

# 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**

Wednesday 4 October 2023 at 6.00pm



**Roberto Bria**  
Chief Executive Officer

Please Note: This agenda contains Officers' reports and recommendations that will be considered  
by the Committee. Any confidential items listed on the agenda will be circulated to Members separately.

[holdfast.sa.gov.au](http://holdfast.sa.gov.au)



**1. Opening**

The Chairperson, Ms Gilia Martin will declare the meeting open at 6.00pm.

**2. Kurna 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 6 September 2023 be taken as read and confirmed.

**6. Questions by Members**

6.1 Without Notice

6.2 On Notice



**7. Presentations**

**8. Reports By Officers**

- 8.1 Monthly Finance Report (Report No: 319/23)
- 8.2 Jetty Road Events Update (Report No: 320/23)
- 8.3 Marketing Update (Report No: 321/23)

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

**10. Date and time of next meeting**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 1 November 2023 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

**11. Closure**

**Roberto Bria**  
Chief Executive Officer

**Item No:** 8.1

**Subject:** MONTHLY FINANCE REPORT

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## Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 31 August 2023.

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## Recommendation

**That the Jetty Road Mainstreet Committee notes this report.**

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## Background

The Jetty Road Mainstreet Committee (JRMCM) 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 2023-24 Jetty Road Mainstreet budget for August has been delivered on track.

*Refer Attachment 1*

To assist with variances, phasing of the budget expenditure throughout the year will be undertaken.

While a number of projects are underway, invoices will be received in September and October.

## 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

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**Written By:** Jetty Road Development Coordinator

**General Manager:** Community and Business, Ms M Lock

# Attachment 1

### INCOME & EXPENDITURE STATEMENT 31 AUGUST 2023

	Annual Budget	YTD Budget	YTD Actuals	Variance	2021/22 Actuals	2022/23 Actuals
<b>Revenue</b>						
General Rates Raised	660,245	660,245	660,238	(7)	598,469	617,629
Gift Card Income	0			-	4,585	
Other Income	20,000	-	45	45	14,469	18,064
	680,245	660,245	660,283	38	617,523	635,693
<b>Expenses</b>						
Employee Costs	221,205	34,000	33,943	57	216,716	178,067
Sponsorships	45,000	-	-	-	25,030	25,855
Event Management	28,500	3,000	1,495	1,505	3,778	24,943
Retail Strategy Implementation	15,000	-	-	-	-	-
Christmas Decorations	0	-	-	-	10,000	-
Food & Drink	2,500	110	-	110	292	1,734
Directory Board	0	-	-	-	655	-
Donations	0	-	-	-	-	-
Lighting	15,000	-	-	-	19,363	4,742
COVID-19 Related Expenditure	0	-	-	-	22,125	-
Gift Card Expenditure	3,000	2,000	3,105	(1,105)	9,756	6,191
Other Expenditure	3,000	388	2,416	(2,028)	747	698
Professional Services	5,000	1,000	-	1,000	39,697	47,258
<b>Marketing</b>	0	-	-	-		-
Signage	12,000	12,000	-	12,000	22,975	27,500
Public Relations	55,000	5,000	-	5,000	27,082	22,096
Publications	60,000	-	-	-	70,995	77,724
Advertising	43,000	3,750	1,180	2,570	10,176	5,359
Promotions	70,000	-	-	-	67,741	35,566
Marketing Contingency	42,445	10,000	2,109	7,891	22,754	15,378
<b>Events and Activations</b>		-				
Pro Hustle Basketball	0	-	-	-	15,000	-
<b>Co-funded Events</b>		-				
Winter Activation	75,000	70,000	70,000	-	44,304	40,088
Summer Activation	50,000	-	-	-	-	50,000
Spring Street Party	50,000	-	-	-	30,000	50,000
March Activation	0	-	-	-	30,000	-
	795,650	141,248	114,248	27,000	689,186	613,197
<b>Net Profit/(Loss)*</b>	-115,405	518,997	546,035	27,038	(71,663)	22,496

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

## INCOME & EXPENDITURE STATEMENT 31 AUGUST 2023

		Annual Budget	YTD Budget	YTD Actuals	Variance
<b>Expenses</b>					
<b>Marketing</b>		0	-	-	
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	5,000	-	5,000
Publications	JR LOCAL Magazine	60,000	-	-	-
Advertising	Social Media advertsing, Website, Google Adwords, YouTube advertising	43,000	3,750	1,180	2,570
Promotions	Shopping campaigns including Shopback and winter campaign	70,000	-	-	-
Marketing Contingency	Marketing contingency including brand roll out	42,445	10,000	2,109	7,891
		282,445	30,750	3,289	27,461

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



**Item No:** 8.2

**Subject:** JETTY ROAD EVENTS UPDATE

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## Summary

Jetty Road Mainstreet Committee (JRMCC) 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 recent and upcoming events.

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## Recommendation

That the Jetty Road Mainstreet Committee:

1. notes this report; and
  2. endorses licensing option 3, from Milton Street to Colley Terrace on the Southern side, for the Glenelg Ice Cream Festival.
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## Background

The JRMCC 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 upcoming 2023-24 financial year the JRMCC have 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

### **JRMCC Sponsored (Council run)**

- \$25,000 – Glenelg Christmas Pageant

### **Co-Sponsored – Council and JRMCC (Third Party Events)**

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

***Sea to Shore: Glenelg Seafood Festival*** (Spring Activation – co-funded)

Planning is underway for the 2023 Sea to Shore event:

- Date: Saturday 28 October 2023
- An expression of interest has gone out to Jetty Road traders to trade out on Jetty Road including but not limited to Liquor licensing as part of the Street Party. The EOI closes 29 September 2023 with five expressions received at the time of writing this report.
- A separate EOI has gone out to Holdfast Bay traders (external to Jetty Road) to be part of the street party. These traders are charged a site fee. The EOI closes 29 September 2023 with no expressions at the time of writing this report.
- The food and beverage vendors for the foreshore opportunity have been finalised.
  - 2KW have been appointed as bar operator.
  - Eight food vendors have been secured with a ninth still being negotiated at the time of writing, for the foreshore (Jimmy Melrose Reserve) site with new names included for 2023.
  - A soft launch event online occurred 29 August 2023.
  - A media release was distributed on 20 September 2023.
  - In-precinct collateral was installed 25 September 2023.
- Music programming is predominantly DJs with some acoustic solo/duo acts.
- Work is still being undertaken with traders to activate Moseley Square

***Glenelg Ice Cream Festival*** (Summer Activation – co-funded)

- Event date confirmed as Friday 12 January 2024, 4pm – 10pm
- The street party will be held the night prior to Tour Down Under Women's Stage 2 race start on the Saturday 13 January 2024
- Road closure is confirmed as Hope/Colley Street to Gordon /Partridge Street from 11am Friday 12 January 2024 through to early afternoon Saturday 13 January 2024
- Administration investigated the option to close the road at Cowper Street however, the Cowper Street egress is not tenable as current planning is for the part of Jetty Road between Cowper Street and Gordon / Partridge Streets to be occupied by ice cream vendors. Council Traffic Management team noted:
  - traffic directed down Cowper Street would clear to High Street which is the alternate bus route for Jetty Rd closures creating significant planning issues
  - Both Cowper and Byron Streets were noted as not ideal, in terms of capacity, for traffic diversion from Gordon/Partridge Street

***Glenelg Ice Cream Festival Licensing Options Summary:***

- Option 1:** Council applies for a Class 3 Short term licence from Colley Terrace to Gordon/Partridge  
**Cost \$14,300**
- Option 2:** Council applies for a Class 3 Short term licence from Colley Terrace to Chapel Plaza  
**Cost \$8,030**

**Option 3:** Council applies for a Class 2 or Class 3 Short term licence for Milton Street to Colley Terrace – single lane on the southern side of the road (where the majority of licensed venues are located)  
**Cost \$2,280**

**Option 4:** Individual traders apply for their own license  
**No cost to Council – approximately \$1,000 per licence**

***Glenelg Christmas Pageant*** (sponsored)

Planning has commenced for the 2023 Glenelg Christmas Pageant.

- Date: 26 November 2023
- The Pageant weekend aligns with Black Friday / Cyber Monday sale weekend.
- Registrations are currently open and close 20 October 2023
- Currently 21 participants have registered
- In the 2023-24 budget, Council increased their Christmas Pageant budget to support two additional elements:
  - Broadcast of the Pageant on Channel 44
  - Audio system coverage confirmed extended to provide coverage to Rose Street
- Council has developed a Sponsorship Prospectus with a view to attracting more community and business support of the event and associated activities this year or into future years. Sponsorship levels and benefits have been calibrated to ensure that Jetty Road, Glenelg's prominence as Premier Partner is preserved.
  - 30 organisations contacted to date
  - Two have committed to participation confirming they will have a float (Torrens Connect and Vets Shed)

***Australian Masters Games*** (co-sponsored)

At the 7 June 2023 Jetty Road Mainstreet Committee meeting, the Committee endorsed \$10,000 sponsorship to the Australian Masters Games in the 2023-24 JRMCM budget. Through the sponsorship agreement, Glenelg will host a key social event for the Masters Games, Foreshore Fiesta.

- Foreshore Fiesta will be held on Thursday 12 October 2023
- A site plan has been developed and key suppliers secured
- The site will be licensed for 1,200pax
- The site will feature a stretch tent bar, festoon area lighting, fire pits, furniture, and food offerings
- Covered performance stage
- The Baker Boys Band, a seven-piece ensemble playing a mixture of Top 40, Jazz, Pop, Funk, Motown and beyond, are confirmed as the headline act. This will be supported by DJ Ashlee Grindle
- Doughballs were successful in applying through the EOI process to manage the bar and food offering at the event

The Foreshore Fiesta will be complemented by a promotional activation in the Games Village, which is in Festival Plaza, Adelaide.

**Glenelg Film Festival** (co-sponsored)

- The Partnership Agreement has been executed
- Jetty Road and the City of Holdfast Bay are key partners of the Glenelg Film Festival which includes marketing support and some event support for the following event dates. At the time of writing no event support has been requested for the 2023 events.
  - 30 October 2023 – Red Carpet Event at Event Cinemas Glenelg
  - 27 November 2023 – Red Carpet Event at Event Cinemas Glenelg
  - 29 January 2024 – Red Carpet Event at Event Cinemas Glenelg
  - 26 February 2024 – Red Carpet Event at Event Cinemas Glenelg
  - 23 March 2024 – Finale Event in Colley Reserve

**Other upcoming events:**

In addition to JRMC 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:

- Masters Games Beach Volleyball 9 – 12 October 2023
- Giant Wheel 27 October 2023 – May 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

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**Written By:** Event Lead

**General Manager:** Community and Business, Ms M Lock

**Item No:** 8.3

**Subject:** **MARKETING UPDATE**

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## Summary

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

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## Recommendation

**That the Jetty Road Mainstreet Committee notes this report.**

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## 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 – Summer Edition***

The summer edition of the Jetty Road Magazine is due to come out in the week commencing 23 October 2023 and will focus on events and summer in Glenelg.

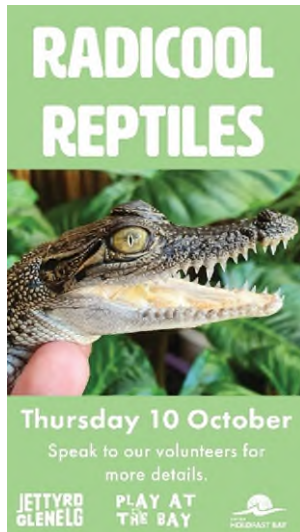
### ***School Holiday Program***

This October Radicool Reptiles are returning to Glenelg as part of our School Holiday program through a Jetty Road / Bay Discovery Centre collaboration. Three sessions will be held on Tuesday 10 October 2023 with 25 children per session. At the time of writing this report, over half the tickets had been sold.

Jetty Road is also hosting Create your own Nature Collage with Saskia and Shadow on Thursday 5 October 2023. The day is split in two sessions to assist with numbers and can accommodate 25 children each session.

These two workshops are further complemented by an Aboriginal Story Lines in the sand with Bryce Cawte workshop on 6 October 2023 and Postcards from the Heart in the Bay Discovery Centre.

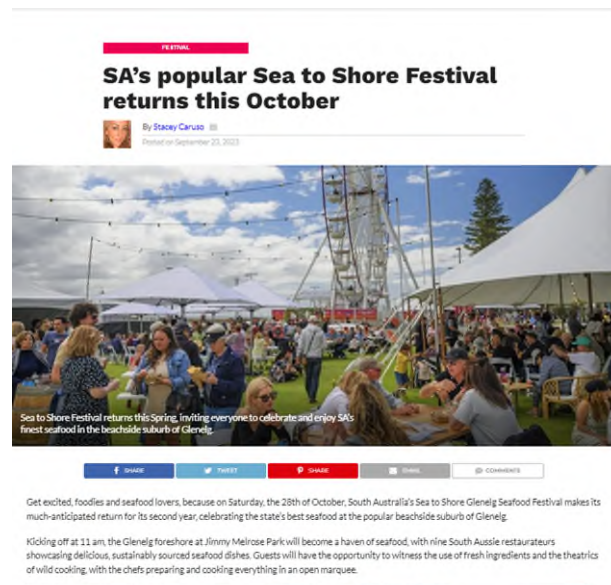
All workshops are promoted as part of the City of Holdfast Bay Play at the Bay School Holiday Program.



### ***Sea to Shore: Glenelg Seafood Festival – PR + CityMag***

As part of the Sea to Shore marketing program a PR company has been engaged. The official media release was distributed Wednesday 20 September 2023 and has been featured through Glam Adelaide, both in the newsletter and through Social Media.

Additionally, a full page was included in the September 2023 edition of CityMag.



### ***ShopBack***

The team from ShopBack spent a week, 18 – 22 September 2023, in Jetty Road speaking with traders about the opportunity offered through the app. Over 30 traders signed up with a promotion due to launch prior to Christmas.



**Consumer News**

A consumer email was sent on Monday 25 September 2023, promoting School Holidays, Foreshore Fiesta and the Sea to Shore Glenelg Seafood Festival. It was emailed to 8,977 subscribers, with an open rate of 43.7% (3,924 opens and 403 clicks).

**Trader News**

- **Wednesday 13 September 2023** (Resent on Thursday 14 September 2023) to 421 recipients with 65.5% open rate. The content focused on the ShopBack, Soft Plastics Recycling and the Green Business Awards.
- **Monday 25 September 2023** (Resent Tuesday 26 September 2023) to 421 recipients with 44.7% open rate. The content focused on a message from the Chair, Sea to Shore, Glenelg Christmas Pageants and Foreshore Fiesta.

**Jetty Road Website – 21 August to 20 September 2023:**

- What's On is a significant driver for website traffic and will increase through summer.
- The soft launch for Sea to Shore on 29 August 2023 saw a significant jump in website traffic.

*Refer Attachment 1*

**Social Media**

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 August – 20 September 2023.

The posting schedule for both Jetty Road, Glenelg platforms is:

- 1 Grid / Feed post a day
- Average 5-7 stories per day

**Facebook – 21 August to 20 September 2023**

	<b>21 June– 20 July</b>	<b>21 July– 20 August</b>	<b>21 August– 20 September</b>
<b>Page Followers</b>	31,496	31,513	31,550
<b>Posts</b>	30 ↑	31 ↑	27 ↓

**Instagram - 21 August to 20 September 2023**

	<b>21 June – 20 July</b>	<b>21 July – 20 August</b>	<b>21 August – 20 September</b>
<b>Followers</b>	20,300	20,314	20,318
<b>Posts</b>	30 ↑	30 ↑	27 posts ↓ 153 Stories 2 Reels

During the reporting period, the Jetty Road's Facebook account audience reach was 22.1% followers and 77.9% non-followers, highlighting an opportunity to convert non-followers to followers. Converting this audience will be a key objective of the social media marketing campaign.

## Budget

The JRMC allocated \$282,445 towards implementing the 2023-24 Marketing Plan of which \$2,289 has been expended as of 31 August 2023.

## Life Cycle Costs

Not applicable

## Strategic Plan

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

## Council Policy

Not applicable

## Statutory Provisions

Not applicable

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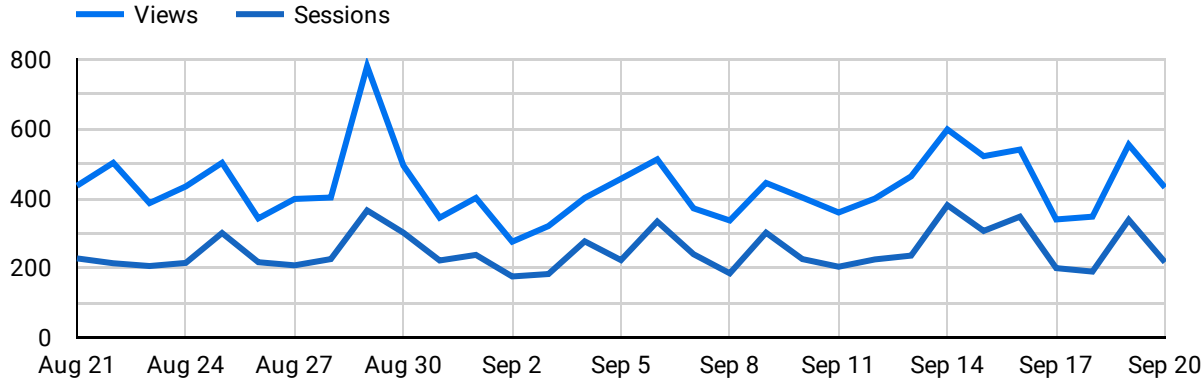
**Written By:** Jetty Road Development Coordinator

**General Manager:** Community and Business, Ms M Lock

# Attachment 1

Aug 21, 2023 - Sep 20, 2023

## Overview of your customers behaviors



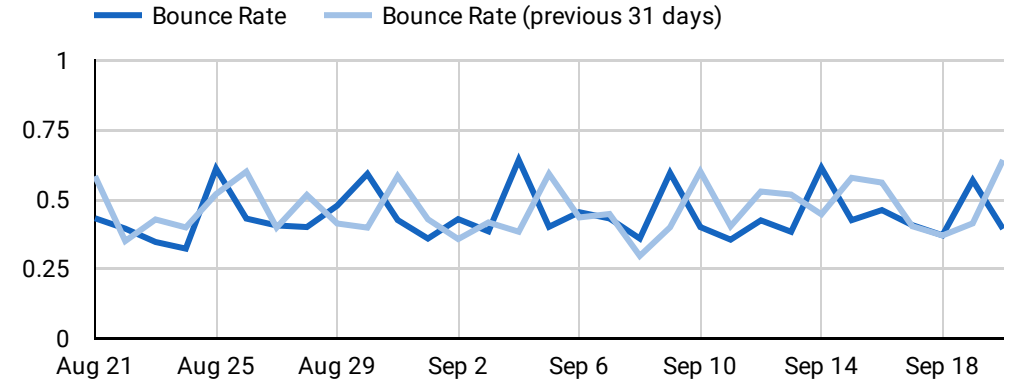
Pageviews  
**13,489**



Sessions  
**7,614**



New users  
**6,543**



Event count  
**43,549**



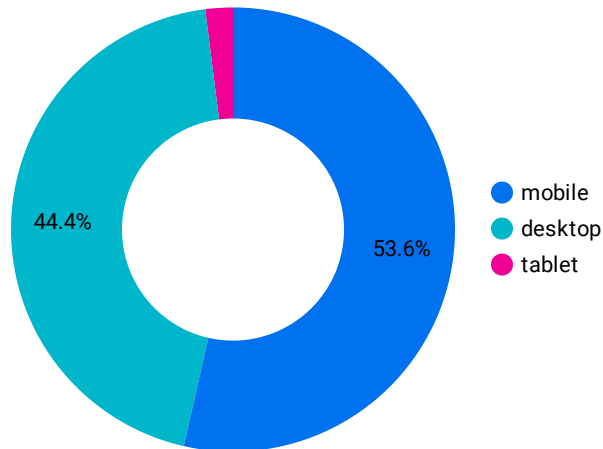
Pages Per Sessions  
**1.77**



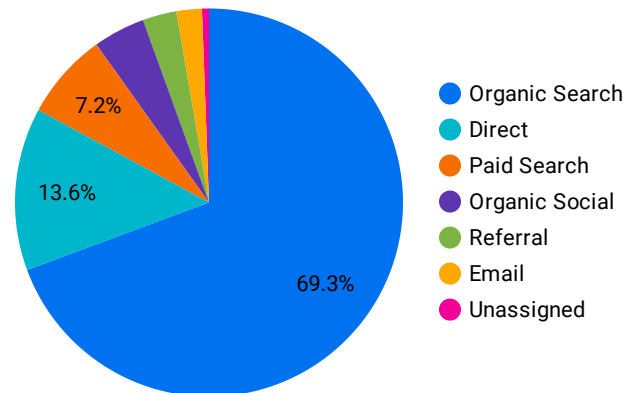
Avg. Time on Page  
**00:00:17**



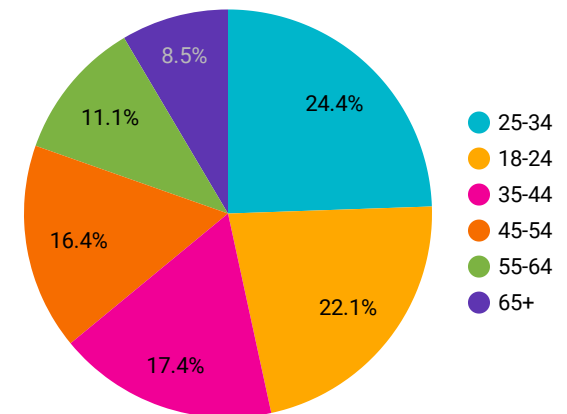
## Device Type



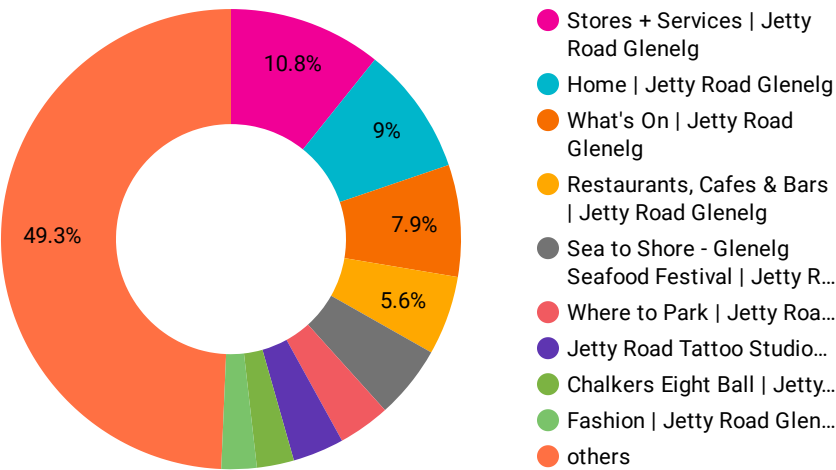
## Website Traffic Source



## Who is visiting your site?

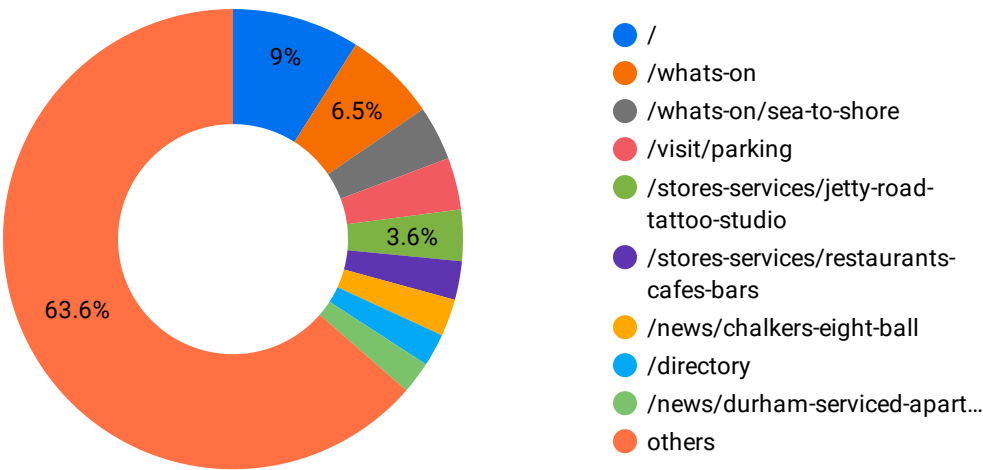


Most popular pages with title breakdown



Page title	Pageviews
Stores + Services   Jetty Road Glenelg	1,351
Home   Jetty Road Glenelg	1,133
What's On   Jetty Road Glenelg	987
Restaurants, Cafes & Bars   Jetty Road Glenelg	698
Sea to Shore - Glenelg Seafood Festival   Jett...	645
Where to Park   Jetty Road Glenelg	459
Jetty Road Tattoo Studio   Jetty Road Glenelg	453
Chalkers Eight Ball   Jetty Road Glenelg	328
Fashion   Jetty Road Glenelg	311
Explore Jetty Road, Glenelg   Jetty Road Glen...	294

Which page is the most popular?



Page path + query string	Pageviews
/	1,127
/whats-on	814
/whats-on/sea-to-shore	481
/visit/parking	458
/stores-services/jetty-road-tattoo-studio	453
/stores-services/restaurants-cafes-bars	341
/news/chalkers-eight-ball	328
/directory	288
/news/durham-serviced-apartments-deliver-beachside-luxury-at-gl...	284
/about	258