

# Agenda

Jetty Road  
Mainstreet  
Committee

## NOTICE OF MEETING

Notice is hereby given that a meeting of the  
Jetty Road Mainstreet Committee will be held in the

**Mayor's Parlour - Glenelg Town Hall**  
**Moseley Square Glenelg**

1 May 2024 at 6pm



**Pamela Jackson**  
Acting Chief Executive Officer



**1. Opening**

*The Deputy Chair, Mr Angus Warren will declare the meeting open at 6pm.*

**2. Kurna Acknowledgement**

*We acknowledge Kurna people as the traditional owners and custodians of this land.*

*We respect their spiritual relationship with country that has developed over thousands of years, and the cultural heritage and beliefs that remain important to Kurna People today.*

**3. Apologies**

3.1 Apologies received: Ms Gilia Martin

3.2 Absent:

**4. Declaration Of Interest**

*If a Committee Member has an interest (within the terms of the Local Government Act 1999) in a matter before the Committee they are asked to disclose the interest to the Committee and provide full and accurate details of the relevant interest. Committee Members are reminded to declare their interest before each item.*

**5. Confirmation Of Minutes**

**Motion**

**That the minutes of the Jetty Road Mainstreet Committee held on 5 June 2024 be taken as read and confirmed.**

**6. Questions by Members**

6.1 **Without Notice**

6.2 **On Notice: Nil**

**7. Presentations: Nil**



**8. Reports By Officers**

- 8.1 Jetty Road Events Update (Report No: 129/24)
- 8.2 Marketing Update (Report No: 131/24)
- 8.3 Monthly Finance Report (Report No: 130/24)

**9. Urgent Business – Subject to the Leave of the Meeting**

**10. Date and time of next meeting**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 3 April 2024 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

**11. Closure**

A handwritten signature in blue ink, appearing to read "P. Jackson".

**Pamela Jackson**  
Acting Chief Executive Officer

**Item No:** 8.1

**Subject:** JETTY ROAD EVENTS UPDATE

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## Summary

The Jetty Road Mainstreet Committee in partnership with the City of Holdfast Bay is responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan. This report provides an overview of recent and upcoming events.

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## Recommendation

**That the Jetty Road Mainstreet Committee notes this report.**

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## Background

The Jetty Road Mainstreet Committee in partnership with the City of Holdfast Bay is responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan.

## Report

For the 2023-24 financial year the Jetty Road Mainstreet Committee (JRMC) has allocated funds for the following events:

### Co-funded with Council

- \$75,000 – Winter Activation – Glenelg Winter Arts Festival
- \$50,000 – Spring Activation – Sea to Shore: Glenelg Seafood Festival
- \$50,000 – Summer Activation – Glenelg Ice Cream Festival

### JRMC Sponsored (Council run)

- \$25,000 – Glenelg Christmas Pageant

### Co-Sponsored – Council and JRMC (Third Party Events)

- \$10,000 Australian Masters Games
- \$10,000 Glenelg Film Festival

All the above scheduled events for the 2023-24 year have been delivered.



### ***Glenelg Film Festival Finale***

The Glenelg Film Festival Finale event was held on Saturday 23 March 2024 at Colley Reserve from 2pm till 10.30pm. The event attracted approximately 1,200 people across the day. The event was run by Scuti Productions, with sponsorship support from the City of Holdfast Bay and Jetty Road Glenelg.

The event included:

- Film-based demonstrations and dance productions throughout the day.
- Film screening and demonstrations from 6pm.
- Beach Burrito provided the food and beverage offering. Five Eleven / Six Twelve provided beverages only.
- There were several stalls including education providers of film-related courses.

### ***Glenelg Winter Arts Festival 2024***

Gluttony Food and Wine Pty Ltd has executed a three-year agreement for the delivery of the Glenelg Winter Arts Festival. A foundational project initiation meeting has already taken place, focusing on establishing robust communication protocols, defining project leadership roles, implementing effective document management systems, and setting a clear schedule baseline. These activities are anchored to the licence agreement which serves as the project charter.

Furthermore, a draft site plan has been received, incorporating insights gained from the initial year, highlights significant enhancements such as the introduction of a secondary, smaller performance venue and enhanced turf protection measures for Colley Reserve.

### ***Other upcoming events:***

In addition to the Jetty Road Mainstreet Committee funded/supported events, the following events are in Council's forward calendar for the Glenelg area in the coming months. The following is based on information provided by the organisers of each event:

- Giant Wheel: Final day of trade 12 May 2024.
- SANFL King's Birthday match, Glenelg Oval, 10 June 2024.

## **Budget**

The total contribution for the events listed is \$220,000. Events to date have been delivered within budget.

## **Life Cycle Costs**

Not applicable

## **Strategic Plan**

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

## **Council Policy**

Not applicable

## Statutory Provisions

Not applicable

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**Written By:** Event Lead

**General Manager:** Community and Business, Ms M Lock

**Item No:** 8.2

**Subject:** **MARKETING UPDATE**

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## Summary

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2023-24 Marketing Plan.

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## Recommendation

**That the Jetty Road Mainstreet Committee notes this report.**

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## Background

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee aligned to the 2023-24 Marketing Plan.

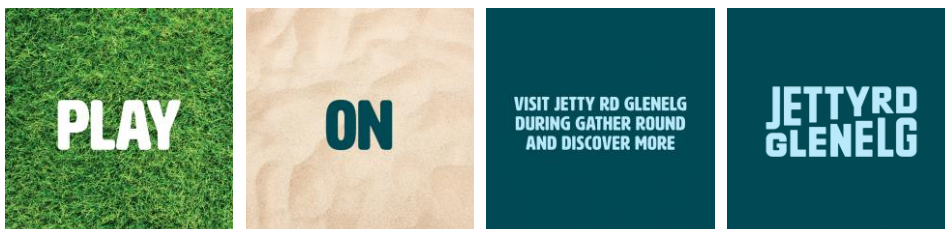
## Report

### ***Jetty Road LOCAL Magazine – Winter Edition***

At the time of writing this report, the winter edition of the Jetty Road LOCAL Magazine was in the proofing stage in readiness for print. To encourage visitation throughout the winter months, the Winter Warmer vouchers will again be part of the winter edition and will be valid through to 30 September 2024. The magazine will be distributed by the first week of June.

### ***Gather Round Campaign***

Jetty Road's Gather Round Campaign ran throughout March. The dedicated campaign focused on 'Play On Jetty Road Glenelg'. An update on the campaign will be provided by the Jetty Road Development Coordinator at the May meeting.





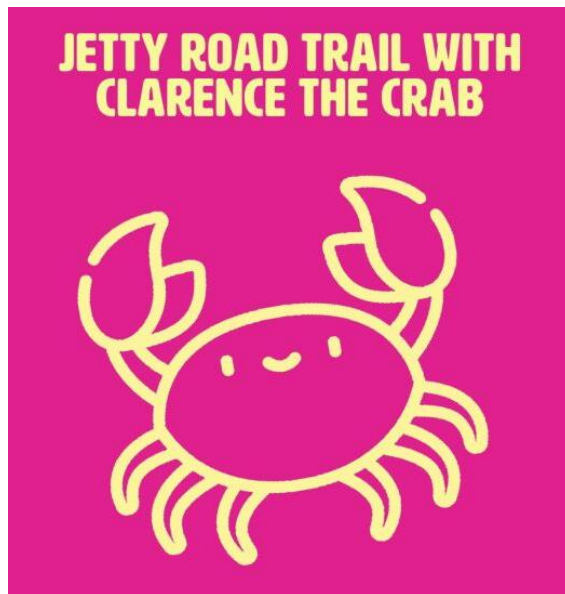
**Faces of Jetty Road**

A campaign to tell the authentic stories behind Jetty Road and provide insight into the different traders and businesses within the precinct. The campaign will be used across all digital platforms throughout the year.

Filming for this campaign has commenced, which will be reviewed and refined before rolling the campaign out.

**School Holiday Program**

At the time of writing this report, the April School Holiday Program – Jetty Road Trail with Clarence the Crab was underway, with over 300 people undertaking the trail in the first five days. The trail follows a similar format to the Play at the Bay Bingo activities, with families encouraged to explore the precinct by following the clues. Included in the bag are vouchers from seven local businesses valid for the school holidays.





**Consumer News**

- Friday 12 April 2024, promoting School Holidays, the Jetty Road Trail, and Glenelg Sunset Markets. It was emailed to 9,928 subscribers, with an open rate of 30.5% (2,993 opens and 262 clicks).

**Trader News**

- Thursday 28 March 2024 was emailed to 415 recipients with a 47% open rate. The content focused on Easter weekend, Gather Round and Winter Warmer Vouchers.
- Wednesday 27 March 2024 was emailed to 415 recipients with a 56% open rate. The content focused on the Transforming Jetty Road Project.

**Website**

21 February – 20 March 2024:

- What's On continues to be a key driver for website traffic.
- There was a bump in visits from 8 March 2024 with the Play On Social Media campaign. This became the second most viewed page on the website throughout the campaign.

21 March – 20 April 2024:

- Increased traffic from Social Media and Consumer Newsletter due to Gather Round Advertising and School Holiday programs

*Refer Attachment 1*

**Social Media**

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 February – 20 April 2024.

**Facebook – 21 February – 20 April 2024**

	<b>21 November– 20 January</b>	<b>21 January– 20 February</b>	<b>21 February– 20 April</b>
<b>Page Followers</b>	32,400	32,933	33,179
<b>Posts</b>	55	32	48

**Instagram – 21 February – 20 April 2024**

	<b>21 November– 20 January</b>	<b>21 January– 20 February</b>	<b>21 February– 20 April</b>
<b>Followers</b>	20,700	20,851	21,060
<b>Posts</b>	53 posts 343 Stories 5 Reels	32 posts 128 Stories	48 posts 246 Stories 6 Reels

Social Media posting is supported by a paid advertising campaign.

## Budget

The JRMC allocated \$282,445 towards implementing the 2023-24 Marketing Plan of which \$152,200 has been expended as of 31 March 2024.

## Life Cycle Costs

Not applicable

## Strategic Plan

Innovation: entrepreneurialism  
Sustainability: resilience in our economy

## Council Policy

Not applicable

## Statutory Provisions

Not applicable

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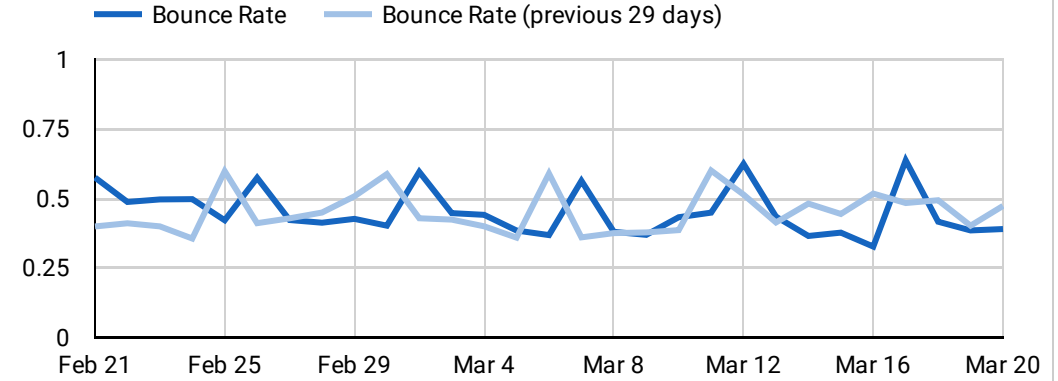
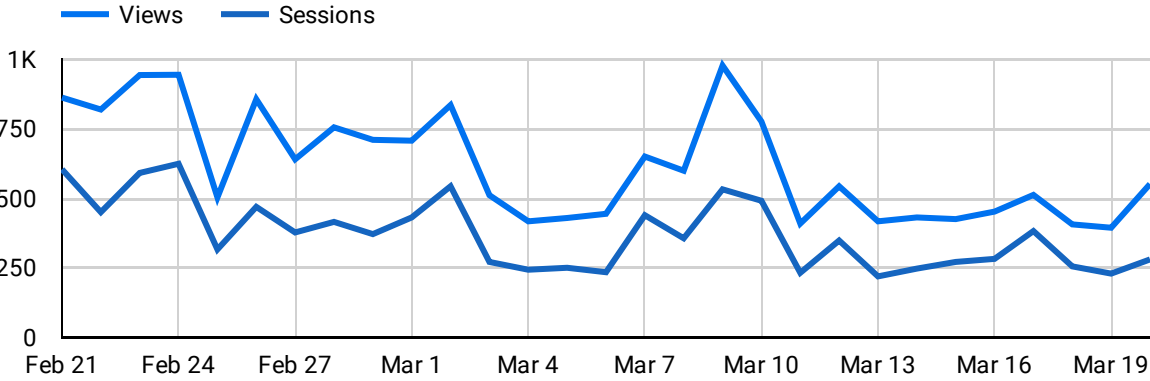
**Written By:** Jetty Road Development Coordinator

**General Manager:** Community and Business, Ms M Lock

# Attachment 1

Feb 21, 2024 - Mar 20, 2024

## Overview of your customers behaviors



Pageviews  
**17,917**



Sessions  
**11,050**



New users  
**8,882**



Event count  
**56,313**



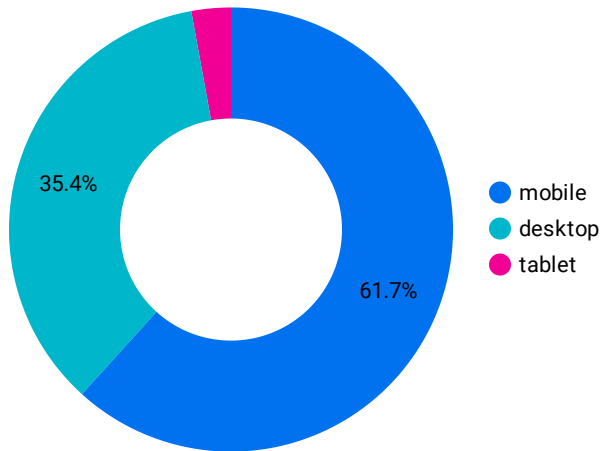
Pages Per Sessions  
**1.62**



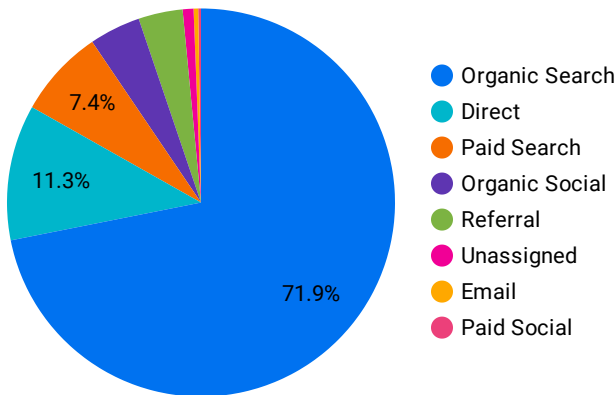
Avg. Time on Page  
**00:00:17**



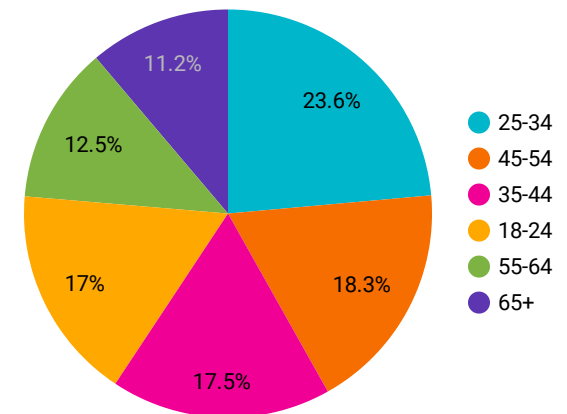
## Device Type



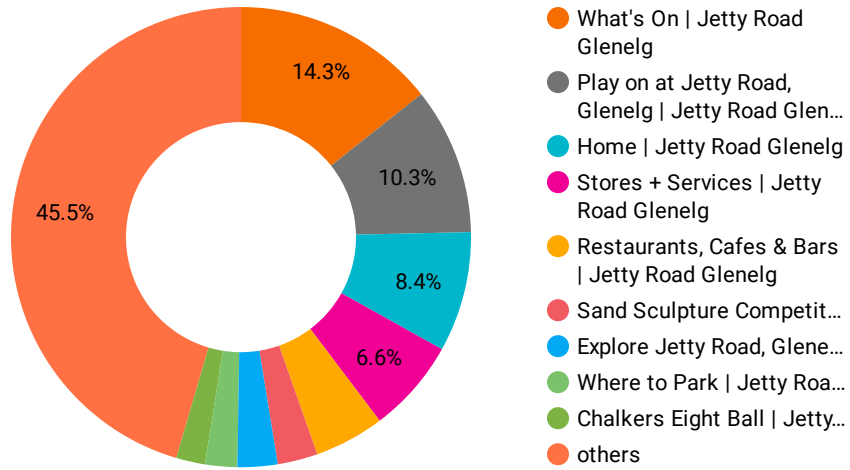
## Website Traffic Source



## Who is visiting your site?

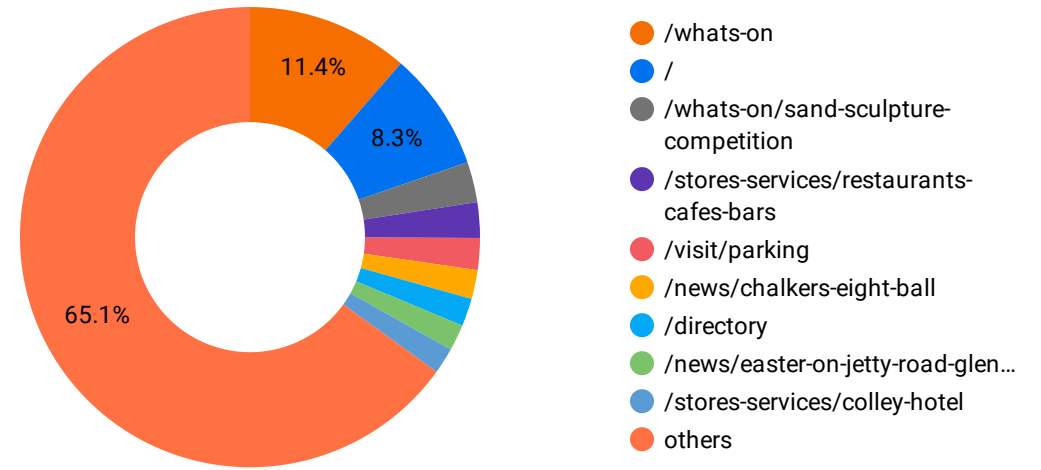


## Most popular pages with title breakdown



Page title	Pageviews
What's On   Jetty Road Glenelg	2,810
Play on at Jetty Road, Glenelg   Jetty Road Gl...	2,025
Home   Jetty Road Glenelg	1,656
Stores + Services   Jetty Road Glenelg	1,295
Restaurants, Cafes & Bars   Jetty Road Glenelg	966
Sand Sculpture Competition   Jetty Road Gle...	553
Explore Jetty Road, Glenelg   Jetty Road Glen...	550
Where to Park   Jetty Road Glenelg	443
Chalkers Eight Ball   Jetty Road Glenelg	399
Directory   Jetty Road Glenelg	391

## Which page is the most popular?

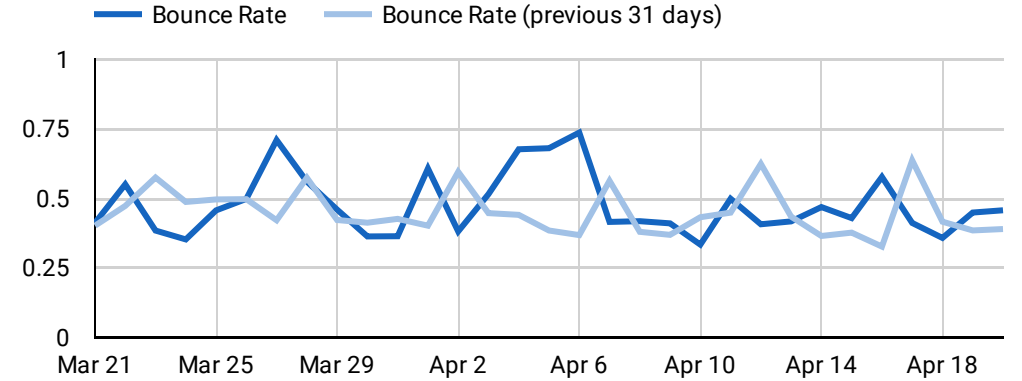
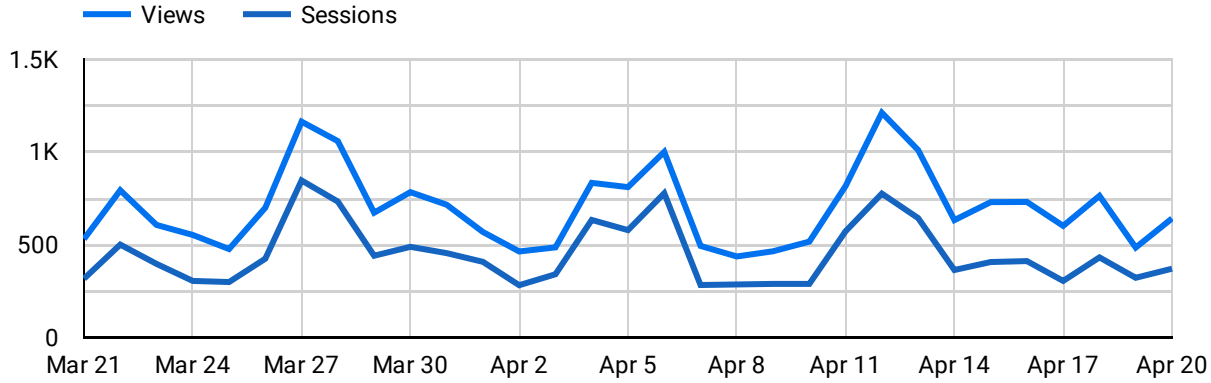


Page path + query string	Pageviews
/whats-on	2,233
/	1,634
/whats-on/sand-sculpture-competition	558
/stores-services/restaurants-cafes-bars	489
/visit/parking	439
/news/chalkers-eight-ball	399
/directory	383
/news/easter-on-jetty-road-glenelg	360
/stores-services/colley-hotel	359
/whats-on/rewind-festival-2024	340



Mar 21, 2024 - Apr 20, 2024

## Overview of your customers behaviors



Pageviews  
**21,732**



Sessions  
**14,045**



New users  
**11,672**



Event count  
**68,623**



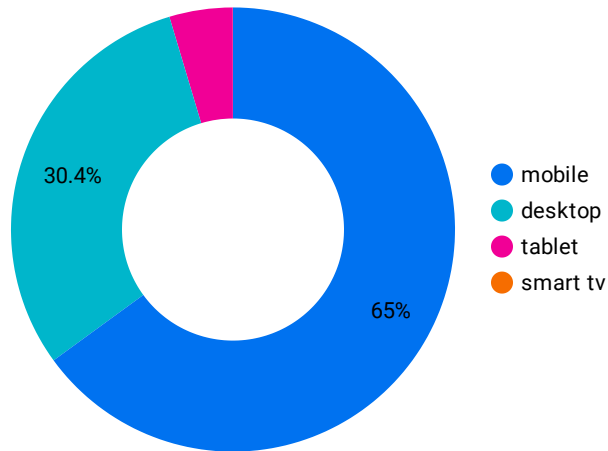
Pages Per Sessions  
**1.55**



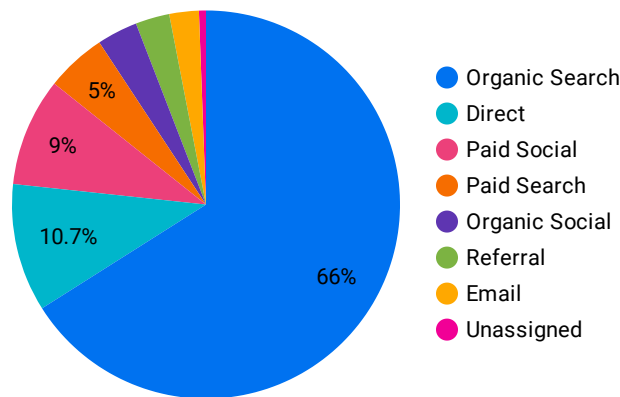
Avg. Time on Page  
**00:00:16**



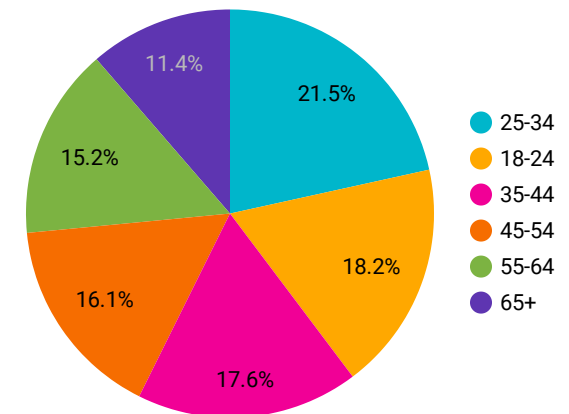
## Device Type



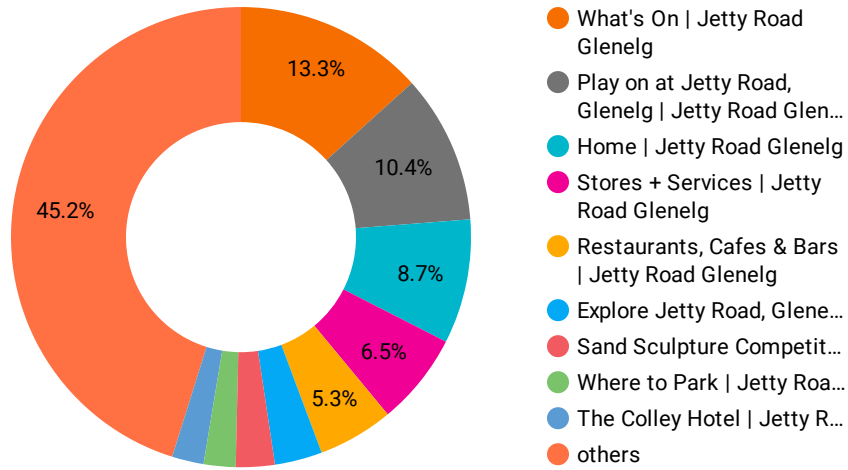
## Website Traffic Source



## Who is visiting your site?



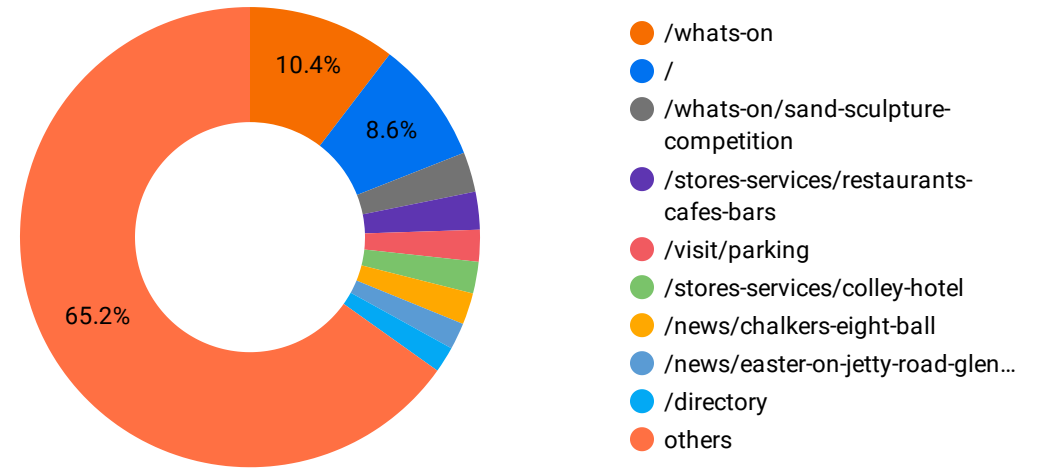
## Most popular pages with title breakdown



Page title Pageviews

What's On   Jetty Road Glenelg	2,597
Play on at Jetty Road, Glenelg   Jetty Road Gl...	2,036
Home   Jetty Road Glenelg	1,704
Stores + Services   Jetty Road Glenelg	1,264
Restaurants, Cafes & Bars   Jetty Road Glenelg	1,035
Explore Jetty Road, Glenelg   Jetty Road Glen...	651
Sand Sculpture Competition   Jetty Road Gle...	532
Where to Park   Jetty Road Glenelg	437
The Colley Hotel   Jetty Road Glenelg	434
Chalkers Eight Ball   Jetty Road Glenelg	432

## Which page is the most popular?



Page path + query string Pageviews

/whats-on	2,025
/	1,684
/whats-on/sand-sculpture-competition	546
/stores-services/restaurants-cafes-bars	518
/visit/parking	435
/stores-services/colley-hotel	434
/news/chalkers-eight-ball	432
/news/easter-on-jetty-road-glenelg	364
/directory	356
/whats-on/rewind-festival-2024	324

**Item No:** 8.3

**Subject:** MONTHLY FINANCE REPORT

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## Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 31 March 2024.

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## Recommendation

**That the Jetty Road Mainstreet Committee notes this report.**

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## Background

The Jetty Road Mainstreet Committee (JRMC) has been established to undertake work to benefit the traders on Jetty Road Glenelg, using the separate rate raised for this purpose.

An annual budget is endorsed by Council each year. Expenditure is monitored against the budget each month to ensure that all expenditure and income is within approved parameters.

## Report

The 2023-24 Jetty Road Mainstreet budget for March has been delivered on track.

*Refer Attachment 1*

Following the February meeting, \$25,000 has been reallocated to Public Relations from Promotions for additional videography/advertisement creation.

The budget variances are:

- Sponsorship: This budget variance is aligned to the Glenelg Film Festival held 23 March 2024. The full allocation has been expended.
- Advertising: March Social Media Advertising costs have not yet been allocated due to credit card reconciliation time frames.

## Budget

Not applicable

## Life Cycle Costs

Not applicable

## Strategic Plan

Innovation: entrepreneurialism  
Sustainability: resilience in our economy

## Council Policy

Not applicable

## Statutory Provisions

Not applicable

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**Written By:** Jetty Road Development Coordinator

**General Manager:** Community and Business, Ms M Lock

# Attachment 1



**INCOME & EXPENDITURE STATEMENT 31 MARCH 2024**

	Annual Budget	YTD Budget	YTD Actuals	Variance	2021/22 Actuals	2022/23 Actuals
<b>Revenue</b>						
General Rates Raised	660,245	660,245	660,238	(7)	598,469	617,629
Gift Card Income	-	-	-	-	4,585	-
Other Income	20,000	7,665	2,172	(5,493)	14,469	18,064
	<b>680,245</b>	<b>667,910</b>	<b>662,410</b>	<b>(5,499)</b>	<b>617,523</b>	<b>635,693</b>
<b>Expenses</b>						
Employee Costs	221,205	164,456	163,502	954	216,716	178,067
Sponsorships	45,000	45,000	40,595	4,405	25,030	25,855
Event Management	28,500	27,800	2,345	25,455	3,778	24,943
Retail Strategy Implementation	15,000	10,000	-	10,000	-	-
Christmas Decorations	-	-	-	-	10,000	-
Food & Drink	2,500	2,318	1,198	1,120	292	1,734
Directory Board	-	-	-	-	655	-
Donations	-	-	-	-	-	-
Lighting	15,000	15,000	9,678	5,322	19,363	4,742
COVID-19 Related Expenditure	-	-	-	-	22,125	-
Gift Card Expenditure	3,000	2,380	3,105	(725)	9,756	6,191
Other Expenditure	3,000	1,500	1,293	207	747	698
Professional Services	5,000	4,000	8,015	(4,015)	39,697	47,258
<b>Marketing</b>	-	-	-	-	-	-
Signage	12,000	12,000	12,000	-	22,975	27,500
Public Relations	80,000	25,000	24,694	306	27,082	22,096
Publications	60,000	37,000	35,355	1,645	70,995	77,724
Advertising	43,000	17,200	10,958	6,242	10,176	5,359
Promotions	45,000	30,000	25,154	4,846	67,741	35,566
Marketing Contingency	42,445	31,000	29,025	1,975	22,754	15,378
<b>Events and Activations</b>	-	-	-	-	-	-
Pro Hustle Basketball	-	-	-	-	15,000	-
<b>Co-funded Events</b>	-	-	-	-	-	-
Winter Activation	75,000	75,000	75,000	-	44,304	40,088
Summer Activation	50,000	50,000	40,000	10,000	-	50,000
Seafood Festival	50,000	50,000	50,000	-	-	-
Spring Street Party	-	-	-	-	30,000	50,000
March Activation	-	-	-	-	30,000	-
	<b>795,650</b>	<b>599,653</b>	<b>531,917</b>	<b>67,735</b>	<b>689,186</b>	<b>613,197</b>
<b>Net Profit/(Loss)*</b>	<b>(115,405)</b>	<b>68,257</b>	<b>130,493</b>	<b>62,236</b>	<b>(71,663)</b>	<b>22,496</b>

\*Annual Budget includes carry forward amount from 2022/23 of \$115,405

**INCOME & EXPENDITURE STATEMENT 31 MARCH 2024**

		Annual Budget	YTD Budget	YTD Actuals	Variance
<b>Expenses</b>					
<b>Marketing</b>		-	-	-	
Signage	Tram Wrap & Out of precinct signage	12,000	12,000	12,000	-
Public Relations	PR, Blogs and Consumer News, be Local Campaign, photoshoot	80,000	25,000	24,694	306
Publications	JR LOCAL Magazine	60,000	37,000	35,355	1,645
Advertising	Social Media advertsing, Website, Google Adwords, YouTube advertising	43,000	17,200	10,958	6,242
Promotions	Shopping campaigns including Shopback and winter campaign	45,000	30,000	25,154	4,846
Marketing Contingency	Marketing contingency including brand roll out	42,445	31,000	29,025	1,975
		<b>282,445</b>	<b>152,200</b>	<b>137,186</b>	<b>15,014</b>

*\*Annual Budget includes carry forward amount from 2022/23 of \$115,405*

<b>Cross check</b>	<b>-115,405</b>	<b>21,807</b>	<b>130,493</b>
	#REF!	#REF!	#REF!