

Jetty Road Mainstreet
Committee

NOTICE OF MEETING

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

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

Wednesday 2 October 2019 at 6.00pm

**Roberto Bria
CHIEF EXECUTIVE OFFICER**

AGENDA

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairperson, Con Maios will declare the meeting open at 6:00 pm.

2. APOLOGIES

2.1 Apologies received – Nathan Hughes

2.2 Absent

3. DECLARATION OF INTEREST

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

4. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 4 September 2019 be taken as read and confirmed.

5. QUESTIONS BY MEMBERS

5.1 Without Notice - Nil

5.2 With Notice - Nil

6. MOTIONS ON NOTICE - Nil

7. ADJOURNED ITEMS – Nil

8. PRESENTATION

McGregor Tan – Tourism Market Research Project

Every three years the City of Holdfast Bay undertakes tourism research to identify key motivations to visit Glenelg, perceptions, review our target markets, gaps in our offering and product development opportunities. Jaclyn Thorne, Director McGregor Tan will present an update on the research project.

9. REPORTS/ITEMS OF BUSINESS

- 9.1 Monthly Finance Report (Report no: 359/19)
- 9.2 Marketing Update (Report no: 360/19)
- 9.3 JRMC Governance Model (Report no: 361/19)
- 9.4 Events Update (Report no: 369/19)
- 9.5 2019 Winter Wonderland Event Debrief (Report no: 362/19)
- 9.6 Jetty Road Glenelg Retail Strategy 2018-2022 Implementation (Report no: 363/19)
- 9.7 Christmas Decorations (Report no: 364/19)

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 November in the Glenelg Library Meeting Room, Colley Terrace, Glenelg

12. CLOSURE



**ROBERTO BRIA
CHIEF EXECUTIVE OFFICER**

Item No: **9.1**

Subject: **MONTHLY FINANCE REPORT**

Date: 2 October 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

Jetty Road Mainstreet Committee August variance report is prepared by the Jetty Road Development Coordinator and is presented for information of the members of the Jetty Road Mainstreet Committee.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

Placemaking: Creating lively and safe places
Community: Providing welcoming and accessible facilities
Community: Fostering an engaged and contributing community
Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Mainstreet Committee (JRMC) has been established to undertake work to benefit the traders on Jetty Road Glenelg, using the separate rate raised for this purpose. An annual budget is endorsed by Council each year. Expenditure is monitored against budget each month to ensure that all expenditure and income is within approved parameters.

REPORT

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

BUDGET

Not Applicable

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 31 August 2019

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2018/19 Comparatives</u>	
					Actuals 31 August	Actuals 30 June
Revenue						
General Rates Raised	578,088	578,088	578,076	(12)	564,513	564,513
Other Income	4,200	-	150	150	53	24,349
Gift Card Revenue	-	-	-	-	350	6,130
	582,288	578,088	578,226	138	564,916	594,992
Expenses						
Employee Costs	149,889	25,421	25,337	84	25,230	146,198
Sponsorships	12,500	276	-	276	-	7,600
Professional Services	6,500	-	-	-	1,415	12,472
Event Management	81,105	15,493	9,972	5,521	3,945	39,346
Marketing	140,814	10,000	8,357	1,643	52,795	153,999
Retail Strategy Implementation	15,000	-	680	(680)	-	43,232
Repairs & Maintenance	1,500	-	-	-	-	205
Food & Drink	3,250	-	-	-	290	3,025
Office Expenses	-	-	-	-	174	1,684
Directory Board	2,500	355	-	355	-	135
Christmas Decorations	50,000	-	-	-	-	42,225
Festoon Lighting	-	-	-	-	-	15,820
Gift Card Expenditure	-	-	1,089	(1,089)	10	8,289
Unallocated credit card expenditure	-	-	-	-	3,534	-
Christmas Pageant	20,000	-	-	-	4,500	31,099
Winter Wonderland	43,188	43,188	54,527	(11,339)	40,412	41,866
Tour Down Under	50,000	-	548	(548)	-	40,467
October Street Party	30,000	-	500	(500)	963	31,897
Winter Activation	31,233	25,000	23,669	1,331	-	-
	637,479	119,733	124,679	(4,946)	133,268	619,559
Net Profit/(Loss)*	(55,191)	458,355	453,547	(4,808)	431,648	(24,567)

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

Marketing - Breakdown

	Actual	Budget
Digital Marketing	4,325	
Radio	-	
Television	-	
Outdoor Signage	1,827	
Print Media	1,820	
Promotional Collateral	385	
Contingency Budget		
	<u>8,357</u>	<u>148,299</u>

226 - Glenelg Mainstreet

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
200 - Salaries	128,361	0	128,361	22,216	21,895	322	0	21,895	106,466
249 - Wages - Overtime	4,000	0	4,000	0	0	0	0	0	4,000
250 - Salaries Superannuation	12,073	0	12,073	2,090	2,079	11	0	2,079	9,994
283 - Sponsorships	12,500	0	12,500	276	0	276	0	0	12,500
301 - Professional Services	6,500	0	6,500	0	0	0	0	0	6,500
310 - Project/Event Management	81,105	0	81,105	15,493	9,972	5,522	677	10,649	70,456
31D - Retail Strategy Implementation	15,000	0	15,000	0	680	(680)	0	680	14,320
401 - Christmas Decorations	42,515	0	42,515	0	0	0	0	0	42,515
415 - Food and Drink	1,250	0	1,250	0	0	0	0	0	1,250
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	0	2,000	0	0	0	0	0	2,000
423 - Repairs and Maintenance - General Materials	1,500	0	1,500	0	0	0	0	0	1,500
433 - Marketing - Promotion & Familiarisation	138,108	0	138,108	10,000	8,357	1,643	(1,154)	7,203	130,905
438 - Directory Board	2,500	0	2,500	355	0	355	0	0	2,500
817 - Insurance - Workers Compensation - Sals	5,455	0	5,455	1,115	1,364	(249)	0	1,364	4,091
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	0	0	0	0	0
89A - Carry Forward Budget	(45,000)	55,191	10,191	0	0	0	0	0	10,191
8GC - Gift Card Expenditure	0	0	0	0	1,089	(1,089)	0	1,089	(1,089)
910 - Ticket Sales	(4,200)	0	(4,200)	0	0	0	0	0	(4,200)
966 - General Rates Raised	(578,088)	0	(578,088)	(578,088)	(578,076)	(12)	0	(578,076)	(12)
974 - Sales - Other and Promotional Items	0	0	0	0	(150)	150	0	(150)	150
	(174,421)	55,191	(119,230)	(526,542)	(532,791)	6,249	(476)	(533,268)	414,038

J01 - Christmas Pageant - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
249 - Wages - Overtime	7,223	0	7,223	0	0	0	0	0	7,223
301 - Professional Services	0	0	0	0	0	0	5,220	5,220	(5,220)
310 - Project/Event Management	7,000	0	7,000	0	0	0	0	0	7,000
312 - Hire Companies	5,777	0	5,777	0	0	0	0	0	5,777
	20,000	0	20,000	0	0	0	5,220	5,220	14,780

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

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
205 - Wages	0	0	0	0	215	(215)	0	215	(215)
249 - Wages - Overtime	541	0	541	541	131	410	0	131	410
301 - Professional Services	100,000	(31,233)	68,767	68,767	119,758	(50,991)	0	119,758	(50,991)
310 - Project/Event Management	2,207	0	2,207	2,207	0	2,207	0	0	2,207
326 - Security Services - General	12,000	0	12,000	12,000	8,266	3,734	0	8,266	3,734
433 - Marketing - Promotion & Familiarisation	18,000	0	18,000	18,000	8,711	9,289	168	8,879	9,121
492 - Web Sites Updates	170	0	170	170	0	170	0	0	170
800 - Other Expenditure	4,677	0	4,677	4,677	44	4,633	0	44	4,633
801 - Advertisements	15,485	0	15,485	15,485	188	15,297	0	188	15,297
835 - Entertainment/Special Occasions	6,356	0	6,356	6,356	38	6,318	0	38	6,318
910 - Ticket Sales	(81,720)	0	(81,720)	(81,720)	(80,003)	(1,717)	0	(80,003)	(1,717)
944 - Sponsorship Income	(3,295)	0	(3,295)	(3,295)	(2,820)	(475)	0	(2,820)	(475)
	74,421	(31,233)	43,188	43,188	54,527	(11,339)	168	54,695	(11,507)

J03 - Tour Down Under - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
205 - Wages	1,400	0	1,400	0	0	0	0	0	1,400
249 - Wages - Overtime	2,750	0	2,750	0	0	0	0	0	2,750
310 - Project/Event Management	35,000	0	35,000	0	0	0	0	0	35,000
312 - Hire Companies	10,100	0	10,100	0	0	0	0	0	10,100
423 - Repairs and Maintenance - General Materials	750	0	750	0	0	0	0	0	750
433 - Marketing - Promotion & Familiarisation	0	0	0	0	548	(548)	0	548	(548)
	50,000	0	50,000	0	548	(548)	0	548	49,452

J04 - October Street Party

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
310 - Project/Event Management	30,000	0	30,000	0	0	0	0	0	30,000
433 - Marketing - Promotion & Familiarisation	0	0	0	0	500	(500)	0	500	(500)
	30,000	0	30,000	0	500	(500)	0	500	29,500

J05 - Winter Activation

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
301 - Professional Services	0	31,233	31,233	25,000	25,072	(72)	0	25,072	6,161
900 - Miscellaneous Income	0	0	0	0	(1,403)	1,403	0	(1,403)	1,403
	0	31,233	31,233	25,000	23,669	1,331	0	23,669	7,564

Item No: **9.2**
Subject: **MARKETING UPDATE**
Date: 2 October 2019
Written By: Jetty Road Development Coordinator
General Manager: Community Services, Ms M Lock

SUMMARY

The report provides an update on marketing initiatives being undertaken from the Jetty Road Mainstreet Committee 2018/19 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

RECOMMENDATION

- 1. That the Jetty Road Mainstreet Committee note this report.**
-

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

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

In addition to this, in October 2018 new initiatives were approved to support the delivery of the Jetty Road Glenelg Retail Strategy 2018-22.

REPORT

The Jetty Road Marketing Working Group made up of the following representatives (Good Physio, Attitudes Boutique, Anytime Fitness, Fassina Liquor and the Stamford Grand) met on 26 September to discuss the following items.

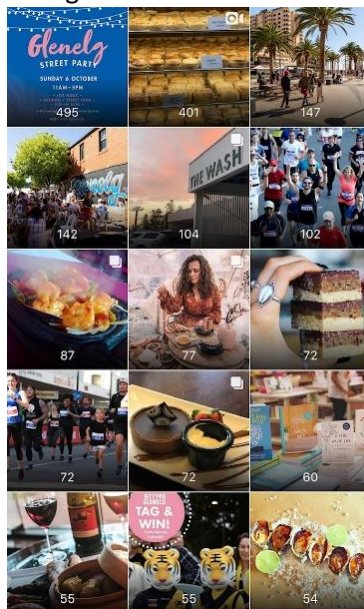
Brand development

In accordance with the 2019/20 Jetty Road Marketing Plan to engage a marketing agency to review and refresh the Jetty Road Glenelg and 'I Want to Stay' brand to align with future needs. Style Media Co, the creative agency that worked on the 'I Want to Stay' campaign creative has provided a creative concept for the tram wrap as the artwork deadline is 7 October. The tram will be live from 28 October 2019 – 30 June 2020. Due to deadlines the new artwork has been circulated to the marketing working group and JRMC and positive feedback has been received. All brand re-fresh elements include a style guide, colour re-fresh align to style guide, new imagery and video and tram wrap.

Social Media:

The @jettyrdglenelg Instagram had 12,114 followers as at 25 September 2019, compared to 11,800 followers as at 26 August, a growth of over 300 followers over the last month. Some key events would have driven this growth including the Glenelg Street Party, voting for Jetty Road in the Mainstreet SA Consumer Choice Awards, the new Banjo's Bakery arriving in Glenelg and SANFL Final. The Street Party post reached 6,779 users and attracted 9,531 impressions. The @jettyrdglenelg Facebook has 26,531 followers as at 25 September 2019, compared to 26,080 followers 27 August. During this period posts received engagement (likes, comments, shares) by 17,839 consumers (up by 173% compared to the previous month). Posts reached (posts viewed on consumer's screens) 110,977 consumers (up by 594% compared to previous month). The posts which received the strongest engagement are reflected below:

Instagram:




Facebook:

A screenshot of a Facebook post from 'Jetty Road, Glenelg' published on 18 September at 18:06. The post text reads: "You're just too good to be true. can't take my eyes off of you - I only have pies for you!! 🥰🥰 Tasmania's favourite bakery Banjo's Bakery Cafe opens its first South Australian store in Moseley Square, Glenelg TOMORROW! To celebrate they will be giving away 1,000 FREE savouries from 6am to 5pm. 🍩🍩 You'll love that everything is made freshly onsite daily from pastries, sweets, sandwiches, traditional and speciality breads, coffee, tea and more." The post features two images: a child looking at pastries and a plate of pastries. Performance metrics are shown on the right: 17,606 People Reached, 585 reactions, comments & shares, 264 Likes, 33 Loves, 10 Wow, 250 Comments, 28 Shares, 2,919 Post Clicks, 1,299 Photo views, 0 Link clicks, and 1,620 Other Clicks. A 'Boost again' button is visible at the bottom.

Jetty Road Blogs


The Jetty Road Glenelg monthly consumer newsletter was distributed:
Feel Good at the Bay this Spring – 6 September (290 opens – 29.4%)



Feel good at the Bay this Spring


**SA Style Mag ~ OUT NOW:
Top spots at the bay for living your best life**

There's something about being beachside that makes you want to be the best, healthiest, most active you - and the best part is that spending time around Glenelg makes it so easy. See Jetty Road (P&S) in the spring edition of *South Australian Style Magazine* "OUT NOW".



Blog ~ LOOK WHOSE MOVED
Shake up to some of your fave stops along Jetty Road

Jetty Road is evolving, but never strays too far from its roots. Three retailers Fawkes & Co, Attitudes Boutique and Adelaide inStyle have recently undergone their own transformations. Adelaide went to check them out so you can see what you may have missed in the last couple of weeks. [Read the latest blog.](#)



**Blog ~ DINING:
World Grenache Day**

As the wine capital of South Australia, we South Aussies definitely take our wine celebrations seriously. Being a wine connoisseur and more importantly a food connoisseur @cityofholdfastblogs recently visited Jetty Road on the hunt for some good grenache and of course some perfectly paired food at Philet Thai Restaurant and some Asian inspired bar snacks at Horizons Cocktail Lounge. [Read more in our blog.](#)



**WHAT'S ON:
City to Bay Fun Run**



Get ready as the annual Weidner City to Bay fun run is almost here! Whether you are a serious athlete, there for the fun or a spectator, it's a great event to be a part of. Join the 10km, 5km and 3km events or run the half marathon. Jetty Road cafe will be ready to feed the hungry participants when they arrive on Jetty Road. [Read the news.](#)

**WHAT'S ON:
Degustation Dinner**



Following the overwhelming successful Winter Degustation dinner, Cardenas Seafood and Grill are hosting a Spring Degustation Dinner. Featuring local Adelaide Hills wines by The Lane Vineyard. When: Thursday 24 October at 7pm. Price: a six course degustation and wine for \$90 per person. [Book a table.](#)

Need to Park?

To find a great parking spot next time you visit we have attached a map for you. Find the best free and paid parking spots.

[DOWNLOAD OUR MAP HERE](#)

Let's get social



SA Weekender

SA Weekender is a TV program that showcases the best of South Australian destinations, attractions and experiences and can be viewed every Sunday afternoon at 5:30pm on the Seven Network in South Australia. The Jetty Road Development Coordinator is finalising content with the Channel Seven producer for the Glenelg Stay-cation concept to be filmed mid-October and airing on 10 November.

BUDGET

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

LIFE CYCLE COSTS

Not applicable

Item No: **9.3**

Subject: **JRMC GOVERNANCE MODEL**

Date: 2 October 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee (JRMC) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. The JRMC conducted a Special Meeting on 2 October 2019 to workshop alternative governance models and an accompanying discussion paper provided background on alternative governance model options. At the 6 November 2019 JRMC meeting the committee will endorse its preferred governance model.

RECOMMENDATION

- 1. That the JRMC note this briefing**
-

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Mainstreet Committee (JRMC) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. The JRMC conducted a Special Meeting on 2 October 2019 to workshop alternative governance models. A workshop discussion paper on the alternative models was provided to the Committee that provided an overview of the options:

- a. Section 41 Committee – retain as per status quo;
- b. Section 41 Committee that enjoys delegated authority to make decisions on behalf of the Council;
- c. Incorporated association established under the *Associations Incorporation Act 1985* (“the AI Act”);
- d. Council subsidiary established pursuant to section 42 of the LG Act

REPORT

At the 12 March 2019 Council meeting the following was the outcome from item:

14.2 *Jetty Road Mainstreet Committee Governance Model Business Case (Report No: 85/19)*

That Council agrees to initiate a process of implementing:

1. *That the JRMC become an Incorporated Association; OR*
2. *That the JRMC become a Council subsidiary established pursuant to section 42 of the LG Act; or*
3. *That the JRMC Section 41 Committee – retain as per status quo.*

Adjournment *C120319/1400*

That the motion be adjourned for 6 months from 12 March 2019, to allow the newly appointed committee to review the recommendation of their predecessors and obtain their own guidance, particularly concerning future financial arrangements, before returning to Council with either affirmation of the current proposal, or their own recommendations.

Moved Councillor Miller, Seconded Councillor Abley Carried

The JRMC will endorse their preferred governance model at the 6 November 2019 JRMC meeting.

BUDGET

The 2019/20 budget has been approved by Council without consideration of the proposed changes for a new governance model

LIFE CYCLE COSTS

The JRMC need to consider budget implications associated with establishing a new governance model.

Item No: **9.4**

Subject: **EVENTS UPDATE**

Date: 2 October 2019

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.

RECOMMENDATION

That the JRMC note this briefing

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The 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

The Glenelg Street Party will take place on Sunday 6 October and will be included as part of the official program of the Australian Masters Games. There has been strong take up of participation

with 43 Jetty Road traders registered to take part, however at the time of writing 5 traders have cancelled their involvement. The Morphettville Racecourse will have an activation which is a new element for the event. A program of entertainment is scheduled as follows:

Entertainment Schedule:

- 11am Tom n Rose
- 11.45am Official Opening & Glenelg Football Club presented onstage
- 12:00pm Fashion Parade
- 12:30pm Tom n Rose
- 1:05pm Fashion Parade
- 1:45pm Lucky Seven
- 3:15pm Clearway

Planning is underway to incorporate celebrations for the Glenelg Football Clubs' win at the SANFL Football Grand Final that is expected to draw a large crowd of supporters.

The Jetty Road Business Awards (formerly known as the Jetty Road Trader Awards) will take place on Friday 11 October 2019. Online voting took place from 20 August 2019 to 2 September 2019. The Awards night will take place at The Function room at The Beachouse. Invitations have been distributed via the trader newsletter and hand delivered to the street. All event planning for entertainment and catering has been finalised. External judging with subject matter experts has taken place for two of the categories of Best Social Media and Best Customer Experience.

BUDGET

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

LIFE CYCLE COSTS

Not applicable

Item No: **9.5**

Subject: **2019 WINTER WONDERLAND EVENT DEBRIEF**

Date: 2 October 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The report provides an overview on the results of Winter Wonderland ice skating rink in Moseley Square that took place from 28 June to 22 July 2019 during the school holidays.

The Jetty Road Mainstreet Management Committee on 21 February 2019 Special Budget meeting approved \$74,421 for Winter Wonderland event delivery. During 2017 and 2018 the JRMC returned around \$30,000 back into the budget annually. 1 May JRMC approved the re-allocation of \$31,233 towards winter activations (Glenelg Sunset Markets and Telstra Building Lighting Projection), leaving the remaining budget of \$43,188; matching Councils co-contribution for Winter Wonderland.

The Jetty Road Mainstreet Committee, in conjunction with the City of Holdfast Bay, will assess the future direction of the event in the coming months.

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 Winter Wonderland festival was developed by the Jetty Road Mainstreet Committee (JRMCC) in 2014 to help stimulate economic development during off peak visitation and to keep Glenelg front of mind as a destination during winter. 2019 was the fifth year of this activation.

REPORT

The 2019 Winter Wonderland took place from 28 June – 22 July 2019 in Moseley Square, Glenelg, encompassing the three weeks of school holidays in this period. On offer was ice skating (with skating aids available to children) and tobogganing.

The ticketing system was delivered through OZTIX and ticket price remained the same as the 2018 event:

- Adult (15 and above) \$16.50
- Child (2 to 14) \$11.00
- Family (2 adults and 2 children or 1 Adult and 3 Children) \$38.50
- *Skating aid (penguins) \$5.00.

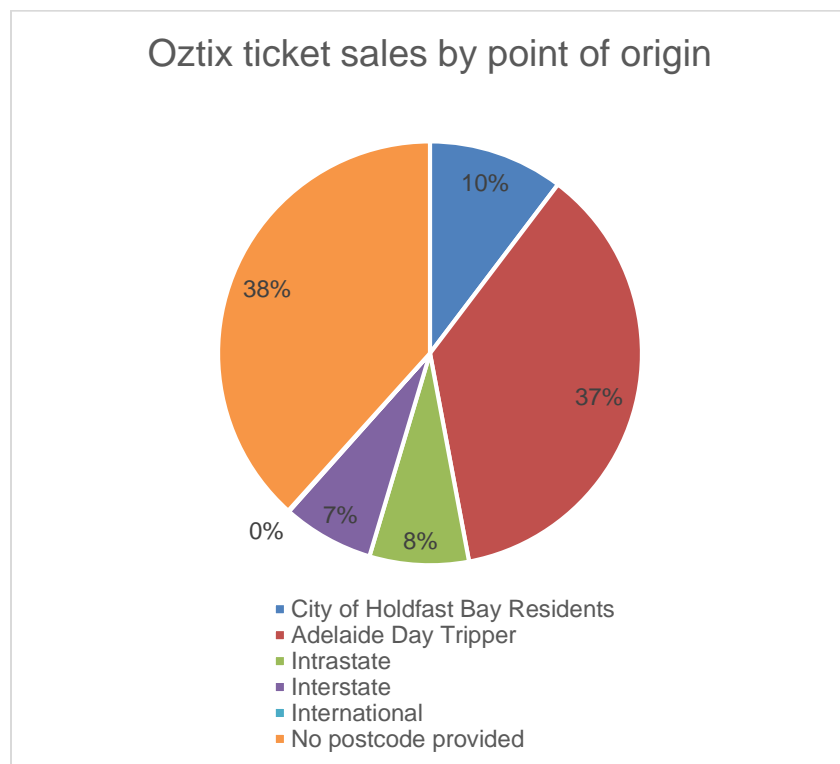
As can be seen from the table below the net cost to Council from 2016 – 2018 was reduced, while the economic impact and marketing reach had grown, meeting the Winter Wonderland goal of increasing the number of people visiting Glenelg during the winter months. During 2019 the sales were notably down from previous year's growth and this has resulted in a higher net cost to Council and JRMCC.

Financial results – (Excluding Council Contribution)

Results	2015	2016	2017	2018	2019
<i>Total Ice Skating Sessions available</i>	46,200 (6 weeks)	32,850 (4 Weeks)	40,579 (3 weeks)	39,163 (3 weeks)	40,800 (3 weeks)
<i>Total Tickets sold</i>	29,000 (including penguins)	22,000 (including penguins)	28,000 (including penguins)	23,310 (including toboggan penguins)	18,182 (including toboggan and penguins)
<i>Total Income from sales</i>	\$218,117	\$174,168	\$191,233	\$210,504	\$165,646
<i>JRMCC share of income (50%)</i>	\$109,059	\$87,084	\$97,526	\$105,252	\$82,823

<i>Expenditure (JRMC share 50%)</i>	\$184,710	\$148,788	\$132,189	\$131,897	\$137,350
Net cost to JRMC	\$75,651	\$61,704¹	\$34,663²	\$26,645³	\$54,527⁴

Through postcode data, Adelaide Day Trippers were the largest market segment attending the event. Data was provided from online and box office sales. The data is a reflection of Oztix customers account information.



In addition to visitation at the event, Council also measures the greater impact of events including media reach and values, and economic impact:

Indicator	2015	2016	2017	2018	2019
<i>Economic Impactⁱ</i>	\$1.4 million	\$1,012,000	\$1,046,422	\$3,126,533	\$1,787,088

¹ \$9,468 returned to JRMC overall budget as part of September 2016 budget update

² \$35,000 returned to JRMC overall budget as part of September 2017 budget update

³ \$47,776 returned to JRMC overall budget as part of September 2018 budget update

⁴ \$11,339 overspent to JRMC overall budget as part of August 2019 budget update

<i>Media Reach</i>	3,785,204	2,351,516	1,772,744	1,754,865	1,433,764
<i>Free Media Value</i>	\$240,000	\$182,300	\$358,049	\$97,161	\$162,755
<i>Webpage Visits</i>	61,801	37,358	31,484	28658	18,294
<i>Social Media Reach</i>	31,172 views and 1395 likes and shares	33,779 views and 1310 likes and shares	179,253 views; 1,811 comments and shares.	216.2k reach 8.1k responses	181,725 reach 2.1k responses

Summary

Competition with replica events in Adelaide, events administration believe the event may have reached the end of its lifecycle and a new winter activation targeting children and families for the July school holidays should be considered for 2020.

The events group will undertake post event surveys of attendees to gauge satisfaction in the event and future interest.

Event Vision

The event aligns with Jetty Road Mainstreet Committee Terms of Reference key objectives; to enhance and promote the Precinct as a vibrant shopping, leisure and recreational area with year round appeal to residents and visitors and furthering the economic development of the Precinct.

It also supports our Tourism Vision where the City of Holdfast Bay is committed to providing a lively, diverse, safe and accessible tourism destination for visitors and residents alike whilst ensuring sustainability and economic benefits for our immediate community and region

Winter Wonderland also aligns with the four tourism focus areas to facilitate sustainable tourism growth and will impact on the key event deliverables of

- Increase visitor length of stay and expenditure during off peak visitation
- Increase repeat visits to Glenelg and surrounds
- Increase destination awareness
- Increase number of day-tripper and intrastate visitors

New Innovations/Improvements

Aesthetics associated with the presentation of the marquee were well received especially in the toboggan tent and the public response positive.

The ticketing system was delivered through OZTIX and ticket price remained the same as the 2018 event:

- Adult (15 and above) \$16.50
- Child (2 to 14) \$11.00
- Family (2 adults and 2 children or 1 Adult and 3 Children) \$38.50
- *Skating aid (penguins) \$5.00

Winter Activation

The Jetty Road Mainstreet Committee implemented the Telstra Building Lighting activation for its second year which received positive feedback and supports vibrancy of the precinct at the eastern end during Winter Wonderland. The Jetty Road and Brighton Road intersection receives 43,000 two-way traffic during a 24 hour period.

Source: Department for Planning Transport and Infrastructure Annual Average Daily Traffic Estimates 24 hour two-way traffic flows: Road Assessment Management 1 March 2015.

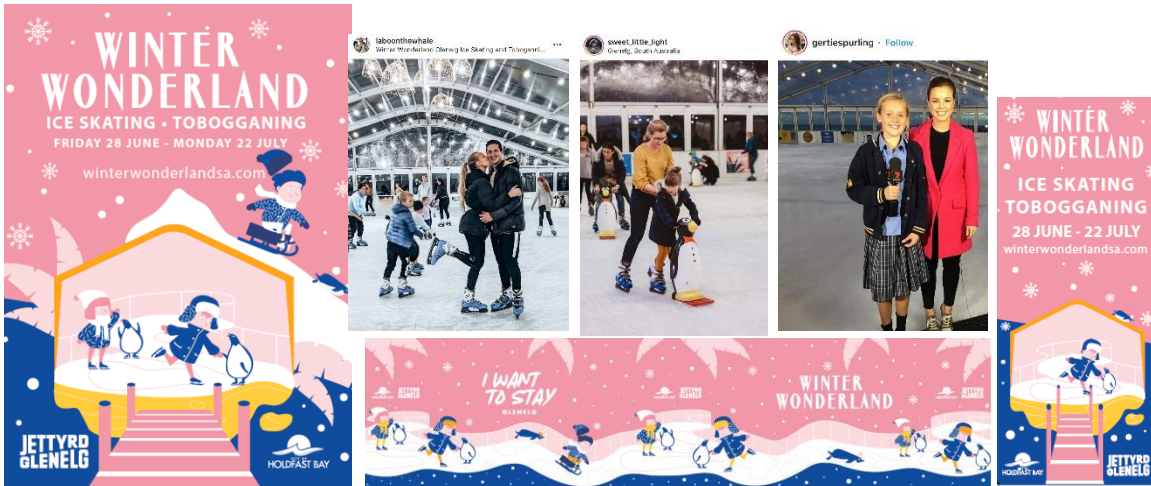


Marketing

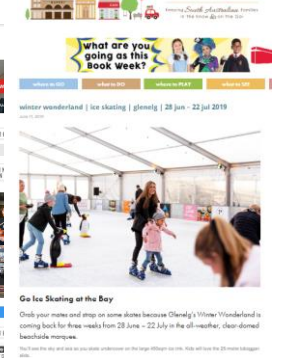
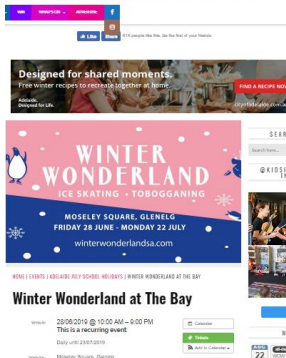
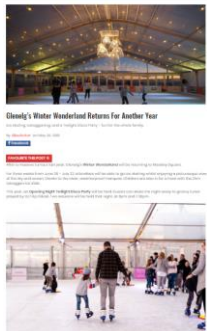
The 2019/20 JRMC Marketing Plan and Winter Wonderland marketing plan included digital content, consumer newsletter, KIDDO Magazine, Opening Night Twilight Disco Party event. White Marquee delivered a refreshed brand for the event. Marketing examples are below:

Digital	Print
Holdfast Bay Website banner	A3 poster
Holdfast Bay website events page	A5 flyer
Instagram image launching event	Jetty Road LOCAL Magazine
Twitter image	Rink signage
Play and Go listing	Winter Warmer decals – info desk
KIDDO MAG	Other
Jetty Road LOCAL Magazine	Events news media release
Google Adwords	e-newsletter traders
Outdoor / Onsite	Jetty Road Consumer News June
Entry statements	Social media
Bin core flutes	Jetty Road Channels – Facebook, Instagram, Youtube
Moseley square banner	GLAM ADL/KIDDO/Bloggers/Play and Go/What's On ADL

Below provides some examples of the event marketing:



KIDDO ISSUE 10





Multiple EDM features and competition with KIDDO Magazine
13/6/19; 20/6/19; 27/6/19; 4/7/19; 12/7/19



Summary

Competition with replica events in Adelaide, events administration believe the event may have reached the end of its lifecycle and a new winter activation targeting children and families for the July school holidays should be considered for 2020.

The events group will undertake post event surveys of attendees to gauge satisfaction in the event and future interest.

BUDGET

At the 21 February 2019 Special Budget meeting the JRMC approved \$74,421 for Winter Wonderland event delivery. During 2017 and 2018 the JRMC returned around \$30,000 back into the budget each year. With this in mind at the 1 May JRMC meeting the committee approved the re-allocation of \$31,233 towards winter activations (Glenelg Sunset Markets and Telstra Building Lighting Projection), leaving the remaining budget of \$43,188; matching Councils co-contribution for Winter Wonderland.

Final costs and income is dependent on a range of factors, including ticket sales, competing events, and successful marketing. The 2019 event did not achieve strong sales as per previous years resulting in the overall budget being overspent by \$11,339.

Importantly 24 September 2019, Council Report 347/19, indicated a budget over spend of \$6,441 which was accurate at the time of publishing. The variance is attributed to late invoices received. Total budget over spend is now correctly adjusted.

The event achieved \$6,100 revenue from 13 ice rink sponsors, up from \$5,100 the previous year. The Jetty Road Development Coordinator also undertook business development to seek presenting and supporting sponsor partnerships and approached 15 major companies.

LIFE CYCLE COSTS

The 2019/20 JRMC budget includes \$43,188 for Winter Wonderland event delivery.

ⁱ based on model provided by Tourism Research Australia

Item No: **9.6**

Subject: **JETTY ROAD GLENELG RETAIL STRATEGY 2018-2022 IMPLEMENTATION**

Date: 2 September 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Retail Strategy 2018-2022 guides the future direction and identify the actions required to maintain a prosperous retail sector. The strategy was developed by the Jetty Road Mainstreet Committee and has four priority areas. A four year action plan has been developed to guide the implementation of the plan through 2018-2022 and some new initiatives are outlined in this report.

RECOMMENDATION

That JRMCM:

- 1. Note this briefing**
 - 2. Approve \$4,200 to be allocated to Retail Strategy initiatives outlined in this briefing.**
-

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Harnessing emerging technology
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Retail Strategy guides the future direction and identify the actions required to maintain a prosperous retail sector. It leverages the opportunities created through the Jetty Road

Masterplan and new development investment. A four year action plan has been developed to guide the implementation of the plan through 2018-2022.

The Retail Strategy identifies four priority areas:

1. Promote shopping and dining as the key reasons to visit
This will be achieved through integrated marketing campaigns
2. Develop and enhance the appeal of the retail experience
Jetty Road will seek to attract unique, independent traders and high-end restaurants and bars to complement the existing business mix. In addition to this a leasing plan aligned with the Jetty Road Glenelg Masterplan will support the precinct.
3. Grow the capabilities of the retail sector
Up-to-date information, training and workshops will help traders understand consumer expectations and develop compelling online and instore experiences.
4. Work better together
Council and the Jetty Road Mainstreet Committee will continue to work closely to ensure that the needs of traders, landlords and consumers are respected, to advocate for the precinct, and to leverage the opportunities presented through partnerships and future development

REPORT

The Jetty Road Development Coordinator will provide an update on implementation of the strategy and some initiatives in the pipeline.

Priority 2: Develop and enhance the appeal of the retail experience

A Jetty Road Retail Investment Brochure is being developed that will highlight fast facts, economic data, location overview, precinct transformation and marketing and event overview. The brochure will be used as a sales tool for promoting Jetty Road Glenelg as a positive place to invest and can be provided to landlords and leasing agents. A budget of \$3,000 is sought for design and printing 200 copies.

A Landlord Business Lunch is proposed for Friday 18 October hosted by the Chair and Deputy Chairperson of the JRMC to share an update on JRMC initiatives, information sharing amongst peers and provide encouragement for investment in improving tenancies and the business mix. This initiative has been discussed with administration who are supportive of the approach. A budget of \$1,200 is sought for this initiative.

Priority 3: Grow the capabilities of the retail sector

To grow the capabilities of the retail, hospitality and service sectors to ensure they are delivering high levels of customer service and that we have a thriving mainstreet a free customer service workshop is being held at 5:30pm on Wednesday 9 October by Ali Uren, Director of Kikistart. The workshop will focus on designing meaningful in-store experiences. A budget of \$3,000 has been approved by the Chairperson which falls within the workshops allocation in the Project and Event Management budget.

BUDGET

The 2019/20 budget includes \$10,000 for implementing Retail Strategy actions.

LIFE CYCLE COSTS

N/A

Item No: **9.7**

Subject: **CHRISTMAS DECORATIONS**

Date: 2 October 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee (JRMC) are responsible for the purchase and maintenance of Christmas decorations to be installed in the mainstreet in November annually. The Jetty Road Development Coordinator (JRDC) will provide a progress report on the Jetty Road Christmas decorations project.

RECOMMENDATION

- 1. That the JRMC note this briefing**
-

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The JRMC are responsible for the purchase and maintenance of Christmas decorations to be installed along the mainstreet in November annually. Christmas wreaths are kept at the Council depot and are installed in November. Last year for the first time the JRMC hired Christmas themed items including an illuminated bauble that provided great opportunities for social media.

In July 2019 the JRDC has sought quotes from four companies with various skill sets, product offerings and event activation expertise to seek concepts to decorate Jetty Road for Christmas 2019.

In August the JRMCM approved activations that cover the entire stretch of Jetty Road including updated wreaths, festive laneway art, festive shop window displays and footpath decals and bin corflute's to be delivered by Lumino Events.

REPORT

In consultation with Lumino Events and the City of Holdfast Bay's Arts and Culture Coordinator four sites we identified for festival laneway art, budget allows for three sites to be selected.

Lumino Events have completed an expression of interest process to seek interested street mural artists for the festive interactive laneway art element of the project. Ten expressions of interest were received and have been reviewed.

The recommended art selection has been discussed with the Jetty Road Marketing Working Group

Suitable sites for the shop window displays have been identified and will be determined closer to the date of installation.

Marketing planning is now set to commence incorporating artwork work for the selected artists.

BUDGET

The 2019/20 has \$42,515 allocated to Christmas Decorations

The 2018/19 budget delivered \$55,191 in budget savings, \$45,000 was pre-committed leaving \$10,191 remaining carry forward. The JRMCM approved \$7,485 to be allocated to Christmas Decorations to bring the budget to \$50,000.

LIFE CYCLE COSTS

N/A