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## **MEDIA RELEASE**

### **The Mainstreet SA conference returns with Norwood Payneham & St Peters and Unley Councils to co-host in 2024**

The Cities of Norwood Payneham & St Peters and Unley will collaborate to co-host a two-day Mainstreet SA Conference on the 17th & 18th September.

Mainstreet SA Chair David West said, “It’s fantastic to have the enthusiastic support of both Norwood Payneham & St Peters and Unley Councils, supporting the conference as both have great examples of thriving mainstreets”.

“Across the two council areas there are multiple main streets with plenty of examples of the different approaches that the Councils are taking to support these precincts.”

“I thank them both for their ongoing support of mainstreets and am confident they will help deliver a memorable event,” he said.

Norwood Payneham & St Peters Mayor Robert Bria, who joined the Mainstreet SA Committee in January this year, said his Council is very proud to be co-hosting the conference, which is the perfect opportunity to showcase The Parade and Magill Road to other councils.

“The Council couldn’t ask for a better opportunity to reveal the key ingredients which makes these mainstreets so successful,” he said.

“We understand the critical role of mainstreets to the local economy, and the need to continually look for ways to invest and innovate in order for precincts to thrive.”

“Mainstreet SA is a valuable resource for Councils, businesses, trader associations and the planning and design sector and anyone interested in economic development to better understand how communities can come to life with good planning, strong partnerships and targeted investment.”

City of Unley Mayor Michael Hewitson echoed Mayor Bria’s sentiments, saying “Unley Council has invested in Goodwood Road to develop its diverse character through unique design and artworks and completely upgraded King William Road to enhance outdoor dining and the customer experience. The project to shape the future of Unley Road is underway”.

Mainstreet SA Inc

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“Council is a great supporter of its mainstreets and the role they play in creating vibrancy, activity and supporting local jobs”.

“We are excited to join Norwood Payneham & St Peters for the conference and support the important role Mainstreet SA plays in the business community across the state,” said Mayor Hewitson.

The 2024 Mainstreet SA State Conference follows the theme of Invest for Success;

- Invest in good governance for the successful management of your mainstreets and precincts
- Invest in unique branding and marketing so your mainstreets stand out
- Invest in strong planning and good design to ensure a safe and user-friendly environment
- Invest in the development of a diverse retail mix
- Invest in activations and events that draw locals and visitors to your mainstreets
- Invest in effective partnerships with council/ developers/ businesses to ensure sustainability.

Day one of the conference will be held in the Norwood Oval Function Centre with day two to be hosted at the Unley Oval Community Hub.

For more information about Mainstreet SA and the conference contact David West Chair on 0401071102 or visit [www.mainstreetsa.com.au](http://www.mainstreetsa.com.au) or [eo@mainstreetsa.com.au](mailto:eo@mainstreetsa.com.au)