



Jetty Road Mainstreet Committee

NOTICE OF MEETING

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

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

Wednesday 2 March at 6.00pm

A stylized, handwritten signature in black ink, appearing to read "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. KAURNA ACKNOWLEDGEMENT

We acknowledge Kaurna 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 Kaurna People today.

3. APOLOGIES

3.1 Apologies received

3.2 Absent

4. DECLARATION OF INTEREST

If a Committee Member has an interest (within the terms of the Local Government Act 1999) in a matter before the Committee they are asked to disclose the interest to the Committee and provide full and accurate details of the relevant interest. Committee Members are reminded to declare their interest before each item.

5. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 2 February be taken as read and confirmed.

6. QUESTIONS BY MEMBERS

6.1 Without Notice

6.2 With Notice - Nil

7. MOTIONS ON NOTICE - Nil

8. PRESENTATIONS

8.1 Jetty Road Cleaning Schedule

Mr Bill Blyth, Manager Field Services, City of Holdfast Bay will provide an update on the Jetty Road cleaning schedule.

8.2 JPMC Governance Training

Ms Tracy Riddle, Lawyer, Kelliedy Jones, will run a workshop focused on Section 41 Committees, their role, and how this relates to broader Council decision making.

8.3 Jetty Road Marketing Workshop - Report

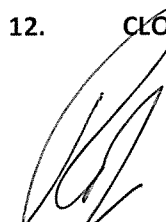
Ms Bec Tape, Account Director, Communicate, will present to the committee the findings of the January Marketing workshop and opportunities for projects in the new financial year.

9. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|----------------------------------|--------------------|
| 9.1 | Monthly Finance Report | (Report No: 51/22) |
| 9.2 | 2022/2023 Budget Recommendations | (Report No: 56/22) |
| 9.3 | Jetty Road Events Update | (Report No: 52/22) |
| 9.4 | Marketing Update | (Report No: 53/22) |

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 6 April 2022 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg.

12. CLOSURE

ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: 9.1

Subject: **MONTHLY FINANCE REPORT**

Date: 2 March 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee January 2022 variance report is presented for information of the members of the Jetty Road Mainstreet Committee.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

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 2021/22 Jetty Road Mainstreet budget is on track. Variances between YTD Budget and Actuals are due to timing differences and are not operationally significant.

Note that the Side Street Activation grant will be launched later in the month, with activations expected to take place during April. This timing is to minimise the risk of confusion among traders between this program and the Equinox festival.

The funds budgeted for COVID-19 related expenditure have been used to support the Tunes on Chapel activation, as an attractor to the precinct.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 31 January 2022

	Annual Budget	YTD Budget	YTD Actuals	Variance	2019/20 Actuals	2020/21 Actuals
Revenue						
General Rates Raised	598,480	598,480	598,469	(11)	578,076	584,449
Gift Card Income	-	-	2,935	2,935	-	2,690
Other Income	20,000	10,000	5,549	(4,451)	4,064	19,464
	618,480	608,480	606,953	(1,527)	582,140	606,603
Expenses						
Employee Costs	206,153	119,345	121,282	(1,937)	126,282	207,435
Sponsorships	26,500	26,483	24,500	1,983	5,764	-
Event Management	39,500	29,500	1,337	28,163	31,236	23,585
Retail Strategy Implementation	10,000	9,624	-	9,624	25,633	480
Christmas Decorations	10,000	10,000	10,000	-	20,417	-
Food & Drink	3,500	2,000	149	1,851	4,050	456
Directory Board	2,500	-	-	-	-	-
Donations	2,500	-	-	-	-	-
Lighting	18,850	18,850	19,251	(401)	-	41,618
COVID-19 Related Expenditure	20,000	12,000	13,315	(1,315)	-	-
Gift Card Expenditure	5,000	2,000	6,322	(4,322)	4,195	12,045
Other Expenditure	-	-	191	(191)	454	629
Unallocated credit card expenditure	-	-	187	(187)	-	-
					142,079	206,578
Marketing						
Social Media Management	36,000	21,000	23,627	(2,627)		
Signage	24,079	14,000	13,852	148		
Public Relations	37,740	15,000	7,524	7,476		
Publications	60,000	40,000	39,490	510		
Advertising	15,600	8,000	424	7,576		
Promotions	43,750	15,000	6,456	8,544		
Marketing Contingency	31,380	10,000	6,600	3,400		
Events and Activations						
Pro Hustle Basketball	15,000	-	-	-		
Side Street Activation Grant	15,000	5,000	-	5,000		
Co-funded Events						
Winter Activation	40,000	20,000	20,532	(532)	66,389	43,268
Tour Down Under Street Party		-	-	-	42,527	-
Spring Street Party	30,000	30,000	30,000	-	30,931	-
Seafood Festival	50,000	-	-	-	-	-
March Activation	40,000	-	-	-	-	-
Christmas Pageant					20,000	-
Gin Festival					23,209	-
	783,052	407,802	345,039	62,763	543,166	536,094
Net Profit/(Loss)*	(164,572)	200,678	261,914	61,236	38,974	70,509

*Annual Budget includes carry forward amount from 2020/21 of \$164,572

INCOME & EXPENDITURE STATEMENT 31 January 2022

		Project inclusion	Annual Budget	YTD Budget	YTD Actuals	Variance
Expenses						
Marketing						
Social Media Management	Social Media Management		36,000	21,000	23,627	(2,627)
Signage	Tram Wrap		24,079	14,000	13,852	148
	SA Style Mag, CityMag, Blogs and Consumer News, be Local					
Public Relations	Campaign, photoshoot, influencers, Winter Warmers Digital		37,740	15,000	7,524	7,476
Publications	JR LOCAL Magazine		60,000	40,000	39,490	510
Advertising	Social Media advertsing, Website, Google Adwords, YouTube advertisin		15,600	8,000	424	7,576
Promotions	Shopping campaigns		43,750	15,000	6,456	8,544
Marketing Contingency	Marketing contingency		31,380	10,000	6,600	3,400
			248,549	123,000	97,973	25,027

*Annual Budget includes carry forward amount from 2020/21 of \$164,572

Item No: 9.2

Subject: **2022/2023 BUDGET RECOMMENDATIONS**

Date: 2 March 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee (JRMCC) will consider the draft budget focused on high level expenditure groups, which has been prepared based on a Differential Separate Rate (levy) increase, to determine the change to be applied to the levy for 2022-23. A further workshop with the Committee will be held to further refine project allocation prior to the commencement of the 2022-2023 financial year.

RECOMMENDATION

That the Jetty Road Mainstreet Committee endorse:

- 1. The draft 2022/23 Budget and levy for Council consideration as part of the annual budget process as tabled at the meeting.**
 - 2. That the increase applied to the Differential Separate Rate for Jetty Road, Glenelg is to be consistent with the increase to be applied to General Rates**
-

STRATEGIC PLAN

Innovation: entrepreneurialism
Sustainability: resilience in our economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Mainstreet Committee (JRMCC) held a workshop on 31 January 2022 facilitated by Communicate et al. This workshop was to determine key focus areas and opportunities for the JRMCC for the 2022/23 marketing program. A recap presentation of this workshop will be provided to the committee at the beginning of the 2 March 2022, committee meeting. The findings from this presentation will be discussed at a future workshop and projects determined to achieve the JRMCC objectives for the precinct in line with the presented budget.

REPORT

A draft budget focused on high level expenditure groups has been prepared based on a Differential Separate Rate (levy) increase of 2.6% which is the forecast LGPI at the time of writing this report. Once agreed by the committee, the proposed budget increase will be submitted to Council for endorsement. As endorsed for previous financial years, the increase to the levy for 2022-2023 should be consistent with the increase applied to General Rates. The increase presented in this draft budget may be subject to change through the Council budget process, if this occurs the JRMCC budget will be updated accordingly.

This draft budget has been prepared as a high level grouping of expenditure areas including, salaries, marketing, events and sponsorship. The draft budget is subject to further refinement as a part of a development of the 2022/23 Annual Business Plan for JRMCC which will further define specific projects.

The draft budget will be tabled at the meeting.

BUDGET

2022/23 Draft Budget.

LIFE CYCLE COSTS

Not applicable

Item No: 9.3

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 2 March 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and 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.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

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 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

Equinox Festival (Co-funded event: \$100,000 COHB, \$40,000 JRMC – total event cost \$140,000)

Dates: 18-20 March 2022

As a result of the difficult decision by concert organisers to cancel the Castaway Beach Concert, the Equinox Festival will be consolidated into a two day event to ensure the best outcome for the traders and Jetty Road precinct.

The Equinox Festival will commence on Friday 18 March with foreshore and laneway/side street activations through to Saturday 19 March with a full Jetty Road street party. Those traders that activate side streets and Moseley Square will also be provided the opportunity to trade in these spaces until 7.30pm Sunday evening if they wish. Sunset Markets will continue as planned on Sunday 20 March.

Feedback received from some traders about the impact of a 3-day road closure on their business was taken into consideration when making this decision.

The Saturday Street Party will include:

- Brewers Market
- Business activations until 11pm
- Music and fashion parade in Chapel Plaza
- Full kids zone and other family activities

At the time of writing this report, 13 Traders had signed up to be part of the event.

The Events team will work closely with the Jetty Road Development team and local businesses to develop pop ups and activations that will stimulate economic activity in the precinct and promote vibrancy.

The details of the event will be refined in response to prevailing COVID conditions, with consultation and subject to SA Health approval.

Glenelg Sunset Markets (Sponsored Event)

The 2021/22 Glenelg Sunset Markets is a series of five (5) markets held from November 2021 – March 2022. Three events have been held so far being 28 November 2021 in Colley Reserve and 12 December and 13 February on the foreshore. With varying weather conditions, all 3 events have been well attended.

The Sunset Market scheduled to run on 20 March will still go ahead as planned. This has not been impacted by the alteration to the Equinox Festival format.

Chapel Plaza Activation – Tunes on Chapel

Tunes on Chapel will be held 4 Sundays over February and March 2022 (20 & 27 February and 6 & 13 March) from 2-5pm in Chapel Plaza. The activations will partner with Sound Caravan and activate the new developed Chapel Plaza through the Fringe. The events are registered as Fringe events and promoted through the digital Fringe guide.

At the time of writing this report, the first Tunes on Chapel was held on Sunday 20 February 2022 with Rob Edwards as the live act playing two sets with a DJ playing between and new local Jetty Road business, Camel & Fig as the stall. The event was well received with people of all ages

stopping to relax in Chapel Plaza and enjoy the space. Having this activation in Chapel Plaza brought people up the street and continued the atmosphere from Moseley Square.

Rob Edwards will be returning on 6 March and with Circobats on 13 March.

Pro Hustle 3x3 Basketball (Co-funded event: \$15,000 JRM, \$15,000 City of Holdfast Bay, \$15,000 being sought from the South Australian Tourism Commission and sponsors)

Date: Saturday 2 or Sunday 3 April 2022 date TBA

Expected attendance: 10,000

3x3 Basketball is a three a side basketball format played with a single backboard in a half-court set up. Long played in streets and gyms across the world, 3x3 basketball debuted as an Olympic sport at the 2020 Tokyo games and claims to be the largest urban team sport in the world. In Australia, NBL 3x3 hustle is delivered via a partnership between Basketball Australia and the National Basketball League (NBL). A series of elite tournaments called Pro Hustles are hosted in iconic locations around the country each year.

The event will be held on a specially-constructed court right on the beach which is such a unique setting and point of difference. Administration and Jetty Road Development team are currently working with the NBL regarding event logistics and attracting potential sponsorship. The event will be scaled depending on the level of sponsorship received including such elements as live streaming.

The details of the event will be refined in response to prevailing COVID conditions, with consultation and subject to SA Health approval.

Seafood Festival (Co-funded event: \$50,000 COHB, \$50,000 JRM – Total event cost \$100,000)

Date: May 2022 date TBA

Expected attendance: 30,000

More information to be provided closer to the event.

Summer/Autumn Events in and around the precinct 2021/22

- Glenelg Sunset Markets – scheduled to be held on 6 & 13 March 2022.
- Mix 102.3 Giant Wheel until 8 May 2022.
- Foreshore Fridays – live music every second Friday 6-7:30pm from November-March.
- Carl Cox and Eric Powell's Mobile Disco – NEW DATE Sunday 17 April 2022 (Easter Sunday) on Jimmy Melrose Park. 3000 people expected.
- By the C featuring Jimmy Barnes – 19 March 2022
- SummerSalt featuring the Teskey Brothers – 20 March 2022
- Boheme on the Beach – 26 March 2022, Opera to be held on the beach including the Australian Symphony Orchestra.
- Anzac Day – 25 April 2022. Details of commemoration subject to prevailing COVID requirements.

The above schedule is subject to change dependent on COVID conditions.

BUDGET

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

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

Item No: 9.4

Subject: **MARKETING UPDATE**

Date: 2 March 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

SUMMARY

The report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee 2021 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.

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 in alignment with the 2021/22 Marketing Plan.

REPORT

Consumer News


A Jetty Road consumer newsletter was sent on 10 February to 6,855 subscribers, an increase of 93 subscribers (1.4%) since the December edition. The February newsletter featured Tunes on Chapel, Treat Yourself to some 'Me' Time, Valentine's Day and a 'What's On' segment.

This Electronic Direct Mail (EDM) had a 31.5% open rate with 2,097 opens and 130 total clicks.

The industry average open rate for precinct Mailchimp campaigns is 17.38% therefore both these campaigns exceeded the industry benchmark.

CityMag – Feature Article


Aligned with the Jetty Road Marketing Plan, a CityMag Magazine production that went to print on 9 February 2022 included a Jetty Road, Glenelg feature article focusing some of the hidden secrets of Jetty Road, Tunes on Chapel and the beach concerts. A focus on destination publicity of the precinct, targeting day-trippers and tailoring this advertising for this editorial to a specific audience CityMag attracts. 20,000 copies were printed and distributed to 500+ points inclusive of art galleries, museums, coffee shops, pubs, cafes, clothing boutiques, businesses (incl Govt, MPs and banks) and gift shops located in the CBD and surrounds. Copies of the magazine were also dropped at UniSA, Flinders Uni and Adelaide University campuses.




View by night

Song of the seaside

Glenelg's epic sunsets, crystal clear water and relaxed community atmosphere will have you putting this seaside paradise on repeat.



Chapel Road – bringing related events Chapel Place for Tunes on Chapel



Hills in for a sunset up at the Moody beach Club

Jetty Road, Glenelg is the place to be all year round. Especially in summer and early autumn when sun-kissed days slide into balmy nights.

Visitors and locals love strolling in the salt-tinged air, stopping for coffee or brunch, and exploring the diverse mix of shops on the iconic strip.

It is an experience that elevates even a simple stop for fresh produce into something special.

The precinct also offers local fun for the whole family – and in the coming months, there will be plenty to keep the young and the young at heart entertained.

For starters there is the newly developed Chapel Place.

Geographically, it is at the heart of Jetty Road – exactly halfway between Brighton Road and the soft, golden sands of the beach, give or take a few metres.

Con Maio, the Chair of Jetty Road Mainstreet Committee, is excited by the fresh, outdoor space. "It's the start of something fantastic," he says.

"Most tourists tend to gravitate to the beach and. They don't venture down enough to see the other stories and the offerings further down the street."

That will certainly change in late February when Chapel Place hosts Sunday music sessions, Tunes on Chapel.

Among the public art, trees and new seating, the irresistible sounds will call. Chilled tunes plus family-friendly activities are intended to entice people to dip in and out of the space between shopping and dining on Jetty Road.

To be held over four Sunday afternoons during Fringe, Tunes on Chapel brings an authentic offering to the new plaza. The final weekend is themed for kids with Croydon Community Circus hosting a "come and try".

This laidback approach is a good fit for the precinct's retailers and service providers and their

personal customer service.

"It's a family atmosphere down here. With the traders, everyone knows everyone, and everyone's friendly," says Con.

Maisha Robertson of the recently opened Camel & Pig undertakes the ethos.

"We didn't want people to just shop, we wanted people to have a bit more of an experience."

"By adding books and coffee, you're more inclined to take more time in the space, rather than just come in and come out. It changes the transaction."

Maisha's storefront is on nearby Cooper Street, a stone's throw from the Sunset Cinema, Glenelg. While she mainly sells plants and flowers, it is an eclectic and less obvious product mix for a beachside location. So too is her dicer which features wallpaper with old style botanical specimens.

"We've had down to those natural, earthy colours and it perfectly encapsulated the look that we wanted for the store and the new energy that we wanted to bring down to Glenelg."

"I've lived near Glenelg my whole life," continues Maisha. "We understand the local community and saw that we could provide a different space."

George Jamieson of ModPod chose to open a third Adelaide clinic on Jetty Road because of the foot traffic that comes with being alongside an eclectic mix of small businesses and restaurants.

"ModPod has worked on other high streets – on King William Road and The Parade."

"We were looking at a beachside location and really felt like Jetty Road captured everything we needed."

George's client demographics reflects the wide appeal of the street and its value as a local shopping area.

"We attract ages anywhere between thirties to retirees," she says.

"It's people who are looking to maintain their foot health in a hygienic and clean way – with absolutely, definitely pampering at the end!"

She thinks the concerts planned for the area in

March are fabulous.

"In the current climate, anything that can get us out and about and enjoying life in the local area is wonderful."

Tunes on Chapel is just the beginning. The sands of Glenelg beach will be the local stop of three much anticipated, touring music festivals: Castaway, By The Camp SummerGala.

SummerGala will bring The Teskey Brothers, Xavier Rudd, Kenny Chambers and others to the beach for this family-friendly event with its own kid zone.

By The Camp promises a good time with music that every Aussie over thirty does – or should – know the lyrics to. Headliner Jimmy Barnes will be joined by Vanessa Amorosi, Mondo Rock and other legends.

There will be no lying on the sand when Castaway hits the beach with PINK! What So Not, Wale and other acclaimed acts.

Over the same weekend, Jetty Road will be brought to life with the Glenelg Equinox Festival, a 3-day street party making Glenelg a must-visit hub of dining, music, fashion and entertainment.

For those looking for a base from which to explore Jetty Road, the Glenelg Grand has a Weekend Grand Retreat package from \$295 for two people.


This includes breakfast, a seafood tower in the Promenade Restaurant and a complementary cocktail each in the Horizons Cocktail Lounge, parking and late checkout.

However, we all know the views from the rooms are the real crowd pleaser for guests. Even the pool offers up something special.


The corner factory where it is located delivers a panorama of Mosley Square, Jetty Road and the beach. (Although the joyful rotations of the Ferris wheel will limit the view of the main stage on concert days.)

With so much on, plus fabulous shopping and dining every day, Jetty Road is proof that living local is living large.


The seaside is calling... See you soon at Glenelg!



Bob Edwards will be the kick-off of the first weekend of Tunes on Chapel



Maisha Robertson



Tunes on Chapel (particular, your lot)

JETTY ROAD GLENELG

Relax like a local...

→ Tunes on Chapel
Sundays during Fringe
2-5pm

Head outside for retail therapy at Glenelg Sunset Markets...

→ Sunday 20 February
8 March & 20 March

Party in the street...

→ Equinox festival
Friday 18 – Sunday 20 March


Get your touring festival fix...

→ Castaway – Friday 18 March
By The Camp – Saturday 19 March
SummerGala – Sunday 20 March

Swoon over State Opera's performance of an epic love story...

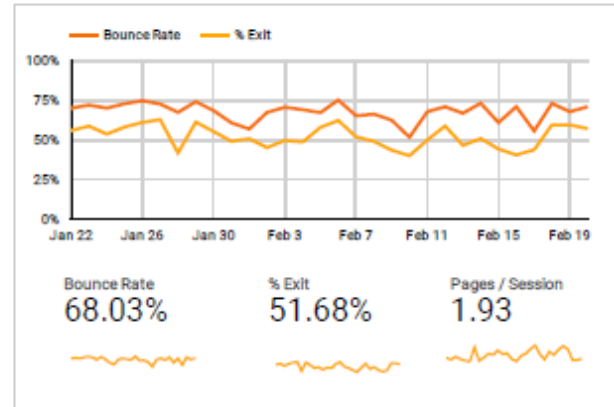
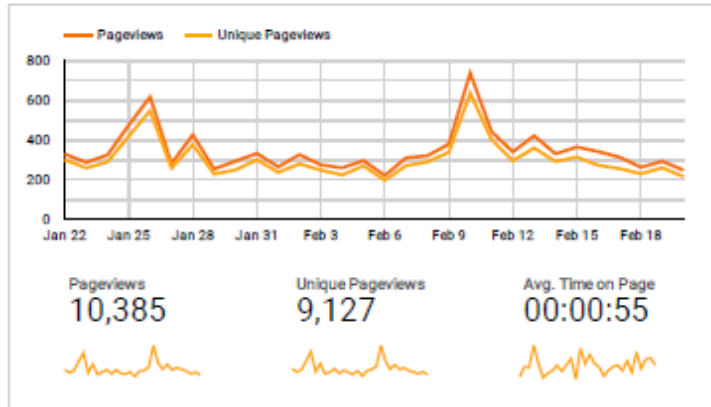
→ Bohème on the Beach
Saturday 20 March

Scan for more info

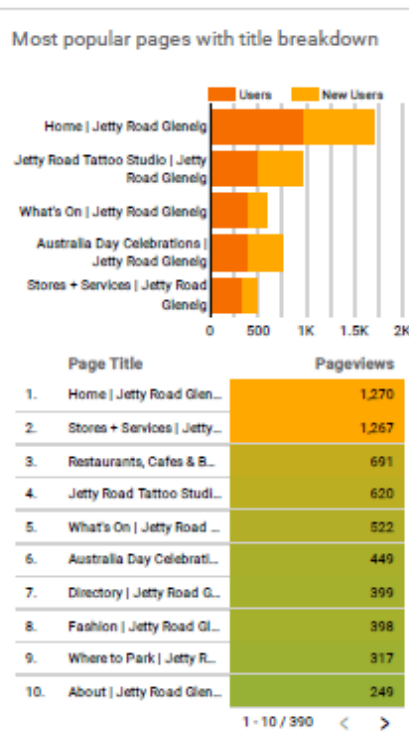
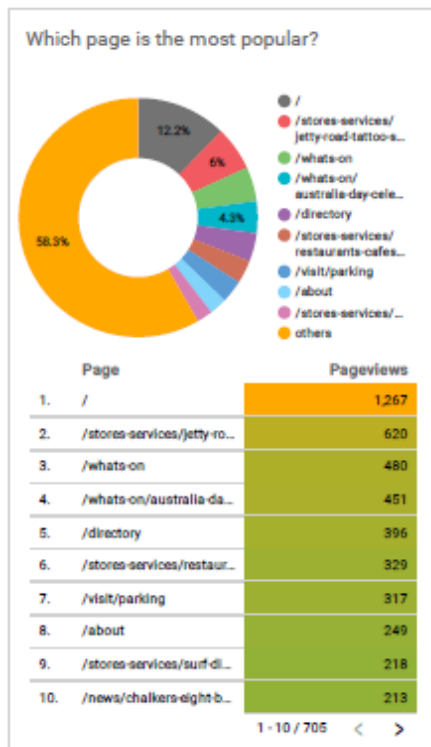


Jetty Road Website - 21 November 2021 – 20 January 2022

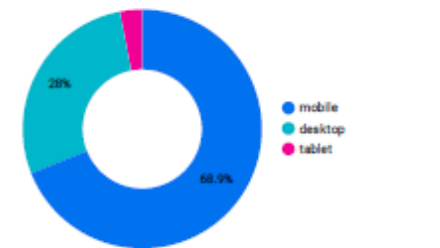
Overview of your user behaviors



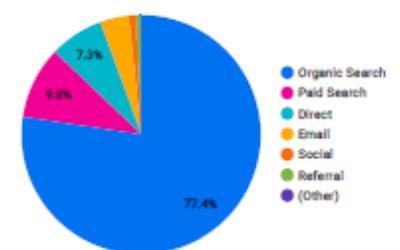
What do users see when they are in your website?



Device Type



Website Traffic Source



When considering website metrics, the benchmark is to keep bounce rates below 70% and average session duration for a directory style site should be 1minute – 1minute 30 seconds. The Jetty Road website is currently performing well against these benchmarks.

Social Media

The Jetty Road Glenelg, Social Media reporting for Facebook and Instagram are reflected for the period of 21 January 2022 to 20 February 2022.


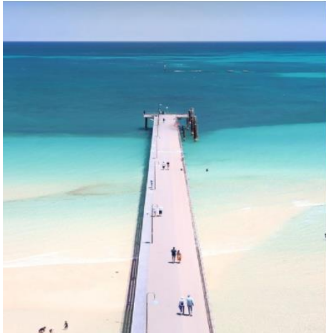

Social media schedule includes: 1 post per platform per day, at least 3 Instagram stories per day and 1 reel a fortnight.

Facebook – 21 January 2021 – 20 February 2022



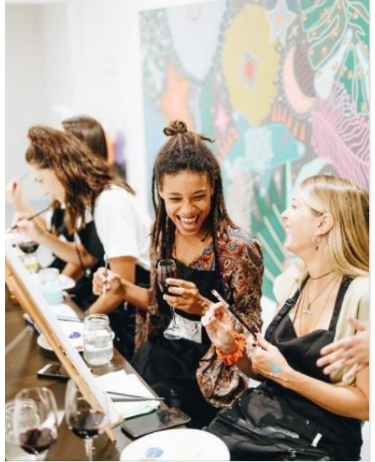
Reached 25k

	21 Oct – 19 Nov	20 Dec 21 – 20 Jan 22	21 Jan – 20 Feb
Page Followers	28,990 ↓	31,024 ↑	31,033 ↑
Posts	28 ↑	31 ↑	25 ↓
Post engagement	Reactions 1.6k ↑ Comments 485 ↓ Shares 101 ↑	Reactions 1.6k Comments 230 ↓ Shares 94 ↓	Reactions 1.4k ↓ Comments 178 ↓ Shares 58 ↓

Most engaging posts 21 January 2022 to 20 February 2022.

1 February 534 engagement Trader Post	3 February 516 engagement Destination Post	25 January 307 engagement Hindmarsh Lane
<p>Happy 10th Birthday Cardone's Glenelg 🎉🍰</p> <p>This award winning restaurant in the heart of Jetty road have celebrated...</p> <p>★ Consistently ranked number 1 restaurant in Glenelg, South Australia, on TripAdvisor since 2012... See more</p> 	<p>THIS is what we came for! 🌊</p> <p>@jase_hickson</p> 	<p>Sneak peek 🤫</p> <p>The finishing touches are being made to Glenelg's latest art installation. A series of nine colourful petals now adorn the pergola in Hindmarsh Lane, which are positioned to transmit and reflect light on the surrounding walls and pavers... See more</p> 




Posts with greatest reach 21 January 2022 to 20 February 2022.

3 February 5.5k reached Destination Post	31 January 5.5k reached Moseley Beach Club	January 28 5.2k reached Pinot & Picasso
<p>THIS is what we came for! 🌊 📸 @jase_hickson</p> 	<p>Life's better at the beach! The Moseley Beach Club 🌊 Join us for a summer full of fresh food, cocktails, events, live music and entertainment Secure a day bed, sun lounge or booth. Bookings are essential especially if you're thinking of heading to the bay this Valentine's Day! 💙</p> 	<p>1 week until OPEN DAY ~ Pinot & Picasso Glenelg 🎨 We are absolutely thrilled to welcome Pinot and Picasso to Glenelg! Opening on the 4th of February in Moseley Square! Will we see you there?</p> 




Instagram

	21 Oct – 19 Nov	21 Dec 21 – 20 Jan 22	21 Jan – 20 Feb
Followers	19.3k ↑	19.5k ↑	19.6k ↑
Posts	23 ↓	28 ↑	25 ↓
Interaction	6.5k ↑	6.3k ↓	5.2k ↓
Reached	44k ↑	31.2k ↓	26.2k ↓
Comments	165 ↓	144 ↓	116 ↓
Stories	342 ↑	301 ↓	317 ↑

Most engaging posts 21 January 2022 – 20 February 2022. These posts also have the highest reach for the same period.

13 February- 758 Interaction 10.2k Reach Destination Post	18 February – 650 Interaction 7.5k Reach Mix 102.3 Giant Wheel	3 February– 662 Interaction 6.5k Reach Destination Post
 <p>Lots of summer weather on the forecast. How are you enjoying today? * 🐾 🌊</p>	 <p>A local pelican enjoying the sunset. Will we see you this weekend? Between the shops and bars and cafes, the @moseleybeachclub, the @mixadelaide Giant Wheel, @glenelgsunsetmarkets and the inaugural Tunes on Chapel on Sunday there's plenty to do in the Bay this weekend *</p>	 <p>THIS is what we came for! * @jase_hickson</p>

Stories with greatest reach through 21 December 2021 to 20 January 2022.

1.4k reached	1.3k reached	1.3k reached
		

BUDGET

The JRMC has \$248,549 allocated towards implementing the 2021/22 Marketing Plan, of which \$97,973 has been expended as at 31 January 2022.

LIFE CYCLE COSTS

Not applicable