

Jetty Road Mainstreet Committee

NOTICE OF MEETING

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

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

Wednesday 2 June 2021 at 6.30pm

Roberto Bria
CHIEF EXECUTIVE OFFICER

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairperson, Con Maios will declare the meeting open at 6:30pm.

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 5 May 2021 be taken as read and confirmed.

5. QUESTIONS BY MEMBERS

5.1 Without Notice -

5.2 With Notice –

6. MOTIONS ON NOTICE - Nil

7. PRESENTATION:

Tourism Research

Ms Jaclyn Thorne, Director, McGregor Tan to present the 2019 Tourism Research for Jetty Road, Glenelg that was commissioned by City of Holdfast Bay.

Chapel Plaza Update

Ms Cherie Armfield, Project Manager Public Realm & Urban Design, Strategy and Innovation, City of Holdfast Bay to provide an update on the Chapel Plaza redevelopment.

8. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|--------------------------|---------------------|
| 8.1 | Monthly Finance Report | (Report no: 173/21) |
| 8.2 | Marketing Update | (Report no: 174/21) |
| 8.3 | Jetty Road Events Update | (Report no: 175/21) |
| 8.4 | Jetty Road Scratch & Win | (Report no: 176/21) |

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 7 July 2021.

11. CLOSURE

ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: **8.1**

Subject: **MONTHLY FINANCE REPORT**

Date: 2 June 2021

Written By: Jetty Road Mainstreet Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee December 2020 variance report is prepared by the Jetty Road 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 (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 current 2020/21 Jetty Road Mainstreet budget is on track.

Attachment 1

BUDGET

Not applicable.

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 30 April 2021

	Annual Budget	YTD Budget	YTD Actuals	Variance	2019/20 Actuals 30 April	Actuals 30 June
Revenue						
General Rates Raised	584,446	584,446	584,449	3	578,076	578,076
Other Income	4,000	1,032	13,364	12,332	4,064	4,064
	588,446	585,478	597,813	12,335	582,140	582,140
Expenses						
Employee Costs	200,872	166,663	170,725	(4,062)	115,357	126,282
Sponsorships	5,800	5,800	-	5,800	5,764	5,764
Professional Services	6,000	3,992	-	3,992	6,206	9,084
Event Management	28,000	27,022	22,543	4,479	31,236	31,236
Marketing	195,688	140,697	108,350	32,347	99,726	132,996
Retail Strategy Implementation	20,000	14,067	480	13,587	25,633	25,633
Repairs & Maintenance	1,500	1,500	50	1,450	454	454
Food & Drink	3,250	1,931	179	1,752	3,954	4,050
Directory Board	2,500	2,500	-	2,500	-	-
Christmas Decorations	-	-	-	-	20,417	20,417
Public Art Projects	15,000	-	-	-	-	-
Lighting	60,000	25,000	25,604	(604)	-	-
Gift Card Expenditure	-	-	12,045	(12,045)	3,965	4,175
Unallocated credit card expenditure	-	-	1,489	(1,489)	108	-
Christmas Pageant	20,000	20,000	-	20,000	20,000	20,000
Winter Wonderland	44,000	44,000	43,208	792	66,217	66,389
Tour Down Under	50,000	50,000	-	50,000	42,406	42,527
October Street Party	30,000	30,000	-	30,000	30,931	30,931
Winter Activation	-	-	-	-	23,209	23,209
	682,610	533,172	384,673	148,499	495,583	543,147
Net Profit/(Loss)*	(94,164)	52,306	213,140	160,834	86,557	38,993

*Annual Budget includes carry forward amount from 2019/20 of \$94,164

Marketing - Breakdown

	Actual	Budget
Digital Marketing	42,476	
Radio	-	
Television	-	
Outdoor Signage	18,734	
Print Media	44,587	
Promotional Collateral	2,552	
Contingency Budget		
	<u>108,350</u>	<u>195,688</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	172,824	0	172,824	141,583	148,134	(6,552)	0	148,134	24,690
249 - Wages - Overtime	5,500	0	5,500	5,500	2,390	3,111	0	2,390	3,111
250 - Salaries Superannuation	16,419	0	16,419	13,451	14,073	(622)	0	14,073	2,346
283 - Sponsorships	5,800	0	5,800	5,800	0	5,800	0	0	5,800
301 - Professional Services	6,000	0	6,000	3,992	0	3,992	0	0	6,000
308 - Public Art Projects	15,000	0	15,000	0	0	0	0	0	15,000
310 - Project/Event Management	28,000	0	28,000	27,022	22,543	4,479	0	22,543	5,457
31D - Retail Strategy Implementation	20,000	0	20,000	14,067	480	13,587	0	480	19,520
415 - Food and Drink	2,250	0	2,250	1,112	119	993	0	119	2,131
41F - Food, Drink, Entertainment (FBT Applicable)	1,000	0	1,000	818	60	758	0	60	940
423 - Repairs and Maintenance - General Materials	1,500	0	1,500	1,500	50	1,500	0	0	1,500
433 - Marketing - Promotion & Familiarisation	196,524	0	196,524	140,697	108,350	32,347	0	108,350	88,174
438 - Directory Board	2,500	0	2,500	2,500	0	2,500	0	0	2,500
449 - Lighting	60,000	0	60,000	0	25,604	(25,604)	0	25,604	34,396
817 - Insurance - Workers Compensation - Sals	6,129	0	6,129	6,129	6,128	1	0	6,128	1
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	1,489	(1,489)	0	1,489	(1,489)
89A - Carry Forward Budget	(95,000)	94,164	(836)	94,164	0	94,164	0	0	(836)
8GC - Gift Card Expenditure	0	0	0	0	12,045	(12,045)	0	12,045	(12,045)
900 - Miscellaneous Income	0	0	0	0	(34)	34	0	(34)	34
910 - Ticket Sales	0	0	0	0	0	0	0	0	0
966 - General Rates Raised	(584,446)	0	(584,446)	(584,446)	(584,449)	3	0	(584,449)	3
974 - Sales - Other and Promotional Items	(4,000)	0	(4,000)	(1,032)	(11,280)	10,248	0	(11,280)	7,280
9GC - Gift Card Revenue	0	0	0	0	(2,050)	2,050	0	(2,050)	2,050
	(144,000)	94,164	(49,836)	(127,143)	(256,348)	129,255	0	(256,398)	206,562

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
806 - Donations	20,000	0	20,000	20,000	0	20,000	0	0	20,000
	20,000	0	20,000	20,000	0	20,000	0	0	20,000

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	34	(34)	0	34	(34)
249 - Wages - Overtime	0	0	0	0	199	(199)	0	199	(199)
301 - Professional Services	108,000	0	108,000	108,000	61,505	46,495	0	61,505	46,495
310 - Project/Event Management	2,000	0	2,000	2,000	200	1,800	0	200	1,800
326 - Security Services - General	11,330	0	11,330	11,330	10,687	643	0	10,687	643
433 - Marketing - Promotion & Familiarisation	19,000	0	19,000	19,000	1,003	17,997	0	1,003	17,997
492 - Web Sites Updates	170	0	170	170	0	170	0	0	170
910 - Ticket Sales	(94,000)	0	(94,000)	(94,000)	(30,420)	(63,580)	0	(30,420)	(63,580)
944 - Sponsorship Income	(2,500)	0	(2,500)	(2,500)	0	(2,500)	0	0	(2,500)
	44,000	0	44,000	44,000	43,208	792	0	43,208	792

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	600	0	600	0	0	600
249 - Wages - Overtime	5,000	0	5,000	5,000	0	5,000	0	0	5,000
312 - Hire Companies	9,000	0	9,000	9,000	0	9,000	0	0	9,000
433 - Marketing - Promotion & Familiarisation	8,000	0	8,000	8,000	0	8,000	0	0	8,000
800 - Other Expenditure	19,400	0	19,400	19,400	0	19,400	0	0	19,400
835 - Entertainment/Special Occasions	8,000	0	8,000	8,000	0	8,000	0	0	8,000
	50,000	0	50,000	50,000	0	50,000	0	0	50,000

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	3,000	0	3,000	3,000	0	3,000	0	0	3,000
433 - Marketing - Promotion & Familiarisation	27,000	0	27,000	27,000	0	27,000	0	0	27,000
	30,000	0	30,000	30,000	0	30,000	0	0	30,000

Item No: **8.2**

Subject: **MARKETING UPDATE**

Date: 2 June 2021

Written By: Jetty Road Mainstreet Coordinator

General Manager: Community 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

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 2020/21 Jetty Road Marketing Plan.

REPORT

Winter Magazine

The winter edition of the Jetty Road LOCAL Magazine has been distributed. This is the 5th edition of the Jetty Road LOCAL magazine and this edition had a print run of 30,000 copies. Traders who chose to take out a voucher space are already providing positive feedback that many vouchers have already been redeemed in the first week.

The magazine has been promoted on InDaily with a link directly to the online version of the magazine located on the Jetty Road website. This has been an effective method of promotion with the web page being the most visited page (aside from the homepage) for the past month, even though the magazine has only promoted since 13 May.

Jetty Road Blog

The monthly Jetty Road consumer newsletter was emailed to over 2,200 subscribers on Friday 30 April. This edition was based around Mother's Day and Glenelg.

Campaign Stats

	Jetty Road – this campaign	Jetty Road – average	Peers - average
Open rate	31.3%	30.3%	29.7%
Click Rate	1.2%	3.3%	5.6%
Unsubscribe	0.5%	0.8%	0.2%

Jetty Road Blog Subscription Drive

A competition was run across Jetty Road socials from 4 May - 18 May encouraging followers sign up to the Jetty Road monthly consumer blog. The prize on offer was a \$250 Jetty Road, Glenelg gift card. During this 2 week subscription drive 435 people subscribed to receive the consumer blog.

Jetty Road Tree Lighting

With the positive community feedback in regards to the Moseley Square fairy lights, the application to SA Power Networks has now been approved to install fairy lights on the 38 trees along Jetty Road. Updated quotes for installation are being sought with the aim to have the lights installed by the end of June 2021.

Jetty Road Street Banners

The Jetty Road street banners are due to be updated. With the privatisation of the running of the rail network, meetings have commenced with Torrens Connect. An application to terminate the tram at Brighton Road and shutting off the power along Jetty Road during the installation of the new banners has been submitted with proposed installation date to be late June/July 2021.

Social Media

The Jetty Road Glenelg, Social Media reporting for Facebook and Instagram are reflected for the period of 21 April to 20 May 2021.

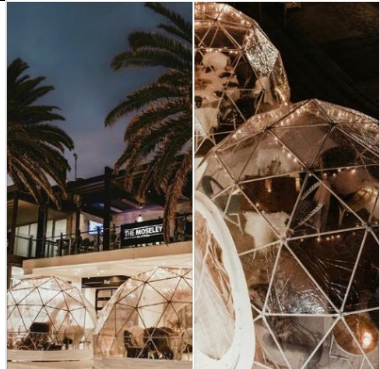
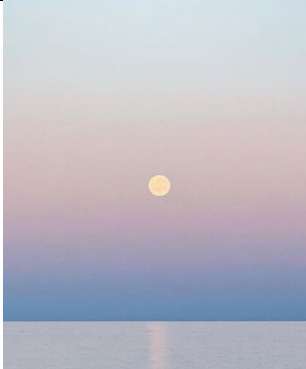

Facebook

	21 February – 20 March	21 March – 20 April	21 March – 20 April
Fans	28,648 ↑	29,428 ↑	29,459 ↑
Posts	17 ↓	31 ↑	30 ↓
Post engagement	1.17k ↓ Reactions 917 Comments 162 Shares 86	1.60k ↑ Reactions 1.36k Comments 161 Shares 112	1.29k ↓ Reactions 1.05k Comments 215 Shares 72

Best performing posts of community engagement through 21 April to 20 May 2021.

17 May 1.4k engagement	27 April 321 engagement	30 March 227 engagement
		

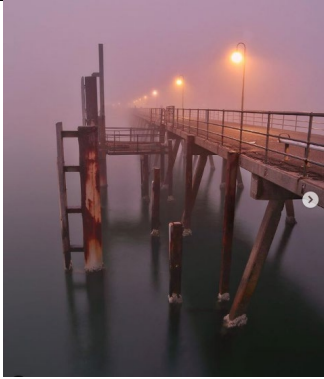

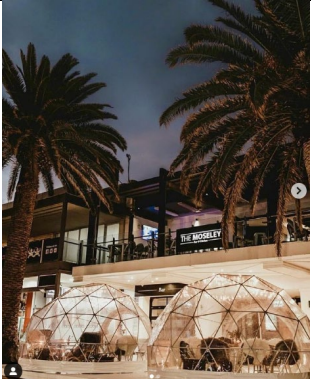
Best performing posts for reach through 21 April to 20 May 2021.

17 May 9.6k reached	27 April 3.5k reached	16 May 3.2k reached
		

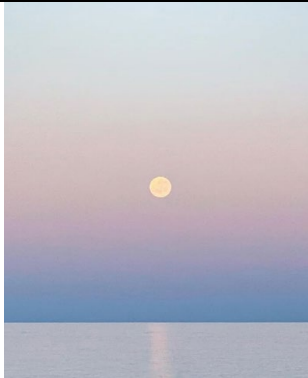
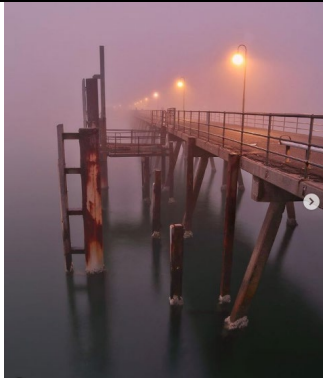

Instagram

	21 January – 20 February	21 March – 20 April	21 April – 20 May
Followers	18.2k↑	18.4k↑	18.5k↑
Posts	24↓	27↑	30↑
Interaction	10.1k↓	7.9k↓	7.4K↓
Reached	47.6k↑	23.5k↓	26.7k↑
Comments	1.6k↑	1.5k↓	191↓
Stories	362↓	346↓	318↓



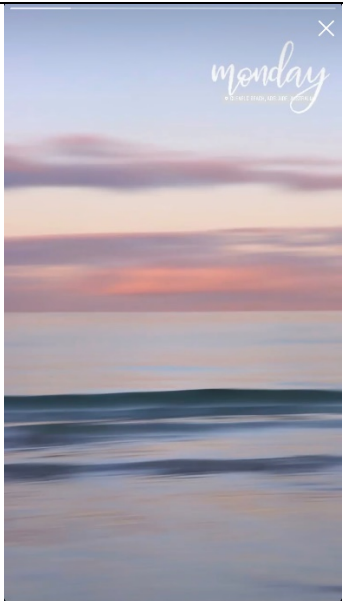
Best performing posts for community engagement through 21 April to 20 May 2021.

12 May – 1.1k engagement	27 April – 812 engagement	17 May - 499 engagement
 <p>Here's your chance to share your local photographs and win great prizes in our Winter in Glenelg photography competition!</p> <p>Enter one, or all, of the categories to be in with a chance to be one of three Jetty Road, Glenelg photography winners*.</p> <p>Enter as many times as you like with the brief being WINTER IN GLENELG.</p> <p>Upload your images from today onwards to Instagram, tag @jettyrdglenelg and the relevant category hashtag</p>	 <p>The Bay will be a perfect vantage point for the pink super moon tomorrow morning.</p> <p>The moon will rise shortly but tomorrow morning will be at its best and biggest as it touches down over the Bay at 7.43am.</p> <p>Why not head down to the Bay tomorrow, grab a coffee from one of the host of cafes open around 6.30am and watch the moonset ☺</p>	 <p>The Igloos are back this weekend!!!!</p> <p>Under construction as we speak the popular @moseleybk igloos will officially return this Friday to keep you warm and toasty in luxury throughout the winter.</p> <p>But if you want to secure a spot you will need to book well in advance.</p> <p>Head over to the Moseley website and book online. ❄❄❄</p>

Best performing posts for reach through 21 April to 20 May 2021.

27 April – 12k reach	12 May – 12.8k reach	9 May – 6.4k reach
 <p>The Bay will be a perfect vantage point for the pink super moon tomorrow morning.</p> <p>The moon will rise shortly but tomorrow morning will be at its best and biggest as it touches down over the Bay at 7.43am.</p> <p>Why not head down to the Bay tomorrow, grab a coffee from one of the host of cafes open around 6.30am and watch the moonset ☺</p>	 <p>Here's your chance to share your local photographs and win great prizes in our Winter in Glenelg photography competition!</p> <p>Enter one, or all, of the categories to be in with a chance to be one of three Jetty Road, Glenelg photography winners*.</p> <p>Enter as many times as you like with the brief being WINTER IN GLENELG.</p> <p>Upload your images from today onwards to Instagram, tag @jettyrdglenelg and the relevant category hashtag.</p>	 <p>Mum's ride free tonight on the Mix Adelaide giant wheel so head down and enjoy the best views in the Bay 🌃</p> <p>Happy Mother's Day from ... @mixadelaide @lumoenergysa @skylineferriswheel</p>

Best performing stories for reach through 21 April to 20 May 2021.

1.05k reached	1.02k reached	1.02k reached
		

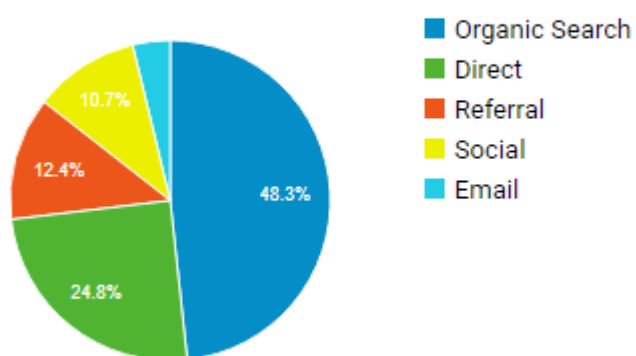
Website

Current website stats (21 April to 20 May 2021):

- 3.3k users
- 90% of users were new users
- 3.7k sessions
- 62% bounce rate

How users are getting to the website:

Top Channels



Page		Pageviews
1. /		1,660
2. /jetty-road-local		450
3. /about/subscribe		403
4. /whats-on/win		298
5. /stores-services/restaurants-cafes-bars		266
6. /stores-services/jetty-road-tattoo-studio		249
7. /directory/stores-services		197
8. /directory		190
9. /about		141
10. /visit/parking		130

BUDGET

The JRMCI have \$196,524 allocated towards implementing the 2020/21 marketing plan.

LIFE CYCLE COSTS

Not applicable.

Item No: **8.3**

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 2 June 2021

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

Trader Information Event

A trader information session has been rescheduled for Wednesday 23 June. This information session will be in the form of a Q&A where traders will be able to chat freely with a SAPOL representative.

Winter Activation

City of Holdfast Bay events team and the Jetty Road Development Coordinator are currently finalising the design elements of the Alpine Winter Festival, 25 June – 18 July 2021.

Council have established a license agreement with Momentarily Operations Pty Ltd to provide on the Glenelg Foreshore and Moseley Square:

- A premium festival that aligns to capturing the local residents, is family friendly for the 25-45 year old target market;
- A curated program of music and experiences to support day time and night time visitation, which draws from local musicians;
- Open-air ice rink;
- Jetty Light Walk that includes site specific design lighting and sound show to transform the Glenelg jetty;
- Festive Lights to transform and activate the Moseley Square and beyond;
- Festive Markets, curated to complement, rather than compete with existing traders; and
- Chow Town (fire & food precinct) with eight stall holders, with City of Holdfast Bay to assist with the curation to complement precinct traders. Initiated expressions of interest calling for food and beverage stalls from Jetty Road, Glenelg precinct traders, with reduced participation fee for traders.

BUDGET

The 2020/21 budget provides sufficient funds to deliver the above mentioned events

LIFE CYCLE COSTS

Not applicable

Item No: **8.4**

Subject: **JETTY ROAD, GLENELG SCRATCH AND WIN**

Date: 2 June 2021

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee have been discussing ways to stimulate economic activity during the quieter months of May and June.

A proposal was submitted to the JRMC for discussion in the February 2021 meeting with a Jetty Road Scratch and Win promotion being fully endorsed in the March 2021 meeting.

This Jetty Road precinct promotion will run for a four week duration from 24 May to June 21 2021.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this briefing

COMMUNITY PLAN

Placemaking: Creating lively and safe places
Economy: Supporting and growing local business
Economy: Boosting our visitor economy
Culture: Being financially accountable

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

Enhancing and promoting the Jetty Road precinct as a vibrant shopping, leisure and entrainment area with year round appeal to residents and visitors is at the forefront of this promotion and it is also aligned with the 2018-24 retail investment strategy.

- Furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.
- A consistent marketing and brand strategy for the Precinct.
- Initiatives required to operate the Precinct in accordance with the Council's Strategic Management Plans.

REPORT

The Jetty Road Glenelg Scratch and Win promotion has been created to support the 330 businesses within the Jetty Road precinct. The competition is aimed at attracting new visitors and encourage repeat visitation to the Jetty Road precinct to stimulate economic activity. It will also build a database that can be utilised to directly promote Jetty Road precinct businesses, events and activities.

The competition will run through precinct for four weeks from 24 May to 21 June 2021. Customers at participating businesses will required to spend a minimum of \$30 in one transaction, they will be presented with a scratch card where they will have the chance to instantly win prizes and then enter online via scanning a QR code to have the chance to win one of seven major prizes to the value of \$25,000. The prize pool included the Ultimate Jetty Road Experience which showcases what the precinct has to offer. Many businesses within precinct have donated items for both the instant wins and major prize draw.

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

There will be 50,000 scratch cards printed and if all cards are distributed throughout the promotion this means that the promotion as assisted in bringing a \$1.5 million spend into the precinct during the promotional period.

The four week Marketing Plan included;

- Nova radio campaign – 136 commercials and additional bonus spots
- Adelady social media campaign
- Jetty Road and associated partners social media channels
- Jetty Road website competition webpage and web banner
- Road Signage – 46x corflute pole wraps
- Posters and installed at participating businesses
- Bayside Village LED screen advertisement
- Brighton Sports Complex LED screen advertisement
- Glenelg and Brighton Libraries digital screens
- InDaily digital advertising

BUDGET

The competition budget has been set at \$53,200

LIFE CYCLE COSTS

Not Applicable