

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 3 August at 6.00pm

A stylized, handwritten signature in black ink, appearing to read "Roberto Bria".

**Roberto Bria
CHIEF EXECUTIVE OFFICER**

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairperson, Ms Gilia Martin will declare the meeting open at 6:00 pm.

2. KAURNA ACKNOWLEDGEMENT

We acknowledge Kurna 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 Kurna 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 1 June be taken as read and confirmed.

6. QUESTIONS BY MEMBERS

6.1 Without Notice

6.2 With Notice - Nil

7. MOTIONS ON NOTICE - Nil

8. PRESENTATIONS**8.1 Jetty Road Masterplan**

- Ms Cherie Armfield, Project Manager, Public Realm & Urban Design will provide an update on the Jetty Road Masterplan.

8.2 Spendmapp Data Presentation

- Ms Virginia Miller, Economic Development Business Partner, will present a quarterly update on the Spendmapp data for the Glenelg Precinct.

8.3 Council Elections and Caretaker Period

- Ms Marnie Lock, General Manager, Community and Business will provide an update the upcoming council elections and caretaker period process.

9. REPORTS/ITEMS OF BUSINESS

9.1	Monthly Finance Report	(Report No: 308/22)
9.2	Property Council Membership	(Report No: 309/22)
9.3	Glenelg Bowls Club - Partnership Request	(Report No: 310/22)
9.4	Spend + Win	(Report No: 311/22)
9.5	Marketing Update	(Report No: 312/22)
9.6	Summer Activation	(Report No: 313/22)
9.7	Jetty Road Events Update	(Report No: 314/22)

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 September 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: 3 August 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

The Jetty Road Mainstreet 2021/2022 end of financial year report is presented for information.

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 2021/22 Jetty Road Mainstreet budget end of financial year result has been delivered on track.

Social Media Management which is in the Professional Services budget line within the broader Council accounting system is \$3,679 overspent due to invoices from the Event Cinema artwork and Kelliedy Jones Workshops allocated to this account line. Social Media services have been delivered within the \$36,000 allocation.

The Jetty Road gift card expense is offset by the income received.

Some initiatives were unable to be delivered within the financial year with a resulting carry forward of \$92,909. The following underspent budgeted projects will be directly carried forward to be implemented in 2022/23:

- \$10,000 – Retail Strategy Implementation
- \$15,000 – Side street grants
- \$50,000 – Spring Activation

Through the budget workshops held in March 2022 for the 2022/23 financial year budget allocations, the committee allocated a budget predicting a carry forward of \$75,000. The current carry forward is \$92,909 leaving \$17,909 unallocated. Following the July event workshop, a report will be presented at this JRMC meeting regarding a Summer Street Party and allocation of additional funds.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

INCOME & EXPENDITURE STATEMENT 30 JUNE 2022

	Annual Budget	YTD Budget	YTD Actuals	Variance	2019/20 Actuals	2020/21 Actuals
Revenue						
General Rates Raised	598,480	598,480	598,469	(11)	578,076	584,449
Gift Card Income	-	-	4,585	4,585	-	2,690
Other Income	20,000	20,000	14,469	(5,531)	4,064	19,464
	618,480	618,480	617,523	(957)	582,140	606,603
Expenses						
Employee Costs	206,153	206,153	216,716	(10,563)	126,282	207,435
Sponsorships	26,500	26,500	26,404	96	5,764	-
Event Management	39,500	39,500	3,778	35,722	31,236	23,585
Retail Strategy Implementation	10,000	10,000	-	10,000	25,633	480
Christmas Decorations	10,000	10,000	10,000	-	20,417	-
Food & Drink	3,500	3,500	292	3,208	4,050	456
Directory Board	2,500	2,500	1,591	909	-	-
Donations	2,500	2,500	-	2,500	-	-
Lighting	18,850	18,850	19,363	(513)	-	41,618
COVID-19 Related Expenditure	20,000	20,000	20,000	-	-	-
Gift Card Expenditure	5,000	5,000	9,756	(4,756)	4,195	12,045
Other Expenditure	-	-	747	(747)	454	629
Marketing					142,079	206,578
Social Media Management	36,000	36,000	39,697	(3,697)		
Signage	22,079	22,079	22,039	40		
Public Relations	33,740	33,740	33,740	-		
Publications	60,000	60,000	60,038	(38)		
Advertising	14,600	14,600	14,600	-		
Promotions	70,750	70,750	69,741	1,009		
Marketing Contingency	21,380	21,380	21,380	-		
Events and Activations						
Pro Hustle Basketball	15,000	15,000	15,000	-		
Side Street Activation Grant	15,000	15,000	-	15,000		
Co-funded Events						
Winter Activation	40,000	40,000	44,304	(4,304)	66,389	43,268
Tour Down Under Street Party	-	-	-	-	42,527	-
Spring Street Party	30,000	30,000	30,000	-	30,931	-
Seafood Festival	50,000	50,000	-	50,000	-	-
March Activation	30,000	30,000	30,000	-	-	-
Christmas Pageant					20,000	-
Gin Festival					23,209	-
	783,052	783,052	689,186	93,866	543,166	536,094
Net Profit/(Loss)*	(164,572)	(164,572)	(71,663)	92,909	38,974	70,509

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

MARKETING INCOME & EXPENDITURE STATEMENT 30 JUNE 2022

		Annual Budget	YTD Budget	YTD Actuals	Variance
Marketing					
Social Media Management	Social Media Management	36,000	36,000	39,697	(3,697)
Signage	Tram Wrap	22,079	22,079	22,039	40
	SA Style Mag, CityMag, Blogs and Consumer News, be Local Campaign, photoshoot, influencers, Winter Warmers Digital				
Public Relations	Winter Warmers Digital	33,740	33,740	33,740	-
Publications	JR LOCAL Magazine	60,000	60,000	60,038	(38)
	Social Media advertsing, Website, Google Adwords, YouTube				
Advertising	advertising	14,600	14,600	14,600	-
	Shopping campaigns including				
Promotions	Spend + Win	70,750	70,750	69,741	1,009
Marketing Contingency	Marketing contingency	21,380	21,380	21,380	-
		258,549	258,549	261,235	(2,686)

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

Item No: 9.2

Subject: **PROPERTY COUNCIL MEMBERSHIP**

Date: 3 August 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

The Property Council of Australia is the leading body for the property and construction industry with over 2,200 member companies who represent the full spectrum of the property industry. The Jetty Road Mainstreet Committee (JRMCM) have been members of the Property Council of Australia in SA since 2016, and the previous JRMCM Chair was a committee member on the Mainstreets & Retail Committee. The Property Council's agenda in South Australia is guided by more than 10 member committees comprising of nearly 150 industry volunteers.

RECOMMENDATION

That the Jetty Road Mainstreet Committee:

- 1. Notes this report and**
 - 2. Resolves to (continue / cease) the Property Council Membership.**
-

STRATEGIC PLAN

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

Since 2016, JRMCM has been a member of the Property Council of Australia as an Associate B Member (6-30 employees).

REPORT

The JRMC members received the Property Council Membership prospectus and link to the website via email on Wednesday 27 July 2022, to provide background of the organisation and further information.

Refer to Attachment 1

JRMC is classed as an Associate B Member (6-30 employees) with an annual membership fee of:

- \$2,800 inc GST
- \$300 Optional logo in the membership directory

Alternate membership categories are:

- Associate A (greater than 30 employees) - \$3,860 inc GST
- Associate C (5 or less employees) - \$1,390 inc GST

Membership includes; access to updates and advocacy related to the property industry, special member rates to attend training, networking and conference, as well as the opportunity to be part of relevant Property Council Committees. The previous JRMC Chair was a member of the Property Council Mainstreet Committee.

This report seeks the committee's direction regarding membership with the Property Council, to:

1. Continue membership;
2. Cease membership with the Property Council

BUDGET

The 2022/23 budget provide sufficient funds to cover the cost of membership.

LIFE CYCLE COSTS

Not applicable

Attachment 1

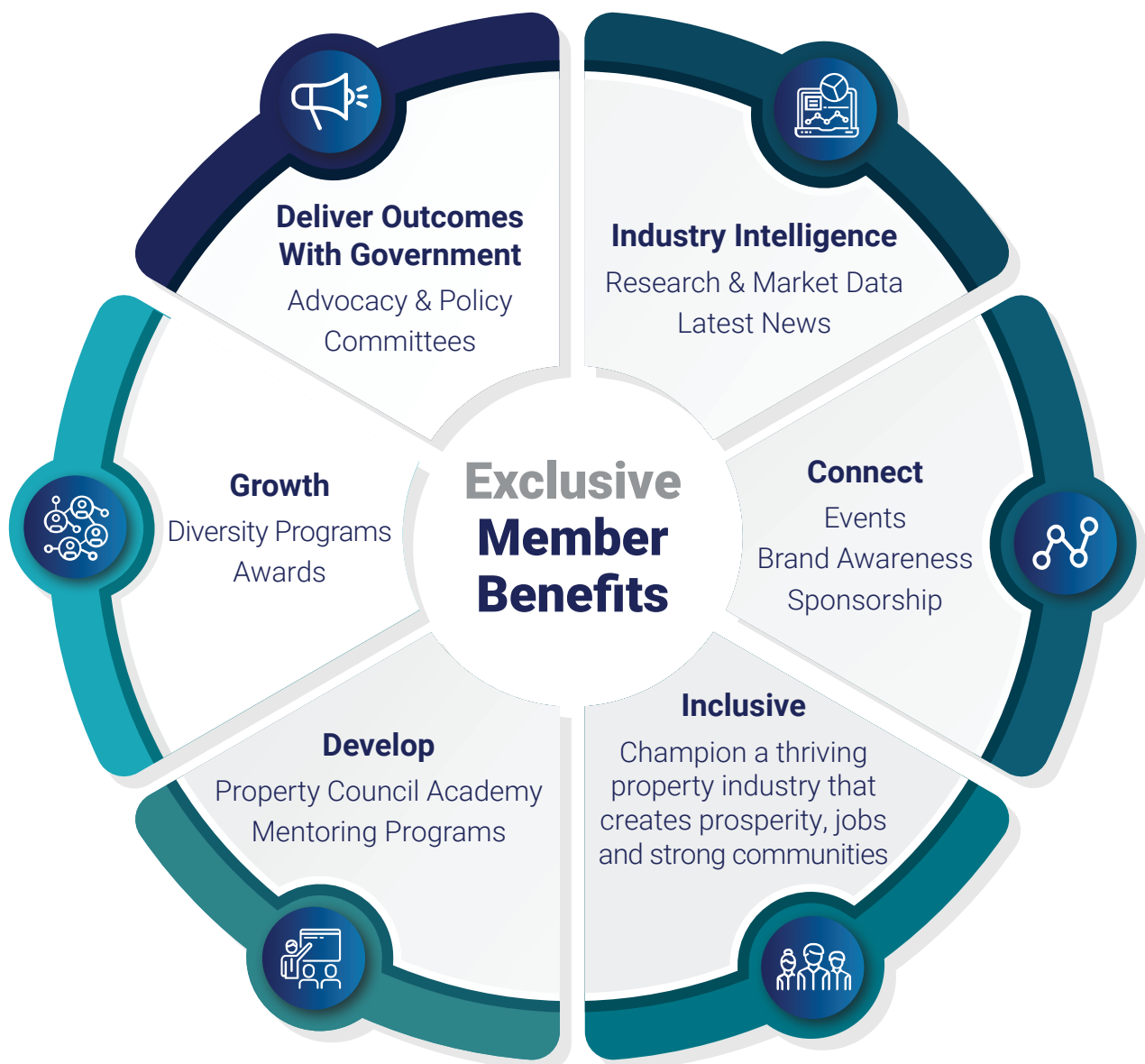


Property Council of Australia Member Benefits 2022/23



Be Part of Something Powerful.

Our members are at the heart of everything we do. The Property Council of Australia provides powerful advocacy and exceptional services for our members, at both a National and State level.



For more information on how the Property Council of Australia can support you, please contact membership@propertycouncil.com.au





Why Join the Property Council of Australia?

The Property Council of Australia is the leading industry body for the property and construction industry.

Join over 2,200 member companies who represent the full spectrum of the property industry.

Be part of helping shape government policy, connecting and sharing market knowledge and strengthening Australia's largest industry and employer.

Our mission is to champion a strong property industry. We are a for-purpose organisation, and that purpose is our members.



Benefits for You



Deliver Outcomes with Government

Advocacy

Our national and divisional advocacy teams are here for you, advocating on your behalf on a wide range of policy priorities which can incorporate your valuable market insights. Receive real-time member advocacy alerts about government decisions and how they impact your business, and our industry.

Committees

The Property Council of Australia's committee members are instrumental in our advocacy, providing valuable industry insights and information that assist us in our communications to government on the issues that matter most to our members. Placements on committees are for a 2 year term, with nominations opening in late 2022.



Connect

Events

Be a part of a strong, connected network. Join up with other industry leaders to share knowledge, thought leadership and network at our state events, national conferences and complimentary member briefings. Our state-based membership provides member benefits only in the state that you are a member, and our National events such as Property Congress and Retirement Summit.

Sponsorship and Brand Awareness

Sponsorship is a powerful and effective way to promote your business by leveraging the Property Council of Australia's national reach. Our unique events program offers unrivalled national and state platforms to reach the Property Council of Australia's member organisations, as well as government representatives, mainstream media and the thousands of industry professionals who attend our events every year.



Growth

Diversity and Inclusion

Work together with the Property Council of Australia to build a diverse and inclusive industry. Members can nominate for the 500 Women in Property sponsorship initiative, participate in dedicated industry state events, and professional development activities designed to grow the talent pool.

Awards

The Property Council of Australia proudly presents an exciting program of national and state awards showcasing excellence across the property industry. Our awards program includes the Innovation & Excellence Awards, National Retirement Living Awards and State Awards.

Benefits for You



Development

Property Council Academy

Motivate, Educate, and Influence your people with courses for all levels and sectors of the property industry. Industry leaders design and deliver our programs, making them a unique and industry-specific professional development experience. Whether you are looking to grow your skills, wanting access to digital learning experiences, desire classroom-based courses delivered both face to face and in virtual formats, or customised bespoke in-house training, our dedicated team are here to assist. The Property Council Academy courses enable you to accrue CPD eligible hours and earn credit towards a master's degree at a growing number of universities.

Mentoring Program

Right now, growing your people has never been more important. The Property Council of Australia's national mentoring program is dynamic, and purpose built for the challenges and opportunities in our industry. It also continues to evolve, be informed, and guided by an expert advisory committee. Whether you're seeking a way to give back to the industry, or development opportunities for your staff, this mentoring program delivers.



Industry Intelligence

Research

Tap into the latest analysis of trends and benchmarks from our extensive research including the industry leading Office Market Report. Our Data Room is Australia's most comprehensive source of economic and property information live and online. Members can participate in surveys, order bespoke research reports and be provided with timely Research Alerts covering topics such as office vacancy.

Industry Knowledge

Opportunities to showcase your expertise and enhance your corporate profile through contribution in our e-news, speaking at events and presenting at Academy courses.



Together We Are Stronger

Join us to champion a thriving property industry that creates prosperity, jobs and strong communities.

Our Corporate divisional membership provides access to member benefits for **all** employees based in the state of Membership.

Thank you for your interest

For more information on how the Property Council of Australia can support you, please contact membership@propertycouncil.com.au



Item No: 9.3

Subject: **GLENELG BOWLS CLUB – PARTNERSHIP REQUEST**

Date: 3 August 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

Throughout the year, the Jetty Road Mainstreet Committee (JRMCC) is approached for sponsorship from different organisations. This is in addition to sponsorships which have been considered as part of the budget process. In general, sponsorship requests are sought from local community organisations. A partnership request has been received from Glenelg Bowls Club for sponsorship for 2022/23.

RECOMMENDATION

That the Jetty Road Mainstreet Committee:

1. **Notes this report and**
 2. **Thanks the Glenelg Bowling Club for their partnership opportunity and**
 3. **Allocates \$_____ to secure sponsorship.**
-

STRATEGIC PLAN

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

BACKGROUND

As part of the annual budget plan, funding is allocated to sponsorship. Throughout the year additional requests are received. A partnership request has been received from Glenelg Bowling Club for 2023.

REPORT

The Glenelg Bowling Club is located at 3 Partridge Street, Glenelg, on the border of the Jetty Road Mainstreet Precinct area. The club describes itself as a competitive, yet a welcoming smaller / community based club which provides a great bowling experience for all, from competitive pennant bowlers through night owls, social bowlers and occasional bowlers. The opportunity to connect with Jetty Road trades has been identified by the club.

A key objective of the partnership for the Glenelg Bowls Club is to ensure traders on Jetty Road are aware of the club, the recreational benefits and venue availability.

Gold Partner Package - \$660 (inc GST) includes:

- 2m x 1m signage outside at the club
- Prominent display inside the club and on the website
- 2 x 'Partner of the week' over September – August
- Discounted venue hire rates

For an additional \$250 there is an option to secure naming rights for the inaugural night tournament 'Lights up Glenelg' which will be publicised in all Adelaide and near regional clubs and through the Bowls SA weekly email.

Total investment:

- \$660 (inc GST); or
- \$910 (inc GST)

Exposure includes:

- 9 teams playing 18 home and away games
- 80 Night Owls each Wednesday
- Social Bowls each Tuesday
- Regular School, university and venue hires over the year

Through the budget workshop in March 2022, \$3000 has been allocated to Sponsorship for 2022/23 to be allocated throughout the year.

In general, additional requests will be received throughout the year, and it is important that the committee determines what their objectives are for sponsoring/partnering with organisations / events. Not every request for sponsorship will align with these objectives, however there are other ways that the JRMCC can offer support. Be it through non-financial partnering, for example; promotion of the sponsorship opportunities to the traders through an e-newsletter.

Administration are seeking direction from the committee regarding this partnership opportunity.

BUDGET

The 2022/23 budget provides sufficient funds to cover the sponsorship.

LIFE CYCLE COSTS

Not applicable

Item No: 9.4

Subject: **SPEND + WIN 2022**

Date: 3 August 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee identified a Spend + Win competition as a key initiative to stimulate economic activity during Winter. While originally anticipated to commence in late May, due to the Federal Election the campaign commenced on 1 June – 30 June 2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee notes this report.

STRATEGIC PLAN

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

BACKGROUND

Enhancing and promoting the Jetty Road precinct as a vibrant shopping, leisure and entertainment area with year round appeal to residents and visitors is at the forefront of this promotion and it is also aligned with the Jetty Road Glenelg Retail Strategy 2018-22:

- 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

For the 2022 campaign, an aspirational main prize was sought to encourage visitation and spending. Through a partnership with Glenelg BMW, a BMW 1 Series worth \$58,000 was provided as the prize.

REPORT

The Jetty Road Glenelg Spend + Win promotion supports businesses within the Jetty Road precinct. The competition's aim was to attract new visitors and encourage repeat visitation to the Jetty Road precinct to stimulate financial activity. It was also to build the Jetty Road consumer database which is utilised to directly promote Jetty Road precinct businesses, events and activities throughout the year. The competition ran for four weeks from 1 June to 30 June 2022, with customers who spent \$30 or more being eligible to enter online. The main prize was a BMW 1 Series.

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

Of the entries into the draw, \$467,159 spend was achieved within Jetty Road, Glenelg assisting with the local economy during June.

Results

- 4,241 valid entries
- Of the total entries, 2,149 are new subscribers to the Jetty Road Consumer Newsletter
- \$467,159 local spend from QR code entries into the prize draw

	Number of valid entries	Spend in precinct	Campaign cost
2021/22 – BMW	4,241	\$467,159	\$61,320
2020/21 – Jetty Rd Experience	2,525	\$266,182	\$46,252
Jayco (CoHB wide)	2,308	\$260,000	\$57,870

The four week Marketing Plan included;

- Jetty Road Social Media – Instagram and Facebook
- Distribution through JR Consumer EDM 1 June and 17 June
- SAFM – 486 campaign spots (excluding Digital)
 - Live Reads with Bec, Cosi and Lemo – 1 per week
 - Recorded commercials – 79 placements
 - Solus commercials – 4
 - DAB + Radio – 345 placements
- Placement of the BMW in Bayside Village for the duration of the campaign
- Glam Adelaide article and Social Media post – 13 June
- South Aussie with Cosi Social Media post – 21 June
- InDaily – 22 June
- Bayside Village LED Sign (Provided by Taplin Group)
- In-precinct advertising: Light post corflutes, posters, counter cards, Brighton Oval LED sign, BDC digital sign, Library screens
- BMW – EDM, story by Rebecca Morse at Glenelg, Social media posts

Through the entry form, we asked entrants if the Spend + Win promotion encourage them to visit the Jetty Road Glenelg precinct. 70% of entrants responded that it did influence their visit.

Top 10 Spend by Suburb

- \$150,191 – Glenelg (Compared to \$60,961.76 in 2021)
- \$47,375 - Glengowrie/ Somerton Park
- \$16,112 - Brighton, South Brighton, North Brighton, Hove
- \$15,777 - Plympton, South Plympton, North Plympton, Camden Park
- \$10,173- West Beach, Fulham, Fulham Gardens
- \$9,321- Ascot Park, Marion, Mitchell Park, Morphettville
- \$8,937 - Flagstaff Hill, Happy Valley, Aberfoyle Park
- \$8,652 - Oaklands Park, Warradale
- \$8,408 – Henley, Grange, Tennyson
- \$7,356 – Glandore, Kurralta Park, Nth Plympton, Netley

Entries and spend from outside the Adelaide metropolitan area were also strong:

	Number of entries	Total Spend
New South Wales	73	\$6,838
Victoria	111	\$12,082
Queensland	45	\$4,628
Tasmania	9	\$802
Western Australia	17	\$2,225
Regional SA	196	\$26,056
TOTAL	451	\$52,633

SAFM Marketing Statistics

SAFM was chosen as the partner radio station for this campaign due to the alignment with the Jetty Road target audience and intergration with Rebecca Morse who is a Glenelg BMW ambassador:

- Number 1 network for people aged 25-54
- 57% female listeners
- 37 is the average listener age

Two components of the campaign which were recorded by Rebecca Morse:

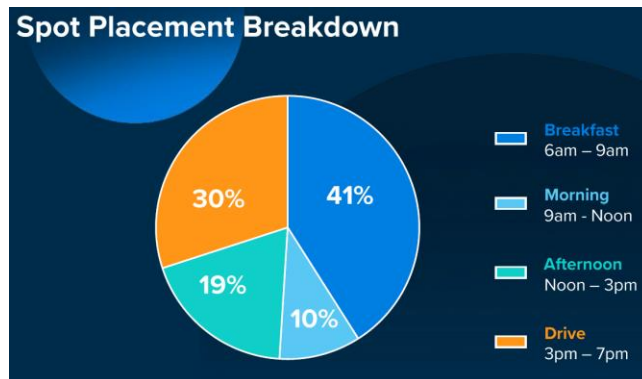
- General Radio
- Listnr – digital audio app

The Listnr campaign delivered:

- Targeted to 10km from 5045 postcode
- 40,479 impressions
- 12,031 unique reach
- 98.8% completion rate (how much of the ad was listened to)

The radio campaign:

- 486 campaign spots
- 346,000 people ages 10+ heard the messaging an average of 6.9 times
- 202,000 of these were in the key market of 25-54 age demographic and heard the messaging 7.21 times



In addition to the campaign, Glenelg BMW posted 4 times through their social media channels, as well as their EDM, and Rebecca Morse posted one story to her 33k followers via her connection with Glenelg BMW



BUDGET

The promotion was delivered within the allocated funds from the 2021/22 financial year:

Item	Amount
Design and installation – posters, counter top display cards, entry pads, street corflutes	\$2,900
Google Advertising	\$600
InDaily	\$800
Lotteries License	\$2,855
Prize Costs	\$43,702
Radio Campaign SAFM	\$9,963
South Aussie with Cosi Social Media	\$500
TOTAL	\$61,320

LIFE CYCLE COSTS

Not applicable

Item No: 9.5

Subject: **MARKETING UPDATE**

Date: 3 August 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

The report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee 2021 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee:

1. Notes this report and
 2. Endorses the Jetty Road Glenelg Marketing Plan 2022/23.
-

STRATEGIC PLAN

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

BACKGROUND

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee in alignment with the 2021/22 Marketing Plan.

REPORT

Marketing Planning

In March two workshops were held to discuss the 2022/23 budget allocation and marketing plan. Feedback from these sessions was passed on to the Jetty Road Development Coordinator. A draft Jetty Road Glenelg 2022/23 Draft Marketing Plan was distributed electronically to committee members on 28 July 2022 to seek final comments and feedback by close of business 1 August 2022. The final draft will be shared by the Jetty Road Development Coordinator at the meeting scheduled 3 August 2022. The Plan identifies the precinct target audience and initiatives to reach them across a variety of digital, print, broadcast and outdoor channels. The Plan will deliver an investment of \$230,490 into marketing with the following initiatives:

- Social Media
- Jetty Road LOCAL Magazine – Summer and Winter
- Be Local campaign – focused on locals
- Print Media – including CityMag
- Major Winter Campaign
- Milestone Marketing events
- Tram Wrap
- Blogs + Consumer Newsletter
- Photoshoot and Videography
- Digital advertising – Google, Facebook, YouTube
- Winter Warmer promotions
- Website content creation, maintenance, improvements

Consumer News

The Monthly Jetty Road consumer newsletter was emailed to over 7,465 subscribers on Wednesday 13 July. The edition focused on Winter in the Bay:

- 33% open rate with 2,413 opens and 220 total clicks.

Over the past 12 months, the consumer database base has grown by 30% from 5,743 to 7,465 subscribers and returned an average 30% or greater open rate.

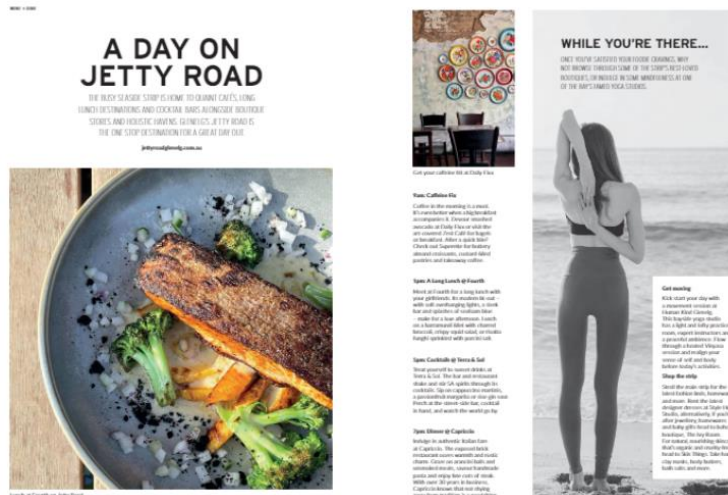
The industry average open rate for precinct Mailchimp campaigns is 17.38%, therefore this campaign exceeded the industry benchmark.

Trader News

- **Thursday 7 July – 438 recipients – 44.5% open rate**
Trader Networking
- **Friday, 15 July – 438 recipients – 46.7% open rate**
Council Elections, Spend + Win wrap up, Trader Networking

SA Style Magazine – Winter feature

SA Style is a quarterly free South Australian magazine. Jetty Road Glenelg took out a feature in the Winter edition which hit the streets mid-July.



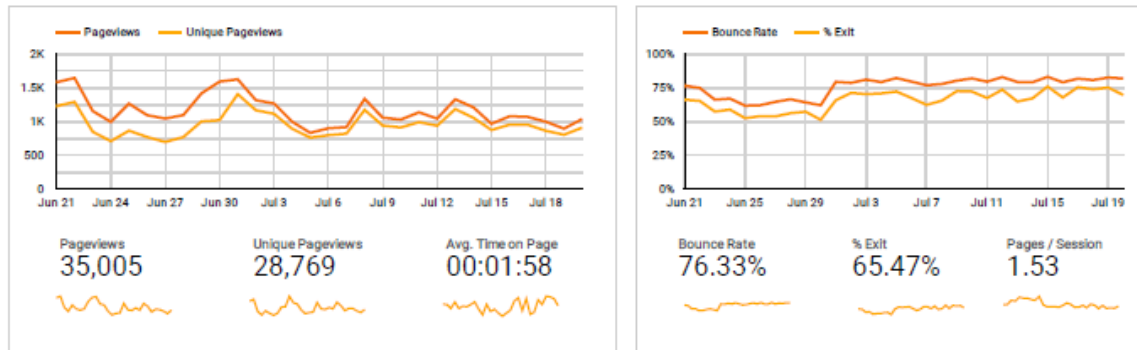
The feature was themed on 'A Day on Jetty Road' and focused on different experiences throughout the precinct, from morning coffee to dinner, shopping and relaxing. The magazine is distributed throughout the Adelaide metropolitan areas and has recently moved into regional distribution.

The magazine distribution includes social application through:

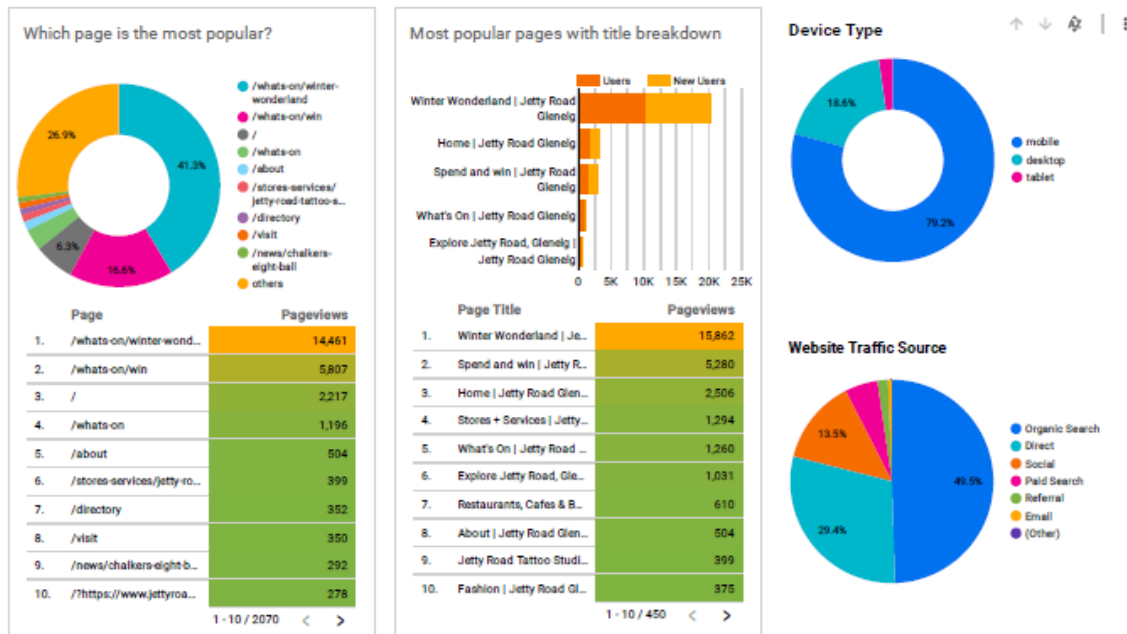
- 1 x Blog Post + Facebook share
- 1 x Instagram tile
- 1 x Instagram story

Jetty Road Website – 21 June 2022 – 20 July 2022

Overview of your user behaviors



What do users see when they are in your website?



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

Some noticeable website observations include:

- Social media is now responsible for 13% of web traffic, the goal is to have all platforms working together and get people frequently clicking on links from Jetty Road socials to the website. This is predominately from Facebook so there is room to improve Instagram conversions
- Page views are just over 35k
- The Chalkers blog continues to do well

Social Media

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

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

Facebook – 21 June 2022 – 20 July 2022

Reached 25k (a decrease of 48 % from June but still sitting well above the May reach of 13.7k)

	21 Apr – 20 May	21 May – 20 June	21 June – 20 July
Page Followers	28,898 ↓	28,965 ↑	29,233 ↑
Posts	21 ↓	28 ↑	
Post engagement	Reactions 372 ↓ Comments 93 ↑ Shares 21 ↓	Reactions 685 ↑ Comments 1366 ↑ Shares 63 ↑	Reactions 281 ↓ Comments 64 ↓ Shares 22 ↓

Over this period the Jetty Road page had 966 page views which is up by 220 over the last month.

Posts with greatest reach 21 June 2022 to 20 July 2022.




28 June 12.7k Reach Winter Wonderland	6 July 6.9k Reach Jetty Bar's new function space	3 July 6.8k Reach Sunset Markets Winter Edition
		

Instagram

	21 Apr – 20 May	21 May – 20 June	21 June – 1 July
Followers	19,850 ↓	20,001 ↑	20,003 -
Posts	23 ↓	25	25
Interaction	3.2k ↑	5.27k ↑ 59.7%	5.27k ↑ 59.7%
Reached	21k ↓	23.7k ↑ 12.5%	23.7k -
Comments	410 ↓	1.9k ↑	1.9k ↑
Stories	282	297 ↑	269

Throughout this period we have seen a 25% increase in visitation to the Jetty Road website from Instagram.

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

3 July – 100 Interactions 2.9k Reach Sunset Markets Winter Edition	17 July – 232 Interactions 2.9k Reach Winter Wonderland	25 June – 100 Interactions 2.7k Reach Mr Potato
		

BUDGET

The JRMC allocated \$258,549 towards implementing the 2021/22 Marketing Plan, of which \$261,235 has been expended as at 30 June 2022. This slight overspend is due to an invoice for the Event Cinema Artwork received in July and allocated to the 2021/22 financial year.

LIFE CYCLE COSTS

Not applicable

Item No: 9.6

Subject: **SUMMER ACTIVATION**

Date: 3 August 2022

Written By: Manager City Activation

General Manager: Community and Business, Ms M Lock

SUMMARY

The recently-announced race schedule for the 2023 Tour Down Under no longer has a men's stage start in Glenelg. This leaves a gap in the summer events schedule for Glenelg. A proposed funding model for a January street party is presented for the Jetty Road Mainstreet Committee's (JRMC) consideration and endorsement.

RECOMMENDATION

That Jetty Road Mainstreet Committee endorses an increase to the summer activation budget allocation by \$20,000 to match the Council allocation in order to fund a summer street party in Glenelg.

STRATEGIC PLAN

Innovation: economic and social vibrancy and a thriving environment

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

BACKGROUND

From 2015 until 2020, Glenelg hosted a race stage start of the Tour Down Under. To coincide with the race, and to capitalise on the road closures required for the race start, a summer street party has been held on the evening prior to the race. This has been jointly funded by Council and JRMC.

After a two year hiatus due to COVID-19, the Tour Down Under is returning to South Australia in January 2023. Since 2020 the race has been reimaged with a number of changes being made, among these being that the Glenelg race start has been relocated to Brighton. Stage 2 of the 2023 Tour Down Under will thus commence on Thursday 19 January 2023 from Jetty Road Brighton, finishing at Victor Harbor.

An expression of interest was submitted to the organisers of the women's Tour Down Under (15-17 January 2023) to host a race stage start. At the time of writing, the outcome of this EOI was unknown and is not expected until later in August 2022.

The relocation of the men's race start from Glenelg has left a gap in the summer events calendar for Jetty Road Glenelg. Feedback received from JRMC at the meeting held on 6 July 2022 is that there is an economic need for two street parties annually within the precinct. As a result of this Administration have investigated the budget requirements to stage a January street party.

REPORT

Historically, a total of \$100,000 has been allocated to hosting the Tour Down Under and associated street party, with JRMC and the Council events budget each contributing \$50,000. When the event did not proceed in 2021 and 2022, these funds were either carried forward or reallocated to other activities. The allocation for Tour Down Under in the 2021/22 JRMC budget was \$30,000, and the same amount was allocated to a summer activation in the budget developed for 2022/23.

In order to stage a street party similar to those delivered pre-2020, the full cost would be \$100,000 (this includes additional resourcing support). Council Administration has reviewed the current budget and are proposing a co-funded street party in January, with Council allocating \$50,000 to support event delivery. JRMC would need to match this contribution, increasing the current budget allocation from \$30,000 to \$50,000.

With this contribution, a summer street party can be held in January 2023 (date to be confirmed) as a family friendly event taking place from 5pm to 11pm (TBA). The street party would look similar to the Glenelg Ice Cream Festival held in October 2021. The Events Team will work closely with JRMC to determine the objectives of the event, the target audience and the overall experience. Sponsorship opportunities will also be explored.

Should the EOI for the Women's Tour Down Under be successful and Council choose to proceed, this event would coincide with the race stage.

BUDGET

The increased allocation can be covered by the JRMC carry forward budget from 2021/22, which has not yet been allocated the 2022/23 budget.

LIFE CYCLE COSTS

Staging an annual summer street party in Glenelg independently of the Tour Down Under will have ongoing implications for both the JRMC and Events budgets.

Item No: 9.7

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 3 August 2022

Written By: Manager City Activation

General Manager: Community and Business Services, Ms M Lock

SUMMARY

Jetty Road Mainstreet Committee (JRMC) in partnership with the City of Holdfast Bay are responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan. This report provides an overview of upcoming events.

RECOMMENDATION

That the Jetty Road Mainstreet Committee notes this report.

STRATEGIC PLAN

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

BACKGROUND

The JRMC in partnership with the City of Holdfast Bay are responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan.

REPORT

Winter Wonderland

Date: 1-25 July 2022

The Winter Wonderland ice skating rink was jointly funded by Council (50%) and JRMC (50%). One hour skating sessions were offered throughout the school holidays. The main target audience was families, with a focus on offering an accessibly-priced experience that would attract people to the precinct. More adult-focused Retro Skate sessions were offered on Friday and Saturday evenings.

At the time of writing, a total of 12,659 skating tickets had been sold with a further 150-200 tickets expected to be sold on the final day (Monday 25 July). While this is lower than the initially predicted 15,000 skaters, average revenue per skater was higher than forecast and the final position is expected to be on budget.



Council has engaged market research firm McGregor Tan to conduct visitor surveys during a selection of events over the 2022/23 season. Winter Wonderland is the first of these events and findings will be shared in due course.

Sunset Markets – Winter Edition

Date: Saturday 30 July 2022 (11am – 8pm) and Sunday 31 July 2022 (11am – 4pm)

To further utilise the marquee and provide a different offering during winter, the Sunset Markets – Winter Edition will run over the last weekend in July 2022. Curated by the team who deliver the summer markets, this winter edition will include a variety of market stalls, two bars with a selection of alcoholic and non-alcoholic beverages, food and live music. To further elevate the event, the whole market will be licensed and include a chill out area with fire pits, pine trees and lighting.

Seafood Event (Spring Activation in JRM Budget)

Proposed Date: 29 October 2022

‘Sea//Shore’ is a new and unique event that will showcase South Australian seafood producers and provide festival goers with an experience to remember and share. The target audience is 25-50 year old, medium to high income, willing to pay for unique experiences.

The overall objectives of the event is to increase visitation to Glenelg and surrounding area, increase the brand health of Glenelg as a dining destination, renew and invite new audiences to Glenelg as a “seaside dining destination”, elevate the brand and experiences at Glenelg and attract people to visit and stay.

The team has secured the services of Simon Bryant who will curate the “hero” event on the foreshore. Curated in-store experiences will take place along Jetty Road, such as gin/wine tasting and oyster shucking experience. There will be a digital campaign to highlight trader offers over the weekend.

Further to this, a closure of Jetty Road, will allow traders to come out and activate the street, encouraging people to linger into the evening. Further information will be presented at the 3 August 2022 JRM Meeting.

Christmas Pageant / Christmas at the Bay

The budget allocated to this event was increased from the pre-2020 pageant allocation, but less than what was allocated for the 2021 Christmas at the Bay, which included a stage set up on the Foreshore and static pageant floats hired from South Australian Tourism Commission (SATC).

The intent for the 2022 event is to bring back the pageant, as a much loved community event, while incorporating elements from Christmas at the Bay that will encourage pageant-goers to stay longer and spend in the precinct. However, costs for management of the pageant have come in significantly higher than 2019, the last time the event was staged, reducing the budget available for additional elements such as a stage on the foreshore. Alternative options are being explored, including sponsorship opportunities.

Glenelg Sunset Markets – commencing 27 November

Scheduled to be held on 27 November and 12 December 2022; 15 January, 12 February and 12 March 2023

Other Upcoming Events: August – October 2023

In addition to JRMC funded/supported events, the following external events are in Council's forward calendar in the coming months. The following is based upon information provided by the organisers of each event:

- **13 August 2022: *Freedom of Entry HMAS Glenelg*.** The HMAS *Glenelg* crew will march down Jetty Road, Glenelg and stop at the Challenge Point. A Senior SAPOL Commanding Officer halts the march and a short address is given by the Navy. The scroll is handed to the HMAS *Glenelg* Crew, Colour Party, Ship's Company and Band continue along Jetty Road to Moseley Square to the dismissal point. No formalities take place at this dismissal point. Her Worship the Mayor will then host a morning tea in the Parlour for Crew, Navy Band and invited dignitaries. On Friday 12 August 2022, The NAVY Band will host a free concert with attendance by the HMAS *Glenelg* crew, as well as Defence Force Recruiting, Navy Community Engagement and Australian Navy Cadets.
- **12-14 August 2022: *Fire and Food Truck Carnival*** (Wigley Reserve). The Fire and Food Truck Carnival is an external commercial event that will comprise a number of food trucks, fire displays, and amusement rides (x2). The event will be licensed and ticketed.
- **11 September 2022: *Sprite Club of South Australia 50th Anniversary Display*** (Wigley Reserve) The Sprite Club of South Australia 50th Anniversary Display Day will feature a display of Club Member Vehicles, showcasing the different models of Austin Healey Sprites and MG Midgets. These vehicles will include standard, restored, modified and racing versions of these vehicles. There will also be a display of Associate Vehicles that are owned by the various members. This event will be one of the highlights of the Sprite Club's 50th Anniversary celebrations.
- **18 September 2022: *City-Bay Fun Run*.** This is a Council-supported event and returning for the first time since 2019. A 12Km Fun-Run From City (Adelaide) to Glenelg along Anzac Highway, Brighton Road, Jetty Road, Colley Terrace. 21.1km half marathon from Colley Terrace, Jetty road, Brighton Road, Anzac Highway to the City (Adelaide) and back to Jetty Road.
- **28 September 2022: *Tour de Cure – Can4 Cancer Charity Walk*** (postponed from April 2022). Approximately 100 people raising money for cancer research, will depart from Moseley Square, walking 21km along the coastline before finishing back at Moseley Square for the finale.
- **30 October 2022: *Full Throttle SA Charity Care and Bike Show for the Black Dog Ride*.** Wigley Reserve. Black Dog Ride SA raises awareness of depression and suicide prevention.

\$10 entry fee for cars and bikes with trophy going to the cars at the end of the day, with 100% of all funds raised going to the charity. Food Vans will be at the event.

- **30 October 2022: *The Down Under London to Brighton Run*.** The Down Under London to Brighton Run is for pre-1919 cars and bikes and is held annually to acknowledge the advancements in the use, and control of, motor vehicles in the early 1900s. The vehicles assemble in and depart from London Road, Mile End at 10am and following a stop off for morning tea at Clarke Avenue, Glandore, arrive at Wattle Reserve, The Esplanade, Hove at around 12 noon. Cars will remain for public display until approximately 1.30 pm.
- **31 October 2022: *Potential Fork on the Road Halloween event*.** Early discussions are taking place with Fork on the Road to hold a Halloween event on Da Costa Reserve including food vendors, kids' activities and live music.

BUDGET

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

LIFE CYCLE COSTS

None