

Agenda

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

Mayor's Parlour - Glenelg Town Hall
Moseley Square Glenelg

6 March 2024 at 6pm



Roberto Bria
Chief Executive Officer



1. Opening

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

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 7 February 2024 be taken as read and confirmed.

6. Questions by Members

6.1 Without Notice

6.2 On Notice: Nil

7. Presentations

7.1 Jetty Road Masterplan - In Confidence

Mr Primerano, Project Director and Ms Armfield, Project Manager will provide an update on the Jetty Road Masterplan.

Pursuant to Section 87(10) of the Local Government Act 1999 the information associated with this agenda item and the accompanying documentation is delivered to the Committee Members upon the basis that the Committee considers the information and the documents in confidence under Part 3 of the Act, specifically on the basis that Committee will receive, discuss or consider:



- d. commercial information of a confidential nature (not being a trade secret) the disclosure of which -
 - i. could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
 - ii. would, on balance, be contrary to the public interest.

8. Reports By Officers

8.1	Independent Committee Member Welcome	(Report No: 56/24)
8.2	Jetty Road Events Update	(Report No: 57/24)
8.3	Marketing Update	(Report No: 58/24)
8.4	Monthly Finance Report	(Report No: 59/24)

9. Urgent Business – Subject to the Leave of the Meeting

10. Items in Confidence

- 10.1 Winter Activation (Report No: 61/24)

Pursuant to Section 87(10) of the Local Government Act 1999 the Report attached to this agenda and the accompanying documentation is delivered to the Committee Members upon the basis that the Committee considers the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Committee will receive, discuss or consider:

- d. commercial information of a confidential nature (not being a trade secret) the disclosure of which –
 - i. could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
 - ii. would, on balance, be contrary to the public interest

11. Date and time of next meeting

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 3 April 2024 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

12. Closure


Roberto Bria
 Chief Executive Officer

Item No: 8.1

Subject: INDEPENDENT MEMBER WELCOME

Summary

The Jetty Road Mainstreet Committee (JRMCM) comprises of up to 13 persons who are a mix of the Jetty Road Mainstreet Precinct business owners, commercial property owners (nine persons) and Elected Members of Council (two persons) and, if the committee wishes to do so, independent members (two persons). At their meeting on 13 December 2023 the JRMCM endorsed advertising and appointing Independent Members to join the Committee.

Nominations were sought for the two positions for the remainder of the current term which expires 31 March 2025. Nominations were open from 29 January to 9 February 2024. The selection panel met on 19 February 2024 and this report provides their recommendations for the appointment of Independent Members.

Recommendation

The Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Glenelg Precinct ("the Precinct") is recognised throughout South Australia and beyond as one of the best examples of a thriving traditional retail, hospitality and business district, servicing the needs of the community and around two million visitors each year.

The Jetty Road Mainstreet Committee (JRMCM) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. The Committee is established to advise Council on enhancing and promoting the Precinct as a vibrant shopping, leisure and recreation area with year-round appeal to residents and visitors

In 1994, the former City of Glenelg established the Jetty Road Mainstreet Board ("the Board") with the aim of supporting the Precinct to flourish and expand, to strengthen partnerships between businesses, the Council and local community. In 2007, the name was changed to the Jetty Road Mainstreet Management Committee (JRMMC), followed by a further name change in 2016 to the Jetty Road Mainstreet Committee (JRMCM).

The Jetty Road Mainstreet Committee is established to advise Council on:

- Enhancing and promoting the Precinct as a vibrant shopping, leisure and recreational area with year-round appeal to residents and visitors.
- Furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.

- A consistent marketing and brand strategy for the Precinct Initiatives required to operate the Precinct in accordance with the Council's Strategic Management Plans.
- The Committee will also maintain communication between the Council, traders, landlords, tourism providers, consumers and residents in the Precinct.

Report

The Committee believed it would benefit from Independent Members to be appointed to the Committee who hold specialist skills, Council advertised for up to two Independent Members with skills/experience in the following areas:

- Tourism
- Events
- Marketing
- Food and Dining
- Economic Development
- Property Development
- Investment Attraction
- Urban Planning and Design

Following endorsement by Council to appoint Independent Members, nominations were open from 29 January till 9 February 2024. The nomination form was available on the City of Holdfast Bay website and promoted through Council's LinkedIn account.

The appointment is from 1 March 2024 to 31 March 2025, which aligns with the current committee term. Independent positions are voluntary with no allowance paid.

On 19 February 2024, the selection panel comprising of one member of the JRMC, the Mayor and the Chief Executive Officer of the Council met and made an assessment of the six applications for the two positions. The assessment was made against selection criteria reflecting relevant experience.

At the 27 February 2024 Council Meeting, Council endorsed the selection panel's recommendation for the following Independent Members to join the Jetty Road Mainstreet Committee effective from 1 March 2024:

- Mr Corey Brown
- Ms Stacey Mills

A copy of the Jetty Road Mainstreet Committee Terms of Reference and the City of Holdfast Bay Code of Practice Meeting Procedures were provided to the new committee members as part of their JRMC Committee Member Manual.

Budget

Not Applicable

Life Cycle Costs

Not Applicable

Strategic Plan

Innovation: entrepreneurialism

Sustainability: resilience in our economy

Council Policy

Jetty Road Mainstreet Committee Terms of Reference

Statutory Provisions

Local Government Act

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

Item No: 8.2

Subject: JETTY ROAD EVENTS UPDATE

Summary

The Jetty Road Mainstreet Committee 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. This report provides an overview of recent and upcoming events.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Mainstreet Committee 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 2023-24 financial year the Jetty Road Mainstreet Committee (JRMCM) has allocated funds for the following events:

Co-funded with Council

- \$75,000 – Winter Activation – Glenelg Winter Arts Festival
- \$50,000 – Spring Activation – Sea to Shore: Glenelg Seafood Festival
- \$50,000 – Summer Activation – Glenelg Ice Cream Festival

JRMCM Sponsored (Council run)

- \$25,000 – Glenelg Christmas Pageant

Co-Sponsored – Council and JRMCM (Third Party Events)

- \$10,000 Australian Masters Games
- \$10,000 Glenelg Film Festival

Glenelg Film Festival (co-sponsored)

The City of Holdfast Bay and JRMCM are joint sponsors of the Glenelg Film Festival. Sponsorship includes marketing and event support for a finale event in Colley Reserve on 23 March 2024 from 2pm – 10.30pm. This will be the Festival's inaugural finale. The event will be free for the public to attend, liquor licenced (fenced) and include activations, performances, market stalls with the event's evening culminating in the Glenelg Film Festival Awards Ceremony where the six winning short films from the year-long Festival Event will be screened on a 16sqm LED

screen with cinema sound. Beach Burrito will be serving tacos and nachos and will hold the short-term liquor license. Council is working with the event organisers on the logistics and project management including ensuring film classification requirements are suitable for the public realm.

Other upcoming events:

In addition to the JRMCM funded/supported events, the following events are in council's forward calendar for the Glenelg area in the coming months. The following is based on information provided by the organisers of each event:

- Adelaide Festival's *Baleen Moondjan* on Glenelg Beach: 28 February- 2 March 2024
- Sunset Markets in Moseley Square: 10 March and 14 April 2024
- Accessible Beach Day: 10 March 2024
- Jetty Road Easter Egg Hunt (run by Skyline Attractions): 23 March 2024
- Giant Wheel: Live until 12 May 2024
- Moseley Beach Club: Live until 7 April 2024
- Anzac Day Dawn Service, Glenelg: 25 April 2024

Budget

The total contribution for the events as listed is \$220,000. Events to date have been delivered within budget.

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By:

Event Lead

General Manager:

Community and Business, Ms M Lock

Item No: 8.3

Subject: **MARKETING UPDATE**

Summary

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2023-24 Marketing Plan.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee aligned to the 2023-24 Marketing Plan.

Report

Jetty Road LOCAL Magazine – Winter Edition

Work has commenced on the Jetty Road Winter Edition. This edition will include the popular Winter Warmer vouchers and will be available from May to September 2024. Magazines delivered to households will be plastic wrapped due to the winter delivery. Additional copies will be provided to local accommodation providers.

International Women's Day

A campaign to celebrate the women of Jetty Road has been finalised for a digital roll out on Friday 8 March. The campaign features different women from the precinct and the connections they have. The campaign will be featured on the Jetty Road website and social media channels.

Gather Round Campaign

Gather Round is back in South Australia from 4-7 April 2024. The inaugural Gather Round saw increased visitation to Glenelg. A dedicated campaign will be run in 2024 with an update to be provided by the Jetty Road Development Coordinator at the meeting.

School Holiday Program

Planning has commenced for the April School Holiday Program. This will follow a similar format as 2023 with a trail encouraging people to move around the precinct. Feedback has been taken on board to make the trail more interactive with greater street presence.

Asia Street Food by the Sea

Jetty Road Glenelg was a sponsor of the Asia Street Food by the Sea event 15 – 18 February 2024. In its second year, the event attracted an anticipated 25,000 - 30,000 people to the precinct. Being held on the opening weekend of the Adelaide Fringe Festival this has fast become a significant event in the Glenelg event calendar. Jetty Road's sponsorship included:

- Social Media promotion
- Website blog
- EDM content
- Moseley Square Banner and bin corflutes

Consumer News

Consumer emails were sent on:

- Monday 12 February 2024, promoting Valentine's Day and Asia Street Food by the Sea. It was emailed to 9,594 subscribers, with an open rate of 50% (4,801 opens and 188 clicks).

Trader News

- Friday 23 February (resent on Monday 26 February 2024) to 416 recipients with a 48% open rate. The content focused on the trial parklet consultation, Winter Magazine advertising, social media workshops and International Women's Day.
- Wednesday 14 February (resent Friday 16 February 2024) to 416 recipients with a 54% open rate. The content focused on a Social Media Workshops and weekend events.

Website

21 January – 20 February 2024:

- What's On continues to be a key driver for website traffic and is anticipated to continue through summer.
- There has been a focus on the page path and query strings (i.e. how a customer seeks information and navigates the website) – both for events and generally. This has resulted in users extending time spent on specific event and precinct webpages.

Refer Attachment 1

Social Media

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 January – 20 February 2024.

Facebook – 21 January – 20 February 2024

	21 October– 20 November	21 November– 20 January	21 January– 20 February
Page Followers	31,856	32,400	33,933
Posts	27	55	32

Instagram - 21 January – 20 February 2024

	21 October – 20 November	21 November– 20 January	21 January– 20 February
Followers	20,505	20,700	20,851
Posts	22 posts 128 Stories 5 Reels	53 posts 343 Stories 5 Reels	32 posts 128 Stories

Social Media posting is supported by a paid advertising campaign.

Budget

The JRMC allocated \$282,445 towards implementing the 2023-24 Marketing Plan of which \$119,559 has been expended as of 31 January 2024.

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism

Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

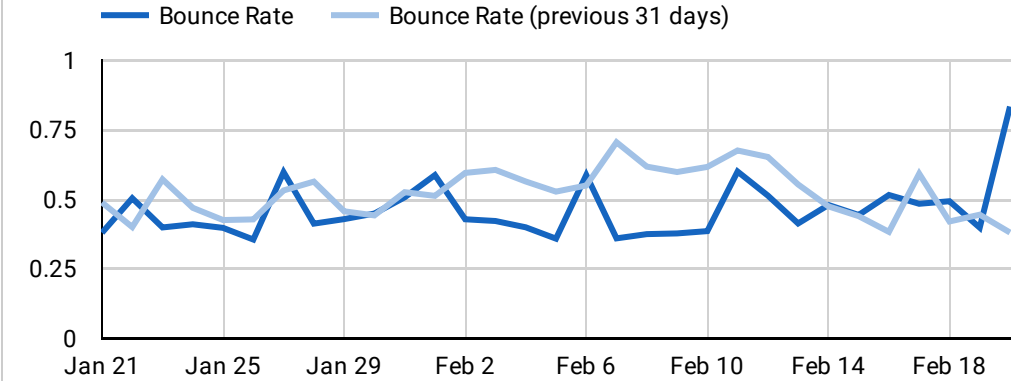
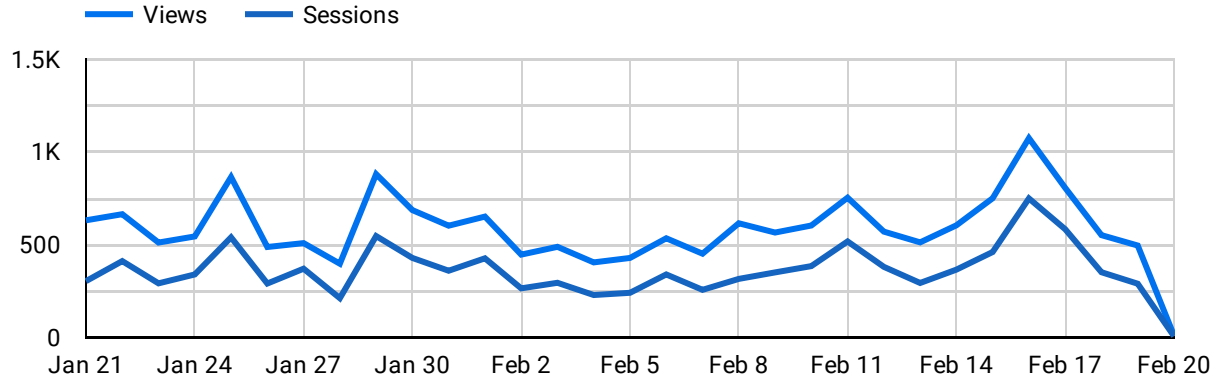
Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

Attachment 1

Jan 21, 2024 - Feb 20, 2024

Overview of your customers behaviors



Pageviews
18,083

Sessions
11,149

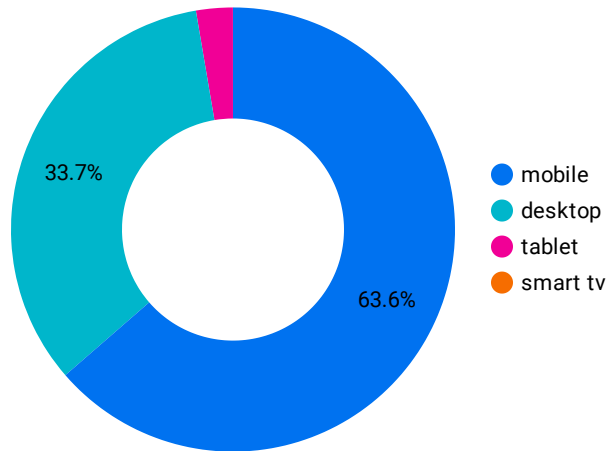
New users
9,016

Event count
57,322

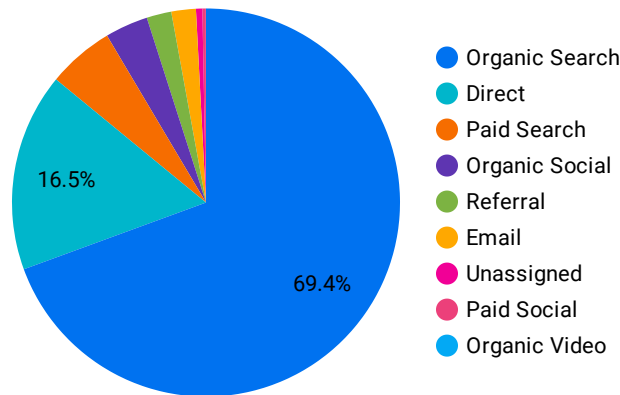
Pages Per Sessions
1.62

Avg. Time on Page
00:00:17

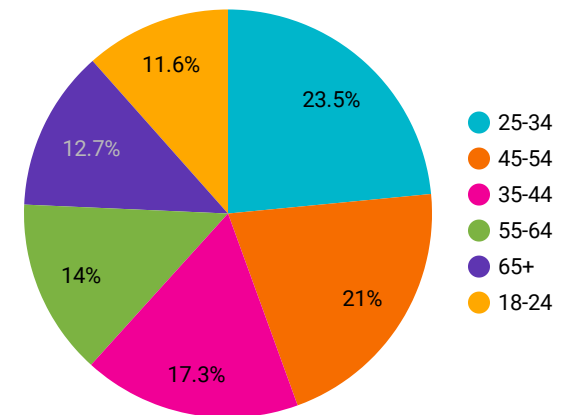
Device Type



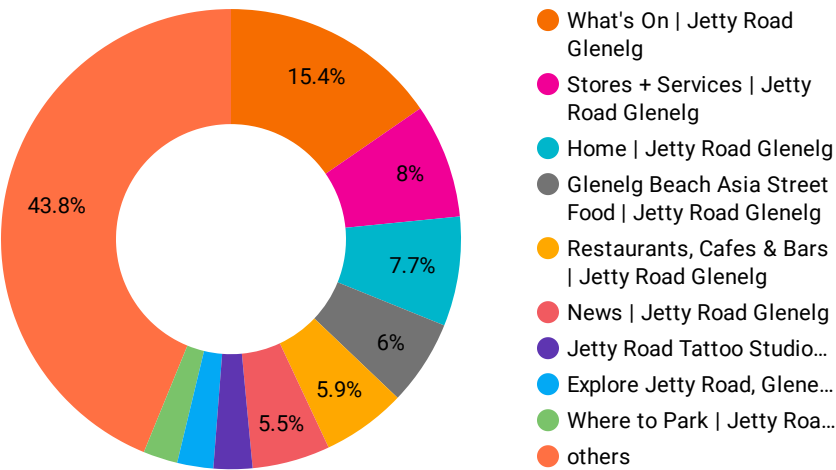
Website Traffic Source



Who is visiting your site?

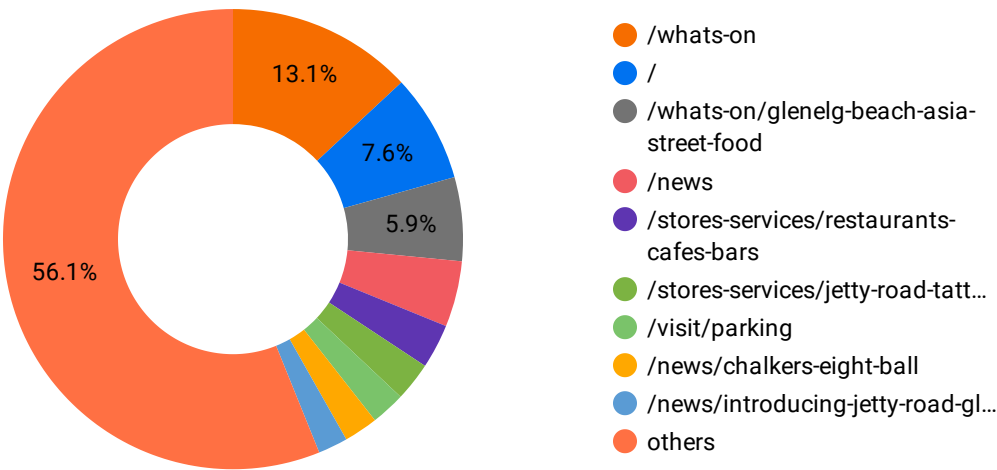


Most popular pages with title breakdown



Page title	Pageviews
What's On Jetty Road Glenelg	2,504
Stores + Services Jetty Road Glenelg	1,309
Home Jetty Road Glenelg	1,252
Glenelg Beach Asia Street Food Jetty Road ...	975
Restaurants, Cafes & Bars Jetty Road Glenelg	963
News Jetty Road Glenelg	891
Jetty Road Tattoo Studio Jetty Road Glenelg	444
Explore Jetty Road, Glenelg Jetty Road Glen...	413
Where to Park Jetty Road Glenelg	394
Chalkers Eight Ball Jetty Road Glenelg	388

Which page is the most popular?



Page path + query string	Pageviews
/whats-on	2,128
/	1,234
/whats-on/glenelg-beach-asia-street-food	958
/news	753
/stores-services/restaurants-cafes-bars	507
/stores-services/jetty-road-tattoo-studio	444
/visit/parking	392
/news/chalkers-eight-ball	388
/news/introducing-jetty-road-glenelgs-newest-luxury-hotel	339
/directory	302

Item No: 8.4

Subject: MONTHLY FINANCE REPORT

Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 31 January 2024.

Recommendation

That the Jetty Road Mainstreet Committee:

- 1. Notes this report; and**
 - 2. Reallocates \$_____ from the promotions budget to the signage budget**
-

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 the budget each month to ensure that all expenditure and income is within approved parameters.

Report

The 2023-24 Jetty Road Mainstreet budget for January has been delivered on track.

Refer Attachment 1

The budget variances are:

- **Event Management:** Two Social Media training courses have been delivered with expenses to be realised by the end of March 2024. The annual trader networking function has been proposed to align with the Winter Activation.
- **Advertising:** Expenses associated with the Val Morgan advertising have yet to be realised.
- **Sponsorship:** This budget variance is aligned to the Glenelg Film Festival to be held 23 March 2024.
- **Promotions:** Budget reallocation to be considered due to ShopBack investment. Options to be presented for reallocation.

Budget

Not applicable

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism
Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Jetty Road Development Coordinator
General Manager: Community and Business, Ms M Lock

Attachment 1

INCOME & EXPENDITURE STATEMENT 31 JANUARY 2024

	Annual Budget	YTD Budget	YTD Actuals	Variance	2021/22 Actuals	2022/23 Actuals
Revenue						
General Rates Raised	660,245	660,245	660,238	(7)	598,469	617,629
Gift Card Income	-	-	-	-	4,585	-
Other Income	20,000	7,665	(219)	(7,884)	14,469	18,064
	680,245	667,910	660,019	(7,890)	617,523	635,693
Expenses						
Employee Costs	221,205	128,469	129,564	(1,095)	216,716	178,067
Sponsorships	45,000	42,153	35,455	6,698	25,030	25,855
Event Management	28,500	16,400	2,345	14,055	3,778	24,943
Retail Strategy Implementation	15,000	5,000	-	5,000	-	-
Christmas Decorations	-	-	-	-	10,000	-
Food & Drink	2,500	1,287	922	365	292	1,734
Directory Board	-	-	-	-	655	-
Donations	-	-	-	-	-	-
Lighting	15,000	10,000	9,678	322	19,363	4,742
COVID-19 Related Expenditure	-	-	-	-	22,125	-
Gift Card Expenditure	3,000	1,143	3,105	(1,962)	9,756	6,191
Other Expenditure	3,000	2,258	1,293	965	747	698
Professional Services	5,000	2,000	7,838	(5,838)	39,697	47,258
Marketing	-	-	-	-	-	-
Signage	12,000	12,000	12,000	-	22,975	27,500
Public Relations	55,000	16,000	12,743	3,257	27,082	22,096
Publications	60,000	30,758	35,354	(4,596)	70,995	77,724
Advertising	43,000	17,200	5,283	11,917	10,176	5,359
Promotions	70,000	27,000	25,155	1,845	67,741	35,566
Marketing Contingency	42,445	31,000	29,025	1,975	22,754	15,378
Events and Activations	-	-	-	-	-	-
Pro Hustle Basketball	-	-	-	-	15,000	-
Co-funded Events	-	-	-	-	-	-
Winter Activation	75,000	75,000	75,000	-	44,304	40,088
Summer Activation	50,000	-	-	-	-	50,000
Seafood Festival	50,000	50,000	50,000	-	-	-
Spring Street Party	-	-	-	-	30,000	50,000
March Activation	-	-	-	-	30,000	-
	795,650	467,668	434,759	32,909	689,186	613,197
Net Profit/(Loss)*	(115,405)	200,242	225,260	25,018	(71,663)	22,496

*Annual Budget includes carry forward amount from 2022/23 of \$115,405

Cross check	-115,405	180,900	225,260	
	(0)	19,342	0	

MARKETING EXPENDITURE STATEMENT 31 JANUARY 2024

		Annual Budget	YTD Budget	YTD Actuals	Variance
Expenses					
Marketing		-	-	-	
Signage	Tram Wrap & Out of precinct signage	12,000	12,000	12,000	-
Public Relations	PR, Blogs and Consumer News, be Local Campaign, photoshoot	55,000	16,000	12,743	3,257
Publications	JR LOCAL Magazine	60,000	30,758	35,354	(4,596)
Advertising	Social Media advertsing, Website, Google Adwords, YouTube advertising	43,000	17,200	5,283	11,917
Promotions	Shopping campaigns including Shopback and winter campaign	70,000	27,000	25,155	1,845
Marketing Contigency	Marketing contingency including brand roll out	42,445	31,000	29,025	1,975
		282,445	133,958	119,559	14,399