

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

Wednesday 1 November 2023 at 6.00pm



Roberto Bria
Chief Executive Officer



1. Opening

The Chairperson, Ms Gilia Martin will declare the meeting open at 6.00pm.

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

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 4 October 2023 be taken as read and confirmed.

6. Questions by Members

6.1 **Without Notice**

6.2 **On Notice**

7. Presentations

7.1 Operation Jericho

Acting Sergeant, Operation Jericho, Mr J Pethers, South Australia Police, will provide an update on Operation Jericho.



8. Reports By Officers

- 8.1 Jetty Road Events Update (Report No: 364/23)
- 8.2 Monthly Finance Report (Report No: 365/23)
- 8.3 Marketing Update (Report No: 366/23)

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 6 December 2023 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

11. Closure



Roberto Bria
Chief Executive Officer

Item No: 8.1

Subject: JETTY ROAD EVENTS UPDATE

Summary

Jetty Road Mainstreet Committee (JRMC) in partnership with the City of Holdfast Bay are 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.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The JRMC 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 upcoming 2023-24 financial year the JRMC have 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

Sea to Shore: Glenelg Seafood Festival (Spring Activation – co-funded)

At the time of writing this report, final pre-production work for the 2023 Sea to Shore event was underway. This unique event consists of three event activation zones which link the foreshore and street together from day through to the night:

Date: Saturday 28 October 2023

- **Glenelg Foreshore:**
 - When: 11am – 5pm:
 - All Jetty Road businesses were invited to submit and Expression of Interest to run the foreshore bar. As no applications were received the opportunity was opened up to external businesses.
 - 2KW have been appointed as bar operator for the foreshore.
 - Nine food vendors have been confirmed for the foreshore: Local Kitchen Co (new Jetty Road trader), Soi38, Ragi's, Fishbank, Comida, Oyster Bar, Squid Squad, Angler and Gelista.
- **Jetty Road Street Party:**
 - When: 4pm – 10pm
 - Jetty Road traders were all invited to be part of the Street Party component to create a piazza style atmosphere along the Jetty Road event zone from Gordon/Partridge to Colley Terrace/Hope Street, which will be covered by a single liquor license Street.
 - The Street Party Expression of Interest closed 6 October 2023 with 15 traders confirmed to trade on the street. Ten are included in the liquor license and three are non-Jetty Road traders.
- **Moseley Square:**
 - When: 2pm – 10pm
 - To ensure connection between the foreshore and Jetty Road, activities have been planned in Moseley Square.
 - Jetty Road trader, Doughballs will have a pop out into the square with woodfired pizza and beverages.
 - Council has programmed music from 2pm – 10pm.
- **Music programming across the event is predominantly DJs with some acoustic solo/duo acts.**
 - Three stages have been programmed by Council: The Foreshore, Moseley Square and Jetty Road.
 - Three traders are programming music.
- **BPR Public Relations has been contracted to support the event to manage PR activities.** At the time of writing, this included securing two FIVAAA interviews, multiple posts across social media channels with different media outlets, including a strong presence through Glam Adelaide. A full PR report will be provided post event.

Glenelg Ice Cream Festival (Summer Activation – co-funded)

- Event date: Friday 12 January 2024
- Time: 4pm – 10pm.
- The street party will be held the night prior to Tour Down Under Women's Stage 2 race start.
- Individual traders will apply for their own liquor licenses.
- Glenelg Library will facilitate activities for young people as part of broader program mix for this demographic.
- Road closures confirmed for Hope/Colley Street to Gordon/Partridge Street from 11am Friday 12 January 2024 through to the early afternoon Saturday 13 January 2024.
- An Expression of Interest has gone out to external Ice-Cream vendors for the Ice Cream Village – at the time of writing this report eight had committed.
- The popular Fashion Parade will return.
- Live music programming at Chapel Plaza.
- Silent Disco planned for Jetty Road.

Glenelg Christmas Pageant (sponsored)

Planning has commenced for the 2023 Glenelg Christmas Pageant.

- Date: 26 November 2023
- The Pageant weekend aligns with Black Friday / Cyber Monday sale weekend.
- Registrations closed on Friday 20 October with 56 floats registered. 16 of which did not participate in 2022. There are 13 motorised floats with the remainder being walking groups.
- In the 2023-24 budget, Council increased their Christmas Pageant budget to support two additional elements:
 - Channel 44 TV Broadcast of the Pageant: The delayed broadcast will be aired 5pm on Sunday 26 November and lived streamed on Facebook. Following the event, the Glenelg Christmas Pageant will then be broadcasted on Channel 44 repeatedly in the lead up to Christmas and on Christmas Day both in South Australia and Victoria. Streaming will also be available on CTV Plus Australia (the Community TV Streaming Platform). There is an opportunity to use tourism footage created showcasing Jetty Road to form a part of the pre-Pageant broadcast package.
 - Audio system coverage confirmed extended to provide coverage to Rose Street
- Council has developed a Sponsorship Prospectus with a view to attracting more community and business support for the event and associated activities. Sponsorship levels and benefits have been calibrated to ensure that Jetty Road, Glenelg's prominence as Premier Partner is preserved.
 - 30 organisations contacted to date.
 - Two have committed to participation confirming they will have a float (Torrens Connect and Vets Shed).

Australian Masters Games (co-sponsored)

At the 7 June 2023 Jetty Road Mainstreet Committee meeting, the Committee endorsed \$10,000 sponsorship to the Australian Masters Games in the 2023-24 JRMC budget. Through the sponsorship agreement, Glenelg hosted a key social event for the Masters Games, Foreshore Fiesta.

- Foreshore Fiesta was held on Thursday 12 October 2023.
- The site had a licenced capacity of 1,200 person capacity.
- The site featured a stretch tent bar, festoon area lighting, fire pits, furniture, covered performance stage and food offerings.
- The Baker Boys Band, a seven-piece ensemble played a mixture of Top 40, Jazz, Pop, Funk, Motown and beyond, headlined the evening programming act supported by DJ Ashlee Grindle.
- Doughballs (Jetty Road business) managed the bar and food offering at the event and Threefold Distilling offered gin tastings and bottle sales.
- Security recorded 1,870pax attendance over the evening with a lot of participants reportedly visiting Jetty Road businesses for dinner pre-event.

The Foreshore Fiesta was complemented by a promotional activation in the Games Village, in Festival Plaza, Adelaide.

Glenelg Film Festival (co-sponsored)

- A Sponsorship Agreement has been executed.
Jetty Road, Glenelg and the City of Holdfast Bay are key partners of the Glenelg Film Festival which includes marketing support and event support for the Finale Event in Colley Reserve on 23 March 2024.
- As part of the partnership, JRMC are supporting the promotion of the festival via the engagement of a PR company.
- Most resources have been allocated to the Finale Event in Colley Reserve, which initial discussions have been around a Tropfest model that may include:
 - Inflatable cinema screen
 - Licenced for 1,200 people
 - Jetty Road Trader Expression of Interest for Food and Beverage.

Glenelg Winter Arts Festival (co-sponsored)

- The Glenelg Winter Arts Festival report will be presented at the December JRMC Meeting.

Chapel Plaza / Bouchee Walk Activation

The opportunity to activate Chapel Plaza and Bouchee Walk has been identified by the committee. While further investigation needs to be undertaken, a trial program of buskers and activations can be run in the lead up to Christmas. The trial program will allow the impact of activating these spaces to be understood. Chapel Plaza is an identified busking zone on Jetty Road under the busking permit terms and conditions. Any significant cost identified with this program will be presented to the JRMC for consideration.

Other upcoming events:

In addition to JRMF 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: 27 October 2023 – May 2024.
- Remembrance Day in Mosley Square: 11 Nov 2023.
- Moseley Beach Club: 1 December 2023 – 31 March 2024.
- Sunset Markets in Moseley Square: Sundays - 26 November, 10 December 2023 and 14 January, 11 February, 10 March 2024.
- Foreshore Fridays in Jimmy Melrose Park: 10 November and 8 December 2023; 19 January and 9 February 2024.
- The Local in Jimmy Melrose Park: 16 December 2023.
- Bay Sheffield in Colley Reserve: 27 & 28 December 2023.
- Adelaide Festival's *Baleen Moondjan* on Glenelg Beach: 28 February – 2 March 2024

Budget

The total contribution for the events as 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

Written By:

Event Lead

General Manager:

Community and Business, Ms M Lock

Item No: 8.2

Subject: MONTHLY FINANCE REPORT

Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 30 September 2023.

Recommendation

That the Jetty Road Mainstreet Committee notes this report

Background

The Jetty Road Mainstreet Committee (JRMCM) 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 budget each month to ensure that all expenditure and income is within approved parameters.

Report

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

Refer Attachment 1

The underspend in the signage budget line is due to the tram wrap which has now been finalised.

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

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

Attachment 1

INCOME & EXPENDITURE STATEMENT 30 SEPTEMBER 2023

| | Annual Budget | YTD Budget | YTD Actuals | Variance | 2021/22 Actuals | 2022/23 Actuals |
|--------------------------------|------------------|----------------|----------------|---------------|-----------------|-----------------|
| Revenue | | | | | | |
| General Rates Raised | 660,245 | 660,245 | 660,238 | (7) | 598,469 | 617,629 |
| Gift Card Income | - | - | - | - | 4,585 | - |
| Other Income | 20,000 | - | 45 | 45 | 14,469 | 18,064 |
| | 680,245 | 660,245 | 660,283 | 38 | 617,523 | 635,693 |
| Expenses | | | | | | |
| Employee Costs | 221,205 | 53,684 | 51,657 | 2,027 | 216,716 | 178,067 |
| Sponsorships | 45,000 | 15,000 | - | 15,000 | 25,030 | 25,855 |
| Event Management | 28,500 | 5,000 | 2,345 | 2,655 | 3,778 | 24,943 |
| Retail Strategy Implementation | 15,000 | - | - | - | - | - |
| Christmas Decorations | - | - | - | - | 10,000 | - |
| Food & Drink | 2,500 | 110 | 175 | (65) | 292 | 1,734 |
| Directory Board | - | - | - | - | 655 | - |
| Donations | - | - | - | - | - | - |
| Lighting | 15,000 | 10,000 | 8 | 9,992 | 19,363 | 4,742 |
| COVID-19 Related Expenditure | - | - | - | - | 22,125 | - |
| Gift Card Expenditure | 3,000 | - | 3,105 | (3,105) | 9,756 | 6,191 |
| Other Expenditure | 3,000 | 1,189 | 2,963 | (1,774) | 747 | 698 |
| Professional Services | 5,000 | 1,000 | 57 | 943 | 39,697 | 47,258 |
| Marketing | - | - | - | - | - | - |
| Signage | 12,000 | 12,000 | - | 12,000 | 22,975 | 27,500 |
| Public Relations | 55,000 | 5,000 | 208 | 4,792 | 27,082 | 22,096 |
| Publications | 60,000 | - | - | - | 70,995 | 77,724 |
| Advertising | 43,000 | 5,000 | 4,024 | 976 | 10,176 | 5,359 |
| Promotions | 70,000 | 1,000 | 149 | 851 | 67,741 | 35,566 |
| Marketing Contingency | 42,445 | 15,000 | 14,184 | 816 | 22,754 | 15,378 |
| Events and Activations | - | - | - | - | - | - |
| Pro Hustle Basketball | - | - | - | - | 15,000 | - |
| Co-funded Events | - | - | - | - | - | - |
| Winter Activation | 75,000 | 70,000 | 70,000 | - | 44,304 | 40,088 |
| Summer Activation | 50,000 | - | - | - | - | 50,000 |
| Seafood Festival | 50,000 | - | - | - | - | - |
| Spring Street Party | - | - | - | - | 30,000 | 50,000 |
| March Activation | - | - | - | - | 30,000 | - |
| | 795,650 | 193,983 | 148,876 | 45,107 | 689,186 | 613,197 |
| Net Profit/(Loss)* | (115,405) | 466,262 | 511,408 | 45,146 | (71,663) | 22,496 |

INCOME & EXPENDITURE STATEMENT 30 SEPTEMBER 2023

| | | Annual Budget | YTD Budget | YTD Actuals | Variance |
|-----------------------|---|----------------|---------------|---------------|---------------|
| Expenses | | | | | |
| Marketing | | - | - | - | |
| Signage | Tram Wrap & Out of precinct signage | 12,000 | 12,000 | - | 12,000 |
| | PR, Blogs and Consumer News, be Local Campaign, photoshoot | 55,000 | 5,000 | 208 | 4,792 |
| Public Relations | JR LOCAL Magazine | 60,000 | - | - | - |
| Publications | Social Media advertsing, Website, Google Adwords, YouTube advertising | 43,000 | 5,000 | 4,024 | 976 |
| Advertising | Shopping campaigns including Shopback and winter campaign | 70,000 | 1,000 | 149 | 851 |
| Promotions | Marketing contingency including brand roll out | 42,445 | 15,000 | 14,184 | 816 |
| Marketing Contingency | | 282,445 | 38,000 | 18,564 | 19,436 |

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

Item No: 8.3

Subject: **MARKETING UPDATE**

Summary

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

Recommendation

That the Jetty Road Mainstreet Committee:

- 1. notes this report, and;**
 - 2. endorses \$6,000 to be allocated to a joint cinema advertising campaign with the Tourism department.**
-

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 – Summer Edition

The summer edition of the Jetty Road LOCAL Magazine was printed and distributed week commencing 23 October. The copies were delivered to residential homes wrapped in plastic to protect them from weather. This edition includes an exclusive interview with Stephen Page regarding Adelaide Festival's *Baleen Moondjan*.



School Holiday Program

Objective

- A school holiday activation to encourage families to visit Jetty Road, Glenelg during the school holidays.

Target Market

- Youth aged 5 – 12.

Overview

Radicool Reptiles and artist Elle Dawson from 'Saskia and Shadow' were engaged to lead two school holiday workshops at the Bay Discovery Centre. Radicool Reptiles was chosen due to its previous success and popularity. Elle Dawson was selected based on her track record of successful children's activations and workshops. While both workshops received positive feedback, parents expressed a desire for the activities to be available over multiple days.

Total spend: \$1,285 – delivered under budget

Radicool Reptiles

10 October 2023 – 3 sessions

75 tickets sold (sold out)

Create your own nature collage with Saskia and Shadow

5 October 2023 – 2 sessions

33 tickets sold

A social media campaign was run to create awareness of the sessions and to sell tickets. This included grid posts and stories with links to the website and booking site.



Facebook post engagement:

- 79 engagements, including likes, saves, shares and comments.
- 4,173 accounts reached.

Instagram post engagement:

- 57 engagements, including likes, saves, shares, and comments.
- 1,679 accounts reached.

Val Morgan Cinema Advertising

Information was circulated to the Jetty Road Mainstreet Committee (JRMCC) on Monday 16 October regarding the opportunity to partner with Council's Tourism department on cinema advertising. This campaign would target 150,000 cinema goers and focus on encouraging visitation and staycations into the winter season. The campaign would be equally funded between the two departments with the contribution sought from JRMCC being \$6,000. This campaign can be funded through the existing advertising budget. The cost will be offset by partnering with the Tourism department at key times for Social Media advertising to target intrastate and interstate visitors.

Consumer News

A consumer email was sent on Tuesday 24 October 2023, promoting the Sea to Shore: Glenelg Seafood Festival and the 2024 Adelaide Festival opening in Glenelg. It was emailed to 8,991 subscribers, with an open rate of 43% (3,906 opens and 313 clicks).

A social media campaign was run to encourage new subscribers to the newsletter. By subscribing, people went into the draw to win 1 night's accommodation at the new Durham Serviced Apartments due to open in December. A verbal update on the competition will be provided at the November meeting by the Jetty Road Development Coordinator.

Trader News

- **Friday 20 October 2023** (Resent on Monday 23 October 2023) to 420 recipients with 59% open rate. The content focused on the Sea to Shore: Glenelg Seafood Festival, an Expression of Interest for The Local and trader workshops
- **Friday 6 October 2023** (Resent Monday 9 October 2023) to 420 recipients with 60% open rate. The content focused on Jetty Road policing, Business Confidence Survey and trader parking.

Jetty Road Website – 20 September to 21 October 2023:

- What's On is a significant driver for website traffic and will increase through summer.
- The email subscription competition has also driven significant traffic to the website.

*Refer Attachment 1***Social Media**

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 September – 20 October 2023.

The posting schedule for both Jetty Road, Glenelg platforms is:

- 1 Grid / Feed post a day
- Average 5-7 stories per day

Facebook – 21 September – 20 October 2023

| | 21 July– 20 August | 21 August– 20 September | 21 September– 20 August |
|-----------------------|--------------------|-------------------------|-------------------------|
| Page Followers | 31,513 | 31,550 | 31,684 |
| Posts | 31 ↑ | 27 ↓ | 30 ↓ |

Instagram - 21 September – 20 October 2023

| | 21 July – 20 August | 21 August – 20 September | 21 September – 20 October |
|------------------|---------------------|--------------------------------------|------------------------------------|
| Followers | 20,314 | 20,318 | 20,357 |
| Posts | 30 ↑ | 27 posts ↓ 153 Stories 2 Reels | 24 posts 169 Stories 3 Reels |

During the reporting period, the Jetty Road's Facebook account audience reach was 13.6% followers and 86.4% non-followers.

Budget

The JRMC allocated \$282,445 towards implementing the 2023-24 Marketing Plan of which \$18,564 has been expended as of 30 September 2023.

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

Council Policy

Not applicable

Statutory Provisions

Not applicable

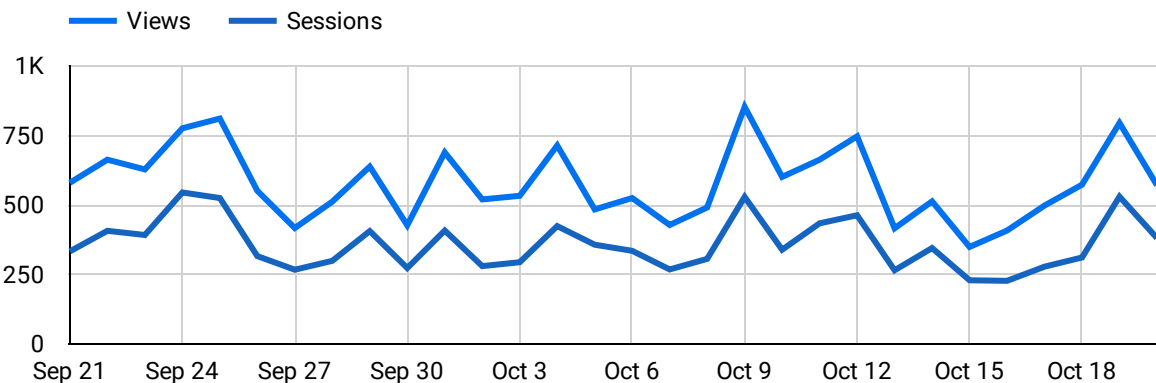
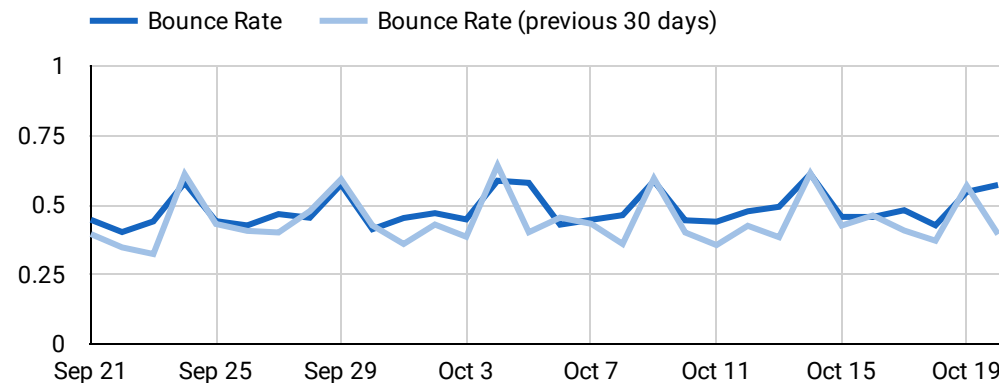
Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

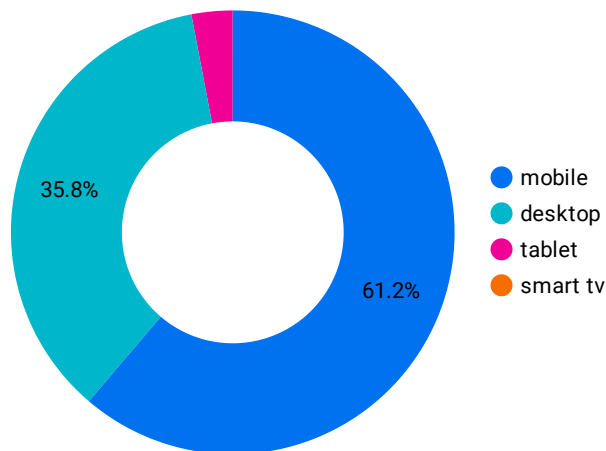
Attachment 1

Sep 21, 2023 - Oct 20, 2023

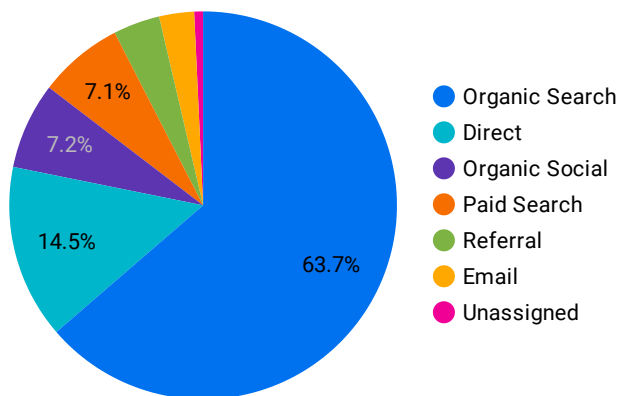
Overview of your customers behaviors

Pageviews
17,344Sessions
10,496New users
8,912Event count
55,495Pages Per Sessions
1.65Avg. Time on Page
00:00:17

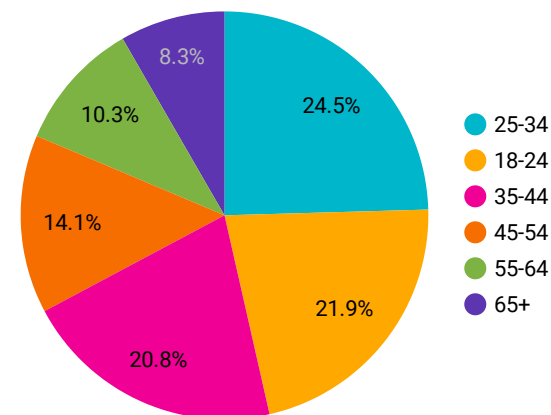
Device Type



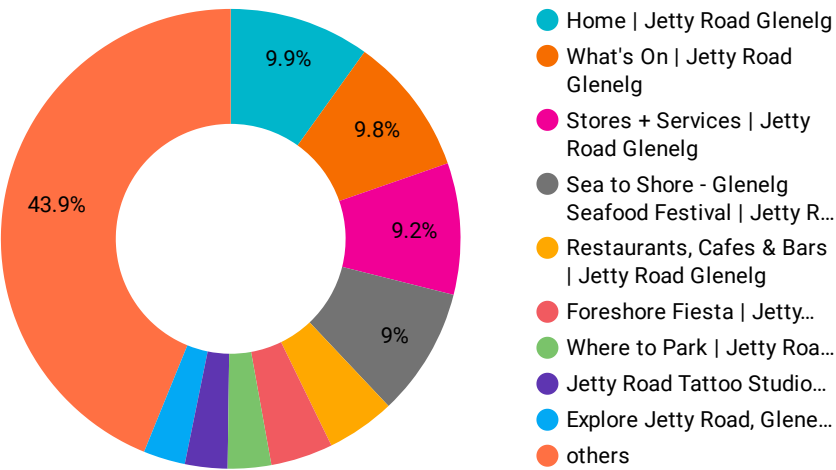
Website Traffic Source



Who is visiting your site?

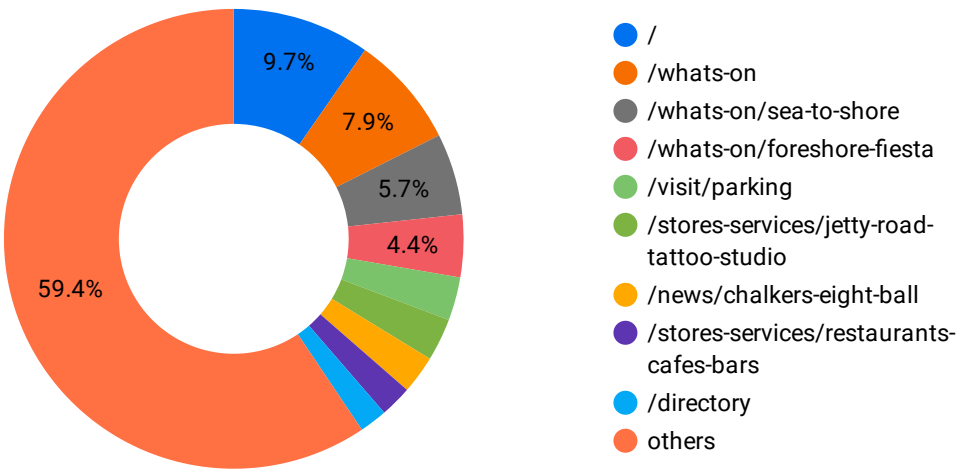


Most popular pages with title breakdown



| Page title | Pageviews |
|---|-----------|
| Home Jetty Road Glenelg | 1,508 |
| What's On Jetty Road Glenelg | 1,491 |
| Stores + Services Jetty Road Glenelg | 1,410 |
| Sea to Shore - Glenelg Seafood Festival Jett... | 1,377 |
| Restaurants, Cafes & Bars Jetty Road Glenelg | 736 |
| Foreshore Fiesta Jetty Road Glenelg | 668 |
| Where to Park Jetty Road Glenelg | 465 |
| Jetty Road Tattoo Studio Jetty Road Glenelg | 456 |
| Explore Jetty Road, Glenelg Jetty Road Glen... | 449 |
| Chalkers Eight Ball Jetty Road Glenelg | 408 |

Which page is the most popular?



| Page path + query string | Pageviews |
|---|-----------|
| / | 1,475 |
| /whats-on | 1,204 |
| /whats-on/sea-to-shore | 872 |
| /whats-on/foreshore-fiesta | 671 |
| /visit/parking | 465 |
| /stores-services/jetty-road-tattoo-studio | 456 |
| /news/chalkers-eight-ball | 408 |
| /stores-services/restaurants-cafes-bars | 340 |
| /directory | 297 |
| /about | 291 |