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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

**Glenelg Library Meeting Room
Colley Terrace, Glenelg**

Wednesday 12 February 2020 at 6.00pm

**Roberto Bria
CHIEF EXECUTIVE OFFICER**

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairperson, 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 December 2019 be taken as read and confirmed.

5. QUESTIONS BY MEMBERS

5.1 **Without Notice** - Nil

5.2 **With Notice** - Nil

6. MOTIONS ON NOTICE - Nil

7. ADJOURNED ITEMS

7.1 Adjourned Report - 2020/21 Budget Recommendations (Report 41/20)

8. PRESENTATION - Nil

Social Media Update

Local Business Owner, Jase Hickson with Jess Rogers will present an overview of their professional experience and their vision in managing Jetty Road social media channels.

9. REPORTS/ITEMS OF BUSINESS

- 9.1 Monthly Finance Report (Report no: 36/20)
- 9.2 Marketing Update (Report no: 37/20)
- 9.3 Events Update (Report no: 38/20)
- 9.4 International Cities, Town Centres and Communities Conference (Report No: 39/20)

10. URGENT BUSINESS – Subject to the Leave of the Meeting

11. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 4 March 2020 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

12. CLOSURE



**ROBERTO BRIA
CHIEF EXECUTIVE OFFICER**

Item No: **7.1**

Subject: **ADJOURNED REPORT - 2020/21 BUDGET RECOMMENDATIONS
(REPORT NO: 34/20)**

Date: 5 February 2020

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee (JRMC) at the special meeting on 5 February 2020 resolved to adjourn Report No: 34/20 until the next JRMC meeting scheduled Wednesday 12 February 2020. This adjournment was moved to allow the JRMC members time to review and finalise the discussed budget allocation of the Jetty Road Mainstreet levy and draft 2020/21 budget in preparation for Council consideration.

RECOMMENDATION

From the 5 February 2020 JRMC Special Meeting:

That the Jetty Road Mainstreet Committee endorse the draft 2020/21 Budget and levy for Council consideration as part of the annual budget process.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

JRMC at its special meeting on 5 February 2020 resolved to adjourn Report No: 34/20 until the next JRMC meeting scheduled Wednesday 12 February 2020. This adjournment was moved to

allow the JRMC members time to review and finalise the discussed budget allocation of the Jetty Road Mainstreet levy and draft 2020/21 budget in preparation for Council consideration.

This report presents the original report (Report No: 34/20)

Refer Attachment 1

REPORT

The adjourned item for the 2020/21 Budget Recommendations must be resumed for the JRMC to have endorse the 2020/21 budget if a levy change is required.

Following the endorsement from the JRMC, a council report will be submitted seeking endorsement from Council.

BUDGET

The 2020/21 draft budget.

LIFE CYCLE COSTS

Not Applicable.

Attachment 1



Item No: **4.1**

Subject: **2020/21 BUDGET RECOMMENDATIONS**

Date: 5 February 2020

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee (JRMC) will discuss the allocation of the Jetty Road Mainstreet levy and establish a draft 2020/21 budget for Council consideration. This will include a presentation by the Jetty Road Development Coordinator to include current situational retail data for the Jetty Road Shopping Precinct.

RECOMMENDATION

That the Jetty Road Mainstreet Committee endorse the draft 2020/21 Budget and levy for Council consideration as part of the annual budget process.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The JRMC meet yearly in a 'special' budget meeting to discuss and agree the upcoming year budget and review the levy to then submit to Council for endorsement.

REPORT

The Jetty Road Mainstreet Committee Coordinator will present the 2020/21 budget for the JRMC discussion and to also consider and endorse the levy. This presentation will include recent retail data and research of the shopper experience in the Jetty Road, Glenelg precinct. Upon the endorsement from the JRMC, a council report will be submitted seeking endorsement from Council.

BUDGET

The 2020/21 draft budget.

LIFE CYCLE COSTS

Not applicable

Adjourned

Item No: **9.1**

Subject: **MONTHLY FINANCE REPORT**

Date: 12 February 2020

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee December 2019 variance report is prepared by the Jetty Road Development Coordinator and 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: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

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 budget each month to ensure that all expenditure and income is within approved parameters.

REPORT

The current 2019/20 Jetty Road Mainstreet budget is on track.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 31 December 2019

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2018/19 Comparatives</u>	
					Actuals 31 December	Actuals 30 June
Revenue						
General Rates Raised	578,088	578,088	578,076	(12)	564,513	564,513
Other Income	4,200	1,000	4,039	3,039	9,325	24,349
Gift Card Revenue	-	-	-	-	4,010	6,130
	582,288	579,088	582,115	3,027	577,848	594,992
Expenses						
Employee Costs	149,889	70,694	80,650	(9,956)	69,513	146,198
Sponsorships	12,500	4,948	3,611	1,337	100	7,600
Professional Services	6,500	1,114	6,143	(5,029)	8,326	12,472
Event Management	81,105	52,420	28,226	24,194	35,073	39,346
Marketing	140,814	77,316	66,690	10,626	75,823	153,999
Retail Strategy Implementation	15,000	15,000	24,668	(9,668)	27,581	43,232
Repairs & Maintenance	1,500	-	249	(249)	125	205
Food & Drink	3,250	1,072	1,961	(889)	1,627	3,025
Office Expenses	-	-	-	-	1,919	1,684
Directory Board	2,500	355	-	355	-	135
Christmas Decorations	50,000	50,000	20,417	29,583	38,366	42,225
Festoon Lighting	-	-	-	-	-	15,820
Gift Card Expenditure	-	-	2,841	(2,841)	2,546	8,289
Unallocated credit card expenditure	-	-	1,587	(1,587)	3,703	-
Christmas Pageant	20,000	20,000	20,000	-	29,478	31,099
Winter Wonderland	43,188	43,188	66,217	(23,029)	41,156	41,866
Tour Down Under	50,000	1,368	1,384	(16)	1,890	40,467
October Street Party	30,000	24,189	30,931	(6,742)	28,216	31,897
Winter Activation	31,233	31,233	23,209	8,024	-	-
	637,479	392,897	378,784	14,113	365,442	619,559
Net Profit/(Loss)*	(55,191)	186,191	203,331	17,140	212,406	(24,567)

*Annual Budget includes carry forward amount from 2018/19 of \$55,191

Marketing - Breakdown

	Actual	Budget
Digital Marketing	12,543	
Radio	-	
Television	4,000	
Outdoor Signage	44,015	
Print Media	2,920	
Promotional Collateral	3,212	
Contingency Budget		
	<u>66,690</u>	<u>140,814</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	128,361	0	128,361	61,712	68,315	(6,603)	0	68,315	60,046
249 - Wages - Overtime	4,000	0	4,000	947	3,120	(2,172)	0	3,120	880
250 - Salaries Superannuation	12,073	0	12,073	5,804	6,489	(684)	0	6,489	5,584
283 - Sponsorships	12,500	0	12,500	4,948	3,611	1,337	0	3,611	8,889
301 - Professional Services	6,500	0	6,500	1,114	6,143	(5,028)	0	6,103	397
310 - Project/Event Management	81,105	0	81,105	52,420	28,226	24,194	0	28,226	52,879
31D - Retail Strategy Implementation	15,000	0	15,000	15,000	24,668	(9,668)	0	24,668	(9,668)
401 - Christmas Decorations	42,515	0	42,515	42,515	20,417	22,098	0	20,417	22,098
415 - Food and Drink	1,250	0	1,250	395	1,682	(1,287)	0	1,682	(432)
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	0	2,000	677	278	399	0	278	1,722
423 - Repairs and Maintenance - General Materials	1,500	0	1,500	0	249	(249)	0	249	1,251
433 - Marketing - Promotion & Familiarisation	138,108	0	138,108	74,610	66,690	7,920	(1,972)	64,718	73,390
438 - Directory Board	2,500	0	2,500	355	0	355	0	0	2,500
817 - Insurance - Workers Compensation - Sals	5,455	0	5,455	2,230	2,728	(497)	0	2,728	2,728
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	1,587	(1,587)	0	1,587	(1,587)
89A - Carry Forward Budget	(45,000)	55,191	10,191	10,191	0	10,191	0	0	10,191
8GC - Gift Card Expenditure	0	0	0	0	2,841	(2,841)	0	2,841	(2,841)
900 - Miscellaneous Income	0	0	0	0	(25)	25	0	(25)	25
910 - Ticket Sales	(4,200)	0	(4,200)	(1,000)	(86)	(914)	0	(86)	(4,114)
966 - General Rates Raised	(578,088)	0	(578,088)	(578,088)	(578,076)	(12)	0	(578,076)	(12)
974 - Sales - Other and Promotional Items	0	0	0	0	(3,927)	3,927	0	(3,927)	3,927
	(174,421)	55,191	(119,230)	(306,169)	(345,073)	38,903	(1,972)	(347,085)	227,855

J01 - Christmas Pageant - 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
249 - Wages - Overtime	7,223	0	7,223	7,223	0	7,223	0	0	7,223
301 - Professional Services	0	0	0	0	0	0	0	0	0
310 - Project/Event Management	7,000	0	7,000	7,000	0	7,000	0	0	7,000
312 - Hire Companies	5,777	0	5,777	5,777	0	5,777	0	0	5,777
80Z - Internal Expenses	0	0	0	0	20,000	(20,000)	0	20,000	(20,000)
	20,000	0	20,000	20,000	20,000	0	0	20,000	0

J02 - Winter Wonderland - Jetty Road Contribution (50% of Budget)

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	0	0	0	0	215	(215)	0	215	(215)
249 - Wages - Overtime	541	0	541	541	131	410	0	131	410
301 - Professional Services	100,000	(31,233)	68,767	68,767	123,372	(54,605)	0	123,372	(54,605)
310 - Project/Event Management	2,207	0	2,207	2,207	0	2,207	0	0	2,207
326 - Security Services - General	12,000	0	12,000	12,000	16,053	(4,053)	0	16,053	(4,053)
433 - Marketing - Promotion & Familiarisation	18,000	0	18,000	18,000	8,999	9,001	0	8,999	9,001
492 - Web Sites Updates	170	0	170	170	0	170	0	0	170
800 - Other Expenditure	4,677	0	4,677	4,677	44	4,633	0	44	4,633
801 - Advertisements	15,485	0	15,485	15,485	188	15,297	0	188	15,297
835 - Entertainment/Special Occasions	6,356	0	6,356	6,356	38	6,318	0	38	6,318
910 - Ticket Sales	(81,720)	0	(81,720)	(81,720)	(80,003)	(1,717)	0	(80,003)	(1,717)
944 - Sponsorship Income	(3,295)	0	(3,295)	(3,295)	(2,820)	(475)	0	(2,820)	(475)
	74,421	(31,233)	43,188	43,188	66,217	(23,029)	0	66,217	(23,029)

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	1,400	0	1,400	0	0	0	0	0	1,400
249 - Wages - Overtime	2,750	0	2,750	0	0	0	0	0	2,750
310 - Project/Event Management	35,000	0	35,000	1,368	0	1,368	0	0	35,000
312 - Hire Companies	10,100	0	10,100	0	0	0	0	0	10,100
423 - Repairs and Maintenance - General Materials	750	0	750	0	0	0	0	0	750
433 - Marketing - Promotion & Familiarisation	0	0	0	0	548	(548)	0	548	(548)
800 - Other Expenditure	0	0	0	0	836	(836)	0	836	(836)
	50,000	0	50,000	1,368	1,384	(16)	0	1,384	48,616

J04 - October 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
310 - Project/Event Management	30,000	0	30,000	24,189	30,431	(6,242)	0	17,559	(431)
433 - Marketing - Promotion & Familiarisation	0	0	0	0	500	(500)	0	500	(500)
	30,000	0	30,000	24,189	30,931	(6,742)	0	18,059	(931)

J05 - Winter Activation

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	0	31,233	31,233	31,233	25,072	6,161	0	25,072	6,161
900 - Miscellaneous Income	0	0	0	0	(1,863)	1,863	0	(1,863)	1,863
	0	31,233	31,233	31,233	23,209	8,024	0	23,209	8,024

Item No: **9.2**
Subject: **MARKETING UPDATE**
Date: 12 February 2020
Written By: Jetty Road Development Coordinator
General Manager: Community Services, Ms M Lock

SUMMARY

The report provides an update on marketing initiatives being undertaken from the Jetty Road Mainstreet Committee 2019/20 Marketing Plan and initiatives aligned to the delivery of 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: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee in alignment with the 2019/20 Jetty Road Marketing Plan.

REPORT

Brand Development

In accordance with the 2019/20 Jetty Road Marketing Plan to engage a marketing agency to review and refresh the Jetty Road Glenelg and 'I Want to Stay' brand to align with future needs.

Style Media Co, the creative agency who worked on the 'I Want to Stay' campaign has delivered the recent tram wrap, this included new re-fresh elements, additional tag lines 'Stay and Eat' and 'Stay and Shop', plus refresh of colour and imagery. Creative Services currently have the InDesign files to proceed with any future marketing.

City of Holdfast Bay (Creative Services) recruited Frankie the Creative and Inbound Creative to produce new photography and a 30 second video shot in mid January 2020. All imagery and video will be available by 14 February 2020.

Diversity of talent was chosen by Creative Services. They have purchased 70 images and a 30 second tourism video. Raw video footage is also being purchased for cutting to social media.

Imagery was shot at the following locations:

- Moseley Square/Ferris Wheel
- Villa Hampton
- Naked by the Sea
- Peter Shearer
- Foreshore/Playspace/Beach
- Fourth
- Tasca Viva
- Bay - Adelaide Ocean Safari
- Marina – Oyster Bar, Luciano's

Video will be used on digital elements, including social media, television, possible advertising on digital screens at Adelaide Airport (all for discussion).

A print plan will also need to be formulated in conjunction with City of Holdfast Bay, including 5x Entry Statements into Holdfast Bay.

Imagery will also be on corflutes on the bins around Glenelg.

Jetty Road LOCAL Magazine

The Summer edition of LOCAL was distributed on 15 November 2019. On 20 January 2020, the final 1,600 copies were distributed by a distribution company. Advertising enquiries are being received for the Winter 2020 edition with active advertising sales and content sourcing to commence this month. The JRDC is currently planning to audit the current magazine, managing costs and content and paper stock, ensuring a higher quality product.

Winter Wonderland

Discussions have commenced with the City of Holdfast Bay Events Team regarding going to Public Tender around the staging of Winter Wonderland in July 2020. The event will also include winter activations either side of Winter Wonderland incorporating Winter Markets and Food/Wine/Music/Entertainment activations, to be discussed. Winter Wonderland will run across three weekends, being 4/5 July 2020, 11/12 July 2020 and 18/19 July 2020.

Street Banners

Council Administration has submitted a proposal for new street banners at the eastern end of Jetty Road and a refresh of the current branding as a New Initiative in the 20/21 budget process. The JRMC will be kept updated as this proposal progresses.

Social Media

Jetty Rd Social Media Content Report Dec 2019 - Jan 2020

December 20, 2019 - January 27, 2020
compared to the previous period

f ORGANIC POST REACH
JETTY ROAD, GLENELG

526,717
↑ 15.2%

f UNIQUE PAGE VIEWS
JETTY ROAD, GLENELG

2,322
↑ 68.6%

f UNIQUE VIDEO VIEWS
JETTY ROAD, GLENELG

5,999
↑ 21.5%

f NEW PAGE LIKES
JETTY ROAD, GLENELG

336
↑ 38.8%

f ENGAGED USERS
JETTY ROAD, GLENELG

19,148

f POSITIVE FEEDBACK
JETTY ROAD, GLENELG

7,036
↓ -3.5%

o IMPRESSIONS
JETTY ROAD, GLENELG

602,920
↑ 95.6%

o LIKES
JETTY ROAD, GLENELG




7,156
↑ 60.0%

o FLOWERS
JETTY ROAD, GLENELG

13,531
↑ 0.0%

Facebook: The top three most engaged Facebook posts

f POSTS
JETTY ROAD, GLENELG

Post	Created at	Organic reach	Engaged users	Likes	Comments	Shares
 Welcome to Glenelg Fourth!	January 6, 2020	21,420	1,131	92	35	6
 Glenelg Sunset Markets ar...	January 12, 2020	10,330	484	121	39	11
 Sunset Markets are back t...	January 6, 2020	9,350	563	124	66	13

Instagram: The top three most engaged Facebook posts






Media	Engagement	Impr.	Reach	Saved
	577	8,830	8,320	16
	338	5,205	5,134	5
	319	5,144	4,869	8

Photo 1 (Glenelg Beach) – 26 December 2019 (photo by Jase Hickson)

“Right here. Right now! We’ve a Boxing Day low tide at The Bay today. These shallow pools are the best place to sit and relax and watch the world go by! Thanks for the pic Jase of our beautiful Glenelg Beach.” Organically uploaded on the day via JRDC.

Photo 2 (Jetty Road, TDU) – 25 January 2020 (photo by Jase Hickson)

“You couldn’t miss the Lycra in Glenelg this morning. But there was a very good reason. The fabulous @tourdownunder hit Jetty Road. How cool are the colours! Glenelg local Jase had the perfect spot. On the balcony of the @hogsbreathcafe... Don’t tell anyone...” Organically uploaded on the day via JRDC.

Video 3 (Sunset Markets) – 6 January 2020 (video by Anna Merola)

“Sunset markets are back this Sunday from 4.30pm! Come down and check out all the gorgeous artisan arts and crafts made by local makers and the delicious locally made produce.”

The nine month social media contract with Social Media AOK ceased on 31 January 2020. The JRDC handled the social media accounts during the Christmas/New Year period.

A three month contract (with extension for a further twelve months) has been entered into with a local business, Jase Hickson who will be providing social media management for all Jetty Road Social Media accounts. He and his co-worker Jess Rogers will jointly manage the socials 7 days a week and will work closely with the JRDC on curated content.

Website

In January 2020, it was agreed to proceed with the City of Holdfast Bay's proposal to upgrade the Jetty Road Website to be upgraded and rebuilt to have greater availability to store imagery, data and link to the Business Directory that resides on the City of Holdfast Bay website. The City of Holdfast Bay have contracted Simple Creative (who built the City of Holdfast website) to build the framework, with work to commence in February. The City of Holdfast Bay will contribute almost half of the costs of the website upgrade.

The website content changeover will be managed by the Digital Engagement Partner, City of Holdfast Bay in parallel the JRDC who will conduct a review to refresh the written content and update photography. The approximate timeframe for completion - July 2020.

BUDGET

The JRMC has \$138,625 allocated towards implementing the 2019/20 marketing plan.

LIFE CYCLE COSTS

Not applicable

Item No: **9.3**

Subject: **EVENTS UPDATE**

Date: 12 February 2020

Written By: Jetty Road Development Coordinator

General Manager: Community 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 briefing

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

Major events in Glenelg include:

Events

New Year's Eve - 31 December

The event was well attended with a crowd in the vicinity of 35,000. The City of Holdfast Bay continue to position this as a family friendly event by hosting 9.30pm and midnight fireworks and entertainment. The headline act was Regurgitator and featuring Jaki J, Mr Buzzy, Eloise Green and Boomstars as support acts.

Glenelg Sunset Markets – December to March

Following the Markets held on 8 December 2019 and 12 January 2020. The Market organisers requested further pop up trader food/beverage participation on the site of the markets, who are interested in operating a pop up stall being: 1x coffee business, 1x ice-cream business and 2x savoury food businesses. Expressions of Interest information was emailed to traders via trader newsletter on 17 January 2020. Only two traders expressed interest. One more market will be held for the summer season on 8 March 2020.

Glenelg Street Party - 24 January 2020 (5pm to 11pm)

Thirty eight traders participated, which saw approximately 30,000 people attend the event in the precinct. The weather was a perfect summer night, with many age groups attending. The Riot Wrestling was again held and organised by Inner Focus gym (free of charge to the event) which drew a large crowd. Two fashion parades were held consisting of fashion from Jetty Road, as well as a children's activity zone and roaming entertainment. Feedback has been mixed with traders on the eastern end of Jetty Road, concerned the street is long and it is hard to keep crowds at that end especially with so much activation in Moseley Square. It was hard to get trader participation in this street party due to varying factors such as staffing costs and extra resourcing in a busy summer period.

Santos Tour Down Under Stage 5 Race Start – 25 January 2020

A large crowd of spectators came into the precinct to watch the race start on Colley Terrace and continuing down Jetty Road. The return of the race to Jetty Road (instead of leaving via Anzac Hwy) was requested by the JRMC and accommodated by the Santos Tour Down Under organisers.

SpinCycle Music Festival – 25 January 2020

A new initiative funded by The City of Holdfast Bay Active Communities and City Activation departments. The event focused on local youth (15-30 years) live music and was held on the Glenelg Foreshore lawns in front of the Stamford Grand. The event followed the Stage 5 start of the Santos Tour Down Under.

Activations

Mix102.3 Giant Ferris Wheel – 22 November to 23 February

Skyline Attractions offered traders an opportunity to purchase tickets at 50% off to include as part of their instore promotions. Some traders also participated in collaborative marketing with

promotions. Two Trader Days (free ride day) to experience the wheel were held in December and early February.

Beach Concerts

Castaway Festival Feat. Rufus Du Sol, The Presents – 3 January 2020

Zaccaria Concerts sold more than 9,000 tickets to this event, which was extremely well attended by the younger demographic in which we are trying to attract into the precinct. Being an extremely hot day the event faced challenges with water and shade, however there were low incidents and crowd behaviour was very good.

By the C Beach Concert Feat. Cold Chisel, Paul Kelly – 4 January 2020

Zaccaria Concerts sold 15,000 tickets to this event, making it the largest music concert ever held on Glenelg Beach.

Fatboy Slim Beach Concert – 1 February 2020

Zaccaria Concerts sold approximately 6,500 tickets to this event with wet and stormy weather providing challenging conditions prior to patrons attending. Expressions of Interest (Food Application) information was sent to traders via the trader newsletter on 23 December 19 regarding catering for this concert.

Sponsorships of Events

Bay Sports Festival – 26 to 28 December

The JRMCM supported this event with sponsorship of \$500 in Jetty Road Gift Cards.

City to Bay – 15 September

The JRMCM supported this event with sponsorship of \$1,800 in Jetty Road Gift Cards.

Handball SA – September 2019/April 2020

The JRMCM supported the 2019/20 Local Beach Handball Competition with sponsorship of \$2,000 in Jetty Road Gift Cards.

Volleyball SA – October 2019/April 2020

The JRMCM supported the 2019/20 South Australian Beach Volleyball Series with sponsorship of \$1,500 in Jetty Road Gift Cards.

Our Place Festival – 30 November 2019

The JRMCM provided sponsorship of \$1,000 to the Our Place Festival which was held at the Glenelg Backpackers.

BUDGET

The 2019/20 budget provide sufficient funds to deliver the above mentioned events

LIFE CYCLE COSTS

Not applicable

Item No: **9.4**

Subject: **INTERNATIONAL CITIES, TOWN CENTRES AND COMMUNITIES CONFERENCE**

Date: 12 February 2020

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The International Cities, Town Centres and Communities (ICTC) Conference is hosted by the ICTC Society a not for profit organisation that aims to enhance the quality of life for inhabitants of cities and towns, assists cities and towns to become more environmentally, economically and socially sustainable, facilitate best practice world's best practice in planning, development and management of cities and towns and bring together visionary professionals. The ICTC Conference held from 23-25 October 2019 brought together a diverse cross-section of city leaders and urban place professionals and was attended by the Chair and Deputy Chair of the JRMC who will present on key learnings.

RECOMMENDATION

That the JRMC note this briefing

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The International Cities, Town Centres and Communities (ICTC) Conference is hosted by the ICTC Society a not for profit organisation that aims to enhance the quality of life for inhabitants of cities

and towns, assists cities and towns to become more environmentally, economically and socially sustainable, facilitate best practice world's best practice in planning, development and management of cities and towns and bring together visionary professionals.

The ICTC Conference was held in Townsville from 23-25 October 2019 and brought together a diverse cross-section of city leaders and urban place professionals and was attended by the Chair and Deputy Chair of the JRM. Last year the conference was held in Melbourne and was also attended by representatives of the JRM.

REPORT

The Chair and Deputy Chair of the JRM reported that the Conference heavily focused on master plan information and council planning. It was very different to the conference held in Melbourne the previous year with limited information for main street development.

They also met with a lighting supply group who was participating at the Conference, and street lighting activations was discussed with a view to cost effective solutions in the Jetty Road precinct.

BUDGET

The 2019/20 budget provide sufficient funds to cover the cost of conference attendance.

LIFE CYCLE COSTS

Not applicable