7%
Number of employing businesses (%)	35.6%	32.2%	-3.4 percentage points
Gross Regional Product	\$2.82 billion	\$3.93 billion	+39.3%
Number of Jobs In Unley	22,089	26,034	+17.9%
Unemployment Rate	3.4%	2.3%	-1.1 percentage points
Top 3 Industries by Output	1. Construction (\$761 M) 2. Professional, Scientific & Technical Services (\$713 M) 3. Health Care & Social Assistance (\$593 M)	1. Construction (\$1,539 M) 2. Professional, Scientific & Technical Services (\$1,143 M) 3. Health Care & Social Assistance (\$1,011 M)	
Top 3 Industries by Employment	1. Health Care & Social Assistance (25.5%) 2. Professional, Scientific & Technical Services (13.0%) 3. Retail Trade (8.5%)	1. Health Care & Social Assistance (26.7%) 2. Professional, Scientific & Technical Services (13.6%) 3. Construction (8.9%)	

5.1 – Growth in Investment

Current data demonstrates continued investment within the Unley economy. Private Gross Fixed Capital Expenditure is estimated at approximately \$857 million, with Public Gross Fixed Capital Expenditure of approximately \$256 million. Combined capital investment therefore exceeds \$1.1 billion and represents approximately 27% of Unley's Gross Regional Expenses (GRE).

Development approval data demonstrates continuing investment activity, with the value of building approvals increased from approximately \$119.7 million in 2023/24 to \$211.0 million in 2024/25.

In 2024/25, this comprised:

- approximately \$178.5 million in residential approvals; and
- approximately \$32.5 million in non-residential approvals.

The continued growth in capital expenditure and development activity indicates confidence in investment in Unley and supports the Council's 2050 *Planning for Growth* ambition.

5.2 - Overall Economic Performance

The 2026 Snapshot demonstrates that Unley's economy is performing strongly and continues to grow. Key indicators include:

- GRP of approximately \$3.93 billion and continued year-on-year growth;
- approximately 26,000 jobs located in the City;
- unemployment remaining low at 2.3%;
- almost 6,000 active businesses;
- a highly skilled resident and local workforce;
- continued growth in key sectors including health care, professional services and construction;
- more than \$1.1 billion in public and private capital investment; and
- continuing residential and commercial development activity.

Not every indicator is positive. Business entries and exits and the declining proportion of employing businesses warrant ongoing monitoring, particularly in the context of cost pressures affecting small businesses.

Annual economic monitoring will continue to provide an important mechanism for identifying emerging trends and determining whether future changes in economic conditions require a different response.

5.3 – Independent Review of the Current State of the Economy

The snapshot draws on a range of data sources with different reporting periods and methodologies. Accordingly, individual measures should be interpreted within the context of their source and are primarily used to identify economic trends over time.

Economic analyst *Econovation* were engaged to undertake an independent assessment of the current state of the local economy, its performance, strengths, opportunities and emerging challenges. The report is attached.

Attachment 1

The findings confirm that the City of Unley continues to be one of metropolitan Adelaide's strongest and most productive local economies. In addition, the attached reporting highlights:

- Despite accounting for only 18% of the Eastern Region's population, Unley generates approximately one quarter of the region's employment, economic output and Gross Regional Product (GRP), with economic productivity significantly exceeding the regional average.
- While Unley's vibrant established business precincts, hospitality, retail and local businesses remain critical to community identity and place-making, the analysis shows that much of the City's economic strength is increasingly driven by knowledge-intensive industries, particularly professional services, healthcare, business services and finance. Together, these sectors generate over \$2.1 billion in economic output and support high-value employment opportunities.
- The review highlights one of Unley's greatest strategic assets: its people. Two-thirds of residents hold a university qualification, and the City of Unley has a disproportionately high concentration of managers and professionals. Combined with Unley's proximity to the Adelaide CBD, Lot Fourteen and major universities, this positions Unley as an important contributor to Adelaide's knowledge economy.
- Unley's economy does not operate in isolation. The City sits at the centre of a highly integrated metropolitan labour market, attracting more workers each day than it loses and maintaining strong economic linkages with Adelaide's innovation and employment precincts. This reinforces the importance of regional collaboration and partnerships as Council pursues economic development outcomes.

The report also identifies several challenges, including:

- Population growth remains modest and the community is ageing. As a result, future economic prosperity cannot rely solely on growth in population numbers.
- Economic growth will increasingly depend on improving productivity, enabling innovation, supporting entrepreneurship and maximising the value of Unley's existing economic assets, including its skilled workforce, established business base and strategically located activity centres.

These findings are particularly relevant as Council progresses a number of key strategic initiatives that contribute to the *Community Plan Towards 2050* vision and the *Economy Strategy 2036*. The evidence supports:

- Planning for Growth initiatives, by identifying the importance of productive employment precincts and ensuring future planning decisions support higher-value economic activity in strategic locations.
- The consideration of a Home-Based Business Action Plan, recognising the significant growth in non-employing businesses, entrepreneurial activity and flexible working arrangements across the City.
- The consideration of a Visitor Economy Action Plan, by reinforcing the value of Unley's established business precincts, hospitality and lifestyle offer in attracting visitors, talent and investment.
- Innovation and business development programs, by leveraging Unley's highly skilled resident population and strengthening links with the innovation ecosystem including universities and Lot Fourteen.
- Investment attraction and place-based economic development, by capitalising on Unley's unique proposition of amenity, accessibility, talent and CBD proximity.
- Unley's future economic success will be driven not simply by growth, but by productivity – maximising and leveraging our existing economic assets.
- The City's comparative advantage lies in its unique combination of talent, amenity, knowledge-intensive industries, CBD connectivity and productive precincts.

5.4 – Next Steps - Strategic Reporting

Over the next 12 months, the Administration will establish a new format for Council's annual reporting against the Community Plan, Lead Strategies and Four-Year Delivery Plan objectives. This will aim to provide greater alignment between strategic directions and data capture and reporting processes towards the *Community Plan Towards 2050* vision of a prosperous, connected and sustainable city.

6. REPORT AUTHORISERS

Name	Title
Ben Willsmore	General Manager City Shaping



City of Unley Economic Performance Review 2026

Economic performance, strengths and strategic implications

Prepared for the City of Unley

Prepared by Andrew Wear
Principal, Econovation

August 2026

www.econovation.com.au



Purpose

This report provides an updated assessment of the City of Unley's economy, drawing on the latest available economic, business, demographic and Census data.

It has been prepared to support implementation of the *2036 Economy Strategy* by providing a current evidence base on Unley's economic performance, industry structure, business base, workforce and broader metropolitan connections.

The report accompanies a more detailed presentation of the analysis and focuses on the findings with the greatest relevance to Council's economic development priorities.

Executive summary

Unley has built one of metropolitan Adelaide's strongest local economies. It generates around one-quarter of Eastern Region employment, economic output and Gross Regional Product (GRP), despite having less than one-fifth of the region's population. GRP per capita is 37% above the Eastern Region average.

Knowledge and service industries are central to this economic strength. Professional services and healthcare generate around \$2.1 billion in combined output, while Unley's businesses employ a disproportionately high share of managers and professionals. Unley also has a highly educated resident population, with 66% of adults holding university qualifications.

Unley is deeply integrated with metropolitan Adelaide. Around 18,864 workers travel into Unley for work, while 15,489 Unley residents work outside the municipality, producing a net worker inflow of 3,375. For several knowledge-intensive industries, more than half of Unley's resident workforce works in the City of Adelaide.

These strengths sit alongside important constraints. Population growth has been limited and the population is ageing. With limited scope to rely on population growth, future prosperity will depend increasingly on productivity and on making more of Unley's existing economic assets: its skilled population, business base and highly productive locations.

The evidence broadly supports the directions established in the *2036 Economy Strategy*, while suggesting opportunities to sharpen implementation around productivity, knowledge-intensive activity and Unley's role in the metropolitan economy.



A strong and productive local economy

Unley generates considerably more economic activity than might be expected for a municipality of its size.

The City accounts for 18.4% of the Eastern Region's population, but generates 25.6% of its employment, 25.5% of its economic output and 25.2% of its GRP. GRP per capita is \$96,506, 37% higher than the Eastern Region average of \$70,675.

This economic advantage has also been sustained. Over the past decade, Unley has consistently generated around one-quarter of Eastern Region GRP while accounting for less than one-fifth of its population.

Recent performance has been strong. Over the past year, real GRP increased by 4.5% and real economic output by 4.3%, substantially outpacing population growth of 0.7%. Employment growth was concentrated across service industries. Unemployment remained low at 2.3%.

The business base is changing

Unley's business base is growing, but its composition is changing.

Between 2023 and 2025, the number of non-employing businesses increased by 6.7%. Over the same period, businesses employing 1-4 people declined by 4.5% and those employing 5-19 people declined by 5.2%. Businesses employing 20 or more people increased by 3.8%.

In total, Unley had 1,921 employing businesses in 2025, 79 fewer than in 2023. Recent growth in the business base has therefore come from non-employing businesses, while the number of small employers has declined.

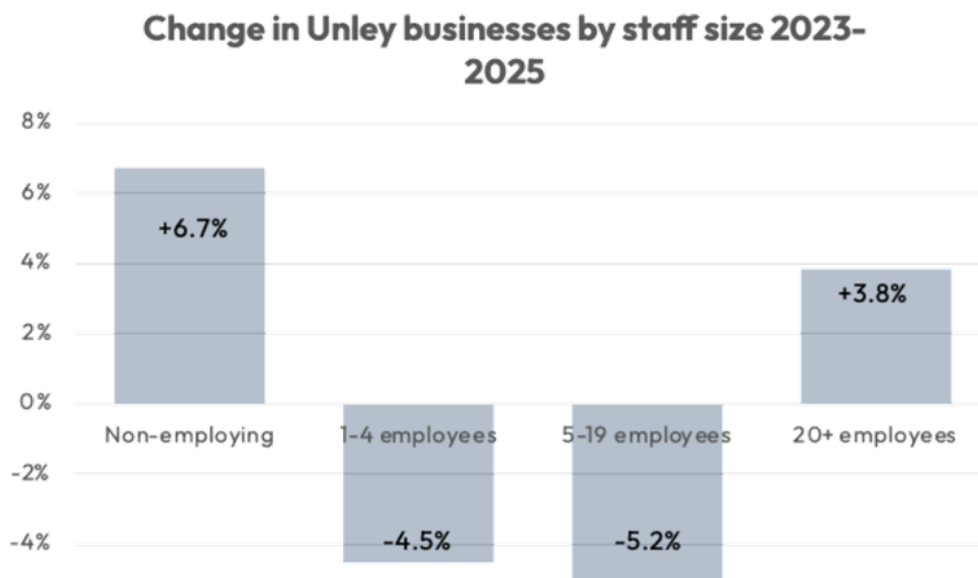


Figure 1 Unley's business base is growing, but fewer businesses are employing staff

Knowledge and service industries are central to Unley's economy

Unley's economy extends well beyond the activities most visible on its high streets.

Professional, scientific and technical services and healthcare and social assistance are among Unley's largest industries. Both combine significant economic scale with a disproportionately large contribution to Eastern Region economic output. Together, they generate around \$2.1 billion in economic output.

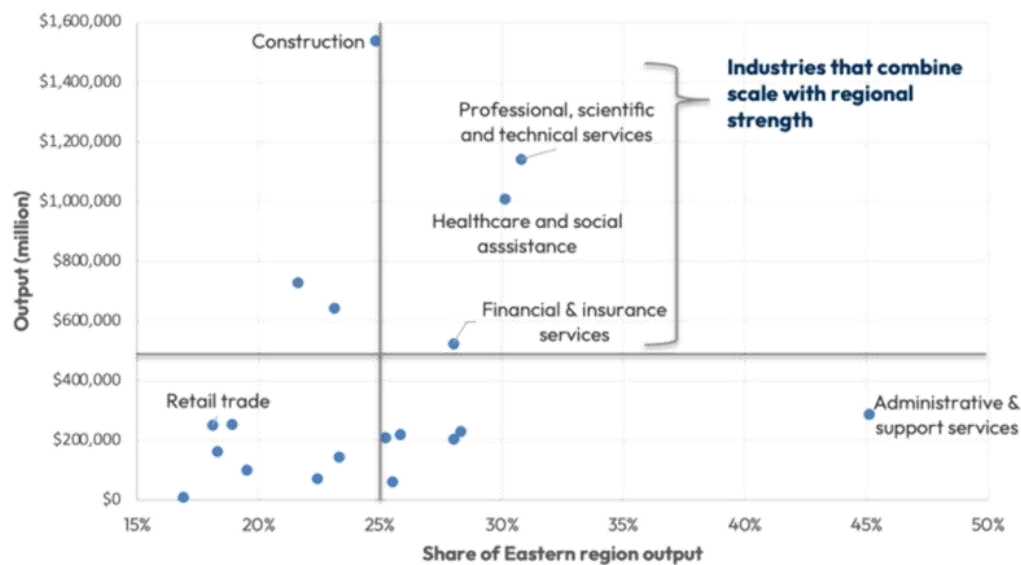


Figure 2 Professional services and healthcare are among Unley's largest industries and make an outsized contribution to the Eastern Region

The composition of Unley's workforce reinforces this picture. Managers and professionals account for 44% of workers employed in Unley, compared with 40% across the Eastern Region.

Unley's resident population provides another important economic asset. 66% of adults hold university qualifications, compared with 61% across the Eastern Region and 38% across South Australia.

These findings suggest a broader way of thinking about Unley's economy. Its high streets, retail, hospitality, personal services, arts and recreation remain important to neighbourhood vitality, amenity and local identity. But healthcare, professional services, business services, finance and other knowledge-intensive activities drive significant high-value employment, output and metropolitan economic connections.

These two parts of the economy are not separate. Amenity, talent and business activity reinforce each other. Economic development therefore needs to focus beyond high streets without diminishing their importance.

Unley operates as part of a metropolitan economy

Municipal boundaries provide only a partial picture of Unley's economy.

At the 2021 Census, 15,489 Unley residents worked outside the municipality, while 18,864 workers living elsewhere travelled into Unley for work. This produced a net employment inflow of 3,375 workers.

These are substantial flows in both directions. Around 82% of workers employed in Unley live elsewhere, with major local employment sectors drawing around four in five workers from beyond the municipality.



Figure 3 Unley is a net importer of workers, reinforcing its metropolitan employment role

Unley's resident workforce is equally connected to the wider metropolitan economy. Around 6,813 Unley residents work in the City of Adelaide, compared with 4,063 who work in Unley itself. Across all industries, 35% of Unley's resident workforce works in the City of Adelaide.

The relationship is particularly strong for knowledge-intensive industries. For several such industries, more than half of Unley's resident workers are employed in the City of Adelaide.

This metropolitan integration is reinforced by geography. Unley sits immediately alongside the Adelaide CBD and major knowledge and innovation assets, including universities, Lot Fourteen and Adelaide BioMed City. It combines this proximity with a highly educated population, attractive neighbourhoods, high streets, hospitality and open space.

The implication is important. Unley's workers, businesses and economic assets operate within a metropolitan economy. Economic development opportunities therefore extend beyond the municipal boundary and include stronger connections to Adelaide's institutions, businesses and knowledge infrastructure.

Talent, amenity and location create an economic opportunity

The geography of knowledge-intensive work is changing.



Research cited in the accompanying presentation identifies increasing competition between traditional CBD office markets and attractive adjacent neighbourhoods offering amenity, lower land rents and improved accessibility. Richard Florida has similarly argued that traditional office clusters are giving way to more mixed-use, live-work neighbourhoods in and around major employment centres.

Unley combines several characteristics that position it to benefit from this shift: CBD adjacency, strong amenity, highly skilled residents, knowledge-intensive industries and deep metropolitan labour-market connections.

This does not imply that Unley should seek to replicate Adelaide's CBD or major innovation precincts. Its economic proposition is different. Its proximity to those assets, combined with its own talent, amenity and existing industry base, provides the opportunity.

Unley's economic geography also matters. Just four of its 18 Destination Zones account for 68% of economic output while occupying 34% of the municipality's land area. Economic activity is therefore highly concentrated in a relatively small number of productive locations.

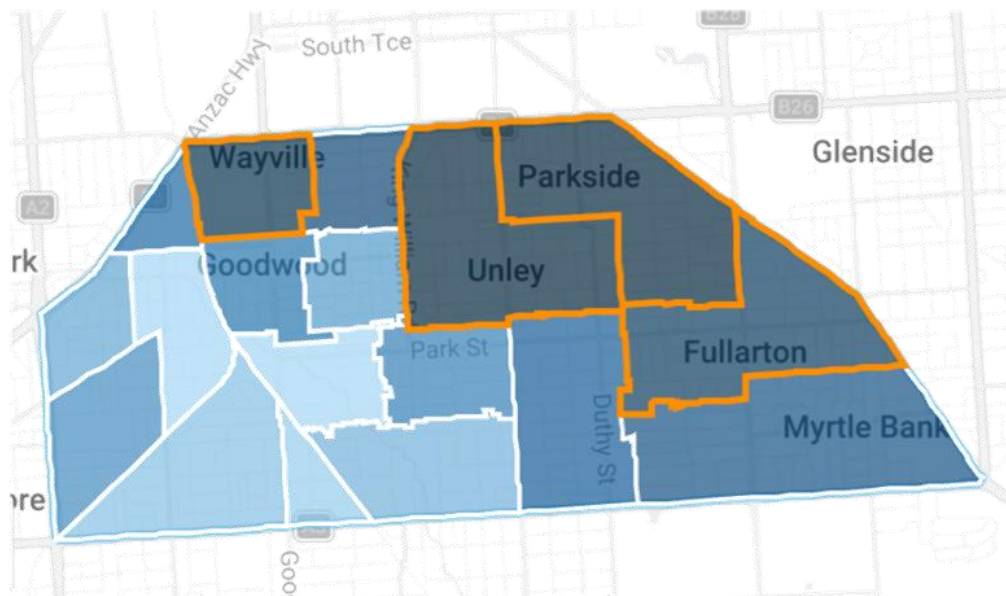


Figure 4 Two thirds of Unley's economic output is concentrated in one third of its land area

These locations represent important economic assets. Their capacity to accommodate productive businesses and higher-value activity should form part of future investment, infrastructure and planning decisions.

Future prosperity will depend increasingly on productivity

Unley's economic strengths sit alongside important demographic constraints.



Population grew by around 0.5% per annum between 2015 and 2025. The population is also ageing. Between the 2016 and 2021 Censuses, the number of residents aged 65–79 increased by 1,161 people, more than Unley's total population increase of 920 over the same period.

With limited scope to rely on population growth, future economic growth will need to draw more heavily on assets Unley already possesses: its skilled population, business base and highly productive locations.

The analysis therefore suggests opportunities to sharpen implementation of the *2036 Economy Strategy* around Unley's productive strengths.

Table 1 The evidence suggests opportunities to sharpen implementation of Economy Strategy 2036 around Unley's productive strengths

Economy Strategy 2036 theme	What the evidence suggests
Igniting Innovation	Build from existing strengths. Professional services, healthcare and other knowledge-intensive activities already form a substantial part of Unley's economy. Use these industry strengths and Unley's highly skilled resident workforce as the foundation for innovation activity.
Collaborative Growth	Think beyond municipal boundaries. Unley's workers, businesses and economic assets are deeply integrated with metropolitan Adelaide. Build stronger connections with Adelaide's universities, BioMed City, Lot Fourteen and wider business networks.
Strategic Investment	Focus on productive locations. With 68% of output generated from 34% of Unley's land area, give greater investment, infrastructure and planning attention to locations capable of supporting higher-value activity.

These implications flow directly from the economic evidence and sit within the existing strategic framework.

The common thread is a stronger focus on productivity, knowledge-intensive activity and Unley's role in the metropolitan economy.

Unley's high streets remain important to its economy and identity. But the evidence shows that its economic strengths extend well beyond them. Future economic development can build from the combination of productive industries, skilled people, metropolitan connections and productive locations that already underpin Unley's economic performance.

The state of Unley's economy

2026

Business and Economic Development Advisory Committee
September 2026

econovation 



Unley has built one of metropolitan Adelaide's strongest local economies

1

ECONOMIC STRENGTH

25% of Eastern region GRP from 18% of the population

Unley punches well above its demographic weight.

2

PRODUCTIVE INDUSTRIES

\$2.1bn combined output from professional services + healthcare

Knowledge and service industries are central to Unley's economy.

3

METROPOLITAN ECONOMY

+3,375 net worker inflow

Unley's labour market extends far beyond municipal boundaries.

4

TALENT + LOCATION

66% of adults hold university qualifications

CBD adjacency, talent and amenity create a distinctive economic proposition.

5

THE STRATEGIC IMPLICATION

Future prosperity will depend increasingly on productivity

Build from Unley's industries, talent, metropolitan connections and productive locations.

2f



Unley generates around a quarter of the Eastern region's economy despite having less than a fifth of its population

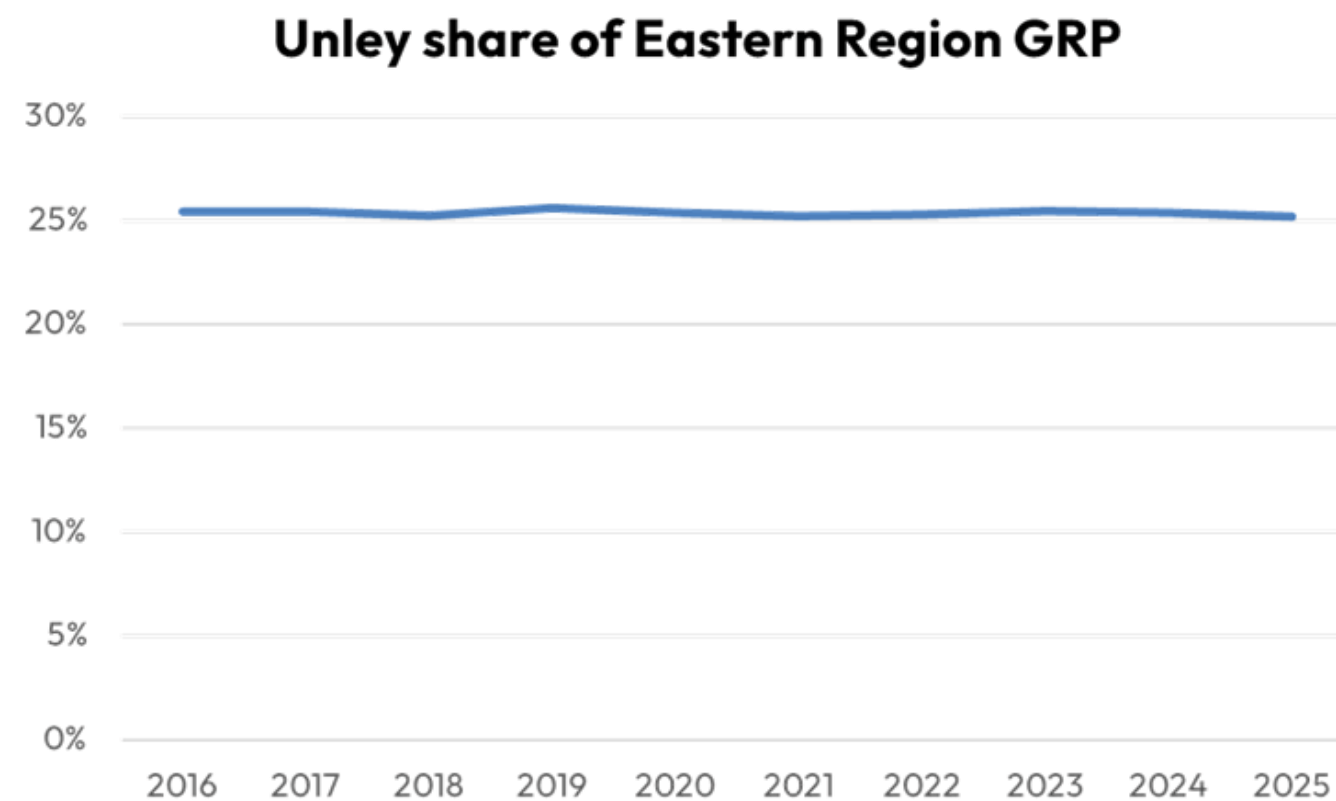
	Share of Eastern Region
Population	18.4%
Employment	25.6%
Economic output	25.5%
Gross Regional Product	25.2%

GRP per capita is 37% higher than the Eastern region average

(\$96,506 v \$70,675)

Unley's economy consistently generates more employment and economic value than would be expected for a municipality of its size, indicating a highly productive and economically significant role within metropolitan Adelaide.

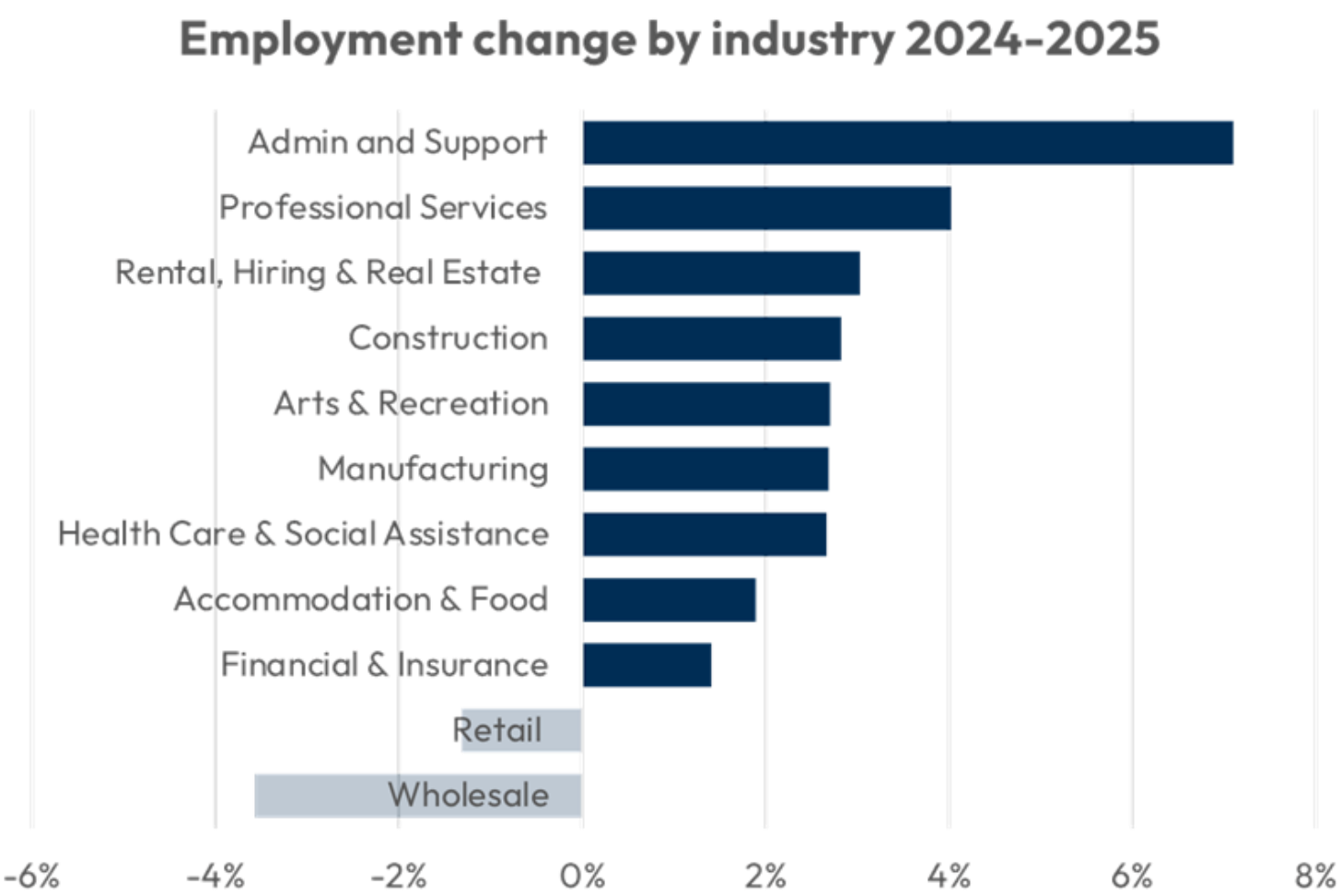
This economic advantage has been sustained despite a changing economic environment



Unley has consistently generated around one-quarter of the Eastern Region's economic output despite accounting for less than one-fifth of its population.



Unley’s economy grew strongly over the past year, led by employment growth across service industries



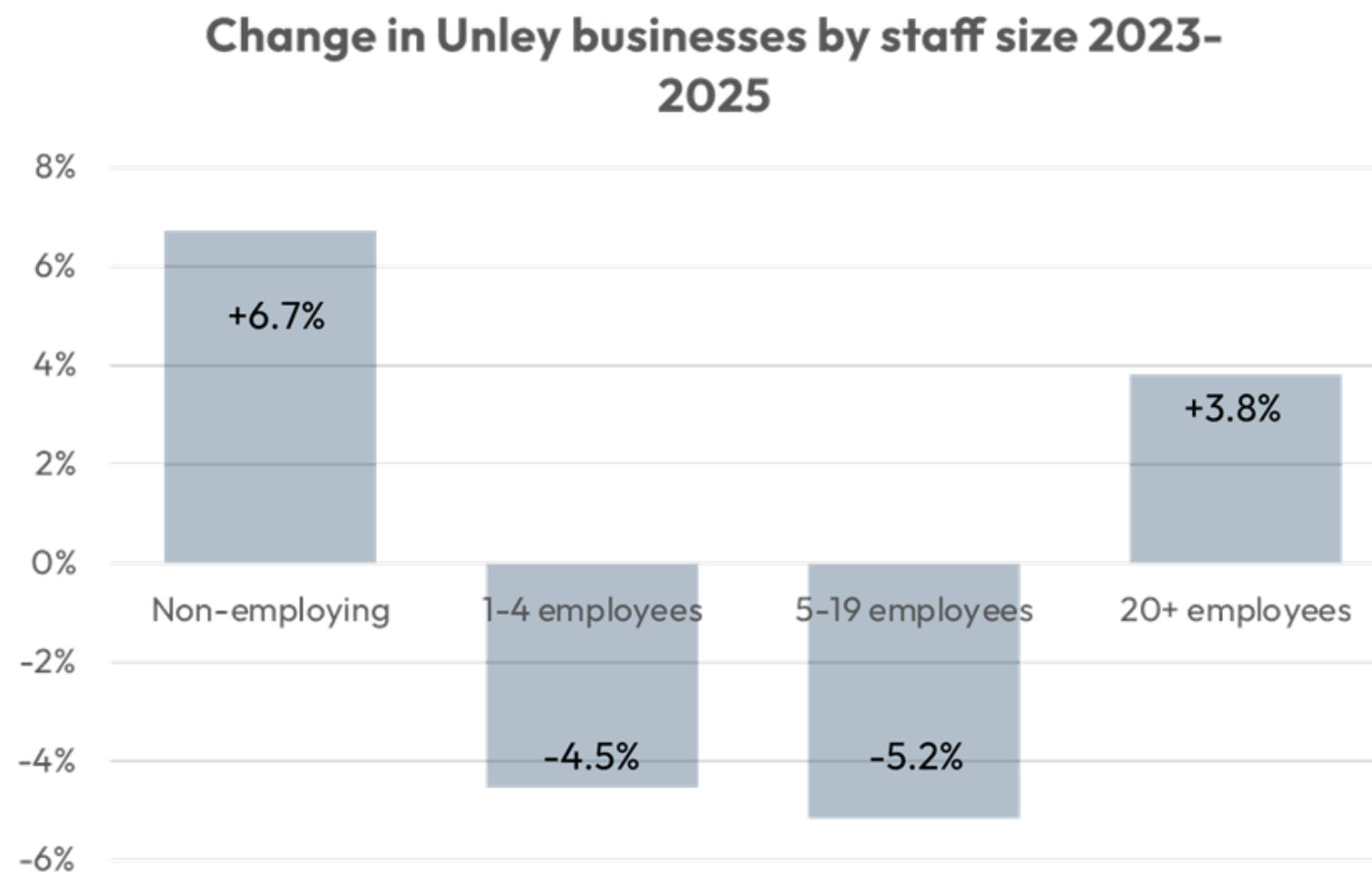
Economy-wide change 2024-2025

Indicator	Change
Population	+0.7%
Real GRP	+4.5%
Real output	+4.3%
Employing businesses	-2.6%
Unemployment	2.3% (unchanged)

Economic growth substantially outpaced population growth, while employment gains were concentrated in service industries.



Unley's business base is growing, but fewer businesses are employing staff

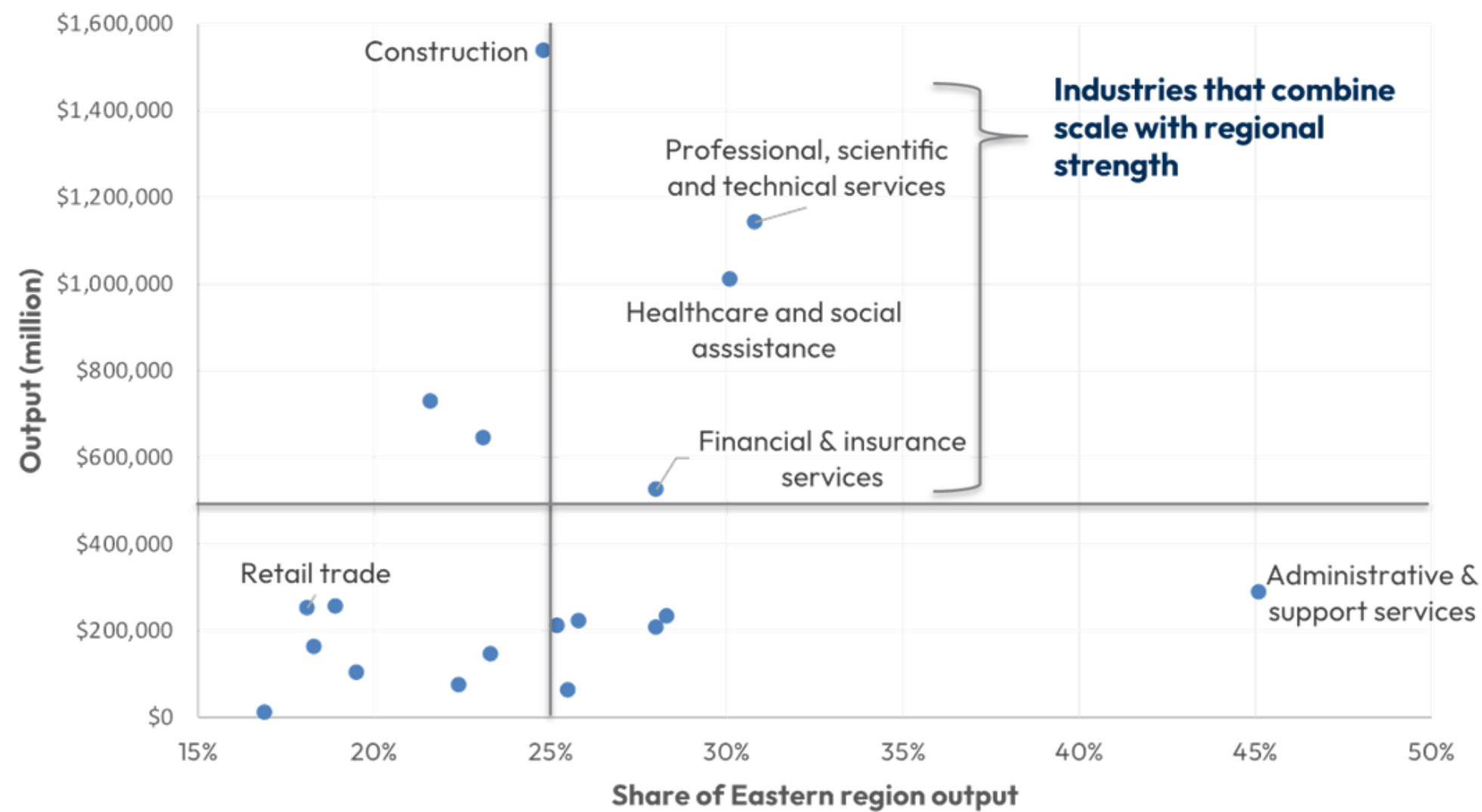


1,921
employing
businesses

79 fewer
than in 2023

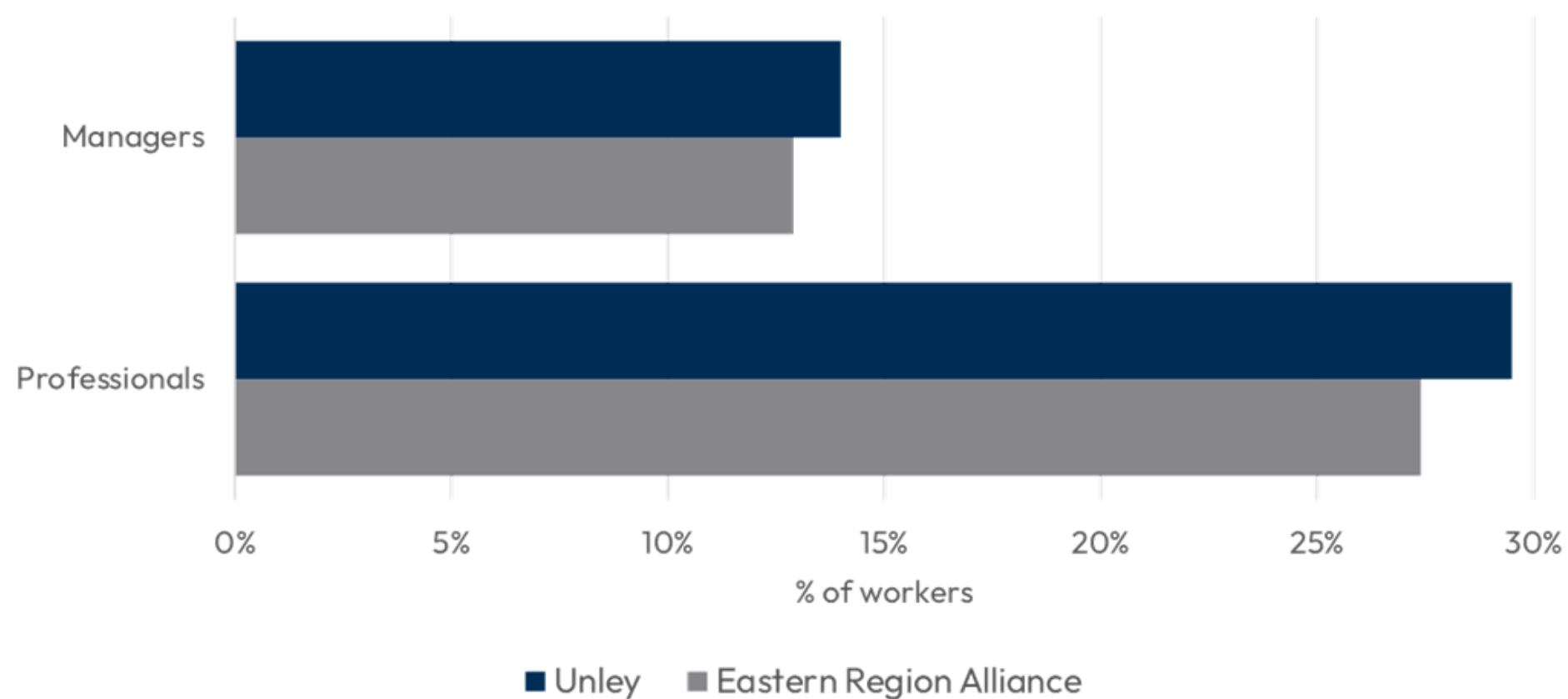
Recent growth in Unley's business base has come from non-employing businesses, while the number of small employers has declined.

Professional services and healthcare are among Unley's largest industries and make an outsized contribution to the Eastern Region





Unley's businesses employ a disproportionately high share of managers and professionals

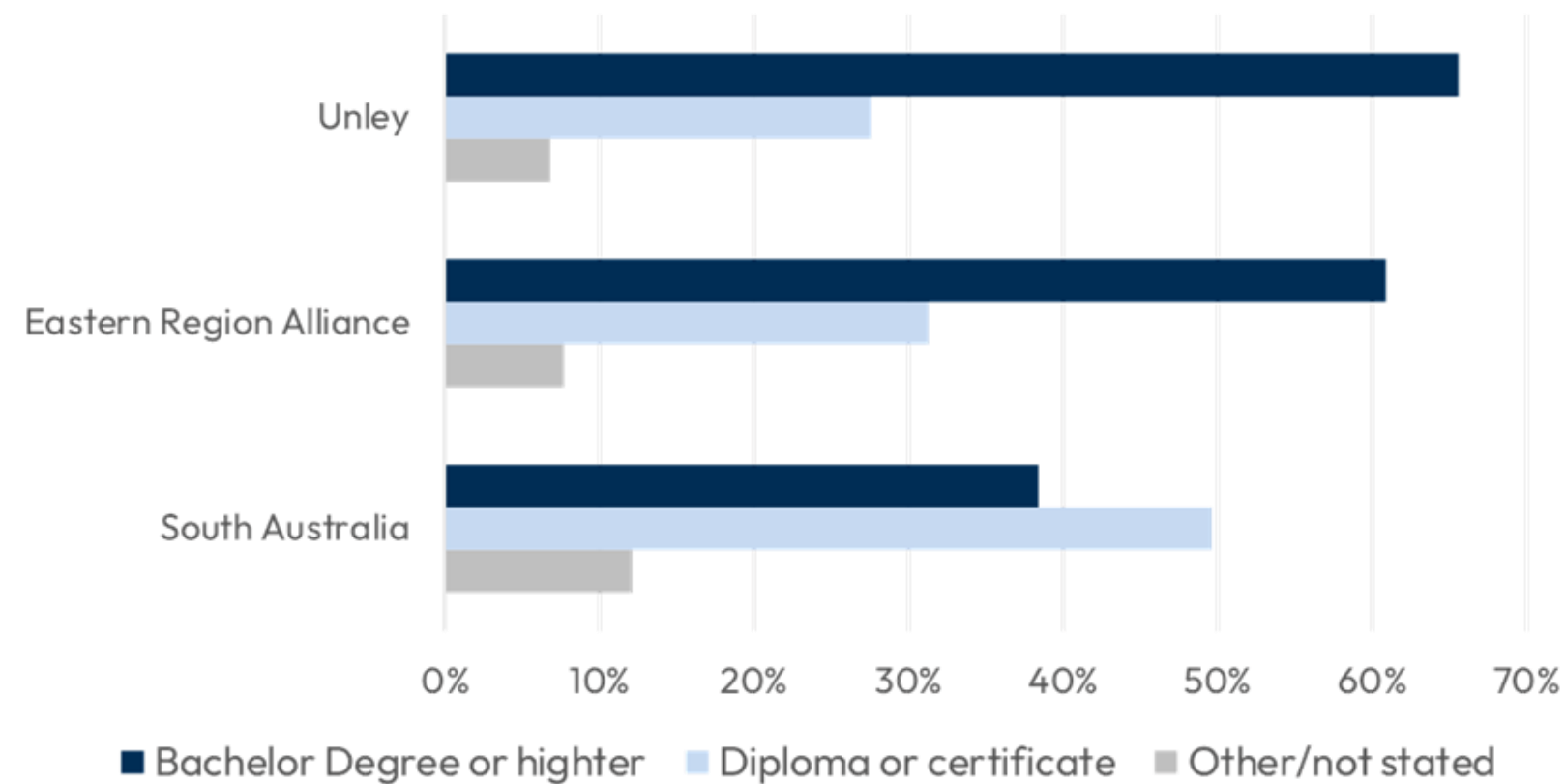


**Managers and
professionals**

44%
Unley

40%
Eastern region

Nearly two thirds of Unley residents hold a university qualification



University qualifications

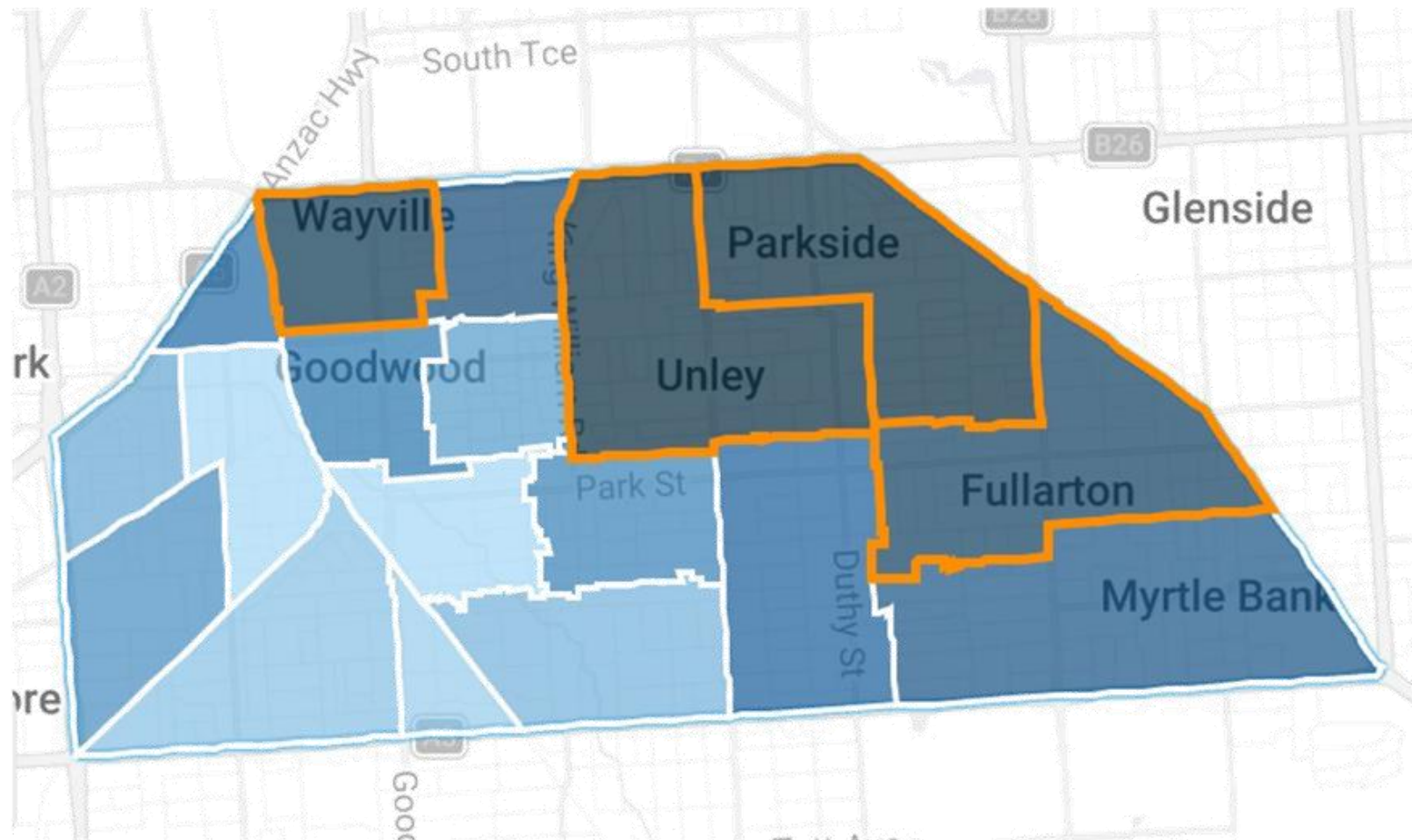
66%
Unley

61%
Eastern region

38%
South Australia



Two thirds of Unley's economic output is concentrated in one third of its land area



68%
of economic output

34%
of land area

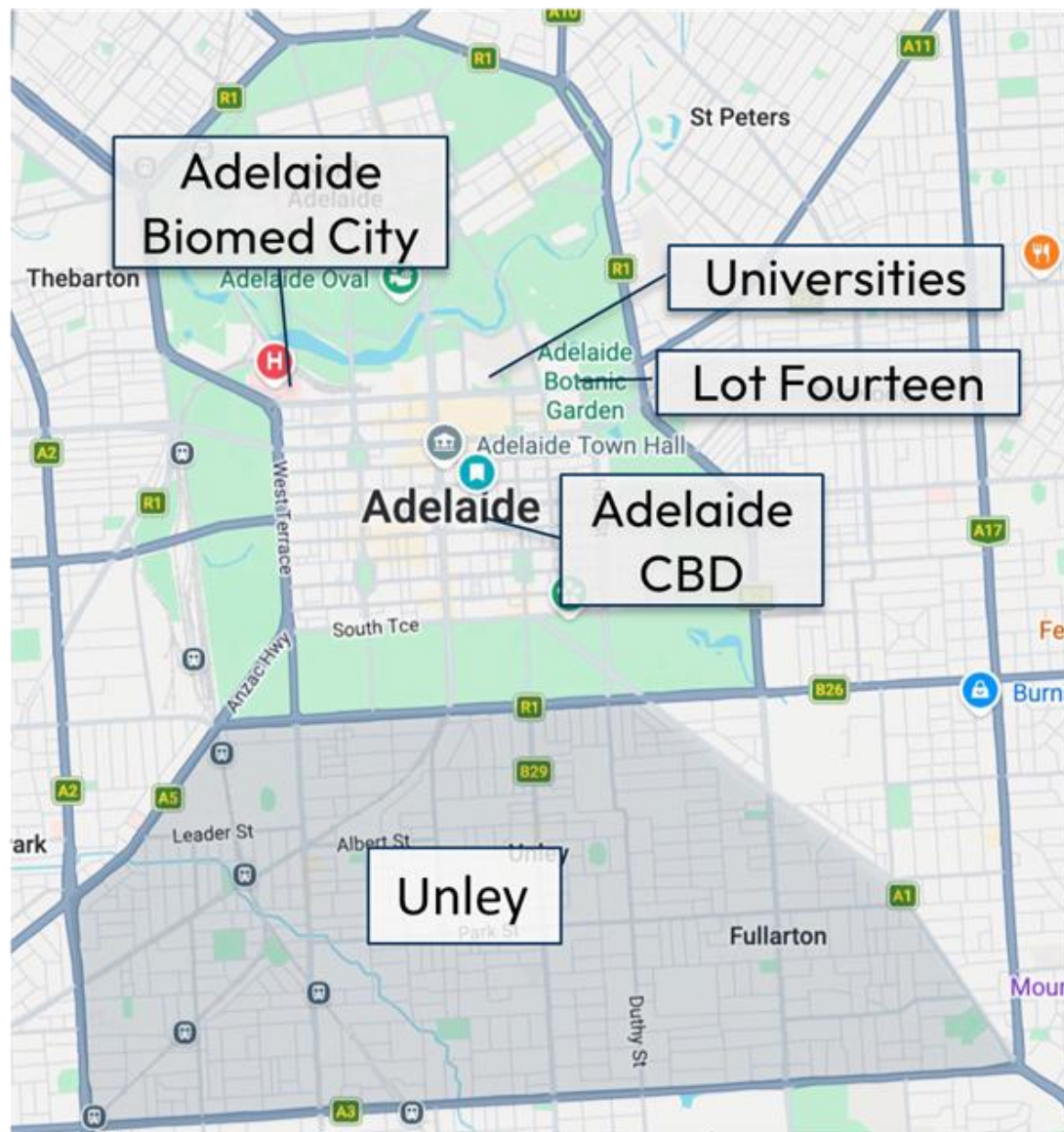
4.8 km²
of 14.3 km²

Just four of Unley's 18 Destination Zones account for more than two thirds of economic output

REMPPLAN Destination Zones. Orange boundaries identify the four highest-output zones.



Unley's location places its economic strengths alongside Adelaide's major knowledge and innovation assets



Knowledge assets

Proximity to universities, Adelaide BioMed City, Lot Fourteen and the CBD's professional services base.

Talent and amenity

A highly educated population, attractive neighbourhoods, high streets, hospitality and open space.

Connectivity

Immediate CBD adjacency and strong connections to metropolitan jobs and institutions.

Unley is a net importer of workers, reinforcing its metropolitan employment role



15,489

Unley residents
work outside the
municipality



Unley

Metropolitan employment
centre

18,864

Workers from
outside Unley work
in Unley

+3,375

net employment inflow

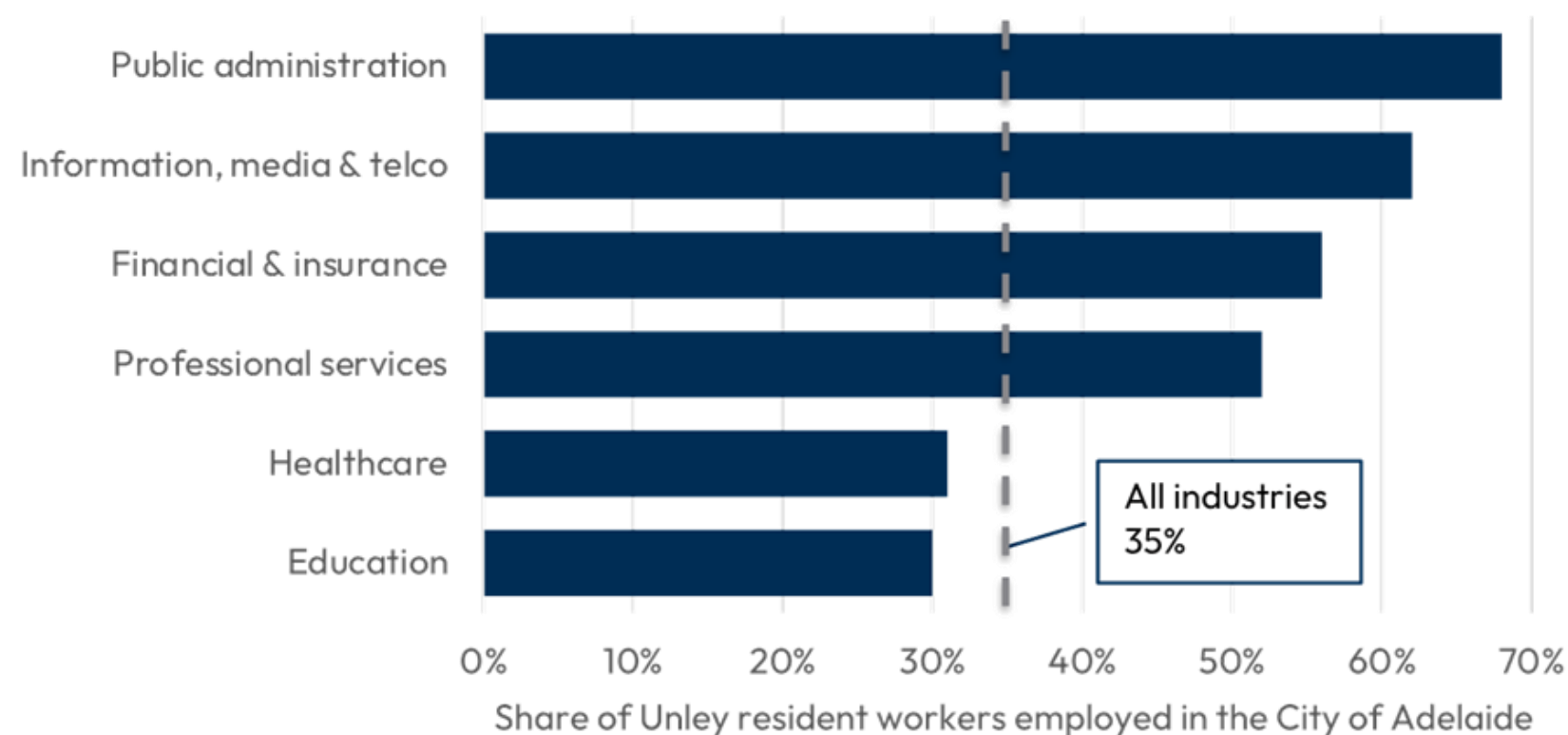
Large employment flows in both directions connect Unley closely to the wider metropolitan labour market.

Source: ABS Census 2021



Unley's highly-skilled workforce is deeply integrated with Adelaide's knowledge economy

Where Unley residents work, by selected industry



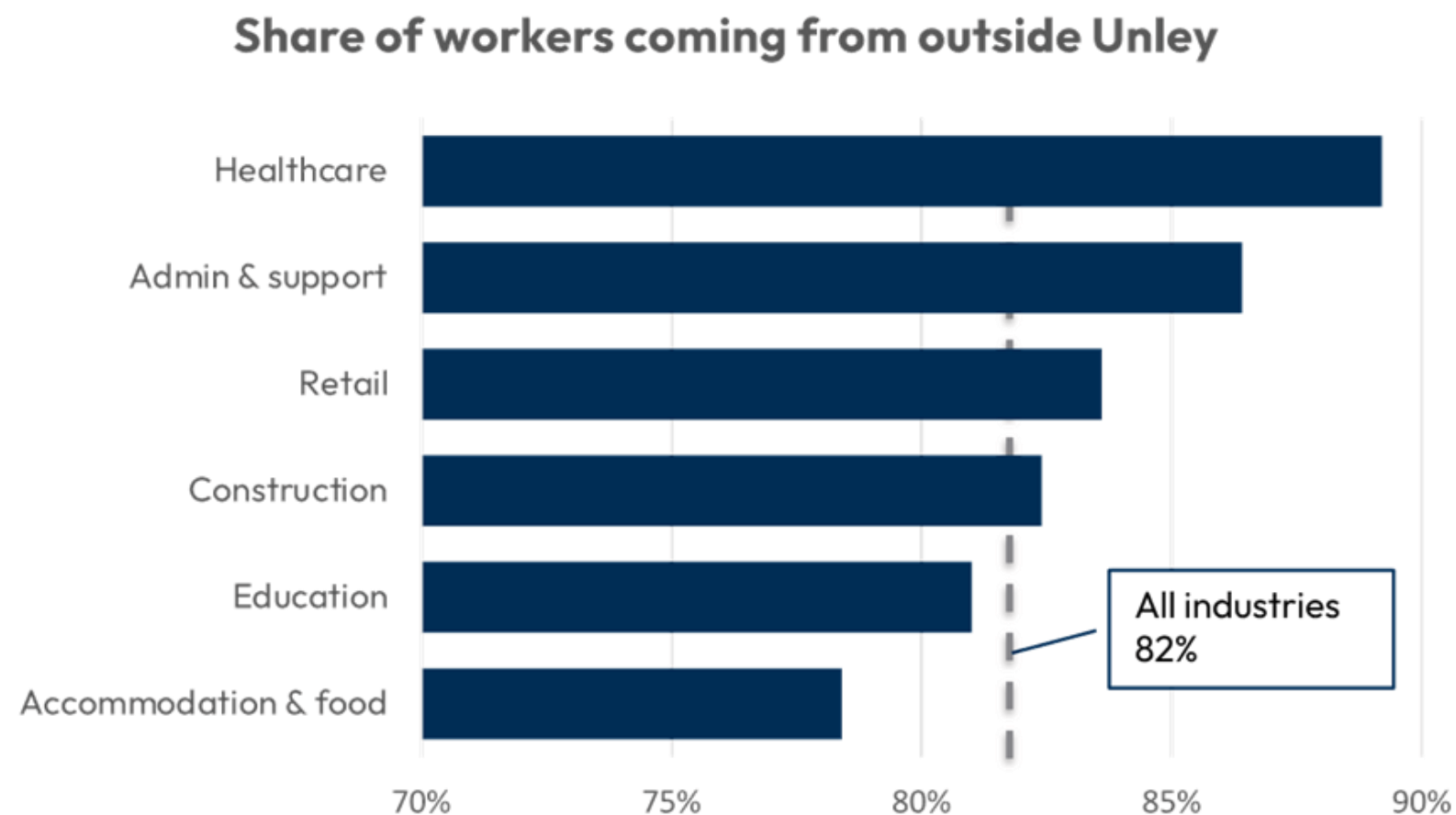
6,813
Unley residents
work in the City
of Adelaide

4,063
work in Unley

For several knowledge-intensive industries, Adelaide employs more than half of Unley's resident workforce.

Source: ABS Census 2021

Unley's major industries draw workers from across metropolitan Adelaide



18,864
travel to Unley for
work

82%
of workers in Unley
live elsewhere

Unley's major employment sectors draw around four in five workers from beyond the municipality

Source: ABS Census 2021



CBD-adjacent neighbourhoods are becoming more attractive for knowledge-intensive economic activity

"CBD office markets face competition from increasingly attractive neighbourhoods in adjacent areas through improving amenities, lower land rents, and enhanced transport access."

Sigler, Parker and Martinus, *The Corporate Geography of Australian Cities*, 2017

"It's not midtown Manhattan. It's SoHo and Tribeca and Chelsea..."

Richard Florida argues that the traditional office cluster is giving way to more mixed-use, live-work neighbourhoods in and around major employment centres.

Building Back?: Richard Florida Outlines His Vision for a 'Post-Pandemic City', *ArchDaily*, 2021

Unley combines CBD adjacency, strong amenity, highly skilled residents, knowledge-intensive industries and deep metropolitan labour-market connections. These characteristics position it to benefit from the changing geography of knowledge-intensive work.



With limited population growth, Unley's future prosperity will depend increasingly on productivity

Limited population growth

0.5% pa

Compound annual growth rate 2015-2025

Unley has limited scope to rely on population growth

Ageing population

+1,161

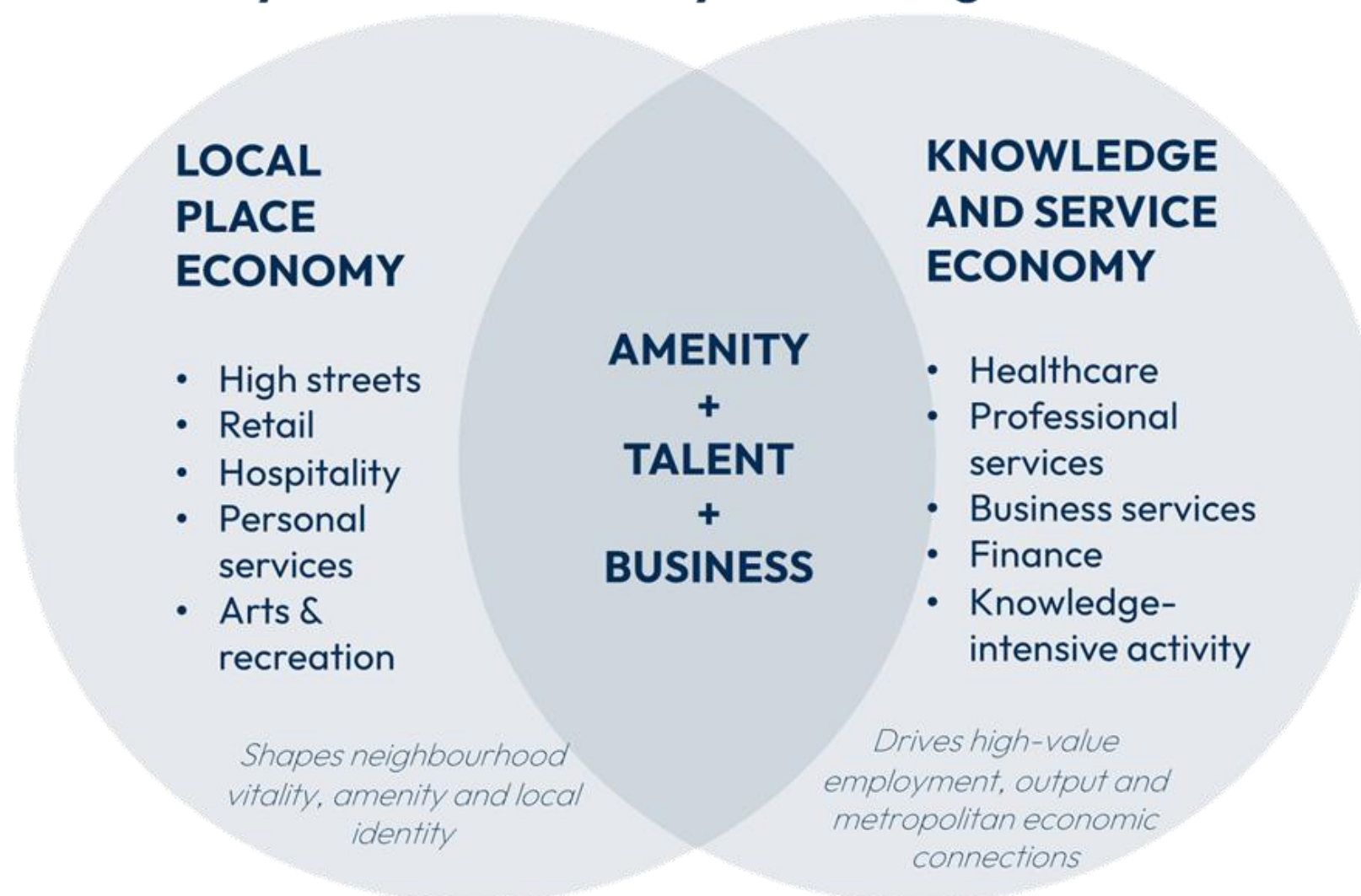
People aged 65-79 between 2016 and 2021

More than Unley's total population increase of 920 over the same period

Growth will need to draw more on Unley's existing economic assets: its skilled population, business base and highly productive locations.



Unley's economy extends well beyond its high streets



Economic development needs to focus beyond high streets, without diminishing their importance.



The evidence suggests opportunities to sharpen implementation of Economy Strategy 2036 around Unley's productive strengths

IGNITING INNOVATION

Build from existing strengths

Professional services, healthcare and other knowledge-intensive activities already form a substantial part of Unley's economy.

Implementation implication: Use Unley's existing industry strengths and highly skilled resident workforce as the foundation for innovation activity.

COLLABORATIVE GROWTH

Think beyond municipal boundaries

Unley's workers, businesses and economic assets are deeply integrated with metropolitan Adelaide.

Implementation implication: Build stronger connections with Adelaide's universities, BioMed City, Lot Fourteen and wider business networks.

STRATEGIC INVESTMENT

Focus on productive locations

Economic activity is highly concentrated, with 68% of output generated from 34% of Unley's land area.

Implementation implication: Give greater investment, infrastructure and planning attention to locations capable of supporting higher-value activity.

The common thread is a stronger focus on productivity, knowledge-intensive activity and Unley's role in the metropolitan economy.



Continue the conversation

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DECISION REPORT

REPORT TITLE:	ESTABLISHED BUSINESS PRECINCTS - 2025/26 FY ANNUAL REPORTS
ITEM NUMBER:	2.3
DATE OF MEETING:	15 SEPTEMBER 2026
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	CITY SHAPING
ATTACHMENTS:	1. FULLARTON ROAD SOUTH ANNUAL REPORT 2. GOODWOOD ROAD ANNUAL REPORT 3. KING WILLIAM ROAD ANNUAL REPORT 4. UNLEY ROAD ANNUAL REPORT

1. **PURPOSE**

To provide the Business and Economic Development Advisory Committee (BEDAC) with an overview of the administration and expenditure of the Business Precinct Separate Rate during 2025/26, including outcomes reported by the four Business Precinct groups, governance matters arising during the year and the transition to the new Business Precinct Management Plan model.

2. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report 'Established Business Precincts 2025/26 FY Annual Reports' be received.
-

3. **RELEVANT CORE STRATEGIES – COMMUNITY PLAN 'TOWARDS 2050'**

3. Economy
3.2 We generate vibrancy and economic vitality by activating and connecting thriving business precincts and innovation hubs throughout our City.

4. BACKGROUND

The City of Unley has four established separately rated business precincts: King William Road, Unley Road, Goodwood Road and Fullarton Road South.

For the 2025/20206 reporting period, each precinct had an independent incorporated Business Association that entered into an annual funding agreement with Council to administer expenditure of the Business Precinct Separate Rate. The Separate Rate supported administrative costs as well as precinct activities including precinct marketing and promotion, events and activation, business engagement, beautification and minor infrastructure initiatives.

The funding agreements required each Association to report to Council on its activities and expenditure. Annual Reports provide accountability for the use of Separate Rate funding and an overview of progress, business engagement, precinct issues and outcomes achieved during the financial year.

The 2025/26 financial year was a period of transition for Council's business precinct management arrangements. During the year, at the request of two Business Associations, Council assumed responsibility for administration of the Separate Rate for King William Road and Unley Road, with interim arrangements commencing from 1 December 2025. Goodwood Road and Fullarton Road South continued to operate under their existing Business Association arrangements for the remainder of the financial year.

In late 2026, the Council decided to adopt a new Business Precinct Management model for 2026/27 onwards. The new model retains local business input through a Business Precinct Leadership Group, while day-to-day administration and delivery of Separate Rate activities is managed by single Business Precincts Coordinator, to be funded from the separate rate and supported by the City of Unley.

5. DISCUSSION

5.1 2025/26 Annual Reports

The Annual Reports provided as Attachments 1-4 summarise each Business Precinct's activities, financial position, business engagement, precinct issues and performance during 2025/26.

Attachments 1 - 4

The reports demonstrate that the Associations continued to deliver a broad range of activities throughout 2025/26. Common activities included:

- marketing and promotion of individual precincts and businesses;
- events and activations intended to increase visitation and local expenditure;
- business communications and engagement;
- precinct branding and destination marketing;
- street beautification and minor infrastructure initiatives;
- engagement with Council on local infrastructure, parking and streetscape issues; and
- participation in governance, precinct leadership and strategic planning activities.

5.2 Separate Rate Income and Expenditure

Council's 2025/26 Annual Business Plan and Budget provided for a total of \$396,382 to be raised through the Business Precinct Separate Rate across the four established precincts. The following table summarises the Separate Rate revenue and the principal areas in which the funding was applied.

Business Precinct	2025/26 Separate Rate	Summary of Expenditure / Activities Funded
King William Road	\$169,145	Precinct coordination and administration; extensive print and digital marketing; social media and trader communications; production and distribution of precinct publications and gift guides; <i>Together We Shine</i> Christmas campaign and broader place-brand promotion; Sunday Sound Sessions and other precinct activations; trader engagement; and other initiatives identified through the precinct expenditure plan.
Unley Road	\$146,440	Precinct coordination and administration; marketing, rebranding and social media; <i>Taste of Unley Road</i> and other activation activity; website/business directory development; business engagement; and contribution to the Revitalising Unley Road Project, including bench seating and bicycle racks.
Goodwood Road	\$64,297	Precinct coordination and administration; marketing and business promotion; social media and trader engagement; street beautification, banners and public realm initiatives; precinct activation; and advocacy and engagement regarding parking,

Business Precinct	2025/26 Separate Rate	Summary of Expenditure / Activities Funded
		lighting, traffic management and other local issues. The precinct also received separate Business Precinct Improvement.
Fullarton Road South / Highgate Village	\$16,500	Precinct marketing and promotion; business engagement and communications; Destination Highgate Village Business Directory; support for traders during infrastructure works; and other precinct activities undertaken in accordance with the approved expenditure plan.
Total	\$396,382	

In addition to Separate Rate revenue, some precincts received other additional external sources of funding. These amounts are not included in the Separate Rate figures above.

Final expenditure and acquittal information is currently being confirmed as part of completion of the 2025/26 Annual Reports and independent audit process.

5.2 Precinct Highlights

A summary of each Business Precinct Report is provided below.

Business Precinct	2025/26 Highlights	Key Matters Identified
King William Road	Extensive precinct marketing and activation activity, including seasonal gift guides, the <i>Together We Shine</i> campaign, <i>Sunday Sound Sessions</i> and collaborative marketing with Unley Road. 527 volunteer hours were reported.	Volunteer participation declined during the second half of the year and governance challenges emerged. Continued focus on maintaining King William Road's position as a distinctive boutique lifestyle precinct.
Unley Road	Delivery of the <i>Taste of Unley Road</i> event; new social media and marketing arrangements; development of a new website/business directory; street banners and beautification initiatives; and a contribution towards 37 bench seats and 15 bicycle racks through the Revitalising Unley Road project. 165 volunteer hours reported.	The Association identified precinct identity, foot traffic, parking and streetscape presentation as ongoing issues. Business engagement, volunteer capacity and governance remained key challenges.

Business Precinct	2025/26 Highlights	Key Matters Identified
Goodwood Road	Continued activation, marketing and streetscape activity, with the precinct reporting minimal vacancies, a strong village feel and positive feedback regarding recent infrastructure improvements. More than 200 volunteer hours were reported.	Parking remains an ongoing concern, together with maintaining trader engagement and the precinct's distinctive mix and character.
Fullarton Road South / Highgate Village	Continued local business promotion and precinct support, together with implementation of the Destination Highgate Village Business Directory. Traders reported positive outcomes from infrastructure works following changes made in response to earlier business feedback. Over 100 volunteer hours reported.	Maintaining an appropriate business mix, local visibility and continued engagement with traders as the precinct transitions to the new management model.

In addition, the following features of each report are highlighted:

- King William Road reported that the collaborative Mother's Day Gift Guide developed with Unley Road demonstrated the benefits of greater collaboration between precincts and provided a useful foundation for the transition to the new operating model.
- Unley Road reported a significant focus on rebuilding engagement during the year.
- Goodwood Road continued to report a generally stable business environment, with minimal vacancies and positive sentiment regarding the precinct's village character and recent Business Precinct Improvement Project (a component of the Business Precinct Action Plan).
- Fullarton Road South reported that changes made by Council in response to trader feedback during the delivery of stage one of infrastructure upgrades resulted in reduced impacts on businesses during subsequent stage two of works.

5.3 Common Themes

The Annual Reports identify several common themes across the four business precincts.

Business and trader engagement

Maintaining consistent engagement with businesses remained challenging in some precincts. The Associations continued to use surveys, newsletters, social media, direct engagement and events to strengthen connections with local businesses. Face-to-face engagement and text messaging continues to be the best communication methods.

Volunteer capacity and governance

The Annual Reports and experience during 2025/26 highlight the increasing challenges associated with relying on volunteer business representatives to undertake formal governance and administrative responsibilities.

Issues experienced across the precincts include volunteer fatigue, declining participation, difficulty recruiting committee members, increasing governance complexity and growing expectations from businesses regarding the professional delivery of precinct services.

Council continued to support governance capability during the year, including a Governance Refresher Workshop delivered in February 2026 in recognition of the responsibility associated with managing public funds.

At the same time, the significant volunteer contribution made by Business Association members throughout 2025/26, and over many years, has played an important role in building precinct identity, strengthening connections between local businesses and supporting the delivery of local initiatives.

Precinct activation and identity

Each precinct continued to pursue a distinctive approach to marketing and activation, reflecting differences in its business mix, customer base and local identity.

Activities such as the collaborative King William Road and Unley Road Gift Guide demonstrated opportunities to achieve greater reach and financial efficiency through coordinated cross-precinct initiatives.

Infrastructure, access and parking

Parking, traffic movement, streetscape quality and public realm improvements remain recurring issues raised by traders. These matters are particularly important to precinct performance but often extend beyond the direct role or funding capacity of the Business Associations. The Business Precinct Action Plan will be implemented and monitored to ensure business precincts remain contemporary and competitive.

Changing operating environment

The reports also reflect broader pressures including changing customer behaviour, competition from other retail destinations, cost pressures and changes in tenant and business mix. These issues reinforce the importance of maintaining contemporary, responsive approaches to precinct management and business support.

5.4 Governance and Council Intervention

A significant issue during 2025/26 was the increasing difficulty experienced by some Associations in sustaining the volunteer-led governance model.

In November 2025, both the King William Road Traders Association and Unley Road Association experienced difficulties maintaining sufficient committee participation and were unable to successfully complete their required Annual General Meeting processes. This created uncertainty regarding ongoing governance and financial oversight of the Separate Rate.

Council was subsequently asked to assume administration of the Separate Rate for both precincts and engaged dedicated precinct coordinators to maintain business engagement and progress planned marketing, projects, activations and expenditure.

This intervention enabled continuity of precinct operations while strengthening oversight of public funds and ensuring Separate Rate funding continued to be used for its intended purpose.

Goodwood Road and Fullarton Road South continued to operate under their existing Association arrangements throughout 2025/26.

5.5 Transition to the New Business Precinct Management Model

The 2025/26 reporting period concludes the previous model under which independent Business Associations administered the Separate Rate through individual funding agreements.

The new Business Precinct Management model for 2026/27 seeks to retain the benefits of local business input while addressing some of the governance, administrative and volunteer-capacity challenges commonly reported across 2025/26.

The future structure of the existing incorporated Business Associations remains a matter for each Association. Council is currently arranging independent audits and Annual General Meetings to formally close out the 2025/26 financial year and will support Associations through any subsequent governance or winding-up processes as required.

Further information regarding implementation of the new Business Precinct Management model, the 2026/27 budget and forward program of activities is provided separately within this BEDAC Agenda.

6. REPORT AUTHORISERS

Name	Title
Ben Willsmore	General Manager City Shaping

Unley Road – Annual Report

About the Association

1. What Business Precinct is this report for?

Unley Road

2. What is the financial year?

2025.2026

3. What is the date of completion?

20 July 2026

4. What date did the Committee endorse the report?

No answer provided.

5. What is the name of the Chair?

Judy Masters

6. What is the name of the Coordinator / Secretary?

Charlie Fewster

7. How many Reference Group / Committee Members do you have?

7

8. Have you surveyed your business community about how they would like to see the Separate Rate applied to the business precinct?

Yes, we sent out an electronic survey to our database with responses due by 19 December 2025.

9. Have you surveyed your business community about the performance of the Association in the past FY?

We didn't directly ask this question, however we asked questions about how familiar they were with the Association and what would they like to see more of.

10. How many volunteer hours has the Committee delivered?

Approx. 165 hours

Financial Information

Note: As per the Agreement with Council for the expenditure of the Separate Rate, all significant variations to the approved expenditure plan must be approved by The Council e.g. Replacing an event with infrastructure

11. What was your opening balance?

\$11,971.93

12. How much was received from the Separate Rate?

\$73,220.00

13. How much sponsorship was received?

\$11,000.00

14. Was there any other income? If so, how much?

BAS/ATO - \$3809.00

15. Was there any alterations to your endorsed expenditure plan that you provided to execute the Agreement?

No

Three Year Business Precinct Action Plan

16. Provide a brief update on your progress against the Three Year Strategic Plan - including achievements, activities and outcomes achieved for the street:

Major community facing event A Taste of Unley Road was held on Sunday 1 February. Beautification of Unley Road being undertaken with the Revitalising Unley Road Project Team New social media agency brought on to increase more engagement and assist with marketing businesses and services on Unley Road. Currently in the process of getting a new website/business directory made Strategic Planning Day Sunday 8 February 9:30am-11:30am to create next Three Year Strategic Plan Commenced re-branding process on-hold until after Strategic Planning Day

17. Provide a general update on the Street from a traders perspective:

From the limited feedback we have we need more visual appeal for the street and more exposure to the wider public. It's not seen as a precinct as such. Some traders have complained about not knowing when pavement works were happening. More beautification needed at the southern end of the road, feels forgotten.

18. Provide a general update on the Street from an infrastructure perspective?

We have made a significant contribution to the Revitalising Unley Road Council Project, contributing funds to have 37 bench seats and 15 bike racks installed along Unley Road. We are hoping that this will help encourage more foot traffic and provide the community with more options when they come to Unley Road. This was originally due to be undertaken in May but has been pushed out to July/August. Speed limit was changed from 60 to 50kms per hour. There is still the issue of traffic flow due to parked cars on Unley Road.

19. Please provide a brief update on any infrastructure issues that need addressing or any proposed initiatives that the Association would like Council to consider:

Lack of car parking makes it hard to increase foot traffic, traffic parked on Unley Road also makes it hard for traffic to flow easily. Footpaths to be improved the whole way along Unley Road. More lighting and greenery would make a big difference to the vibrancy of the road.

20. Do you have any other relevant information for Council to consider?

The Committee are committed to getting the Association back to a high functioning Association and are dedicated to improving Unley Road. We acknowledge we still have a long way to go. A main focus on engagement for the 2025/26 financial year, as well as a new brand, street beautification mural project, creation of a year-long activation program, and enhanced marketing and communication plan.

Insights and External Factors impacting Unley Road: New Burnside Shopping precinct opened in December Jetty Road Glenelg under renovation and extensive Trader backlash to delays and lack of activation Rundle Mall reported record trading and visitation Christmas period KWR held Christmas art installation launch Mixed use developments on Unley Road received negative media coverage CoU delivered letter of support to impacted traders

Business Data

21. How many properties are within the Precinct?

468 (decrease of 4 properties).

22. How many businesses are within the Precinct?

539 approx.

23. How many businesses have exited the Precinct?

10 approx.

24. How many businesses have entered the Precinct?

6 that we are aware of at this stage. We will continue to try and capture this data.

25. How many vacant shops are there in the Precinct?

24

26. Are there any gaps in the business mix?

We are predominantly service based businesses and health and wellness. More retail based businesses would help to attract more foot traffic on Unley Road and make it more of a destination to visit.

27. Is there any business support required for your business community?

Current focus is on creating a new Strategic Plan for the next three years. This will guide the engagement and activation elements for the Association.

28. What are the top five reasons that businesses stay in the precinct?

Location, Unley has a good reputation and being close to the CBD makes it convenient. Generational businesses that have been on the road for long periods and have ties to the community. It has over 32,000 cars travelling on the main street. It has an active local community. The Main Street provides a profile that fits their business model.

29. What are the top five reasons why businesses leave the precinct?

Slow trade – limited foot traffic - Financial restraints – high rent - Found more economic rent - Lack of parking for clients/customers - Location not best fit for their business

Key Performance Indicators

30. Was there a variance between budgeted and actual spending exceeding 10 percent?

No. We have moved to online banking from using cheques, with two signatories required for approval. We have just moved to Xero from MYOB for our accounting system which will mean we can easily print regular reports in real time. We've been using a cash flow template to help us forward plan and allocate activities and funds appropriately. We now have service agreements in place with our suppliers. We have moved to one main email address to streamline communication to the Association and where to send invoices for services. All old documentation is being moved to one online central location. Governance training was attended and we have engaged a new Auditor who will be doing an Internal Control Audit and let us know how we can improve further.

31. Did you achieve a minimum 50% engagement rate with businesses in the Precinct?

Council sent out a survey to gain feedback on the Expenditure Plan, they received 10 responses from Unley Road businesses. The survey was distributed to the URA database to try and encourage more responses. Our main focus has been on getting the Association back to an acceptable standard of functioning. We acknowledge there has been a lack of engagement and that has been evident in the lack of business engagement for our Mothers Day competition and the fact we had no businesses register to attend our Networking event, that had to be cancelled at the last minute due to no business registrations. In our Strategic Planning session in June we highlighted the need to focus on engagement and are currently implementing some strategies about how we will do that. Strategic Planning Session Sunday 8 February 2026.

32. Was there at least six volunteers that contributed to a combined total of 100 volunteer hours?

Approximately 165 hours have been contributed, through Committee meetings, Taste of Unley Road community event, Christmas decorations, Precinct Leadership meetings, Governance training, engagement activities, meetings with Council. We have implemented a register to track volunteer hours starting from July.

33. Did you achieve an increase of followers by 15%, and an average engagement rate (likes, shares, comments) of 10% per post across all media platforms?

Overall followers and engagement rate have been steady month by month since July, with businesses also collaborating with our posts showing our businesses see the value in social media. Since July our social media interactions have gone up 15% and net followers have increased by 633%. Instagram has had an increase of followers by 12.66% and reached more than 14,837 views. We have an average open rate of 47.16% for our Mailchimp campaigns.

34. Did you achieve at least one beautification initiative with a 10% increase in positive public feedback on the improvements?

We have just had new street pole banners installed to highlight Unley Road as a place to shop local. We received 7 EOIs for a street beautification mural project. This will be delivered Q3 & Q4. Rebranding project will also be rolled across the Street via beautification projects, Q3 & Q4. We have made a significant contribution to the Revitalising Unley Road Council Project, contributing funds to have 37 bench seats and 15 bike racks installed along Unley Road. We are hoping that this will help encourage more foot traffic and provide the community with more options when they come to Unley Road. This was originally due to be undertaken in May but has been pushed out to Q1 & Q2.

Goodwood Road – Annual Report

About the Association

1. What Business Precinct is this report for?

Goodwood Road

2. What is the financial year?

2025-26

3. What is the date of completion?

20 July 2026

4. What date did the Committee endorse the report?

No answer provided.

5. What is the name of the Business Precinct Leader?

Shane Chamings

6. What is the name of the Coordinator?

We don't have one - Coordinator does the minutes & agenda.

7. How many Committee Members do you have?

9

8. Have you surveyed your business community about how they would like to see the Separate Rate applied to the business precinct?

Yes

9. Have you surveyed your business community about the performance of the Business Precinct in the past FY?

No

10. How many volunteer hours has the Reference Group / Committee delivered?

200 plus reading time for each committee member - (minutes/agendas/other documents) plus the occasional event & ad hoc emails.

Financial Information

Note: As per the Agreement with Council for the expenditure of the Separate Rate, all significant variations to the approved expenditure plan must be approved by The Council e.g. Replacing an event with infrastructure.

11. What was your opening balance?

\$0

12. How much was received from the Separate Rate?

\$64,297.00

13. How much sponsorship was received?

\$10,000.00 Event Sponsorship

14. Was there any other income? If so, how much?

\$25,000.00 for street beautification and minor infrastructure through the Business Precinct Improvement Project.

15. Was there any alterations to your endorsed expenditure plan that you provided to execute the Agreement?

Moved some funds from Event sponsorship to banner creation

Three Year Business Precinct Action Plan

16. Provide a brief update on your progress against the Three Year Business Precinct Action Plan - including achievements, activities and outcomes achieved for the street:

The current Strategic Plan has expired and a new three year action plan will be developed in 2026 / 27 FY.

Key Achievements:

17. Provide a general update on the business precinct from a business perspective:

Traders love the feel of the street; the vines, the lights and mix of traders. Overall happy with Goody Road, Quieter over the Christmas Break with some business taking the opportunity for a break themselves. Minimal Vacancies and some new additions which is great.

18. Provide a general update on the business precinct from an infrastructure perspective:

The seating and traffic flow feels ok, will be interested to see how traffic might change on completion of south rd. Enough crossing points etc. murals are good. Infrastructure (particularly the refresh has been well received). 40km School Zone seems to be working well.

19. Please provide a brief update on any infrastructure issues that need addressing or any proposed initiatives that you would like Council to consider:

Parking is always an issue, not always possible for our team to get out every four hours. Be sure they haven't put too many restrictions in place. Eg. School parking permits, many times spaces were available but needed a permit. Bollard on the corner of Lily Street has been hit by something, we assume Council is across it. Lighting per previous Precinct Leadership meetings.

20. Do you have any other relevant information for Council to consider?

Just to work in conjunction with traders on parking. Change in speed limit zone has been a good move.

Business Data

21. How many properties are within the Business Precinct?

183 non-residential properties on Goodwood Road

22. How many businesses are within the Precinct?

Approximately 110 businesses

23. How many businesses have exited the Precinct?

2

24. How many businesses have entered the Precinct?

2

25. How many vacant shops are there in the Precinct?

2

26. Are there any gaps in the business mix?

News Agent

27. Is there any business support required for your business community?

Unsure at this stage

28. What are the top five reasons that businesses stay in the precinct?

Vibrancy, Village Feel, Foot traffic, Community,

29. What are the top five reasons why businesses leave the precinct?

Small business is hard work, viability, lack of community building.

Key Performance Indicators

30. Was there a variance between budgeted and actual spending exceeding 10 percent?

No – Please provide numbers

31. Did you achieve a minimum 50% engagement rate with businesses in the Precinct?

No answer provided.

32. Was there at least six volunteers that contributed to a combined total of 100 volunteer hours?

Yes - Please provide numbers

33. Did you achieve an increase of followers by 15%, and an average engagement rate (likes, shares, comments) of 10% per post across all media platforms?

Yes - Please provide numbers

34. Did you achieve at least one beautification initiative with a 10% increase in positive public feedback on the improvements?

Yes - Please provide numbers

King William Road – Annual Report

About the Association

1. What Business Precinct is this report for?

King William Road

2. What is the financial year?

2025/2026 Fiscal Year

3. What is the date of completion?

20 July 2026

4. What date did the Committee endorse the report?

No answer provided.

5. What is the name of the Chair?

Sam Mingoia

6. What is the name of the Coordinator / Secretary?

Sven Engstrom

7. How many Reference Group / Committee Members do you have?

The King William Road Traders Association has 7 voting Committee Members. The Committee Members currently are Sam | Chairperson | séjour club | sam.m@s2fi.com Joe | Extra Newsagency | Vice Chairperson | extranews@adam.com.au Sven | séjour club | secretary | sven.e@s2fi.com Eden | Better Together | bettertogetherpreloved@gmail.com Andreas | Ex Animo Art | contact@exanimoart.com Amanda | Hyde Park Bakery | fresh@hydeparkbakery.com.au Imran| acai affair | infor@acaiaffair.com.au

8. Have you surveyed your business community about how they would like to see the levy applied to the business precinct?

We conducted an online survey to traders in February 2025. The survey was to seek the traders' thoughts, comments and feedback of planning forward initiatives for King William Road, to ensure we make the best decisions and deliver the best outcomes for the precinct. Our ongoing Goal is to establish King William Road as the leading 'Boutique Village Precinct' in Adelaide, offering a diverse mix of independent local Art, Design, Fashion, Food, Life, and Style options by nurturing a connection with Traders, the Community and Customers alike. We stressed to traders that their feedback, thoughts and comments are invaluable regardless of whether they are good or bad. Our aim is to create experiences and collaborating within the street in enticing our customer and be the first in mind as the lifestyle precinct in Adelaide. The results and comments were provided to council once survey had been completed and we requested an amendment in Original Budget Plan for the second half of this fiscal year.

9. Have you surveyed your business community about the performance of the Separate Rate in the past FY?

We will conduct a separate survey later this year to seek their comments and views.

10. How many volunteer hours has the Reference Group / Committee delivered?

As a committee we took on tasks in the delivery of outcomes of the proposed plan. We took on the tasks previously provided by 3rd party services provider such as Marketing Agency, social media Agency, Precinct Co-Ordinator & Graphic Design Agency. These savings allow expenditure to be used in different areas as outlined in Budget. Hours & Savings | July – December 2025 Social Media Management – Cost Savings \$7,200 / 288 hrs. SA Life Quarter Page Ads Design + Layouts Cost Savings \$2,640 / 12 hrs Flag Trax Signage installation – Cost savings \$720 / 4hrs SA Life Luxe Advertorial Content Shoot Management – Cost savings \$1,500 / 6hrs SA Life Luxe Advertorial Stylist Fee – Cost Savings \$2,200 / 8hrs SA Life Food Advertorial Content Shoot Management – Cost Savings \$1,500 / 6hrs SA Life EDM Advertising Artwork – Cost Savings - \$1,960 / 7 hrs SA Life Fashion Advertorial Spread Design + Layout – Cost Savings - \$1,375 / 8hrs Gift Guide Design + Layout – Cost savings \$8,000 / 32 hrs Together We Shine Calendar Design + Layout Cost Savings \$2,640 / 12 hrs Flag Trax Signage Artwork design and set up \$1,375 / 6hrs Website amendments and re launch changes 48hrs SA Life Luxe Edition distribution to precinct 6hrs SA Life Food Edition distribution to precinct 6hrs Together We Shine Concept meetings 100hrs Seeking sponsorships for Campaign 4hrs Christmas Gift Guide distribution to precinct 4hrs Christmas Gift Guide packing and sort distribution 4hrs Calendar distribution 2hrs Together We Shine Preparation and set up 8hrs AGM preparation 4hrs
A total of 527 Volunteer Hours.

Financial Information

Note: As per the Agreement with Council for the expenditure of the Separate Rate, all significant variations to the approved expenditure plan must be approved by The Council e.g. Replacing an event with infrastructure

11. What was your opening balance?

\$0

12. How much was received from the Separate Rate?

\$169,145

13. How much sponsorship was received?

\$10,000

14. Was there any other income? If so, how much?

\$17,832.38.

15. Was there any alterations to your endorsed expenditure plan that you provided to execute the Agreement?

Not in this half

Three Year Business Precinct Action Plan

16. Provide a brief update on your progress against the Three Year Strategic Plan - including achievements, activities and outcomes achieved for the street:

Advertising & PR: EDIT Precinct Magazine Spring 2025 Edition + Together We Shine Gift Guide 2025 Both Gift Guide and EDIT magazine were distributed. Gift Guide 20,000 Copies 10,00 inserted into SA Life November Edition 9,000 Letter Box Drop + 1,000 distributed along the precinct. Budget Print Cost \$12,000 Distribution \$2,200. TY Print Cost \$11,800 Distribution \$2,200 EDIT 3,000 Copies Budget \$10,000 Cost for EDIT increased as we went from 40pgae to 80 pages TY Cost \$11,488 Feedback has been positive from Traders and community. SA Life Monthly Quarter Page Ads/EDM's 12 allocated for six months Advertising & PR 'Together we Shine' The Spirit of Christmas Campaign 2025: New 2025 Christmas Campaign Concept partnering with acclaimed Artist Janine Daddo to create 2025 'Together we Shine' Campaign. Image Rights + Artist Fee of the Paintings created by Janine Daddo for the 2026 KWR Calendar. Duration of use of Rights: 18 Months 1st Oct 2025 until 31st March 2027 Scale of Use: Calendars, Flags, Merchandise relating to the KWR Activation "Together We Shine" This includes 2 paintings valued at \$9,600 offered to KWRTA which one painting is agreed to Auction off for charity and other sell as Income. Sunday Sessions KWR Program commenced Sunday 13th April and continued every weekend until Sunday 25th May. The first Sunday was more of a test run to see how we navigated set up etc. 3 performed the first weekend. Target Budget \$13,200 for six-week period. Actual Cost \$10,840. Cost can in under - we had 4 - 5 acts each weekend instead of original planned 3 acts due to Sven's negotiations. This activation was successful and positive feedback from traders and community. Look at opportunity to run sessions again and then during Christmas. KWR Dinner Series – Lines of Style Event Budget \$27,500 Actual Event Cost \$25,318.22 Actual Cost includes OITP costs, Catering, Wine, Gifts, Host, Photography, Videography, DJ, Advertising, Model Costs. Ticket Sales \$5,500 Income from Traders contributing to costs \$1,800. The Models Talent Search 2025 - this was an event in conjunction with The Models Modelling Agency - an opportunity to create a yearly event. Event Saturday 25th October. The event was held on Opey Avenue/King William Road. Budget \$5,000 mainly to cover Street Closure, hiring of stage, DJ Set up. We came in just under budget for this event. We held live Fashion parades on stage and at select fashion traders. The event created a great vibe and is definitely look at continuing in 2026. Social reach was extensive. The first post launching the event got just over 3,000 views in under 2hrs. The Models Agency has a great social reach.

17. Provide a general update on the Street from a traders perspective:

We have a continued focus to work in conjunction with traders to understand their needs to ensure we have a clearer outline of objectives that foremost are in line with our Traders' expectations. We have also learnt as a committee this year we may not get all traders to come together, so our focus is to harness the relationships with those traders who are keen to be involved. The biggest feedback from traders is the effect of road closures in the precinct. Road closures have a negative impact for traders. We need to ascertain how we can best deliver events and experiences on a positive outcome for traders and customers alike. This is some further work we will need to do with council.

18. Provide a general update on the Street from an infrastructure perspective?

General maintenance along the precinct has had vast improvement and a positive improvement in the past month, this is a clear indication of a newly appointed operations manager Wayne has made inspections with immediate changes in place.

19. Please provide a brief update on any infrastructure issues that need addressing or any proposed initiatives that the Association would like Council to consider:

After the issues from the lights that had been installed in trees, this could be an initiative to revisit and the opportunity to execute the concept for the precinct with a planned design and execution process.

20. Do you have any other relevant information for Council to consider?

Developing more structural Art Pieces/Sculptures to showcase in key points in the precinct. The concept of Art sculptures within the precinct creates a consistent brand identity, continuity and reflection on the City of Unley.

Business Data

21. How many properties are within the Precinct?

173 these businesses are now listed on our website directory

22. How many businesses are within the Precinct?

173 these businesses are now listed on our website directory

23. How many businesses have exited the Precinct?

3

24. How many businesses have entered the Precinct?

11

25. How many vacant shops are there in the Precinct?

6

26. Are there any gaps in the business mix?

General Store or Mini Supermarket – Traders and the local community alike mention frequently a better offering within the precinct. Boutique Bottle Shop, Gelati Shop, 24hr Mini Gym, Family Shoe Store & More Fashion & Lifestyle stores, less dining. The mix needs to be developed to support a daytime economy.

27. Is there any business support required for your business community?

This is in place from the Office of Small Business & Support.

28. What are the top five reasons that businesses stay in the precinct?

Being part of our larger community and plenty of community support. Creating an experience and collaborating with other likeminded business within the street in enticing our customer. A quality precinct with a good mix of distinct local traders in easy reach from the city not possible in the densely distributed air-conditioned shopping centres.

29. What are the top five reasons why businesses leave the precinct?

Shift in economy. The most recent being the shift from daytime to nighttime economy. Shift in consumer spending. Change in demographic coming to the precinct. This has been more evident as new entrants come into the area they attract a different target audience. e.g Tonino, alt, Pepo, Second Avenue, Acai Affair are all attracting a younger audience, which are more fad focused and have less disposable income. Precinct being less desirable. Again, shift in tenant mix affects this greatly. Mix of tenants. Our mix of tenants is shifting and in affect changes the desire to come to the precinct.

Key Performance Indicators

30. Was there a variance between budgeted and actual spending exceeding 10 percent?

We are on track with spend as per our expenditure plan.

31. Did you achieve a minimum 50% engagement rate with businesses in the Precinct?

We continually seek feedback from our traders and respond accordingly. This period we focused on working better in conjunction with main street traders, understanding their needs to ensure we have a clearer outline of objectives that foremost are in line with our Traders' expectations. As a committee we have been extremely pleased with precinct traders/members participating in planned initiatives. We as an association are pleased, we have gained our traders to participate and engage in planned initiatives in the success of the Precinct. Our expenditure plan for the next 2025/2026 Fiscal Year is focused on delivering continuity and to engage the participation of traders.

32. Was there at least six volunteers that contributed to a combined total of 100 volunteer hours?

As an association we have saved considerable amount of funds taking on tasks ourselves.

33. Did you achieve an increase of followers by 15%, and an average engagement rate (likes, shares, comments) of 10% per post across all media platforms?

In March we continued with a service provider for targeted social media paid advertising Facebook and Instagram. The results for 6-month Period 16th December 2024 – 16th June 2025 Advertising Clicks 8,882 | Page Engagement 35,207 | People Reached 329,367 | IG New Follows 782 | Facebook New Follows 720 | Website Visits 4,287 | Amount Spent \$3,198.40 | Post Impressions 1,238,301 The results indicate an extremely positive expansion and engagement.

Growth is expected to accelerate over the next six month as we continue with specific focused campaigns. We will continue 'niche' ad strategy across categories e.g dining, fashion, SALA, Art, Aesthetics, Well-being. In May we commenced weekly newsletter email campaigns to King William Road database, with targeted Ads via Meta Ads and social media to direct sign-ups. Newsletter Email Performance 1st May – 30th June 2025 Total Sends 22,680 Open Rate 36.8% Click Rate 1.5% Unsubscribe 0.42% We will continue with emails and grow our reach over the next week with more targeted approach.

34. Did you achieve at least one beautification initiative with a 10% increase in positive public feedback on the improvements?

Our proposed focus on new Generic signage was executed in this past half year. We updated the King William Road Generic Flag Trax system to Black Ground White Logo which is in line with our consistent branding for the precinct. We updated new flags inline the invigorated Christmas campaign for the precinct 'Together We Shine'. We installed Christmas installation across key points across the precinct in line with the invigorated Christmas campaign, this will be built on for Christmas 2025 as outlined in our Expenditure plan.

Unley Road – Annual Report

About the Association

1. What Business Precinct is this report for?

Unley Road

2. What is the financial year?

2025.2026

3. What is the date of completion?

20 July 2026

4. What date did the Committee endorse the report?

No answer provided.

5. What is the name of the Chair?

Judy Masters

6. What is the name of the Coordinator / Secretary?

Charlie Fewster

7. How many Reference Group / Committee Members do you have?

7

8. Have you surveyed your business community about how they would like to see the Separate Rate applied to the business precinct?

Yes, we sent out an electronic survey to our database with responses due by 19 December 2025.

9. Have you surveyed your business community about the performance of the Association in the past FY?

We didn't directly ask this question, however we asked questions about how familiar they were with the Association and what would they like to see more of.

10. How many volunteer hours has the Committee delivered?

Approx. 165 hours

Financial Information

Note: As per the Agreement with Council for the expenditure of the Separate Rate, all significant variations to the approved expenditure plan must be approved by The Council e.g. Replacing an event with infrastructure

11. What was your opening balance?

\$11,971.93

12. How much was received from the Separate Rate?

\$73,220.00

13. How much sponsorship was received?

\$11,000.00

14. Was there any other income? If so, how much?

BAS/ATO - \$3809.00

15. Was there any alterations to your endorsed expenditure plan that you provided to execute the Agreement?

No

Three Year Business Precinct Action Plan

16. Provide a brief update on your progress against the Three Year Strategic Plan - including achievements, activities and outcomes achieved for the street:

Major community facing event A Taste of Unley Road was held on Sunday 1 February. Beautification of Unley Road being undertaken with the Revitalising Unley Road Project Team New social media agency brought on to increase more engagement and assist with marketing businesses and services on Unley Road. Currently in the process of getting a new website/business directory made Strategic Planning Day Sunday 8 February 9:30am-11:30am to create next Three Year Strategic Plan Commenced re-branding process on-hold until after Strategic Planning Day

17. Provide a general update on the Street from a traders perspective:

From the limited feedback we have we need more visual appeal for the street and more exposure to the wider public. It's not seen as a precinct as such. Some traders have complained about not knowing when pavement works were happening. More beautification needed at the southern end of the road, feels forgotten.

18. Provide a general update on the Street from an infrastructure perspective?

We have made a significant contribution to the Revitalising Unley Road Council Project, contributing funds to have 37 bench seats and 15 bike racks installed along Unley Road. We are hoping that this will help encourage more foot traffic and provide the community with more options when they come to Unley Road. This was originally due to be undertaken in May but has been pushed out to July/August. Speed limit was changed from 60 to 50kms per hour. There is still the issue of traffic flow due to parked cars on Unley Road.

19. Please provide a brief update on any infrastructure issues that need addressing or any proposed initiatives that the Association would like Council to consider:

Lack of car parking makes it hard to increase foot traffic, traffic parked on Unley Road also makes it hard for traffic to flow easily. Footpaths to be improved the whole way along Unley Road. More lighting and greenery would make a big difference to the vibrancy of the road.

20. Do you have any other relevant information for Council to consider?

The Committee are committed to getting the Association back to a high functioning Association and are dedicated to improving Unley Road. We acknowledge we still have a long way to go. A main focus on engagement for the 2025/26 financial year, as well as a new brand, street beautification mural project, creation of a year-long activation program, and enhanced marketing and communication plan.

Insights and External Factors impacting Unley Road: New Burnside Shopping precinct opened in December Jetty Road Glenelg under renovation and extensive Trader backlash to delays and lack of activation Rundle Mall reported record trading and visitation Christmas period KWR held Christmas art installation launch Mixed use developments on Unley Road received negative media coverage CoU delivered letter of support to impacted traders

Business Data

21. How many properties are within the Precinct?

468 (decrease of 4 properties).

22. How many businesses are within the Precinct?

539 approx.

23. How many businesses have exited the Precinct?

10 approx.

24. How many businesses have entered the Precinct?

6 that we are aware of at this stage. We will continue to try and capture this data.

25. How many vacant shops are there in the Precinct?

24

26. Are there any gaps in the business mix?

We are predominantly service based businesses and health and wellness. More retail based businesses would help to attract more foot traffic on Unley Road and make it more of a destination to visit.

27. Is there any business support required for your business community?

Current focus is on creating a new Strategic Plan for the next three years. This will guide the engagement and activation elements for the Association.

28. What are the top five reasons that businesses stay in the precinct?

Location, Unley has a good reputation and being close to the CBD makes it convenient. Generational businesses that have been on the road for long periods and have ties to the community. It has over 32,000 cars travelling on the main street. It has an active local community. The Main Street provides a profile that fits their business model.

29. What are the top five reasons why businesses leave the precinct?

Slow trade – limited foot traffic - Financial restraints – high rent - Found more economic rent - Lack of parking for clients/customers - Location not best fit for their business

Key Performance Indicators

30. Was there a variance between budgeted and actual spending exceeding 10 percent?

No. We have moved to online banking from using cheques, with two signatories required for approval. We have just moved to Xero from MYOB for our accounting system which will mean we can easily print regular reports in real time. We've been using a cash flow template to help us forward plan and allocate activities and funds appropriately. We now have service agreements in place with our suppliers. We have moved to one main email address to streamline communication to the Association and where to send invoices for services. All old documentation is being moved to one online central location. Governance training was attended and we have engaged a new Auditor who will be doing an Internal Control Audit and let us know how we can improve further.

31. Did you achieve a minimum 50% engagement rate with businesses in the Precinct?

Council sent out a survey to gain feedback on the Expenditure Plan, they received 10 responses from Unley Road businesses. The survey was distributed to the URA database to try and encourage more responses. Our main focus has been on getting the Association back to an acceptable standard of functioning. We acknowledge there has been a lack of engagement and that has been evident in the lack of business engagement for our Mothers Day competition and the fact we had no businesses register to attend our Networking event, that had to be cancelled at the last minute due to no business registrations. In our Strategic Planning session in June we highlighted the need to focus on engagement and are currently implementing some strategies about how we will do that. Strategic Planning Session Sunday 8 February 2026.

32. Was there at least six volunteers that contributed to a combined total of 100 volunteer hours?

Approximately 165 hours have been contributed, through Committee meetings, Taste of Unley Road community event, Christmas decorations, Precinct Leadership meetings, Governance training, engagement activities, meetings with Council. We have implemented a register to track volunteer hours starting from July.

33. Did you achieve an increase of followers by 15%, and an average engagement rate (likes, shares, comments) of 10% per post across all media platforms?

Overall followers and engagement rate have been steady month by month since July, with businesses also collaborating with our posts showing our businesses see the value in social media. Since July our social media interactions have gone up 15% and net followers have increased by 633%. Instagram has had an increase of followers by 12.66% and reached more than 14,837 views. We have an average open rate of 47.16% for our Mailchimp campaigns.

34. Did you achieve at least one beautification initiative with a 10% increase in positive public feedback on the improvements?

We have just had new street pole banners installed to highlight Unley Road as a place to shop local. We received 7 EOIs for a street beautification mural project. This will be delivered Q3 & Q4. Rebranding project will also be rolled across the Street via beautification projects, Q3 & Q4. We have made a significant contribution to the Revitalising Unley Road Council Project, contributing funds to have 37 bench seats and 15 bike racks installed along Unley Road. We are hoping that this will help encourage more foot traffic and provide the community with more options when they come to Unley Road. This was originally due to be undertaken in May but has been pushed out to Q1 & Q2.

DECISION REPORT

REPORT TITLE:	ESTABLISHED BUSINESS PRECINCTS - ANNUAL SPONSORSHIP REPORT 2025/26 FY
ITEM NUMBER:	2.4
DATE OF MEETING:	15 SEPTEMBER 2026
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	CITY SHAPING
ATTACHMENTS:	1. MAJOR EVENT SPONSORSHIP ANNUAL REPORT

1. **PURPOSE**

To provide the Business and Economic Development Advisory Committee (BEDAC) with an overview of the activities and outcomes delivered through Council's Business Precinct Sponsorship Program during the 2025/26 financial year.

2. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report 'Established Business Precincts – Annual Sponsorship Report 2025/26 FY' be received.
-

3. **RELEVANT CORE STRATEGIES – COMMUNITY PLAN 'TOWARDS 2050'**

3. Economy

3.2 We generate vibrancy and economic vitality by activating and connecting thriving business precincts and innovation hubs throughout our City.

4. **BACKGROUND**

For the past six Annual Business Plans and Budgets, the City of Unley has provided sponsorship funding towards events and activities within the four established business precincts.

During 2025/26, a total of \$40,000 was allocated in the Business Precinct Sponsorship Program, comprising \$10,000 each for King William Road, Unley Road, Goodwood Road and Highgate Village. This sponsorship

amount is in addition to the separate rate funding the four associations have received.

The funding has enabled Council to participate as a major sponsor of precinct-based events and activations designed to promote local businesses, attract visitation and contribute to the vibrancy and identity of business precincts. Highgate Village has historically used its allocation differently, applying the funding towards street beautification and public realm improvements rather than a major event.

The 2025/26 Annual Report (attached) consolidates the acquittal information provided by the four business precincts and provides an overview of the activities undertaken and outcomes achieved.

Attachment 1

5. DISCUSSION

The 2025/26 Business Precinct Sponsorship Program supported a range of events and activities reflecting the individual character and priorities of Unley's business precincts.

King William Road delivered the *Together We Shine: Spirit of Christmas* Launch Event in November 2025. The event attracted more than 1,000 visitors, involved 16 local businesses and achieved more than 72,000 social media views. The event combined business activation and entertainment with the launch of the precinct's broader Together We Shine place-brand campaign.

Unley Road delivered *Taste of Unley Road* in February 2026, attracting more than 400 visitors and involving 17 local businesses. The event provided an opportunity to showcase the precinct's retail, hospitality and service businesses, with participating businesses reporting positive engagement and increased exposure.

Goodwood Road used the funding to support the *South Australian Living Artists (SALA) Exhibition* along Goodwood Road and an *Adelaide Film Festival Partnership Activation*. These activities strengthened the precinct's arts, creative and cultural offering and supported collaboration between local businesses, cultural institutions and event organisers. A significant outcome was the development of a stronger relationship with the Adelaide Film Festival, which subsequently undertook additional activities within the precinct.

Highgate Village used its funding to update and reprint the *Destination Highgate Business Directory*, involving 51 local businesses. The directory provides a precinct-wide promotional resource designed to increase the visibility of local businesses, encourage local discovery and strengthen the Destination Highgate identity. As the directory was only recently printed, information regarding its reach and impact is not yet available.

Further detail on each precinct's activities and reported outcomes is provided in Attachment 1.

Attachment 1

Measuring Economic Impact

A persistent challenge across the precinct reports is the ability to quantify the direct economic impact generated by the activities.

The information provided by the coordinators demonstrates a range of outputs including attendance, business participation, promotional reach and qualitative feedback. However, there is limited consistent data regarding additional expenditure generated, changes in business turnover, repeat visitation or conversion of event participation into subsequent sales or bookings.

The available information therefore demonstrates positive outcomes in terms of visitation, business exposure, precinct activation, collaboration and place identity, but does not enable the direct economic return generated by Council's sponsorship to be reliably quantified.

Transition to a City-wide Approach

The 2025/26 financial year is the final year that the \$40,000 allocation will be provided through the Business Precinct Major Sponsorship Program in this form.

At its meeting on 9 June 2026, BEDAC considered alternative approaches to the use of the funding and recommended that the 2026/27 allocation be redirected towards a city-wide Shop to Win / Shop Local campaign, to extend the benefit of Council's investment beyond the four established business precincts and enable participation by businesses across the City, including home-based businesses.

Council subsequently endorsed BEDAC's recommendation, and development of the Shop to Win / Shop Local campaign is currently underway (refer to separate report within this Agenda).

The *Shop to Win / Shop Local* campaign currently being developed for 2026/27 will retain a focus on stimulating local economic activity while broadening access to businesses across the City.

Importantly, the new campaign is also being designed with evaluation as a core component, including measures relating to business participation, gift card sales and redemption, local expenditure, precinct visitation and business and customer feedback. This will provide Council with an improved evidence base to understand the outcomes generated by its investment in future business activation initiatives.

6. REPORT AUTHORISERS

Name	Title
Ben Willsmore	General Manager City Shaping



Business Precinct Major Event Sponsorship Program

2025/26 Annual Report

1. Program Overview

During 2025/26, the City of Unley provided \$40,000 through its Business Precinct Major Event Sponsorship Program, comprising an allocation of \$10,000 to each business precinct association.

The program has operated for more than six years and has principally supported Council's participation as a major sponsor of precinct-based events and activities designed to promote local businesses, attract visitation and contribute to the vibrancy and identity of Unley's four village-style precincts.

While most precincts have used the funding to support major events and activations, Highgate Village has traditionally applied its allocation towards public realm and street beautification initiatives that contribute to the presentation and activation of the precinct.

This Annual Report provides a consolidated overview of the activities supported during 2025/26 and the outcomes reported by each business association.

2. 2025/26 Program at a Glance

Business Precinct	Initiative	Council Sponsorship	Total Initiative Cost	Participation / Attendance	Key Outcomes
King William Road	Together We Shine: Spirit of Christmas Launch Event	\$10,000	\$19,127.80	1,000+ attendees; 16 businesses involved	Christmas activation, launch of new precinct place brand, increased visitation and 72,000+ social media views
Unley Road	Taste of Unley Road	\$10,000	\$33,647	400+ attendees; 17 businesses involved	Business exposure, family-focused activation and promotion of the precinct's retail, hospitality and service offering
Goodwood Road	SALA on Goodwood Road Launch and Adelaide Film Festival Partnership Activation	\$10,000	\$10,000	Approx. 120 attendees at SALA launch; Film Festival activation reported at capacity	Cultural activation, business collaboration and development of an ongoing relationship with the Adelaide Film Festival
Highgate Village /	Destination Highgate Business	\$10,000	\$10,000	51 businesses involved	Updated precinct-wide promotional

Business Precinct	Initiative	Council Sponsorship	Total Initiative Cost	Participation / Attendance	Key Outcomes
Fullarton Road South	Directory – 2026 Update				resource supporting business visibility, local discovery and the Destination Highgate identity

Note: Participation, attendance and initiative costs are based on information reported by the respective business associations.

3. Precinct Outcomes

3.1 King William Road – Together We Shine: Spirit of Christmas Launch

The King William Road Traders Association used Council's sponsorship to support the Together We Shine: Spirit of Christmas Launch Event, held on 29 November 2025.

The event attracted more than 1,000 visitors and involved 16 local businesses. The total reported event cost was \$19,127.80.

The event combined live music, family entertainment, public art and business activation and was used to launch the precinct's Together We Shine place-brand campaign, centred around commissioned artwork by artist Janine Daddo.

Businesses were activated through venue-based performances, outdoor activities and opportunities for extended trading. The association reported increased visitation compared with a typical trading day and positive trader feedback regarding the atmosphere and increased foot traffic generated by the event.

The event also achieved strong promotional reach, with more than 72,000 social media views, supported by print, newsletter and partnership-based promotion.

The association identified the event as supporting the continued evolution of King William Road as a lifestyle and dining destination, including the precinct's growing evening economy. Challenges included increasing event and traffic management costs, achieving broader trader participation and measuring the direct economic impact generated by the event.

3.2 Unley Road – Taste of Unley Road

The Unley Road Traders Association used Council's sponsorship to support Taste of Unley Road, held on 1 February 2026 at the Unley Soldiers' Memorial Gardens.

The free community event attracted more than 400 visitors and involved 17 local businesses. The total reported event cost was \$33,647.

Taste of Unley Road provided an opportunity to showcase local retailers, food businesses and other operators in a family-oriented community setting. Participating retailers and food operators reported stronger-than-expected engagement and increased awareness of their businesses.

Promotion incorporated a mix of radio, social media and letterbox distribution, with positive feedback reported from participating traders, particularly food businesses.

The association reported that the event provided direct exposure for participating businesses and opportunities for subsequent customer engagement and bookings, while promoting the broader retail, service and hospitality offering available along Unley Road.

Opportunities identified through the event included engaging a greater number of traders and improving the collection of data to measure economic outcomes and understand whether event participation converts into subsequent customer activity.

3.3 Goodwood Road – Arts and Cultural Activations

The Goodwood Road Business Association used Council's sponsorship to support two arts and cultural activations during 2025/26:

- SALA on Goodwood Road Launch; and
- Adelaide Film Festival Partnership Activation.

The SALA launch attracted approximately 120 attendees. The Adelaide Film Festival activation involved precinct venues and a road activation that the association reported as operating at capacity.

The activities used road closures and public realm activation to connect local businesses and cultural destinations, including Good Gilbert and the Capri Theatre, and contributed to the positioning of Goodwood Road as a destination for arts, culture and evening activity.

A significant outcome was the development of a stronger relationship with the Adelaide Film Festival. The association reported that the initial activation contributed to the Festival subsequently undertaking multiple activities within the Goodwood Road precinct.

The activities also demonstrated strong collaboration between local traders, cultural institutions and event organisers and provided opportunities to strengthen Goodwood Road's creative and cultural identity through association with established South Australian arts and film programs.

Formal economic modelling was not undertaken and access to attendance, marketing and evaluation information from external festival partners was limited. As a result, while positive business activity and increased precinct visitation were reported, the direct economic impact of the activities cannot be quantified from the available information.

3.4 Highgate Village – Destination Highgate Business Directory

Highgate Village used Council's sponsorship to update and reprint the Destination Highgate Business Directory for 2026. The project involved 51 local businesses and had a reported project cost of \$10,000.

Highgate Village has traditionally applied Council's annual sponsorship towards marketing, street beautification or minor infrastructure rather than delivery of a major event. For 2025/26, the precinct had originally intended to use the funding towards a new mural. Following several months of negotiations, an agreement to progress the mural could not be reached and the funding was redirected towards updating the business directory.

The updated directory provides a coordinated promotional resource showcasing businesses across the Fullarton Road South precinct. It is designed to make it easier for residents, visitors and other businesses to discover local products and services, while strengthening the collective identity and visibility of Highgate Village as a business destination.

Local traders were actively engaged in updating their business information and were supportive of the opportunity to participate in a coordinated precinct-wide resource. The directory provides an ongoing benefit beyond the 2025/26 funding period, with the potential to encourage local discovery, repeat visitation and business-to-business connections.

As the updated directory was only recently distributed, information about its reach, usage and impact is not yet available. The precinct association intends to gather feedback from participating businesses and monitor distribution over the coming months.

4. 2025/26 Program Outcomes

The 2025/26 Business Precinct Major Events Sponsorship Program supported a diverse range of activities reflecting the individual character and priorities of Unley's four business precincts.

Across the program, Council's funding supported major events, arts and cultural activities, place activation and precinct marketing. Common outcomes included:

- attracting visitors to Unley's business precincts;
- increasing exposure and promotional opportunities for local businesses;
- activating streets and public spaces through events, arts, culture and entertainment;

- strengthening the identity and destination appeal of individual precincts;
- encouraging collaboration between businesses, community organisations, cultural institutions and event partners;
- generating marketing and promotional reach beyond the businesses directly participating in individual activities; and
- providing ongoing promotional resources to support business visibility and local discovery.

Council's sponsorship also provides value beyond the direct financial contribution. Recognition of the City of Unley as a major sponsor provides credibility for precinct activities and enables associations to leverage Council's communication and promotional channels to increase awareness and participation.

4.1 Measuring Economic Outcomes

The completed acquittals provide evidence of attendance, business participation, promotional reach and qualitative feedback from participating businesses. They provide less information about the direct economic return generated by Council's sponsorship.

In particular, the available reporting does not consistently quantify:

- additional expenditure generated during or following events;
- changes in business turnover attributable to the activity;
- conversion of event visitors into repeat customers, bookings or subsequent sales; or
- visitor demographics and behaviour.

This does not mean that economic benefits were not generated. Associations reported increased visitation, business exposure and positive trader feedback. However, the available data limits the extent to which the direct economic impact or return on Council's investment can be quantified.

In the case of Highgate Village, the updated business directory was only recently distributed and its reach and impact will become clearer over time as distribution and trader feedback are monitored.

4.2 Program Challenges

Across the completed precinct reports, a number of common challenges were identified in 2025/26, including:

- achieving broad and active participation from businesses across each precinct;
- increasing costs associated with event delivery, including traffic management and other operational requirements;
- progressing proposed activities where delivery depends on agreements with external parties or other project requirements;
- measuring the direct economic impact of events and activations on participating businesses;
- accessing consistent attendance, marketing and evaluation data, particularly where activities involve external event partners;
- demonstrating how the benefits of activities are distributed across the broader business precinct; and
- balancing broader community, place-making and precinct activation outcomes with the objective of generating measurable economic benefits for local businesses.

5. Conclusion

In 2025/26, the City of Unley's sponsorships supported precinct-based events, cultural activities and place activation initiatives that attracted visitation, promoted local businesses and contributed to the identity and vibrancy of Unley's business precincts.

The activities delivered demonstrate the capacity of events and precinct activation to bring businesses together, create reasons for people to visit local centres and promote the distinctive character of Unley's main streets.

2025/26 represents the final year of the Major Event Sponsorship Program in this form. In 2026/27, Council's \$40,000 allocation is being redirected to a city-wide Shop to Win / Shop Local Campaign, providing an opportunity for a broader range of businesses across the City, including those within established precincts, neighbourhood centres and home-based businesses, to participate.

DECISION REPORT

REPORT TITLE: BUSINESS PRECINCT MANAGEMENT -
UPDATE AND BUDGET 2026/27 FY

ITEM NUMBER: 2.5

DATE OF MEETING: 15 SEPTEMBER 2026

AUTHOR: DONNA GRIFFITHS, MANAGER ECONOMIC
DEVELOPMENT & STRATEGIC PROJECTS

DIVISION: CITY SHAPING

ATTACHMENTS: 1. BUSINESS PRECINCT LEADERSHIP
AND IMPACT CALENDAR (26/27 Y)

1. **PURPOSE**

To provide the Business and Economic Development Advisory Committee (BEDAC) with an update on implementation of the new Business Precinct Management arrangements, including the 2026/27 forward budget and planned program of business precinct events, activations and initiatives

2. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report 'Business Precinct Management – Update and Budget 2026/27 FY' be received.

3. **RELEVANT CORE STRATEGIES – COMMUNITY PLAN 'TOWARDS 2050'**

3. Economy
3.2 We generate vibrancy and economic vitality by activating and connecting thriving business precincts and innovation hubs throughout our City.

4. **BACKGROUND**

During 2025/26, Council endorsed changes to the way the City's four separately rated established business precincts are managed. The new Business Precinct Management Plan seeks to retain local business input and the individual identity of each precinct, while providing greater coordination, consistency and opportunities to achieve efficiencies across King William Road, Unley Road, Goodwood Road and Fullarton Road South.

The new model includes a dedicated Business Precincts Coordinator responsible for operational delivery and a Business Precinct Leadership Group (BPLG) comprising representatives from each of the four precincts. The BPLG provides coordinated leadership, local insight and precinct-informed advice on the administration and utilisation of the Business Precinct Separate Rate.

The model also provides opportunities to coordinate programs and services across the four precincts where this can achieve greater efficiency and impact, while retaining precinct-specific initiatives that respond to local priorities and opportunities.

The 2026/27 financial year is the first year of implementation of the new arrangements, which are being trialled across a three-year period.

5. DISCUSSION

5.1 - Implementation Update

Implementation of the new Business Precinct Management arrangements has progressed over recent months.

Recruitment of the new Business Precinct Coordinator has been completed, with Jessica Fry commencing in the role on 3 August 2026.

The Coordinator is responsible for the operational delivery of precinct management activities, including business engagement, marketing and promotion, events and activations, communications and supporting the Business Precinct Leadership Group.

The Coordinator will also provide coordination and support to Business Associations during the transition period, including any Associations considering a change to their legal / operational structure.

The first meeting of the BPLG under the new arrangements was on 1 September 2026. Key matters discussed included the 2026/27 budget, precinct reference groups and business engagement, reporting arrangements and the forward calendar of activities.

BEDAC Members will be kept informed of the outcomes of BPLG meetings and other implementation activities via regular communications. Annual reporting will also continue to be provided in quarter one of each financial year.

5.2 - 2026/27 Business Precinct Budget

Council will raise \$409,000 through the Business Precinct Separate Rate in 2026/27.

The Business Precinct Management Plan establishes a coordinated approach to the use of this funding across the four separately rated precincts. The Plan identifies two broad areas of investment:

- Precinct Administration (Care/Lead) – including the Business Precinct Coordinator and the governance, engagement, planning, reporting and other activities required to effectively manage the precincts; and
- Precinct Impact (Activate) – including events, activations, marketing, branding, business engagement and other initiatives designed to strengthen precinct identity, attract visitation and support local economic activity.

The Management Plan targets approximately 40% of Separate Rate income towards Precinct Administration and 60% towards Precinct Impact initiatives.

The 2026/27 budget allocates \$140,000 to Precinct Administration and \$269,000 to Precinct Impact initiatives, representing approximately 34% and 66% respectively. This is broadly consistent with the target established in the Management Plan, with a greater proportion of funding directed towards initiatives intended to have a direct impact within the business precincts.

Of the \$269,000 within the Precinct Impact budget, \$178,000 will support shared Impact initiatives across the four precincts, providing opportunities to coordinate activities, reduce duplication and achieve efficiencies in areas where there is a common need.

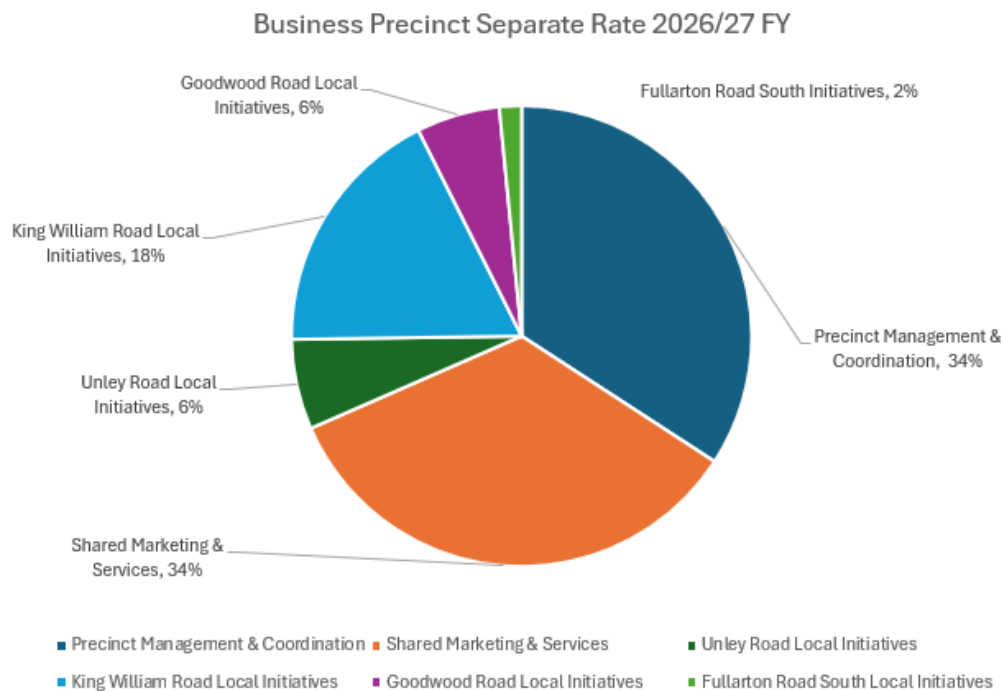
The remaining \$91,000 is allocated to precinct-specific Impact initiatives, enabling activities to be tailored to the individual character, priorities and opportunities of King William Road, Unley Road, Goodwood Road and Highgate Village. The funding per precinct has been proportionally distributed appropriate to the income raised per precinct.

The proposed expenditure program is summarised below.

Allocation	2026/27 Budget	Example of Key Activities
Precinct Leadership		
Business Precinct Coordinator and coordinated services	\$140,000	Precinct coordination, business engagement, planning, administration, reporting and delivery support
Precinct Impact – Shared Initiatives		
Shared Business Precinct Impact initiatives	\$178,000	Social media and marketing, seasonal newsletters, publications and gift guides, trader engagement, business capacity building and other coordinated initiatives
Precinct Impact - Precinct-Specific Initiatives		
King William Road	\$34,700	Adelaide Rally activation and other precinct initiatives
Unley Road	\$26,000	Unley Road website development, Unley Christmas Carols and Unley After Dark Activation Calendar

Allocation	2026/27 Budget	Example of Key Activities
Goodwood Road	\$24,000	Sat'day on Goody – Easter and Christmas, SALA and Banner Program
Highgate Village	\$6,300	Launch of the Highgate Village Business Directory and Art Trail
Total	\$409,000	

A visual summary of the planned expenditure for 2026/27 FY is below:



This combination of shared and precinct-specific investment is a key feature of the new management model. It provides greater coordination across the established business precincts while maintaining the capacity to deliver locally relevant events, activations, marketing and other initiatives.

The budget and forward work program will be monitored throughout 2026/27, with the Business Precinct Leadership Group providing local business insight and advice on priorities and emerging opportunities.

5.4 Forward Calendar of Events and Activations

A coordinated forward calendar has been developed to provide visibility of key business precinct activities and relevant City of Unley business and community events.

The calendar will assist Council, BEDAC, precinct representatives and local businesses to understand what is planned across the City, identify opportunities for collaboration and cross-promotion, and minimise potential conflicts between major activities.

The draft planned initiatives, events and activations are attached.

Attachment 1

The delivery of the calendar is subject to:

- ongoing monthly monitoring of the allocated budget and expenditure.
- the ability to secure sponsorship and external funding to supplement each budget allocation.
- the implementation of cost-recovery measures, where appropriate, including participant fees, vendor contributions and sponsorship opportunities, with the aim of achieving cost-neutral activation delivery and minimising the financial impact on the Separate Rate.

The calendar will continue to evolve as activities are confirmed throughout the year.

5.5 Next Steps

The focus over the coming months is on embedding the new model and the role of the Business Precinct Coordinator through the progressive delivery of the 2026/27 work program.

Key next steps include:

- transitioning to the new Business Precinct Coordinator and away from existing service arrangements;
- progressing the first priorities identified through the Business Precinct Leadership Group;
- maintaining engagement with businesses and precinct representatives;
- delivering the shared and precinct-specific initiatives identified in the 2026/27 budget;
- maintaining and updating the coordinated calendar of precinct activities; and
- monitoring delivery and expenditure and reporting progress to BEDAC.

6. REPORT AUTHORISERS

Name	Title
Ben Willsmore	General Manager City Shaping

Business Precincts Leadership and Impact Calendar 1 June 2026 – 30 June 27						
Month	Leadership	Joint Promotion / Activation	King William Road	Unley Road	Goodwood Road	Fullarton Road South
July 2026	Transition to Business Precinct Leadership Management Plan	SA Life – <i>Nostalgic Journey and Premium Property</i>	4 x KWR – eNewsletters - Social Media	- Unley Road website development - Social Media	Social Media	
August 2026	- Business Precinct Coordinator Starts - Monthly Financial Reports - Meetings 1:1 with Business Precinct Leaders - Annual Reports finalised - Event Sponsorship Report finalised - Forward Calendar developed - Social Media and engagement plan	- The Edit Magazine Launch - SA Life - <i>Youth</i> - Unley Business Awards* (19 August 2026)	The Edit Launch Event (Thursday 6 August 2026) 4 x KWR – eNewsletters - Social Media	- Unley Road website development - Social Media	- Social Media SALA on Goodwood Road Launch event – Goodwood Theatre (Thursday 6 August)	
September 2026	- Business Precinct Leadership Meeting 1 - Auditor Reports to be finalised - Monthly Financial Reports - Review of Social Media Services and any other external service providers – Some existing service providers were extended until 30 September 2026 - Seasonal E-Newsletter (what have we done and what is coming up)	SA Life – <i>Luxury Home Living</i>	4 x KWR – eNewsletters - Social Media	- Unley Road website development - Social Media	Social Media	Destination Highgate Business Directory Launch
October 2026	- Annual General Meetings (AGMs) - Monthly Financial Reports - Quarter 2 Newsletter - Social Media Management - Notification to service providers and any service agreements to be issued	SA Life - <i>Design</i>	Adelaide Rally Event (Saturday 17 October 2026) - AGM	Unley After Dark – Health, Wellness and Active Living Activation - AGM	AGM	AGM
November 2026	- Business Precinct Reference Group Meeting 1 - Monthly Financial Reports - Social Media Management - Website Updates	- SA Life - <i>Christmas</i> - Christmas Gift Guide - Shop to Win Competition (16 November – 16 December 2026)*	Models Search (Saturday 21 November 2026)	Unley Road Website Launch	Christmas Gift Guide Launch	
December 2026	- Business Precinct Leadership Meeting 2 Midway Report – 6 monthly review - Monthly Financial Reports - Social Media Management - Seasonal E-Newsletter (what have we done and what is coming up)	- SA Life - <i>Collectors</i> - Shop to Win Competition (16 November – 16 December 2026)* - Banner Change	Summer Sounds on King William Road (Sat 5, Sat 12, Sat 19) Santa Paws – Photos with Santa (Sat 12 December 2026 - Afternoon)	Unley Christmas Carols in collaboration with Unley Rotary Club (Saturday 5 December 2026)	Satdy's on Goody – Christmas Activation (Saturday 12 December 2026 - Morning)	

Business Precincts Leadership and Impact Calendar 1 June 2026 – 30 June 27						
Month	Leadership	Joint Promotion / Activation	King William Road	Unley Road	Goodwood Road	Fullarton Road South
January 2027	- Walk of each Business Precinct - Vacancy Rate Reporting - Business Precinct Midway Report - Quarter 3 Newsletter - Social Media Management – All Platforms - Website Updates	SA Life - <i>Summer</i>				
February 2027	- Business Precinct Reference Group Meeting 2 - Monthly Financial Reports - Social Media Management	SA Life – <i>Health and Happiness</i>	Summer Sounds on King William Road (Sat 6, Sat 13, Sat 20)			TBC
March 2027	- Business Precinct Leadership Meeting 3 - Monthly Financial Reports - Social Media Management - Website Updates - Seasonal E-Newsletter (what have we done and what is coming up)	- SA Life – <i>Self Care</i> <i>Shop to Win Competition – Prize Draw Event*</i>	Up-Market Market (Saturday 20 March 2027)		Satdys on Goody – Easter (Sunday 28 March)	
April 2027	- Monthly Financial Reports - Quarter 4 Newsletter - Social Media Management	- Mothers Day Gift Guide - Banner Change - SA Life – <i>Mothers Day</i>	Mothers Day Gift Guide Launch	Unley After Dark – Interior Design, Style and Creative Living activation		
May 2027	- Business Precinct Reference Group Meeting 3 - Monthly Financial Reports - Social Media Management - Website Updates - Review of any external service providers	- SA Life – <i>Design</i> <i>Double Shot Coffee Event* and launch of the Unley Museum and Art Gallery (UMAG) – 8 May 2026</i>			Satdys on Goody – A Taste of Goodwood Road (Saturday 22 May)	
June 2027	- Business Precinct Leadership Meeting 4 - Monthly Financial Reports - Social Media Management - Seasonal E-Newsletter (what have we done and what is coming up)	- SA Life – <i>Winter Dining</i> - Unley After Dark	Unley After Dark – Winter Food and Drink Promotion	Unley After Dark – Winter Food and Drink Promotion	Unley After Dark – Winter Food and Drink Promotion	Unley After Dark – Winter Food and Drink Promotion

**Whole of City of Unley Initiative*

Please note:

The delivery of the calendar is subject to: Ongoing monthly monitoring of the allocated budget and expenditure; The ability to secure sponsorship and external funding to supplement each budget allocation; The implementation of cost-recovery measures, where appropriate, including participant fees, vendor contributions and sponsorship opportunities, with the aim of achieving cost-neutral activation delivery and minimising the financial impact on the Separate Rate.

As such, the calendar will continue to evolve as activities are confirmed throughout the year. Maintaining a coordinated view of planned activity will also assist the Business Precinct Coordinator and Business Precinct Leadership Group (BPLG) to identify opportunities for collaboration, promotion and efficient use of resources.

INFORMATION REPORT

REPORT TITLE:	STATUS OF THE \$40,000 PROJECT FOR 2026/27 FY
ITEM NUMBER:	2.6
DATE OF MEETING:	15 SEPTEMBER 2026
AUTHOR:	DONNA GRIFFITHS, MANAGER ECONOMIC DEVELOPMENT & STRATEGIC PROJECTS
DIVISION:	CITY SHAPING
ATTACHMENTS:	NIL

1. **PURPOSE**

To provide the Business and Economic Development Advisory Committee (BEDAC) with an update on the development of the \$40,000 commitment towards a *Shop to Win / Shop Local* Campaign for delivery during the 2026/27 financial year.

2. **RECOMMENDATION**

BEDAC recommends to Council that:

1. The report 'Status of the \$40,000 Project for 2026/27 FY' be received.
 2. The Committee notes:
 - *Business and Economic Development Advisory Committee to provide advice.*
-

3. **RELEVANT CORE STRATEGIES – FOUR YEAR DELIVERY PLAN**

3. Economy

3.3 We enhance and promote the local characteristics within our City that make us a desirable and exciting place to live, work, visit, invest and do business.

4. **BACKGROUND**

Council has historically allocated \$40,000 per annum to provide sponsorship (financial support) towards activities, events or infrastructure, within the City's four established business precincts.

Following consideration of advice from BEDAC, Council resolved that the funding should instead be directed towards a City of Unley delivered initiative that provides city-wide benefit across the broader business community.

BEDAC recommended to Council a '*Shop local to win Campaign*', with consideration given to:

- a seasonal themed campaign up to twice a year;
- delivering long-term benefit;
- including home-based businesses;
- city-wide promotion; and
- understanding and capturing the impact for local businesses.

The recommendation was subsequently endorsed by Council on 22 June 2026.

Administration has since progressed the development of the campaign model and associated implementation arrangements

5. DISCUSSION

The *Shop to Win / Shop Local* campaign is being developed as a city-wide economic development initiative to encourage residents, workers and visitors to spend locally, explore different business precincts and discover the diversity of businesses operating within the City.

The campaign will give immediate, visible, and measurable effect to the City of Unley's Economy 2036 Lead Strategy by stimulating local spending, increasing visitation across business precincts, supporting business resilience and growth, and showcasing the diversity of retail, hospitality, home-based, creative, professional and service businesses. These aims will be achieved by incorporating and leveraging the four complementary campaign elements described below.

Buy Local Gift Card Bonus

Customers will be encouraged to purchase a local gift card for use at participating City of Unley businesses, with Council funding providing additional value of up to 30%. For example, a customer purchasing a \$100 gift card could receive \$130 in local spending value. This bonus provides an immediate customer benefit and an attractive incentive for customers to commit their expenditure to participating local businesses.

The Council-funded bonus will be capped within the available campaign budget, with an anticipated limit of 800 gift cards being able to take

advantage of the 30% bonus. However, gift cards will continue to be available for customer purchase once the bonus limit has been reached for use within the City of Unley.

Both digital and physical gift cards are proposed to be available, with both options providing an opportunity to use the recently developed '*Uncover Unley*' destination branding.

Shop and Win

Eligible gift card purchases that are used between November 2026 and April 2027 will receive an automatic entry into a major prize draw, with a proposed prize pool of local gift cards - First prize \$1500, Second Prize \$1000 and Third Prize \$500. This provides an additional incentive for participation and immediate stimulus spend, while ensuring prize expenditure is also retained within the local economy. The prize draw will take place on 8 May 2027 at the Double Shot Coffee Event and opening of the Unley Museum and Art Gallery.

Explore Unley Trail

The campaign will encourage customers to use their gift cards across different parts of the City. It is proposed that customers purchasing from businesses across multiple precincts will be eligible for an additional entry into the 'Shop and Win' major prize draw.

This element is intended to encourage customers to visit different precincts and discover new businesses and distribute campaign activity and economic benefits across the City.

Local Stories – Faces of Unley Campaign

A coordinated marketing campaign will showcase participating businesses and the diversity of Unley's business offering. Promotion will extend beyond traditional retail and hospitality businesses to include sectors such as health, beauty, professional and personal services, lifestyle and visitor experiences, and home-based businesses.

Participation in the campaign will be open to businesses city-wide, including businesses located within the established precincts and home-based businesses where they are able to participate in the campaign mechanism.

Intended Benefits

The campaign has been designed to leverage Council's investment to generate additional local economic activity while also providing broader economic development benefits, which include:

- stimulating local expenditure and encouraging spending to remain within the City of Unley;
- increasing visitation and encouraging customers to explore multiple business precincts;
- supporting a diverse range of local businesses and industry sectors;
- providing opportunities for home-based businesses to participate in a city-wide initiative;
- increasing awareness of Unley as a destination for shopping, dining, services and local experiences;
- encouraging repeat visitation and discovery of new businesses; and
- generating data about customer and business participation to inform future economic development initiatives.

Importantly, the campaign has been designed to provide measurable outcomes, responding to BEDAC's direction that the impact of the initiative on local businesses should be understood and captured.

Resourcing and Budget

The campaign will be delivered within the approved \$40,000 budget.

The indicative allocation provides approximately \$20,000 for the gift card bonus, up to \$7,000 for marketing and promotion, up to \$3,000 for the competition prize pool, up to \$4,000 for the market research data and associated report, and up to \$6,000 for the gift card platform and associated systems. These allocations will be refined as procurement and campaign planning are finalised.

The Economic Development and Strategic Projects team will lead delivery, including business engagement, campaign coordination, monitoring and evaluation. Support will also be required from Council's Communications team and relevant Finance, Governance and Procurement functions.

External resources will principally relate to the provision of a suitable local gift card platform and associated campaign and promotional requirements.

Participating businesses and established Business Precincts will also have an important role in promoting the campaign and encouraging customer participation.

Project Risks

A number of risks have been identified through project planning. These relate to:

- achieving sufficient and diverse business participation;
- ensuring campaign benefits are distributed across the City rather than concentrated within individual precincts or sectors;
- generating sufficient customer awareness and participation;
- ensuring timely redemption of gift cards;
- confirming that the selected gift card platform can support the required customer experience, business participation and reporting;
- meeting competition, privacy and data collection requirements; and
- ensuring sufficient internal capacity to deliver the campaign.

These risks will be managed through early business engagement, city-wide eligibility and promotion, appropriate campaign controls, procurement and compliance processes, and ongoing monitoring throughout implementation.

Program Evaluation

Evaluation is an important component of the campaign and will enable Council to understand the effectiveness of the initiative and inform future economic development activities. Subject to the capabilities of the selected platform and available data, evaluation is proposed to consider:

- the number and diversity of participating businesses;
- gift card sales and redemption;
- local expenditure generated through the campaign;
- customer location, spending and visitation across precincts;
- business and customer participation and satisfaction;
- campaign reach and marketing performance; and
- the overall economic return generated by Council's investment.

A post-campaign evaluation will consider achievement against the project objectives, lessons learned and opportunities for future Shop Local campaigns or other business activation initiatives.

Next Steps

Administration is currently progressing the detailed campaign design, including procurement of a suitable gift card platform, finalisation of

campaign mechanics and competition requirements, branding and marketing preparation.

Business recruitment and engagement is proposed to commence during September, followed by campaign marketing and promotion during October.

Subject to completion of the required procurement and compliance processes, the campaign is proposed to launch on 26 November 2026 and run for three weeks, providing a targeted activation in the lead-up to Christmas. Gift card redemption will continue into early 2027.

The major prize draw will be held in the presence of a justice of the peace on 8 May 2027.

Campaign data and participant feedback will subsequently be analysed, with evaluation and reporting to inform consideration of future initiatives. It is expected an evaluation report will be provided in June 2027.

6. REPORT AUTHORISERS

Name	Title
Ben Willsmore	General Manager City Shaping