



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 September at 6.00pm

A stylized, handwritten signature of Roberto Bria.

Roberto Bria
CHIEF EXECUTIVE OFFICER

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairman, Con Maios will declare the meeting open at 6:00 pm.

2. APOLOGIES

2.1 Apologies received

2.2 Absent

3. 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.

4. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 4 August be taken as read and confirmed.

5. QUESTIONS BY MEMBERS

5.1 Without Notice

5.2 With Notice - Nil

6. MOTIONS ON NOTICE - Nil

7. PRESENTATIONS

7.1 Music and Art Event – Partridge Street Car Park

Mr Mike Papatolis, Owner Fourth Restaurant and Bar will present plans for a car park festival scheduled to be held 3-5 December 2021.

7.2 Jetty Road Masterplan – Stage 1 Chapel Street and Hindmarsh Lane Progress

Ms Cherie Armfield, Project Manager, Public Realm & Urban Design will provide an update and progress report of the Chapel Street and Hindmarsh Lane upgrade.

7.3 The Local Battle of the Bands

Representatives from HoldUp Youth Committee will provide an update on the upcoming event 27 - 28 November 21.

8. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|------------------------------------|---------------------|
| 8.1 | Monthly Finance Report | (Report No: 292/21) |
| 8.2 | Jetty Road Events Update | (Report No: 293/21) |
| 8.3 | Marketing Update | (Report No: 294/21) |
| 8.4 | Jetty Road Outdoor Dining Fees | (Report No: 295/21) |
| 8.5 | Jetty Road Glenelg Business Survey | (Report No: 296/21) |

6. URGENT BUSINESS – Subject to the Leave of the Meeting**7. DATE AND TIME OF NEXT MEETING**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 6 October 2021 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg

8. CLOSURE

ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: **8.1**

Subject: **MONTHLY FINANCE REPORT**

Date: 1 September 2021

Written By: Manager, City Activation

General Manager: Community and Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee July 2021 variance report is prepared by the Jetty Road Development Coordinator is presented for information of the members of the Jetty Road Mainstreet Committee.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Making it easier to do business

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Mainstreet Committee (JRMCC) 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 2021/22 Jetty Road Mainstreet budget is on track.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 31 July 2021

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2020/21</u>	
					Actuals 31 July	Actuals 30 June
Revenue						
General Rates Raised	598,480	598,480	598,469	(11)	584,449	584,449
Other Income	20,000	764	3	(761)	5	22,154
	618,480	599,244	598,472	(772)	584,454	606,603
Expenses						
Employee Costs	206,153	16,447	15,854	593	14,843	207,435
Sponsorships	26,500	-	-	-	-	-
Event Management	39,500	12,547	-	12,547	-	23,585
Christmas Decorations	10,000	-	-	-	-	-
Marketing	267,520	15,642	7,035	8,607	3,000	206,578
Retail Strategy Implementation	10,000	265	-	265	-	480
Food & Drink	3,500	-	-	-	-	456
Directory Board	2,500	-	-	-	-	-
Donations	2,500	-	-	-	-	-
COVID-19 Related Expenditure	20,000	-	5,355	(5,355)	-	-
Other Expenditure	5,000	768	-	768	-	12,045
Lighting	-	-	-	-	-	41,618
Unallocated credit card expenditure	-	-	-	-	-	-
Professional Sevices	-	-	-	-	-	334
Repairs & Maintenance	-	-	-	-	-	275
Winter Activation	40,000	20,000	20,500	(500)	-	-
Tour Down Under	30,000	-	-	-	-	-
Spring Street Party	30,000	-	-	-	-	-
Gin Festival	50,000	-	-	-	-	-
March Activation	40,000	-	-	-	-	-
Winter Wonderland	-	-	-	-	-	43,268
	783,173	65,669	48,744	16,925	17,843	536,074
Net Profit/(Loss)*	(164,693)	533,575	549,728	16,153	566,611	70,529

*Annual Budget includes carry forward amount from 2020/21 of \$164,693

Marketing - Breakdown

	Actual	Budget
Digital Marketing	3,000	
Radio	-	
Television	-	
Outdoor Signage	-	
Print Media	-	
Promotional Collateral	4,035	
Contingency Budget		
	<u>7,035</u>	<u>267,520</u>

226 - Glenelg Mainstreet

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
200 - Salaries	176,703	0	176,703	14,952	12,986	1,966	0	12,986	163,717
249 - Wages - Overtime	5,500	0	5,500	0	0	0	0	0	5,500
250 - Salaries Superannuation	17,670	0	17,670	1,495	1,298	197	0	1,298	16,372
283 - Sponsorships	26,500	0	26,500	0	0	0	0	0	26,500
310 - Project/Event Management	39,500	0	39,500	12,547	0	12,547	0	0	39,500
31D - Retail Strategy Implementation	10,000	0	10,000	265	0	265	0	0	10,000
401 - Christmas Decorations	10,000	0	10,000	0	0	0	0	0	10,000
415 - Food and Drink	2,500	0	2,500	0	0	0	0	0	2,500
41F - Food, Drink, Entertainment (FBT Applicable)	1,000	0	1,000	0	0	0	0	0	1,000
433 - Marketing - Promotion & Familiarisation	307,520	0	307,520	15,642	7,035	8,606	0	7,035	300,485
438 - Directory Board	2,500	0	2,500	0	0	0	0	0	2,500
806 - Donations	2,500	0	2,500	0	0	0	0	0	2,500
817 - Insurance - Workers Compensation - Sals	6,280	0	6,280	0	1,570	(1,570)	0	1,570	4,710
8GC - Gift Card Expenditure	5,000	0	5,000	768	0	768	0	0	5,000
COV - COVID-19 Related Expenditure	20,000	0	20,000	0	5,355	(5,355)	0	5,355	14,645
900 - Miscellaneous Income	0	0	0	0	(3)	3	0	(3)	3
966 - General Rates Raised	(598,480)	0	(598,480)	(598,480)	(598,469)	(11)	0	(598,469)	(11)
974 - Sales - Other and Promotional Items	(20,000)	0	(20,000)	(764)	0	(764)	0	0	(20,000)
	14,693	0	14,693	(553,575)	(570,227)	16,652	0	(570,227)	584,920

J02 - Winter Activation - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
301 - Professional Services	40,000	0	40,000	20,000	20,500	(500)	0	20,500	19,500
	40,000	0	40,000	20,000	20,500	(500)	0	20,500	19,500

J03 - Tour Down Under - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
205 - Wages	600	0	600	0	0	0	0	0	600
249 - Wages - Overtime	5,000	0	5,000	0	0	0	0	0	5,000
433 - Marketing - Promotion & Familiarisation	8,000	0	8,000	0	0	0	0	0	8,000
800 - Other Expenditure	16,400	0	16,400	0	0	0	0	0	16,400
	30,000	0	30,000	0	0	0	0	0	30,000

J04 - Spring Street Party

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
249 - Wages - Overtime	3,000	0	3,000	0	0	0	0	0	3,000
310 - Project/Event Management	27,000	0	27,000	0	0	0	0	0	27,000
	30,000	0	30,000	0	0	0	0	0	30,000

J05 - Gin Festival

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
800 - Other Expenditure	50,000	0	50,000	0	0	0	0	0	50,000
	50,000	0	50,000	0	0	0	0	0	50,000

Item No: **8.2**

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 1 September 2021

Written By: Manager, City Activation

General Manager: Community & Business Services, Ms M Lock

SUMMARY

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 upcoming events and an update on events held.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The 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.

REPORT

Alpine Winter Festival

The Alpine Winter Festival opened on 25 June on the Glenelg Foreshore and was scheduled to finish on 18 July. On 13 July, the City of Holdfast Bay and Momentarily announced the festival would be extended to Sunday 25 July due COVID-19 restrictions announced on Monday 28 June which were effective Tuesday 29 June. Then on 20 July further restrictions came into effect which immediately forced the closure of the event as part of the state-wide

‘Stay at Home’ order. An event debrief meeting took place with event organisers momentarily on 18 August to discuss what worked well, improvements and opportunities for the future. City Activation are awaiting further information and event data from event organisers, feedback from the Jetty Road Business Needs Survey from traders and for SpendMap data to become available for the event period and will provide an event debrief report at the October JPMC meeting.

Glenelg Ice Cream Festival

The Glenelg Ice Cream Festival is a family friendly event that is scheduled to take place on Saturday 30 October from 11am – 5pm. Timing of the event is aligned to welcome visitors back to the Bay for Summer, to align with the arrival of the Giant Ferris Wheel and to ensure works associated with the Chapel Street Plaza redevelopment are complete. The footprint for the event is to include Jetty Road, Glenelg, Chapel Street Plaza, Moseley Square and the Glenelg Foreshore. The event will trade from 11am – 5pm with side-street and Moseley Square activations to continue to trade until 10.00pm (Milton, Soal, Waterloo, Sussex and Durham Streets as well as Moseley Square). An EOI was open to Jetty Road traders to participate in the event from 15 July to 13 August. To date 24 Jetty Road traders have registered to participate.

External ice cream and dairy producers have been approached to participate in the event and at the time of writing Gelista, Popsicool and Fleurieu Milk have confirmed their involvement.

Proposed entertainment:

- Fashion parade
- Roving entertainment
- Kids activities
- Other installations

Discussions are continuing with SA Police and SA Health regarding COVID-19 management requirements and to seek their in principle support to proceed with the format of the event.

City to Bay 2021

The City to Bay Run event has been postponed to Sunday 7 November 2021 (originally scheduled for September).

Summer Events 2021/22

- Glenelg Sunset Markets – scheduled to be held on 12 December 2021, 9 & 30 January, 13 & 20 February and 13 March 2022.
- Giant Ferris Wheel is scheduled to return from 29 October 2021 to 8 May 2022
- Christmas Weekend – scheduled to be held on 27 and 28 November.
Concepts are underway to develop a Christmas weekend which comprises of multiple activations to drive visitation and spend across the precinct. Activations will include the sunset markets, installations, children’s activities and a potential activation in Chapel Street Plaza.
- Beach Concerts are scheduled to be held on the following dates:
 - 11 December 2021
 - 15 January 2022
 - 27 & 28 February 2022
 - 5 March & 26 March
- New Year’s Eve – 31 December 2021 fireworks display and concert.

Boutique Events

The Jetty Road Development Coordinator facilitated an informal marketing planning session with JRMCM members on 29 June to brainstorm initiatives for the 2021/22 financial year. At the session a variety of smaller events were discussed to drive visitation and instil local community pride by hosting smaller / boutique events and are outline below:

Community event with fire pits

Following the success of the Brighton Winter Solstice, the JRMCM would like to hold a community event in May 2022 to drive visitation during the cooler months and hold a community minded event. Proposed event timing is in late April 2022.

Plant Sale

Pop up plant sale held in a side street. Event to attract new visitors to Glenelg and appeal to locals. Timing is to be confirm. The Jetty Road Development Coordinator has approached Jungle Collective to enquire about an event for Glenelg.

Music and Art Event - Partridge Street Car Park

The City of Holdfast Bay has been approached by a local trader, Mike Papatolis of Fourth to host a music and art event on the top deck of the Partridge Street carpark. The Partridge Street car park has been a topic of discussion over the last four years as a space that is underutilised. In addition to this there has been an interest from east end Jetty Road traders to have more activations at the eastern end of Jetty Road, as many events are hosted on the beach, foreshore and street parties. Mr Papatolis and his two business partners have experience in event management from working on large scale music events in Adelaide and see a gap in the market and opportunity to host a new style of urban event in Glenelg as many events are by the foreshore.

The event concept would be from Friday 3 – Sunday 5 December 2021 and include a stage for a music concert, with approximately six bands (to be confirmed) and local food outlets, bar and an art hub for artist to work and an interactive art space. Approximate event timings would be Friday 4pm – 10pm, Saturday 3pm – 10pm and Sunday 9am - 5pm. Event attendees would be determined by the current COVID restrictions in place at the time.

The City of Holdfast Bay has undertaken a site inspection with Mr Papatolis and deem the site suitable for the event concept with a number of small risk mitigations to take place as well as suitable pedestrian and traffic management plans. As this event concept supports activation of the eastern end of Jetty Road the JRMCM may wish to consider supporting the event with a grant. Mr Papatolis will be invited to present the event concept at the 1 September JRMCM meeting, where the JRMCM can then consider the merits of the proposal and if they wish to fund this new event.

School Holiday Program

Little Picasso's, Bayside Village – October and April School Holidays
Radicool Reptiles – October and April School Holidays

Chapel Street Plaza Activations

JRMCM to consider smaller contributions to a variety of Chapel Street Plaza Activations. Activations may be co-funded with the City of Holdfast Bay.

BUDGET

The 2020/21 and 2021/22 budget provides sufficient funds to deliver the above mentioned events.

LIFE CYCLE COSTS

Not applicable

Item No: **8.3**

Subject: **MARKETING UPDATE**

Date: 1 September 2021

Written By: Manager, City Activation

General Manager: Community & Business Services, Ms M Lock

SUMMARY

The report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee 2020/21 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022

RECOMMENDATION

The Jetty Road Mainstreet Committee note this report

COMMUNITY PLAN

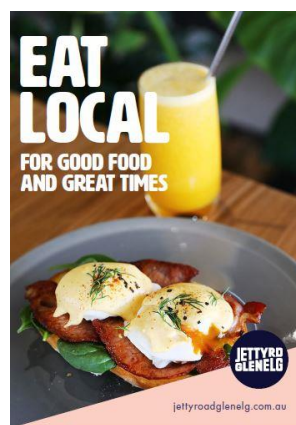
Economy: Supporting and growing local business
Economy: Boosting our visitor economy

BACKGROUND

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee in alignment with the 2020/21 Marketing Plan.

REPORT

Be Local Campaign:



Aligned with the Jetty Road 2021 Marketing Plan, a campaign has been created to instil local pride amongst the community. The campaign will include multiple blogs on local faces behind the businesses so the community can read stories about the local traders. Bin corrflutes will be installed around the precinct with 'Be Local' and 'Locals Love' taglines. The campaign will occur through August and September.

Winter Warmers – Digital Promotion



Jetty Rd, Glenelg

There's never been a better time to shop, eat, dine or play at Jetty Road, Glenelg.

Explore Glenelg's Winter Warmer discount vouchers, giving you great value for money on a range of food, take away and fashion.

You'll be spoilt for choice with vouchers for coffee, burgers, comfort food and the chance to snap up a bargain at a variety of retail stores.

Enjoy family friendly dining and a day out at the Bay.

www.jettyroadglenelg.com.au/news/winter-warmers

At the 7 July 2021 JRMCM meeting the committee endorsed up to \$3,000 expenditure from the 2021/22 marketing budget to be allocated towards the digital promotion of the Winter Warmer Vouchers. Promotional placement has occurred on Kids in Adelaide and Adelady during two weeks in August and two weeks in September. A post will also take place on South Aussie with Cosi's social media accounts. It is anticipated this campaign will reach 200,000+ consumers.

Consumer News

The monthly Jetty Road consumer newsletter was emailed to 5,743 subscribers on 20 August. The edition focused on Father's Day, 10 Things to do in Glenelg, Winter Warmer promotion and a 'What's on' section.

Jetty Road LOCAL Summer Magazine

Quotes are currently being generated for the upcoming 'Summer Edition' of the Jetty Road LOCAL Magazine. The Jetty Road team will be commencing magazine ad sales from 26 August, 2021 with 30% of the magazine intended for advertorial spots. The magazine release date is planned for release into the public on 4 November 2021.

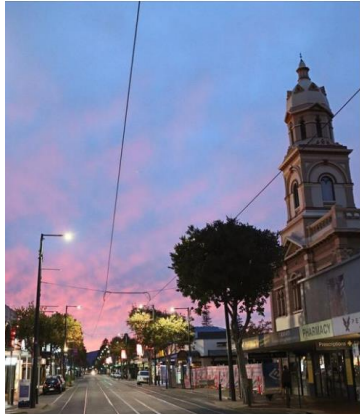

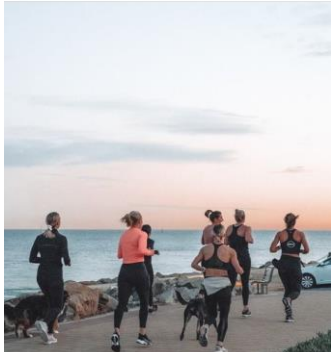
Social Media

The Jetty Road Glenelg, Social Media reporting for Facebook and Instagram are reflected for the period of 20 July to 20 August 2021.




Facebook

	21 April – 20 May	21 May- 20 June	21 June – 20 July
Fans	29,428 ↑	29,656 ↑	29,500
Posts	29 ↓	31 ↑	156 ↓
Post engagement	Reactions 948 Comments 217 Shares 68	Reactions 1.67k Comments 1.42k Shares 118	Reactions 1.8k Comments 587 Shares 107

Best performing posts of community engagement through 21 July to 20 August 2021.

22 July 992 engagement	28 July 651 engagement	5 August 361 engagement
<p>Each and every week St Andrews By The Sea prepares hundreds of meals for the homeless and needy and lockdowns are no different... See More</p> 	<p>Opening tomorrow on the corner of Jetty Road and Cowper Street. And if trying out a new burger joint isn't enough - tomorrow as an opening special you will get 40 per cent off!!!!... See More</p> 	<p>21 RUN CLUB is an all inclusive run club who are starting the conversation around the importance of mental well-being. This group is breaking down the stigma of mental health and building a safe community where you can feel comfortable being vulnerable. Throughout the year they are aiming to raise \$21,000 to donate to organisations and facilitators of mental health support programs such as mental health first aid and lived experience seminars... See More</p> 




Best performing posts for reach through 21 July to 20 August 2021.

22 July 9.2k reached	5 August 6.2k reached	27 July 4.4k reached
<p>Each and every week St Andrews By The Sea prepares hundreds of meals for the homeless and needy and lockdowns are no different... See More</p> 	<p>21 HOUR LOCKDOWN is a real opportunity for corporations starting the conversation around the importance of mental well-being. This group is breaking down the stigma of mental health and building a safe community where you can feel comfortable being vulnerable. Throughout the year they are aiming to raise \$21,000 to donate to organisations and facilitators of mental health support programs such as mental health first aid and lived experience seminars... See More</p> 	<p>Retail outlets, gyms, health and beauty salons will all return tomorrow, while bars, restaurants and cafes will also reopen to seated indoor and outdoor dining (where applicable). Masks will remain mandatory indoors... See More</p> 

Instagram



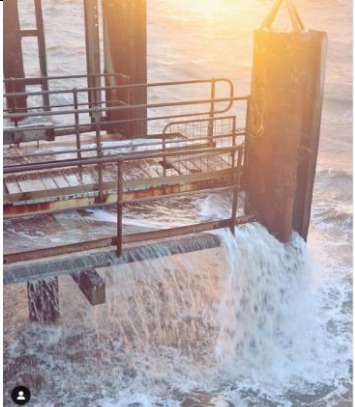
	21 May – 20 June	21 June – 21 July	21 July – 20 August
Followers	18.6k ↑	18.7k ↑	18.8k ↑
Posts	28 ↓	29 ↑	29
Interaction	7.1k ↓	8.8k ↑	9k ↑
Reached	25.6k ↓	47.1k ↑	39.7k ↓
Comments	208 ↑	249 ↑	222 ↓
Stories	353 ↑	344 ↓	339 ↓

Best performing posts for community interaction through 21 July to 20 August 2021.



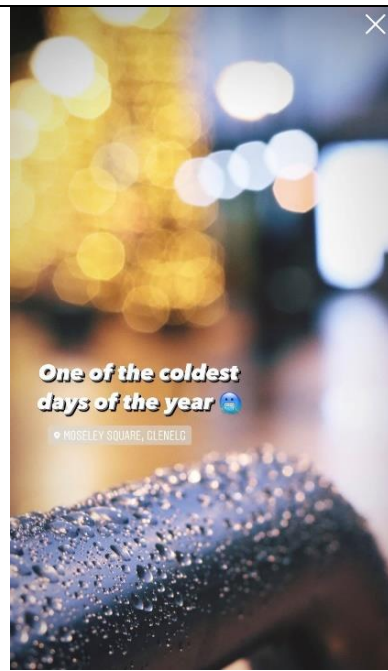
23 July – 1.3K interaction	22 July – 770 interaction	24 July - 663 interaction
 <p>Flashback Friday!!</p>	 <p>Please share 🙏</p> <p>It's one of the beautiful icons of Jetty Road but few know of the hard work that happens behind the scenes at @standrewsglenelg</p>	 <p>Pretty wild day in the Bay and more of the same tomorrow 🌊🌧️</p> <p>Lockdown Day 4 is done and if you're needing supplies tomorrow there are plenty of essential services available in Glenelg.</p>

	Each and every week St Andrews By The Sea prepares hundreds of meals for the homeless and needy and lockdowns are no different.	In fact, we've listed a bunch of them on our latest blog. Link in the bio 👉
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Best performing posts for reach through 21 July to 20 August 2021.

22 July – 14.7k reach	23 July – 12.3k reach	24 July – 11.7k reach
 <p>Please share 🙏</p> <p>It's one of the beautiful icons of Jetty Road but few know of the hard work that happens behind the scenes at @standrewsglenelg</p> <p>Each and every week St Andrews By The Sea prepares hundreds of meals for the homeless and needy and lockdowns are no different.</p>	 <p>Flashback Friday!!</p>	 <p>Pretty wild day in the Bay and more of the same tomorrow 🌩️🌊</p> <p>Lockdown Day 4 is done and if you're needing supplies tomorrow there are plenty of essential services available in Glenelg.</p> <p>In fact, we've listed a bunch of them on our latest blog. Link in the bio 👉</p>

Best performing stories for reach through 21 July to 20 August 2021.

1.53k reached	1.41k reached	1.36k reached
		

BUDGET

The JRMC have \$267,520 allocated towards implementing the 2021/22 Marketing Plan, of which \$7,035 has been expended as at 31 July 2021.

LIFE CYCLE COSTS

Not applicable.

Item No: **8.4**

Subject: **JETTY ROAD OUTDOOR DINING FEES**

Date: 1 September 2021

Written By: Manager, City Activation

General Manager: Community and Business, Ms M Lock

SUMMARY

The JRMC have identified that the outdoor dining fees for the Glenelg tourism precinct seem to be higher than comparable locations across South Australia. Within Jetty Road, Glenelg, outdoor dining fees differ significantly depending on where the business is situated within the precinct. If more outdoor dining is offered, it will enhance the overall ambience, attraction and appeal of the street. It is acknowledged that in some areas of the street outdoor dining is not possible due to the limitations of available infrastructure.

This report includes some illustrative examples of the fee differences between the City of Holdfast Bay and a comparable location within metropolitan Adelaide, however this is not meant to be an in-depth analysis of outdoor dining fees. The JRMC could request that Council review the Jetty Road Glenelg outdoor dining fee structure.

RECOMMENDATION

That Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Making it easier to do business

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The JRMC has identified that the outdoor dining fees for the Glenelg tourism precinct are higher than comparable locations across South Australia and Australia. Within Jetty Road, Glenelg, outdoor dining fees differ significantly on depending on where the business is situated within the precinct.

The JRMC aims to promote the precinct as a vibrant shopping, leisure and recreational area with year-round appeal to residents and visitors. A key element of the precinct's success is its outdoor alfresco dining scene.

The JRMC is aware of the following concerns raised by traders:

- Outdoor dining areas are largely only best utilised approximately 6 months of the year.
- Traders are subject to weather conditions, with alfresco dining trade often hampered by inclement weather.
- In the current fee structure, locations with higher fees are not necessarily more desirable as dining locations.
- In some instances traders' turnover is insufficient to justify outdoor dining fees.

A different fee structure may encourage more traders to offer outdoor dining. This will enhance the overall ambience, attraction and appeal of the street. An observation by the JRMC is that there is no outdoor dining in the eastern end of Jetty Road, Glenelg.

REPORT

Outdoor dining fees were originally benchmarked against Adelaide CBD prices and were altered around 2010 during the global financial crisis. Over time, fees in different parts of the City have been adjusted in relation to the amenities supplied to patrons in each area, as well as foot traffic.

Prevailing outdoor dining rates across the City of Holdfast Bay are listed below, along with the outdoor dining fees for Henley Square¹, which as a seaside destination in metropolitan Adelaide is a relevant comparator to Jetty Road, Glenelg. While areas within the City of Adelaide would be comparable to Jetty Road in terms of foot traffic (8,000-10,000 on weekdays increasing to 14,000-20,000 on Sundays, according to 2018-2019 pedestrian counts), the City of Adelaide's outdoor dining fees have been waived for the past two years due to COVID. The City of Holdfast Bay provided a 6-month waiver of outdoor fees as part of the COVID relief package last calendar year. The impact to Jetty Road Traders due to COVID has not been to the extent that has hit the CBD.

Published Adelaide CBD pre-2020 outdoor dining rates have not been successfully sourced at the time of writing.

¹ Rates are as published on the City of Charles Sturt website, August 2021

Current outdoor dining fees within the City of Holdfast Bay:

Local Council Area	Outdoor Dining Fee 2021/22
City of Holdfast Bay	
Jetty Road Glenelg	\$216 per sqm
Foreshore, Glenelg	\$102 per sqm
Colley Terrace	\$119 per sqm
Other Locations	\$75 per sqm
Jetty Road, Brighton	\$102 per sqm
Moseley Square enclosed	\$330 per sqm
Moseley Square exposed	\$119 per sqm
South Esplanade	\$330 per sqm
City of Charles Sturt (Henley)	
Licensed Premises	\$46 per chair per annum
Licensed Premises - Casual Rate	10% of annual fee of min charge is \$60 whichever is greater
Unlicensed Premises (non-serviced areas)	\$15 per chair per annum
Licensed Premises - Henley Square	\$65 per chair per annum
Unlicensed Premises Henley Square	\$35 per chair per annum
Unlicensed Premises - Henley Square - Casual Rate	10% of annual fee of min charge is \$70 whichever is greater

Below are some current examples of outdoor dining fees paid by Jetty Road traders. While these are based on real businesses, the trading names have been anonymised. Current rates levied are shown alongside hypothetical rates if the same business were located in Henley Square, based on the published rates above. Note that these are provided for illustrative purposes only, and do not necessarily reflect actual arrangements entered into by businesses trading in Henley Square.

Example 1: Jetty Road Diner

Outdoor dining is currently on a side street to take advantage of the lower rate of \$75 per sqm.
 $\$75/\text{sqm} \times 24\text{sqm} = \$1,800$ per annum.
 24sqm = Maximum of 20 chairs in area.

If a comparable business were situated in Henley Square, with 20 chairs in a liquor licensed venue at \$65 per chair, their outdoor dining fee would be \$1,300.

Example 2: Moseley Square Enclosed Restaurant

Outdoor dining area rate category: Moseley Square enclosed - \$330 per sqm.
 $56\text{sqm} \times \$330/\text{sqm} = \$18,480$ per annum.

A comparable business in Henley Square, with 60 chairs in a liquor licensed venue at \$65 per chair, would have an outdoor dining fee of \$3,900 (noting that this is not a direct comparison as there is not a similar enclosed area in Henley Square).

If the business were on Jetty Road, Brighton with 56sqm at \$102 per sqm their outdoor dining fee would be \$5,712 per annum.

CONCLUSION

The JRMCMay seek for Council to give consideration to reviewing the Jetty Road, Glenelg outdoor dining fees to incentivise existing traders to establish outdoor dining and increase the attractiveness of Jetty Road, Glenelg. Businesses may be encouraged to re-invest cost savings into improving their outdoor dining areas and growing the appeal of the precinct. It is also acknowledged, that there are infrastructure limitations that would not allow outdoor dining outside of a number of premises on Jetty Road.

It is understood that the report only provides a very rudimentary analysis of the comparison of outdoor dining fees. There are a number of factors that Council would need to take into consideration in part of any review into outdoor dining fees, one would be a comparison to other comparable local government areas.

The JRMCMay request that Council review the Jetty Road Glenelg outdoor dining fee structure.

BUDGET

Not applicable

LIFE CYCLE COSTS

Not applicable

Item No: **8.5**

Subject: **JETTY ROAD GLENELG BUSINESS SURVEY 2021**

Date: 1 September 2021

Written By: Manager, City Activation

General Manager: Community & Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee (JRMCM) aims to measure improvements and changes in the precinct and identify areas of focus to improve the business environment via the distribution of an annual Jetty Road Glenelg Business Survey. A draft survey was distributed to the JRMCM on 23 July for feedback and the survey was released on 10 August. The survey aligns to priority area 4. Working Better Together in the Jetty Road Glenelg Retail Strategy 2018-2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Making it easier to do business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Retail Strategy guides the future direction and identifies actions required to maintain a prosperous retail sector. The Retail Strategy identifies four priority areas of which the Jetty Road Glenelg Business Survey 2021 aligns to priority 4:

4. Work better together

Council and the Jetty Road Mainstreet Committee will continue to work closely to ensure that the needs of traders, landlords and consumers are respected, to advocate for the precinct, and to leverage the opportunities presented through partnerships and future development

Measure:

Sentiment of traders and landlords with the Jetty Road Mainstreet Committee through the annual Jetty Road Business Survey.

REPORT

The precinct requires the support of key private and public stakeholders to remain prosperous. The JRMCM aim to measure improvements and changes in the precinct and identify areas of focus to improve the business environment. The 2021 Jetty Road Glenelg Business Survey covers the following key areas relating to trading and the customer environment:

- Streetscape management and planning
- Community safety and wellbeing
- The Jetty Road Glenelg Masterplan
- Marketing the precinct
- Events within the precinct
- Business resilience due to COVID-19
- Business support and capability requirements

A draft copy of the survey was distributed on 23 July 2021 to the JRMCM for the committee to provide feedback to the Jetty Road Development Coordinator by COB 27 July.

The survey was released on 10 August 2021 via the Jetty Road Trader Newsletter and survey responses will close on 31 August 2021. To incentivise traders to complete the survey, a prize has been offered for a trader to go in the draw to win a \$100 Jetty Road Gift Card and a free half page advert in the 2021/22 summer edition of the Jetty Road LOCAL Magazine.

As of 24 August 32 traders and landlords have completed the survey.

BUDGET

The 2021/22 budget includes \$20,000 for implementing actions contained in the Retail Strategy.

LIFE CYCLE COSTS

Nil.