

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 November 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 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 5 October 2022 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

Nil

9. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|-------------------------------|---------------------|
| 9.1 | Monthly Finance Report | (Report No: 440/22) |
| 9.2 | Marketing Update | (Report No: 441/22) |
| 9.3 | Winter Wonderland 2022 Update | (Report No: 442/22) |
| 9.4 | Event Season 2021/22 | (Report No: 443/22) |
| 9.5 | Jetty Road Events Update | (Report No: 444/22) |

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 7 December 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 November 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 30 September 2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee notes 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 Jetty Road Mainstreet financial year 2022/23 income and expenditure statement is presented for information.

Refer Attachment 1

The 2022/23 Jetty Road Mainstreet budget for September has been delivered on track.

Further information on the current variances:

Other expenditure

This Budget line includes Credit Card expenditure that is yet to be allocated. Through the finance processes this will be allocated to the relevant expense line.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

Attachment 1



INCOME & EXPENDITURE STATEMENT 30 September 2022

	Annual Budget	YTD Budget	YTD Actuals	Variance	2020/21 Actuals	2021/22 Actuals
Revenue						
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	2,000	1,768	(232)	19,464	14,469
	637,630	619,630	619,397	(233)	606,603	617,523
Expenses						
Employee Costs	211,984	48,120	43,018	5,102	207,435	216,716
Sponsorships	34,500	-	-	-	-	25,030
Event Management	54,909	12,000	11,694	306	23,585	3,778
Retail Strategy Implementation	15,000	-	-	-	480	-
Christmas Decorations	-	-	-	-	-	10,000
Food & Drink	2,500	146	-	146	456	292
Directory Board	1,000	-	-	-	-	655
Donations	500	-	-	-	-	-
Lighting	-	-	-	-	41,618	19,363
COVID-19 Related Expenditure	-	-	-	-	-	22,125
Gift Card Expenditure	2,156	540	3,586	(3,046)	12,045	9,756
Other Expenditure	-	-	3,956	(3,956)	629	747
Professional Services	37,500	9,375	6,000	3,375		39,697
Marketing					206,578	
Signage	50,000	4,000	3,742	258		22,975
Public Relations	39,740	3,740	3,779	(39)		27,082
Publications	60,000	15,000	-	15,000		70,995
Advertising	15,000	3,750	-	3,750		10,176
Promotions	43,750	-	-	-		67,741
Marketing Contingency	22,000	4,840	3,260	1,580		22,754
Events and Activations						
Pro Hustle Basketball	-	-	-	-		15,000
Co-funded Events						
Winter Activation	40,000	40,000	35,287	4,713	43,268	44,304
Summer Activation	50,000	-	-	-	-	-
Spring Street Party	50,000	-	-	-	-	30,000
Seafood Festival	-	-	-	-	-	-
March Activation	-	-	-	-	-	30,000
	730,539	141,511	114,322	27,189	536,094	689,186
Net Profit/(Loss)*	(92,909)	478,119	505,075	26,956	70,509	(71,663)

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

INCOME & EXPENDITURE STATEMENT 30 September 2022

		Annual Budget	YTD Budget	YTD Actuals	Variance	2020/21 Actuals	2021/22 Actuals
Expenses							
Marketing						206,578	
Signage	Tram Wrap	50,000	4,000	3,742	258		22,975
	SA Style Mag, CityMag, Blogs and Consumer News, be Local Campaign, photoshoot, influencers, Winter Warmers Digital	39,740	3,740	3,779	(39)		27,082
Public Relations	JR LOCAL Magazine	60,000	15,000	-	15,000		70,995
	Social Media advertsing, Website, Google Adwords, YouTube advertising	15,000	3,750	-	3,750		10,176
Advertising	Shopping campaigns including						
Promotions	Spend + Win	43,750	-	-	-		67,741
Marketing Contingency	Marketing contingency	22,000	4,840	3,260	1,580		22,754
		230,490	31,330	10,781	20,549	206,578	221,723

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

Item No: 9.2

Subject: **MARKETING UPDATE**

Date: 2 November 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2022/23 Marketing Plan and initiatives associated to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee:

- 1. Notes this report and;**
 - 2. Endorse the Jetty Road, Glenelg Social Media Strategy**
-

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 2022/23 Marketing Plan.

REPORT

Consumer News

The monthly Jetty Road consumer newsletter was emailed to over 7,440 subscribers on Tuesday 25 October. The edition focused on Sea to Shore, Halloween, Christmas Pageant / Summer of Events

- 30% open rate with 2,224 opens and 149 total clicks.

Sea to Shore Glenelg Seafood Festival and Jetty Road LOCAL Magazine received the most clicks through to the Jetty Road website.

Trader News

- **Wednesday 12 October (re-sent 13 October) – 427 recipients – 53.4% open rate**
Policing update, Sea to Shore Social Media
- **Monday 24 October – 425 recipients – 44% open rate**
Black Friday, Sea to Shore, Summer of events

CityMag – E-Newsletter and Website

A Jetty Road Feature, 'It's Staycation time in Glenelg', was distributed via the CityMag EDM and featured on their website 5 October 2022. The feature focused on encouraging people to take time out and stay in Glenelg, highlighting dining, shopping, leisure and the line-up of summer events.

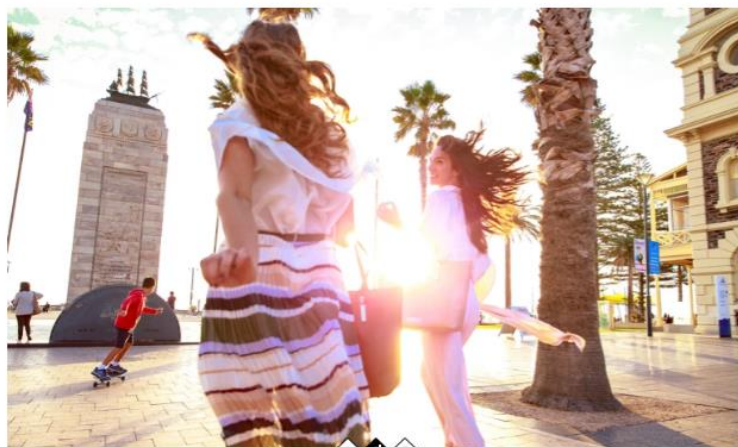
OCTOBER 5, 2022

HABITS

- PARTNERSHIP

It's staycation time in Glenelg

Stay seaside for glorious sunsets and lazy beach days as the weather warms up and the days get longer.



As a concentrated dose of happiness, staycations are the perfect way to break up your year and enjoy a quick getaway, and there are few better places to stay locally than Glenelg.

Images: Kyle McLean

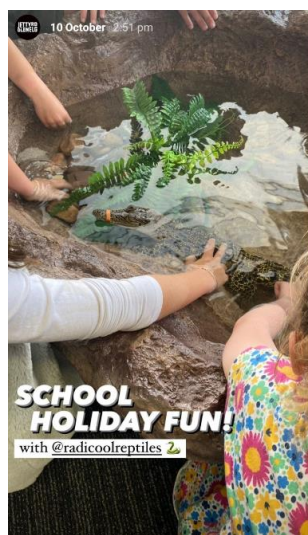
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This article was produced in collaboration with Jetty Road, Glenelg.

Radicool Reptiles

Radicool Reptiles was held Monday 10 and Tuesday 12 October 2022. Six sessions were held over the two days with 25 children per session. All sessions sold out with a waiting list of 32 tickets (from 16 individuals). The events saw 355 people visit over the two days as each child was accompanied by at least 1 adult and often a younger sibling. This program was delivered in consultation with the History and Exhibitions team with support from the Bay Discovery Centre Volunteers.

A review of the program will be undertaken with opportunities to strengthen the offering taken into consideration for future activations. It has been highlighted that having sessions that cater to an older age group would be well received.

Jetty Road's contribution to the activation was \$660



In addition to the Radicool Reptiles activation the Bay Discovery Centre experienced strong visitation through the school holidays:

- Rotary Youth Photography Exhibition
 - 1727 visitors
- Bay Discovery Centres
 - 5757 people visited the Visitor Information Outlet, Museum and Gallery in the school holidays from 1-16 October 2022.

Jetty Road LOCAL Magazine – Summer Edition

The Jetty Road LOCAL Summer edition was distributed Tuesday 25 October 2022. In addition to the letter box drop, additional copies was distributed to West Beach and Marion Caravan Parks. Copies have also been provided to authors engaged for Once Upon a Festival being held by Immanuel College.

A dedicated website and digital campaign will run for the launch of the magazine. Additionally, all stories will be uploaded to the Jetty Road website as individual blogs are shared weekly through social media from mid-November.



Jetty Road Website – 21 September 2022 – 20 October 2022

- Website visitation is up by 4k page views due to lead generation campaigns for Sea to Shore and Radicool Reptiles.
- Chalkers and Jetty Road Tattoo Studio remain popular which may be due to neither businesses having a strong website presence of their own.
- Acquisition from social media has seen an increase to 11.9% from 2.2% in September:
 - Facebook accounts for 86% and Instagram 13%
 - Key drivers: Sea to Shore, Radicool Reptiles, What's on and Top Trends for Summer Blog.

The Jetty Road website report has been provided as an attachment to this report.

Refer Attachment 1

Social Media

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 September 2022 to 20 October 2022.




Social media schedule includes:

- 1 post per platform per day;
- at least 7 Instagram stories per day; and
- at least 1 reel a fortnight.

Facebook – 21 September 2022 to 20 October 2022

	21 July – 20 August	21 August – 20 September	21 September – 20 October
Page Followers	29,376 ↑	29,564 ↑	29,638 ↑
Posts	24 ↓	25 ↑	26 ↑
Post engagement			
Reactions	3.1k ↑	770 ↓	466 ↓
Comments	1.1k ↑	292 ↓	53 ↓
Shares	168 ↑	45 ↓	29 ↓
Reach	N/A	N/A	38.2K

Posts with greatest reach 21 September 2022 to 20 October 2022

		
4 October 2022 Radicoool Reptiles 6.5K Reach 70 Reactions 13 Comments 4 Shares	15 October 2022 Destination Photo 5.8K Reach 124 Reactions 14 Comments 5 Shares	22 September 2022 Public Holiday Update 3.1K Reach 54 Reactions 3 Comments 2 Shares

Instagram - 21 September 2022 to 20 October 2022

	21 July – 20 August 2022	21 August – 20 September 2022	21 September – 20 October 2022
Followers	20,020 ↑	19,978 ↓	19,974
Posts	24 ↓	27 ↑	24 ↓
Reels	3	3	3
Stories	280 ↑	243 ↓	203 ↓
Interaction	4.14k ↓	3.54k ↓	2.55k ↓
Reached	19.7k ↓	17.7k ↓	17.8k ↑

Posts with greatest reach 21 September 2022 – 20 October 2022.

		
<p>27 September 2022 Sea to Shore Announcement 7.3K Reach 150 Reactions 16 Comments</p>	<p>8 October 2022 Sea to Shore 3.6K Reach 72 Reactions 1 Comment</p>	<p>13 October 2022 Gelatissimo Glenelg 3.2K Reach 137 Reactions 7 Comments</p>

BUDGET

The JRMC allocated \$230,490 towards implementing the 2022/23 Marketing Plan, of which \$10,781 has been expended as at 30 September 2022.

LIFE CYCLE COSTS

Not applicable

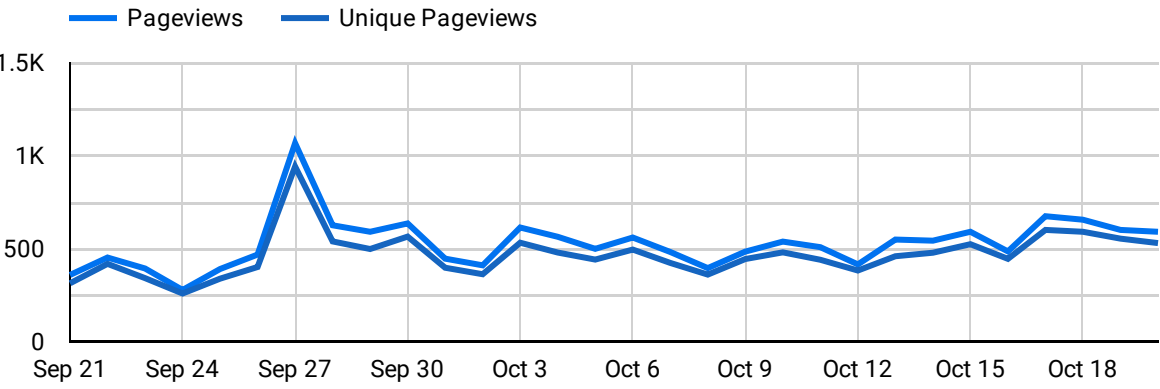
Attachment 1



Overview

Sep 21, 2022 - Oct 20, 2022

Overview of your customers behaviors



Pageviews

15,836

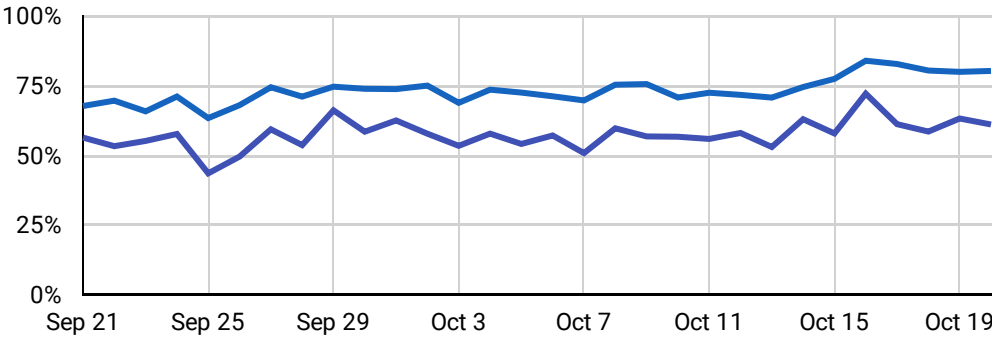
Unique Pageviews

14,001

Avg. Time on Page

00:01:12

Bounce Rate % Exit



Bounce Rate

74.09%

% Exit

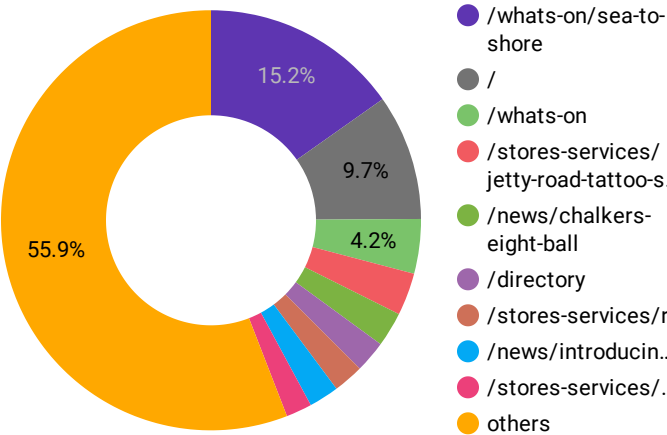
57.68%

Pages / Session

1.73

What do customer see when they are in your website?

Which page is the most popular?

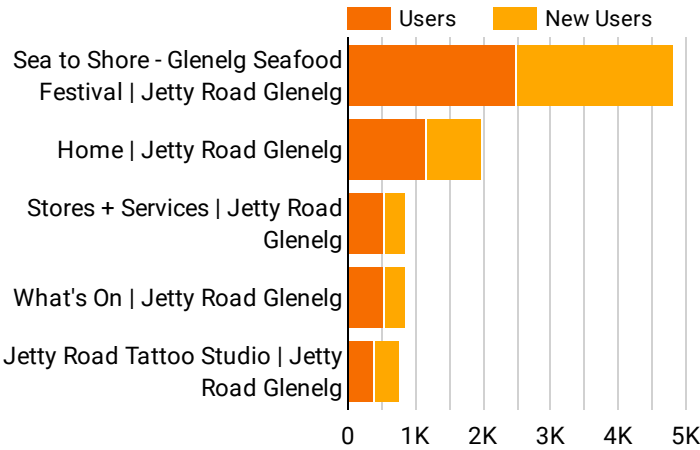


Page	Pageviews
1. /whats-on/sea-to-shore	2,410
2. /	1,533
3. /whats-on	665
4. /stores-services/jetty-ro...	518
5. /news/chalkers-eight-b...	423
6. /directory	385
7. /stores-services/restaur...	370
8. /news/introducing-jetty...	366
9. /stores-services/fashion	315
10. /directory/stores-servic...	311

1 - 10 / 1660



Most popular pages with title breakdown

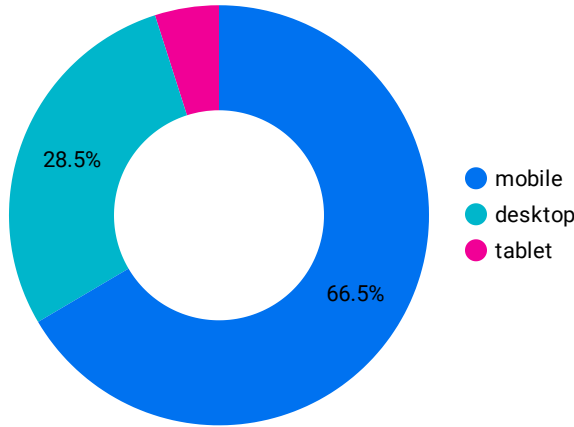


Page Title	Pageviews
1. Sea to Shore - Glenelg S...	3,176
2. Stores + Services Jetty...	1,775
3. Home Jetty Road Glen...	1,537
4. Restaurants, Cafes & B...	768
5. What's On Jetty Road ...	703
6. Fashion Jetty Road Gl...	520
7. Jetty Road Tattoo Studi...	518
8. Explore Jetty Road, Gle...	444
9. Chalkers Eight Ball Jet...	422
10. Directory Jetty Road G...	389

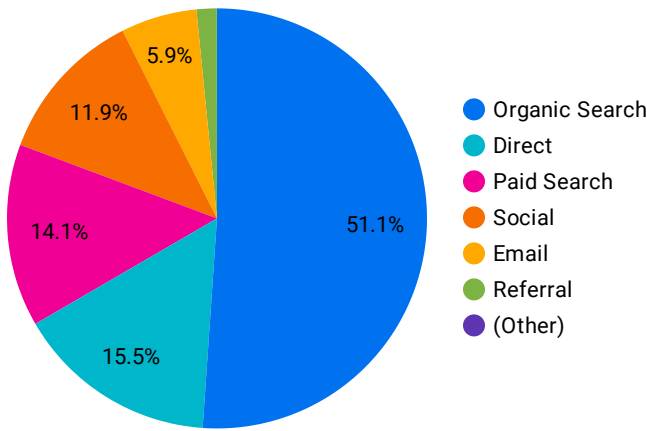
1 - 10 / 374



Device Type

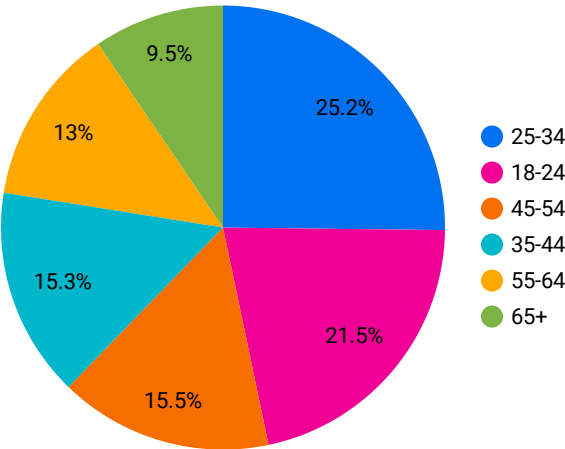


Website Traffic Source

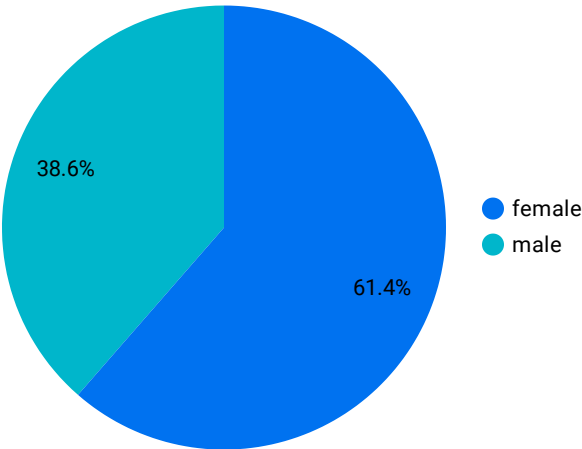


Who is visiting your site?

Age



Gender



Item No: 9.3

Subject: **WINTER WONDERLAND 2022 UPDATE**

Date: 2 November 2022

Written By: Manager, City Activation

General Manager: Community and Business, Ms M Lock

SUMMARY

The report provides an overview on the results of the Winter Wonderland ice skating rink in Moseley Square which took place from 1-25 July 2022, during the school holidays. This activation, was jointly funded by Council and the Jetty Road Mainstreet Committee, and attracted nearly 13,000 skaters over a three week period. A winter edition of the popular Sunset Markets was held on the following weekend.

RECOMMENDATION

That the Jetty Road Mainstreet Committee notes this report.

STRATEGIC PLAN

Innovation: economic and social vibrancy and a thriving environment

COUNCIL POLICY

City of Holdfast Bay Events Strategy 2021-2025

STATUTORY PROVISIONS

Not applicable

BACKGROUND

The Winter Wonderland festival was developed by the Jetty Road Mainstreet Committee (JRMCM) in 2014 to help stimulate economic development during off peak visitation and to keep Glenelg front of mind as a destination during winter. The event is scheduled to coincide with the winter school holiday period, typically three weeks in late June-July, with the event infrastructure being subsequently utilised for an additional event such as markets.

There was no Winter Wonderland event in 2020 due to COVID-19; and in 2021 the Alpine Winter Village was staged with an external partner who was not in a position to repeat the event in 2022. As a result, a proposal to return to the Winter Wonderland event model for 2022 as a jointly funded event was endorsed by Council at their 10 May 2022 meeting and subsequently by JRMCM at the 1 June 2022 meeting.

REPORT

Winter Wonderland

The Winter Wonderland activation was held from 1-25 July 2022. This coincided with South Australia's state school holiday dates (9-24 July 2022) as well as interstate school holidays which overlapped with the first week of July.

The event comprised of one hour pre-ticketed sessions of ice skating on the Glenelg Foreshore, under a marquee overlooking the Jetty and sea. Sunday to Thursday, there were seven daily sessions offered, commencing 10.00am with the final session at 7.00pm. Friday and Saturday night there was an additional session which commenced at 8:30pm, with both the 7.00pm and 8:30pm sessions branded as 'Retro Skate', with a disco theme and live DJ.

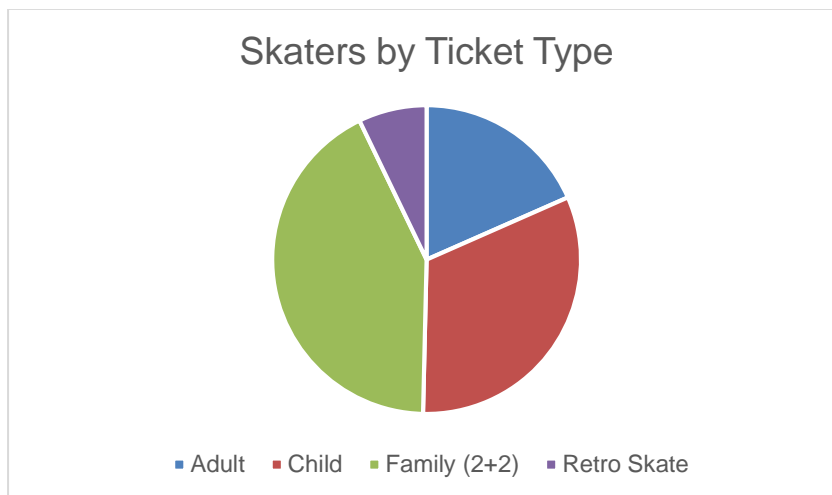
As the focus of the activation was to provide an affordable family activity to attract visitors to the precinct, prices were set as follows:

- Adult \$18 presale; \$20 at door
- Child \$12 presale; \$14 at door
- Family (2+2 or 1+3) \$40 presale; \$50 at door
- Skating aid (Penguin) \$5 flat rate
- Retro Skate (all ages) \$20 presale; \$25 at door

Pricing was set in order to compare favourably with the Illuminate Adelaide 'Base Camp' activation held in the CBD during July. This had ticket prices starting at \$20 (off-peak child ticket) and ranging up to \$100 for a family ticket at peak times.

The activation attracted a total of 12,734 skaters across the 25 day period; this translates to an average of 83 skaters per regular session and 57 skaters per Retro Skate (capacity of each session = 160). Ticket sales were strongest on the weekends as well as the dates that coincided with the South Australian state school holidays. Peak attendance was recorded on Saturday 23 July, with a total of 826 skaters attending.

The breakdown of tickets sold shows the key audience was families, with more than three quarters of all skaters being a family or child ticket. This is also reflected by the market research conducted with event visitors, in which 86% of the 394 respondents attended the event with their family.



Based on market research results, skaters spent an average of 4.3 hours in Glenelg during their visit and spent \$197 per family. Top activities were frequenting food/restaurants (66%) and walking on Jetty Road (26%). More than half (61%) of respondents stated they would have been unlikely to have visited Glenelg if the event was not taking place. A high-level summary of the market research is provided as Attachment 1. Winter Wonderland is one of five events being surveyed in the 2022/23 events season, with a more detailed report to follow at the end of the season.

Refer Attachment 1

Sunset Markets Winter Edition

The Sunset Markets Winter Edition were developed in response to Council and JRMC feedback that the winter activation was to include an element to attract an adult audience, to complement the more family-oriented ice skating offering. Curated by the team who deliver the Sunset Markets Glenelg, the winter edition of this popular market was held 30-31 July 2022 under the same marquee used for the ice rink. There were a number of stalls selling fashion, vintage, art and craft, while Threefold Distillery and Beach Burrito each ran bars including a small selection of both alcoholic and non-alcoholic beverages. A variety of live musicians performed acoustic sets over the two day event. Fire pits located in a fenced area outside the marquee allowed attendees to enjoy a beverage or churros by a warm open fire.

Future Winter Activations

Ice skating ticket sales have continued the downward trend that commenced prior to COVID-19. Ticket sales peaked in 2017 at 28,000 (including penguin skating aids), declining by 3-5,000 in each subsequent year (2018, 2019 and 2022). While external factors have likely contributed to this (most notably the Illuminate Adelaide festival attracting significant numbers to the CBD), this suggests the Winter Wonderland model is due for a refresh. Administration is in discussions with external operators to produce a new offering for 2023. This may still incorporate a skating component but will also include other elements to attract a more diverse audience. This will be presented to JRMC and Council as part of the forward planning for the 23/24 events season.

BUDGET

The net cost of delivering Winter Wonderland was \$139k, compared to a budget of \$125k. As costs and revenue are shared 50:50 with Council, the net cost to JRMC is \$69,500 (budget \$62,500, \$40,000 of which was included in the 22/23 budget). The Sunset Markets Winter Edition cost an additional \$13,500, covered by Council's events budget, with JRMC covering the cost of the fire pits.

Due to costs paid in advance in the 2021/22 financial year, the additional expense will not negatively impact the 2022/23 budget going forward.

The most significant additional expense was generator and fuel costs, which were approximately \$15k over budget and reflective of the unusually high fuel costs prevailing at the time. In addition, ticket revenue was \$6k below budget at \$164k, reflecting the declining trend in ticket sales.

LIFE CYCLE COSTS

Not applicable

Attachment 1





City of Holdfast Bay

Events Research – Event 1: Winter Wonderland

August 2022 | REF 12201

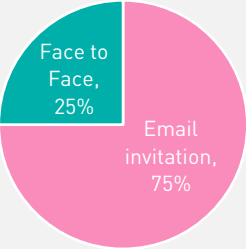
MCGREGOR **TAN**
RESEARCH. STRATEGY. SOLUTIONS.



Event 1 Topline – Winter Wonderland

City of Holdfast Bay – Winter Wonderland (Event 1)

Key insights



*Total respondents: 394

Attendees



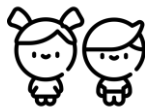
Attended with family

86%



Average number of adults

2.8



Average number of children

2.5



Average number of hours in Glenelg

4.3 hrs



Average spend per person

\$185

Average expenditure per travel party

Family **\$197**

Other adults **\$110**

Location in Adelaide



South **40%**
West **24%**
North **12%**
East **8%**

Top activities after the event



Food/ restaurants **66%**



Walking on Jetty Road **26%**



Visit beach **16%**



Shopping **15%**



Only for event **15%**



Sightseeing **15%**

Future Intent

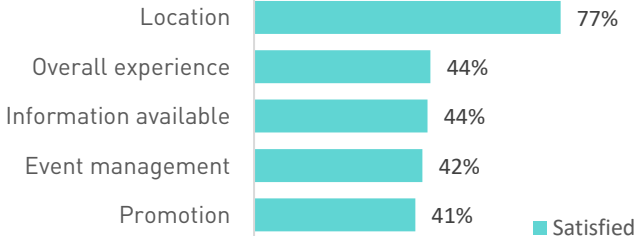


Likely **82%**



Unlikely **18%**

Event Satisfaction



Visit Glenelg if event was not on



Unlikely **61%**

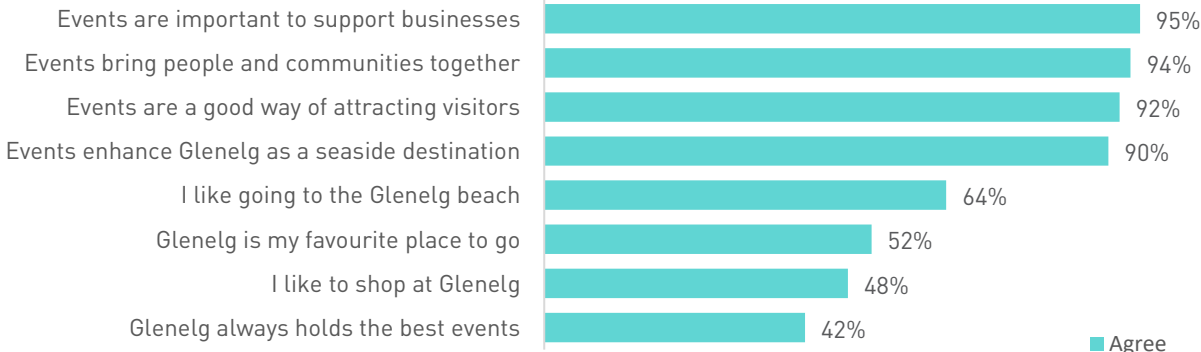
Event information



Social media **47%**



Previous experience **24%**





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THANK YOU



Item No: 9.4

Subject: **EVENTS SEASON 2021/22 SUMMARY**

Date: 2 November 2022

Written By: Manager, City Activation

General Manager: Community and Business, Ms M Lock

SUMMARY

Events form a significant part of the City of Holdfast Bay's community and economy and Jetty Road Mainstreet Committee (JRMCC) co-fund a number of key events in Glenelg each year. In 2021/22, despite COVID-19 restrictions being in place for much of the year, a total of 380 events were held across the City of Holdfast Bay attracting more than 535,000 visitors and contributing more than \$51 million to the local economy.

RECOMMENDATION

That JRMCC note this report.

STRATEGIC PLAN

Innovation: economic and social vibrancy and a thriving environment

COUNCIL POLICY

City of Holdfast Bay Events Strategy 2021-2025

STATUTORY PROVISIONS

Not applicable

BACKGROUND

One of Holdfast Bay's greatest strengths is its impressive calendar of public events. Events form an integral part of the City's local and business communities.

The *City of Holdfast Bay Events Strategy 2021-2025* identifies four key priority areas for events:

- Economic value – attracting visitation, investment and spend in the City of Holdfast Bay;
- Destination awareness – positioning Holdfast Bay as a leading events destination and Adelaide’s premier seaside destination, via positive media attention and Word of Mouth;
- Lifestyle and legacy – bringing the community together, activating public spaces and embracing our cultural heritage; and
- Sustainability – financial and environmental sustainability.

Council Administration plays a number of different roles in event delivery, ranging from in-house design and delivery to attracting and supporting events organised by third parties. Revenue generated from commercial hire of Council spaces contributes to the cost of delivering community events.

REPORT

There were approximately 380 events held in the City of Holdfast Bay during 2021/22, representing a significant increase on pre-COVID-19 event numbers:

Year	Event Numbers
2018/19	278
2019/20	207
2020/21	186
2021/22	380

The 2021/22 event count includes more than 250 beach sports events (e.g. Beach Handball, Volleyball and Surf Lifesaving events) but excludes private events such as weddings and birthday parties.

Attendance at Council organised/supported events as well as significant external events is summarised below; in addition there were more than 50 smaller scale external events primarily organised by sporting, community and neighbourhood groups. Together these events attracted more than 535,000 event visitors to the area. The vast majority of these visitors will be day trippers based from within South Australia, given the restrictions on both interstate and international travel in place for significant periods of the year. Assuming an average daily spend of \$97 per day tripper visitor, the event season contributed more than \$51 million to the local economy.

JRMC co-funded the following events in 2021/22:

- Winter Alpine Village
- Glenelg Ice Cream Festival
- Equinox Festival
- Pro Hustle Basketball

JRMC provided sponsorship to:

- Glenelg Sunset Markets
- Beach Volleyball

Event	2021/22 Season Attendees
Winter Alpine Festival	46,000
Glenelg Ice Cream Festival	20,000
Fork on the Road (2 events)	1300
Rendez-Vous Markets (4 events)	10,000
Outdoor Cinema (2 events)	550
City to Bay Fun Run	<i>Cancelled</i>
Glenelg Sunset Markets (5 events)	15,000
Christmas at the Bay	15,000
The Local/Battle of the Bands	4,000
Bay Sheffield	3000
Proclamation Day	350
New Year's Eve (no organised event)	20,000
Tour Down Under	<i>Cancelled</i>
Australia Day	350
Brighton Jetty Classic & Sculptures	140,000
Glenelg Equinox Festival	15,000
Beach Concerts (2 events)	6,000
Boheme on the Beach	6,000
Carl Cox and Eric Powell Mobile Disco	3,000
Anzac Day Dawn Services (Glenelg and Brighton)	6,500
Pro Hustle Basketball	12,000
Brighton Street Parties	7,000
Moseley Beach Club	50,000
Giant Ferris Wheel	120,000
Car shows (13 events)	25,000
Beach volleyball (ca. 50 events total)	5,000
SLSSA Carnival (multiple events)	4,000
Citizenship ceremonies (multiple events)	400
TOTAL	535,450

There were a number of events which were either cancelled or rescheduled (sometimes multiple times) due to COVID-19 restrictions on venue density and/or interstate travel. Agile approaches to event design were required to ensure that events were delivered in line with the prevailing COVID-19 requirements, which were subject to change at short notice.

BUDGET

Event delivery expenditure was contained within the approved 2021/22 budget.

LIFE CYCLE COSTS

Not applicable

Item No: 9.5

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 2 November 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

Jetty Road Mainstreet Committee (JRMCM) 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:

1. notes this report; and
 2. allocates \$2000 to a Christmas activation in Chapel Plaza.
-

STRATEGIC PLAN

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

BACKGROUND

The JRMCM 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 2022/23 financial year the JRMC have allocated funds for the following events:

Cost share with Council

\$40,000 – Winter Activation

\$50,000 – Spring Activation – Sea to Shore Glenelg Seafood Festival

\$50,000 – Summer Activation – Ice Cream Festival

Sponsored

\$25,000 – Glenelg Christmas Pageant

Sea to Shore – Glenelg Seafood Festival

Co-funded event: \$50,000 Jetty Road, \$50,000 Council

Date: 29 October 2022

Sea to Shore Glenelg Seafood Festival (29 October 2022) was in the final planning stages at the time of writing. A wrap-up of the event will be provided to the Committee at a future meeting.

The event was formally launched on Monday 26 September 2022 through a comprehensive public relations and online campaign and has received significant interest. A report will be provided following the event, however at the time of writing this report, there was significant interest in the event with the following PR opportunities realised:

- 5AA radio interview with Angie McBride on Saturday 15 October 2022.
- SA Life online newsletter via electronic direct mail (EDM) through September 2022.
- Sunday Mail newspaper part of the *delicious weekend quick bites* section on 16 October 2022.
- Glam Adelaide online newsletter on 30 September 2022, followed with numerous posts through their Social Media platforms.
- 5AA radio interview with Gilia Martin and Kerry Akkerman on Sunday 23 October 2022.

Further PR opportunities will be realised in the lead up to the event.

A Sea to Shore Facebook event is performing strongly online with 2.6k people interested. Facebook and Google advertising campaigns have achieved significant reach and click through to the event.

The Event Coordinator will provide a post-event update at the 2 November JRMC meeting.

Glenelg Christmas Pageant

Date: 27 November 2022

Location: Glenelg

The 2022 Pageant falls on the same weekend as the opening of the Black Friday/Cyber Monday shopping weekend and return of the Glenelg Sunset Markets for their Summer season. The weekend of events will be promoted to encourage visitation and extend length of stay.

Promotion for the Pageant will commence Monday 31 October. Float entries are strong with over 40 received to date. With a number of metropolitan councils deciding not to host a pageant this year, it is anticipated that visitation on the day will be strong.

To add to the Christmas promotion for Jetty Road, Glenelg throughout December, it is proposed to host an additional weekend activation with Santa in Chapel Plaza. As this is in addition to the Pageant, a proposed budget of \$1,500 - \$2,000 is sought from Jetty Road. This would include:

- Santa
- Associated furniture
- Kids activities

The activation would encourage visitation to the precinct to have photos taken with Santa, including pets.

Within the Jetty Road Budget there is \$15,000 allocated for precinct events with no current events planned. This activation aligns with the intent for this budget allocation.



New Year's Eve

Date: 31 December 2022

Location: Glenelg and Brighton

New Year's Eve fireworks and entertainment is planned for 2022 with fireworks displays at Brighton (9:30pm) and Glenelg (9:30pm and midnight). Entertainment will be held on the Glenelg beach from 7pm commencing with a Welcome to Country. Planning continues with SAPOL and the relevant authorities. There are currently no major fireworks displays in the CBD or Semaphore planned for 2022 so Glenelg will be the key location for those in Adelaide looking to see in the New Year with fireworks. Promotion for New Year's Eve will commence Monday 28 November 2022.

Summer Activation – Ice Cream Festival and Santos Tour Down Under Women's Stage One Start

Date: 14 and 15 January 2023

Location: Jetty Road, Glenelg

The Summer activation will continue to build on the Ice Cream Festival with a traditional and much-loved Glenelg Street Party. The Street Party will be held on Saturday 14 January from 4-11pm. The following morning, Sunday 15 January 2023 the Santos Tour Down Under Women's Stage One will start from Jetty Road, Glenelg. Planning for the Ice Cream Festival will commence shortly with the event anticipated to be launched mid-December.

Sunset Markets

Dates: 27 November 2022 (Colley Reserve), 11 December 2022 (Glenelg Foreshore), 15 January 2023 (Glenelg Foreshore), 12 February 2023 (Glenelg Foreshore), 12 March 2023 (Glenelg Foreshore)

The Sunset Markets are back for another Summer season. Recent research by McGregor Tan identified that the Sunset Markets were the number one event driving visitation for Glenelg last year, followed by the Ice Cream Festival. The Director of the Markets has been invited to

present to the JRMC however was unavailable to attend the September Meeting. This will be rescheduled for a future WIP meeting.

Other Upcoming Events: September – December 2022 and January 2023

In addition to JRMC funded/supported events, the following external 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 November 2022: Love Island Activation.** Held on the Glenelg Foreshore, a day bed and fruit stand (using local trader product) will be set up on the Foreshore encouraging people to take a selfie on the day bed and tag Love Island to go in the draw to win tickets to the VIP premier event.
- **13 November 2022: Glenelg Classic Fun Run.** 5km and 10km fun run organised by South Australian Road Runners. The course departs Wigley Reserve and heads south along the coast.
- **Mix 102.3 Giant Wheel:** *The Mix 102.3 Giant Wheel is back for summer.* Bump in commenced 25 October and completed in time for Sea to Shore on 29 October 2022. The Giant Wheel will operate until April 2023 and shall be removed prior to ANZAC Day.
- **Moseley Beach Club:** Bump in is anticipated to commence late November 2022. The Beach Club will run until March 2023.
- **Bay Sheffield:** The 136th Bay Sheffield will return to Colley Reserve on 27-28 December 2022. Preparation of the turf for the event will commence in early December, with no events to be held on Colley Reserve after 1 December 2022.

BUDGET

The 2022/23 JRMC has budget allocations for all the events as described above.

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.