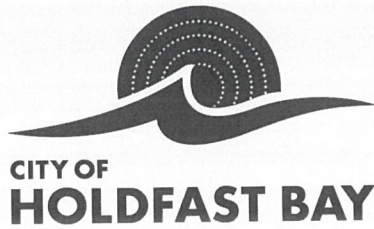


# AGENDA



## Jetty Road Mainstreet Committee

### NOTICE OF MEETING

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

Wednesday 2 August at 6.00pm

Roberto Bria  
CHIEF EXECUTIVE OFFICER

## Jetty Road Mainstreet Committee Agenda

### 1. OPENING

The Chairperson, Ms Gilia Martin will declare the meeting open at 6:00 pm.

### 2. KAURNA 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: Mr A Fotopoulos

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 July 2023 be taken as read and confirmed.

### 6. QUESTIONS BY MEMBERS

6.1 Without Notice

6.2 With Notice - Nil

**7. PRESENTATIONS: Nil**

**8. REPORTS/ITEMS OF BUSINESS**

- |     |                          |                     |
|-----|--------------------------|---------------------|
| 8.1 | Jetty Road Events Update | (Report No: 249/23) |
| 8.2 | Monthly Finance Report   | (Report No: 250/23) |
| 8.3 | Marketing Update         | (Report No: 251/23) |

**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 September 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**

Date: 2 August 2023

Written By: Event Lead

General Manager: Community and Business, Ms M Lock

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## **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.

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## **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee:**

1. notes this report; and
  2. proposes the Glenelg Ice Cream Festival be held on \_\_\_\_ January 2024.
- 

## **STRATEGIC PLAN**

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

## **COUNCIL POLICY**

Not applicable

## **STATUTORY PROVISIONS**

Not applicable

## **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 2023/2024 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.

### **The Glenelg Winter Arts Festival** (Winter Activation – co-funded)

Council executed a licence agreement with Gluttony Food & Wine Pty Ltd to deliver the Glenelg Winter Arts Festival on Colley Reserve. The event bumped into Colley on 26 June 2023, was operational from 6 July – 23 July 2023 and completed its deinstallation on 31 July 2023. The event had a dedicated website and the full program can be viewed at

<https://gluttony.net.au/glenelg-winter-festival>

At the time of writing:

- All key event pre-production compliance documentation has been received
- Pre-event site survey took place on 21 June 2023.
- Bump-in commenced 26 June 2023.
- 2 x Jetty Road traders were part of the food offering.
- Over 50% of available tickets had been sold. Projections were that 60% of tickets would be sold.

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

Planning has commenced on the 2023 Sea to Shore event:

- Date: Saturday 28 October 2023.
- Discussion with SAPOL around the closure of Jetty Road has commenced.
- An expression of interest will go out to traders early August.
- The event will follow a similar format to 2022 with the foreshore, Moseley Square and Jetty Road activated.

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

Initial planning has commenced for the 2024 Glenelg Ice Cream Festival. On 24 June 2023 it was announced that Glenelg will host the Stage 2 Women's start on Saturday 13 January 2024. Historically, the Glenelg Ice Cream Festival would align with the race start as per previous years (noting that they are separate events).

With the announcement of the Men's Tour Down Under set to kick off on Saturday 13 January in the CBD, followed by the Stage 3 Women's race the following Sunday morning, a significant event is predicted to occur in the CBD on the Saturday night to coincide with these races. The Event Lead will present further information regarding the timing of the Glenelg Ice Cream Festival at the meeting scheduled 2 August 2023.

#### **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.
- In the 2023/2024 budget, Council increased their Christmas Pageant budget to support two additional elements:
  - Broadcast of the Pageant on Channel 44
  - Santa on the Beach activations at selected locations along the coast
- Audio system specification for extended coverage to Rose St (used to stop at Gordon/Partridge Streets) as well as the western end extension from Moseley to Augusta Streets.

#### **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 2023/2024 JRMC budget. Through the sponsorship agreement, Glenelg will host a key social event for the Masters Games, Foreshore Fiesta.

- Foreshore Fiesta be held on Thursday 12 October 2023.
- Site plan developed and key suppliers secured.
- Site will be licensed for 1200pax.
- Site will feature a stretch tent bar, festoon area lighting, fire pits, furniture, and food offerings.
- Covered performance stage.
- The Baker Boys Band, a seven-piece ensemble playing a mixture of Top 40, Jazz, Pop, Funk, Motown and beyond, are confirmed as the headline act. This will be supported by DJ Ashlee Grindle.
- An EOI is underway and closing 28 July 2023 to engage Jetty Road traders for both the bar and/or food offerings. An opportunity will be extended to retailers to be a part of a Micro Market.

The Foreshore Fiesta will be complemented by a promotional activation in the Games Village, which is located in Festival Plaza, Adelaide.

**Glenelg Film Festival (co-sponsored)**

- Partnership Agreement has been executed.
- Jetty Road and the City of Holdfast Bay are key partners of the Glenelg Film Festival which includes marketing support for the following key events:
  - 31 October 2023 – Red Carpet Event at Event Cinemas Glenelg
  - 28 November 2023 – Red Carpet Event at Event Cinemas Glenelg
  - 21 March 2024 – Red Carpet Event at Event Cinemas Glenelg
  - 23 March 2024 – Finale Event in Colley Reserve

**Other upcoming events:**

In addition to JRMC 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:

- 12 & 13 August 2023 – Art at Partridge (part of the SALA Festival).
- 16 & 17 September 2023 - Adelaide Steampunk Aetherfest (Jimmy Melrose Park).
- 17 September 2023 – Lumary City-Bay Fun Run

**BUDGET**

The total contribution for the events as listed is \$220,000. Subject to finalisation of Council's budget process would be included in the JRMC budget for 2023/2024.

**LIFE CYCLE COSTS**

There are no life cycle costs associated with this report.

Item No: 8.2

Subject: **MONTHLY FINANCE REPORT**

Date: 2 August 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet 2022/2023 end of financial year report is presented for information.

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### **RECOMMENDATION**

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

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### **STRATEGIC PLAN**

Innovation: entrepreneurialism  
Sustainability: resilience in our economy

### **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 2022/2023 Jetty Road Mainstreet budget end of financial year result has been delivered on track.

*Refer Attachment 1*

The Professional Services budget line is \$9,258 overspent due to engaging a Social Media Consultant during the period of staff change. This overspend is offset by an underspend in employee costs.

The Promotion budget line was underspent due to scaling back the Spend + Win prize. This resulted in significant cost savings. Similarly, signage is underspent due to considerations regarding the tram wrap.

The Jetty Road gift card expense is offset by the income received.

Some initiatives were unable to be delivered within the financial year with a predicted carry forward of \$121,530. The following underspent budgeted projects will be directly carried forward to be implemented in 2023/2024:

- \$15,000 – Retail Strategy Implementation.
- \$10,000 – Jetty Road Fairy Light project update (Commenced in June, finalised August).
- \$3,500 – Digital Advertising for the Jetty Road LOCAL Magazine – delayed to not to compete with Spend + Win and Glenelg Winter Arts Festival.

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**

There are no lifecycle costs associated with this report.

# Attachment 1

# **INCOME & EXPENDITURE STATEMENT 30 JUNE 2023**

	Annual Budget	YTD Budget	YTD Actuals	Variance	2020/21 Actuals	2021/22 Actuals
<b>Revenue</b>						
General Rates Raised	617,630	617,630	617,629	(1)	584,449	598,469
Gift Card Income	-	-	-	-	2,690	4,585
Other Income	20,000	20,000	18,064	(1,936)	19,464	14,469
	<b>637,630</b>	<b>637,630</b>	<b>635,693</b>	<b>(1,937)</b>	<b>606,603</b>	<b>617,523</b>
<b>Expenses</b>						
Employee Costs	211,984	211,984	178,067	33,917	207,435	216,716
Sponsorships	34,500	34,500	25,855	8,645	-	25,030
Event Management	54,909	54,909	24,943	29,966	23,585	3,778
Retail Strategy Implementation	15,000	15,000	-	15,000	480	-
Christmas Decorations	-	-	-	-	-	10,000
Food & Drink	2,500	2,500	1,734	766	456	292
Directory Board	1,000	-	-	-	-	655
Donations	500	500	-	500	-	-
Lighting	-	-	4,742	(4,742)	41,618	19,363
COVID-19 Related Expenditure	-	-	-	-	-	22,125
Gift Card Expenditure	2,156	2,156	6,191	(4,035)	12,045	9,756
Other Expenditure	-	1,000	698	302	629	747
Professional Services	37,500	37,500	46,758	(9,258)		39,697
<b>Marketing</b>		-	-		<b>206,578</b>	
Signage	50,000	50,000	27,500	22,500		22,975
Public Relations	39,740	39,740	39,820	(80)		27,082
Publications	60,000	60,000	60,000	(0)		70,995
Advertising	15,000	15,000	5,359	9,641		10,176
Promotions	43,750	43,750	29,941	13,809		67,741
Marketing Contingency	22,000	22,000	15,378	6,622		22,754
<b>Co-funded Events</b>						
Winter Activation	40,000	40,000	40,088	(88)	43,268	44,304
Summer Activation	50,000	50,000	50,000	-	-	-
Spring Street Party	50,000	50,000	50,000	-	-	30,000
March Activation	-	-	-	-	-	30,000
	<b>730,539</b>	<b>730,539</b>	<b>607,072</b>	<b>123,467</b>	<b>536,094</b>	<b>689,186</b>
<b>Net Profit/(Loss)*</b>	<b>(92,909)</b>	<b>(92,909)</b>	<b>28,621</b>	<b>121,530</b>	<b>70,509</b>	<b>(71,663)</b>

\*Annual Budget includes carry forward amount from 2021/22 of \$92,909

### MARKETING EXPENDITURE STATEMENT 30 JUNE 2023

		Annual Budget	YTD Budget	YTD Actuals	Variance
<b>Expenses</b>					
<b>Marketing</b>					
Signage	Tram Wrap & Out of precinct signage	50,000	50,000	27,500	22,500
	SA Style Mag, CityMag, Blogs and Consumer News, be Local Campaign, photoshoot, influencers, Winter Warmers Digital				
Public Relations	JR LOCAL Magazine	39,740	39,740	39,820	(80)
Publications	Social Media advertsing, Website, Google Adwords, YouTube advertising	60,000	60,000	60,000	(0)
Advertising	Shopping campaigns including Spend + Win	15,000	15,000	5,359	9,641
Promotions	Marketing contingency	43,750	43,750	29,941	13,809
Marketing Contingency		22,000	22,000	15,378	6,622
		<b>230,490</b>	<b>230,490</b>	<b>177,997</b>	<b>52,493</b>

Item No: 8.3

Subject: **MARKETING UPDATE**

Date: 2 August 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

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### **SUMMARY**

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2022/2023 Marketing Plan and initiatives associated to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

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### **RECOMMENDATION**

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

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### **STRATEGIC PLAN**

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

### **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 aligned to the 2022/2023 Marketing Plan.

## REPORT

### Marketing Planning

In May 2023, a workshop was held to discuss the 2023/2024 budget allocation and marketing plan. Feedback from these sessions was considered by the Jetty Road Development Coordinator. A draft Jetty Road Glenelg 2023/2024 Marketing Plan was distributed electronically to Committee members on 28 July 2023 seeking final comments and feedback by close of business 1 August 2023. The final draft will be shared at the meeting scheduled 2 August 2023. The Plan identifies the precinct target audience and initiatives to reach them across a variety of digital, print, broadcast and outdoor channels. The Plan will deliver an investment of \$260,570 into marketing with the following initiatives:

- Social Media
- Building customer loyalty
- Jetty Road LOCAL Magazine – Summer and Winter
- ‘Be Local’ campaign – focused on business identities and locals
- Print Media
- Winter Campaign
- Milestone Marketing events
- Outdoor Advertising
- Blogs + Consumer Newsletter
- Photoshoot and Videography
- Increased Digital advertising
- Website content creation, maintenance, improvements
- Brand rollout

### Consumer News

A consumer email was sent on Friday 7 July 2023, promoting the Glenelg Winter Arts Festival and the Jetty Road LOCAL Magazine. It was emailed to 7,896 subscribers, with an open rate of 43% (3,369 opens and 378 clicks). The Glenelg Winter Arts Festival received the highest click throughs to the Jetty Road Website, followed by the Festival Offers.

### Trader News

- **Monday 17 July 2023** (Resent on Tuesday 18 July 2023) reached 419 recipients with a 55% open rate. The content focused on the Foreshore Fiesta Expression of Interest, ‘On Kaurana Land’ stickers, Shopfront Grants and Spend + Win recap.

### Glenelg Winter Arts Festival

Gluttony were the lead marketing and promotion body for the Glenelg Winter Arts Festival. Jetty Road, Glenelg and the City of Holdfast Bay worked with the Gluttony team on complimentary marketing to further promote the Jetty Road, Glenelg Precinct.

- Additional co-promotion with Glam Adelaide included:
  - Dedicated Glam Adelaide Electronic Direct Mail (EDM)
  - Article: *'FIRST LOOK: Gluttony goes coastal as Glenelg Winter Arts Festival launches today'*
  - Glam Adelaide EDM advertising banner for second week of the Festival
  - Second Glam Adelaide Article: *'5 reasons to check out the Glenelg Winter Arts Festival before it finishes this week!'*

### **Spend + Win a \$10K Holiday**



The Jetty Road Glenelg Spend + Win promotion supports businesses within the Jetty Road precinct. The competition's aim was to attract new visitors and encourage repeat visitation to the Jetty Road precinct to stimulate financial activity. It was also to build the Jetty Road consumer database which is utilised to directly promote Jetty Road precinct businesses, events and activities throughout the year. The competition ran from 1 to 30 June 2023, with customers who spent \$30 or more being eligible to enter online. The main prize was a \$10K Travel Voucher.

The competition was open to all businesses located in the Jetty Road precinct with the exception of supermarkets and the purchase of pharmaceutical items.

Of the entries in the draw, \$163,413 spend was achieved within Jetty Road, Glenelg assisting with the local economy during June.

### **Results**

- 1,318 valid entries
- Of the total entries, 872 are new subscribers to the Jetty Road Consumer Newsletter
- \$163,413 local spend from entries into the prize draw

The four-week Marketing Plan included:

- Jetty Road social media – Instagram and Facebook
- Distribution through the Jetty Road Consumer Electronic Direct Mail (EDM) 1 June 2023
- Social Media Advertising (7,520 Impressions)
- SAFM Radio –
  - 32 x 30 Second Breakfast, Morning, Afternoon, Drive (BMAD) Commercials

- 8x Standalone commercials in the Bec & Soda (mornings) / Carrie & Tommy (afternoons) shows
- DAB + Radio – 260 placements
- In-precinct advertising -Light post corflutes, posters, counter cards, Brighton Oval LED sign, Bay Discovery Centre digital sign, Library screens
- Entry pads and information available in the Bay Discovery Centre

Through the entry form, entrants were asked what their main reason for visiting Jetty Road was. There was a significant number that indicated they came for an appointment, but the entry was through a retail purchase, demonstrating the interconnected nature of the precinct where people undertake different activities while in the precinct. There is an opportunity to use this data for future campaigns.

Entries and spend for the Spend + Win were significantly down to the previous year. This has been attributed to:

- Competition for market share – the competition was in market the same time as the Glenelg Winter Arts Festival and launch of the Jetty Road LOCAL Magazine
- Cost of living and interest rate increases
- Weather – June was wetter than normal which impacts visitation

	Number of valid entries	Spend in precinct	Campaign cost
2022/23 - \$10K Holiday	1,318	\$163,413	\$19,551
2021/22 – BMW	4,241	\$467,159	\$61,320

The promotion was delivered within the allocated funds from the 2022/2023 financial year:

Item	Amount
Design and installation –counter top display cards, entry pads, street corflutes	\$3,192
Lotteries Licence	\$ 455
Prize Costs	\$9,500
Radio Campaign SAFM	\$6,229
Social Media Advertising	\$ 125
<b>TOTAL</b>	<b>\$19,551</b>

#### **Jetty Road Website – 21 June to 20 July:**

- Spend + Win has been the key driver of traffic to the website.
- What's On is also a significant driver for website traffic.

*Refer Attachment 1*

#### **Social Media**

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 June – 20 July 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 June 2023 – 20 July 2023**

	<b>21 April – 20 May</b>	<b>21 May – 20 June</b>	<b>21 June– 20 July</b>
<b>Page Followers</b>	31,351	31,473	31,496
<b>Posts</b>	20↓	27↑	30↑

**Instagram - 21 June 2023 – 20 July 2023**

	<b>21 April – 20 May</b>	<b>21 May – 20 June</b>	<b>21 June – 20 July</b>
<b>Followers</b>	20,282	20,265	20,300
<b>Posts</b>	20↑	27↑	30↑

**BUDGET**

The JRMC allocated \$230,490 towards implementing the 2022/2023 Marketing Plan of which \$177,997 has been expended as at 30 June 2023 with final accruals to occur by 1 August 2023.

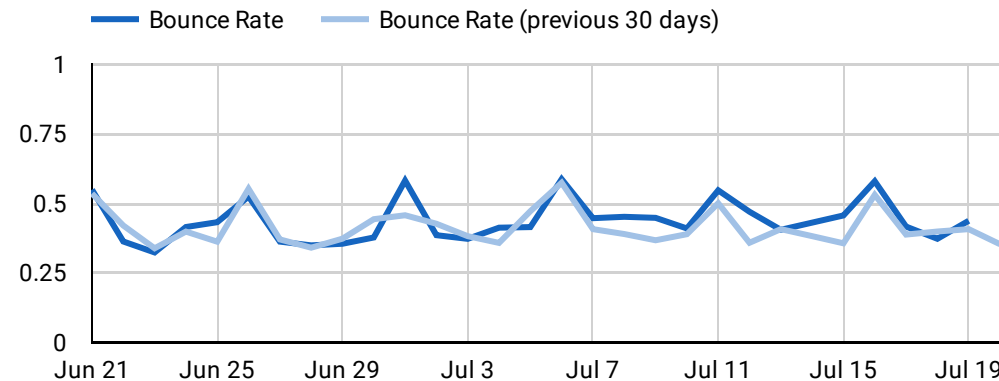
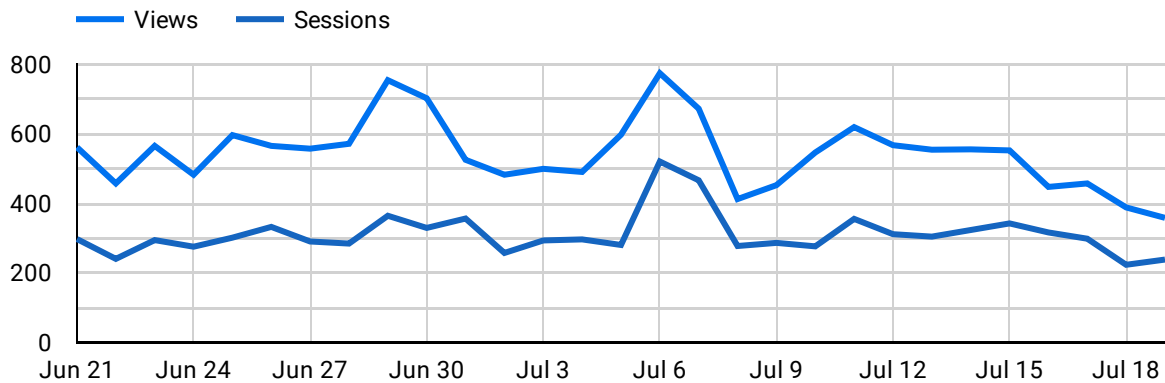
**LIFE CYCLE COSTS**

Not applicable

# Attachment 1

Jun 21, 2023 - Jul 20, 2023

## Overview of your customers behaviors



Pageviews  
**15,756**

Sessions  
**9,045**

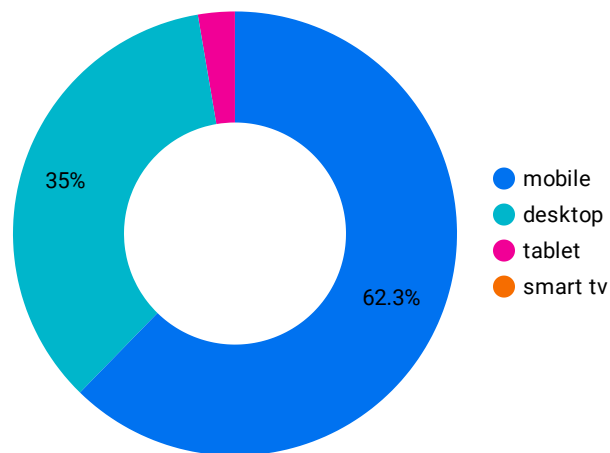
New users  
**7,231**

Event count  
**50,349**

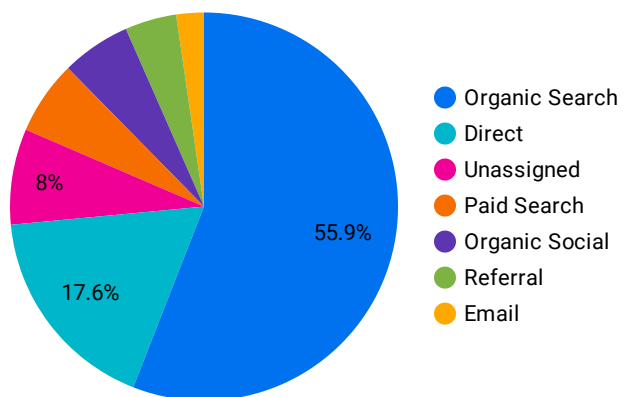
Pages Per Sessions  
**1.74**

Avg. Time on Page  
**00:00:19**

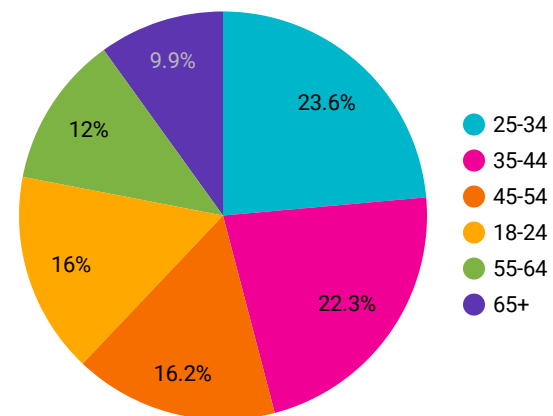
## Device Type



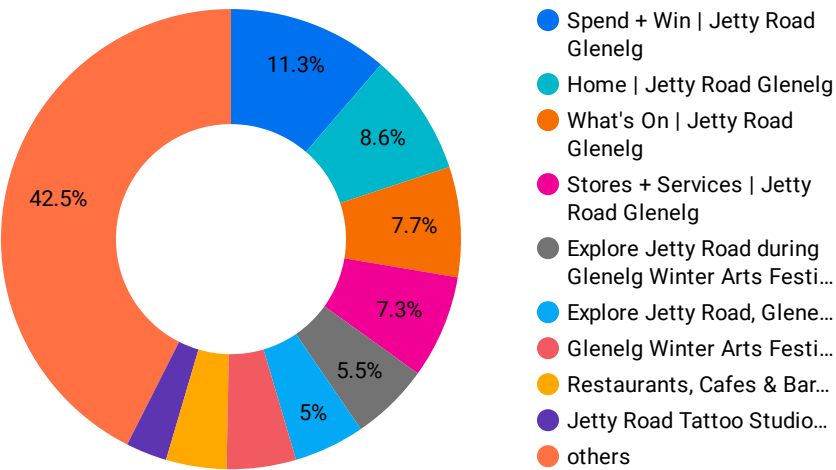
## Website Traffic Source



## Who is visiting your site?

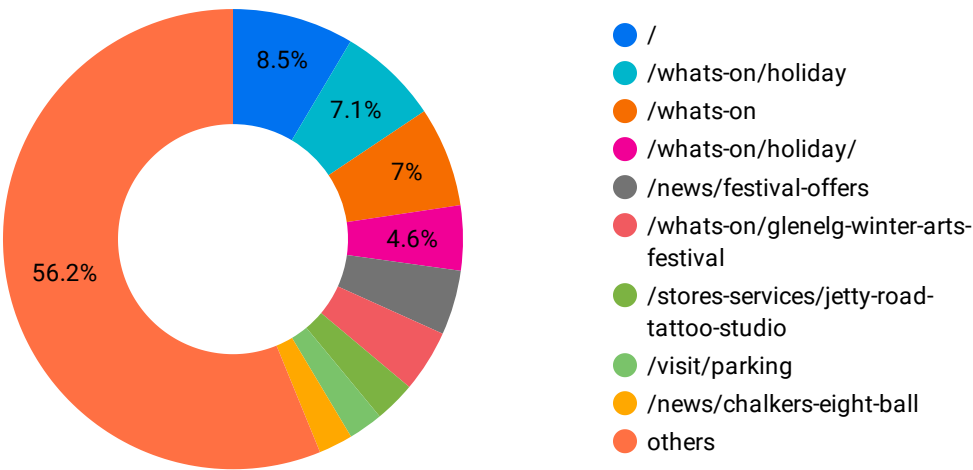


Most popular pages with title breakdown



Page title	Pageviews
Spend + Win   Jetty Road Glenelg	1,665
Home   Jetty Road Glenelg	1,271
What's On   Jetty Road Glenelg	1,141
Stores + Services   Jetty Road Glenelg	1,069
Explore Jetty Road during Glenelg Winter Art...	816
Explore Jetty Road, Glenelg   Jetty Road Glen...	734
Glenelg Winter Arts Festival   Jetty Road Glen...	718
Restaurants, Cafes & Bars   Jetty Road Glenelg	627
Jetty Road Tattoo Studio   Jetty Road Glenelg	426
Where to Park   Jetty Road Glenelg	358

Which page is the most popular?



Page path + query string	Pageviews
/	1,259
/whats-on/holiday	1,043
/whats-on	1,034
/whats-on/holiday/	673
/news/festival-offers	669
/whats-on/glenelg-winter-arts-festival	643
/stores-services/jetty-road-tattoo-studio	426
/visit/parking	358
/news/chalkers-eight-ball	354
/stores-services/restaurants-cafes-bars	316