



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 4 December 2019 at 6.00pm

Roberto Bria
CHIEF EXECUTIVE OFFICER

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

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 6 November 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

Adelaide Ocean Safari

Tony Coppins, Owner/Operator of Adelaide Ocean Safari will provide an update on his new business operating out of Glenelg. The business offers Wild Dolphin Safaris, Twilight & Sunset Safaris and SEA-Food & Wine Safaris.

9. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|------------------------|---------------------|
| 9.1 | JRMC Governance Model | (Report no: 453/19) |
| 9.2 | Monthly Finance Report | (Report no: 452/19) |
| 9.3 | Marketing Update | (Report no: 456/19) |
| 9.4 | Events Update | (Report no: 454/19) |
| 9.5 | Christmas Decorations | (Report no: 455/19) |

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 5 February 2020 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

12. CLOSURE

ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: **9.1**

Subject: **JRMC GOVERNANCE MODEL**

Date: 4 December 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. During 2018 the JRMC investigated their preferred model of an Incorporated Association and this was presented to Council at their 12 March 2019 Council meeting where council adjourned the motion for 6 months. The JRMC conducted a Governance workshop on 2 October 2019 and at the 4 December 2019 JRMC meeting the committee will endorse its preferred governance model.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this briefing and endorse one of the following as the preferred governance model:

- 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**
-

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

The following provides a timeline of the JRMC’s investigations into alternative governance models:

May 2018	JRMC commenced exploring governance model options
20 June 2018	JRMC Workshop Governance Model options with Kelledy Jones Lawyers, Deputy Chair of Rundle Mall Management Authority and Premier Retail Marketing
4 July 2018	JRMC recommended to Council their preferred model of an Incorporated Association
3 October 2018	JRMC agreed to prepare and present a Business Case on the Incorporated Associated model for Council
5 December 2018	JRMC endorsed the Incorporated Associated Business Case
26 February 2019	Incorporated Association Business Case was presented at Council Workshop
12 March 2019	Council adjourned the motion 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. <i>Adjournment C120319/1400</i>

2 October 2019	JRMC Governance Model Workshop with newly formed committee
4 December 2019	JRMC endorse its preferred model

REPORT

The JRMC hosted a governance workshop on 2 October 2019 with the new committee who were appointed in April 2019.

During the workshop the following key topics were discussed;

The opportunity to include more businesses into the Glenelg Tourist Precinct levied area, for instance the Marina Pier and Anzac Highway. It was discussed that this could be achieved through the current Section 41 Committee model by amending the levy boundary or via the Incorporated Association model by having “friends of Jetty Road” where different levels of memberships could be developed.

One committee member questioned what the key benefits and financial implications would be going forward with the IA model. It highlighted that the IA model would require the JRMC to attract “friends/members of Jetty Road”.

Commentary took place around the Incorporated Association Business Case and:

- The overall language and key messaging indicates that the JRMC wanted to reduce its funding towards the Glenelg Christmas Pageant, and the JRMC has now overcome this and reduced their funding towards the 2019 event;
- The statement that more than 20% of Jetty Road traders/property owners responded to the survey and whether this is enough of a response to truly represent the consensus of the street.
- Whether the Jetty Road traders truly understood what they were being surveyed about due to the complex nature of the topic.

Discussion took place around engagement of the street and how the JRMC are going to do that moving forward and that the move to a new governance model was being driven by the previous JRMC.

Discussion took place around the current good relationships and communication between the JRMC, Council and traders and the importance of a strong working relationship to continue. Commentary took place around previous concerns that have now been resolved, and that changes to the way they operate could be incorporated to the Section 41 Committee with delegated authority to make decisions on behalf of the Council;

The group discussed their interest to have more autonomy, agility and flexibility to respond to changing market conditions and action initiatives swiftly when they arise. A recent example of this was implementing marketing campaigns around the de-regulation of shop trading hours.

Process towards implementing a Section 41 Committee with delegated authority to make decisions on behalf of the Council:

- The JRMC would need to seek legal advice to structure appropriate delegations that align to the functions of the committee that fall within the Local Government Act 1999 and Associations Incorporation Act 1985.

Functions include: marketing, furthering economic development, stakeholder communication and precinct management in accordance with Council's Strategic Management Plans

- The JRMC's terms of reference would be updated to reflect the changes.

The JRMC are to 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: **9.2**
Subject: **MONTHLY FINANCE REPORT**
Date: 4 December 2019
Written By: Jetty Road Development Coordinator
General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee September 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

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 October 2019

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2018/19 Comparatives</u>	
					Actuals 31 October	Actuals 30 June
Revenue						
General Rates Raised	578,088	578,088	578,076	(12)	564,513	564,513
Other Income	4,200	1,000	199	(801)	2,614	24,349
Gift Card Revenue	-	-	-	-	3,980	6,130
	582,288	579,088	578,275	(813)	571,107	594,992
Expenses						
Employee Costs	149,889	48,141	48,087	54	48,002	146,198
Sponsorships	12,500	3,884	111	3,773	100	7,600
Professional Services	6,500	1,114	5,632	(4,518)	8,321	12,472
Event Management	81,105	49,073	26,263	22,810	26,567	39,346
Marketing	140,814	59,721	28,203	31,518	61,420	153,999
Retail Strategy Implementation	15,000	-	6,910	(6,910)	-	43,232
Repairs & Maintenance	1,500	-	-	-	-	205
Food & Drink	3,250	904	870	34	500	3,025
Office Expenses	-	-	-	-	1,456	1,684
Directory Board	2,500	355	-	355	-	135
Christmas Decorations	50,000	-	-	-	38,000	42,225
Festoon Lighting	-	-	-	-	-	15,820
Gift Card Expenditure	-	-	2,424	(2,424)	1,160	8,289
Unallocated credit card expenditure	-	-	7,762	(7,762)	2,708	-
Christmas Pageant	20,000	2,970	5,220	(2,250)	5,270	31,099
Winter Wonderland	43,188	43,188	54,725	(11,537)	40,725	41,866
Tour Down Under	50,000	-	1,384	(1,384)	10,225	40,467
October Street Party	30,000	20,000	18,059	1,941	15,779	31,897
Winter Activation	31,233	31,233	23,209	8,024	-	-
	637,479	260,583	228,859	31,724	260,233	619,559
Net Profit/(Loss)*	(55,191)	318,505	349,416	30,911	310,874	(24,567)

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

Marketing - Breakdown

	Actual	Budget
Digital Marketing	10,977	
Radio	-	
Television	4,000	
Outdoor Signage	8,872	
Print Media	1,820	
Promotional Collateral	2,533	
Contingency Budget		
	<u>28,203</u>	<u>140,814</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	41,964	41,425	539	0	41,425	86,936
249 - Wages - Overtime	4,000	0	4,000	0	0	0	0	0	4,000
250 - Salaries Superannuation	12,073	0	12,073	3,947	3,934	13	0	3,934	8,139
283 - Sponsorships	12,500	0	12,500	3,884	111	3,773	0	111	12,390
301 - Professional Services	6,500	0	6,500	1,114	5,632	(4,518)	0	5,632	868
310 - Project/Event Management	81,105	0	81,105	49,073	26,263	22,811	0	26,263	54,842
31D - Retail Strategy Implementation	15,000	0	15,000	0	6,910	(6,910)	0	6,910	8,090
401 - Christmas Decorations	42,515	0	42,515	0	0	0	0	0	42,515
415 - Food and Drink	1,250	0	1,250	357	697	(340)	0	697	553
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	0	2,000	547	173	374	0	173	1,827
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	59,721	28,203	31,518	(1,837)	26,365	111,743
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	2,230	2,728	(497)	0	2,728	2,728
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	7,762	(7,762)	0	7,762	(7,762)
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	2,424	(2,424)	0	2,424	(2,424)
900 - Miscellaneous Income	0	0	0	0	(13)	13	0	(13)	13
910 - Ticket Sales	(4,200)	0	(4,200)	(1,000)	(186)	(814)	0	(186)	(4,014)
966 - General Rates Raised	(578,088)	0	(578,088)	(578,088)	(578,076)	(12)	0	(578,076)	(12)
	(174,421)	55,191	(119,230)	(415,895)	(452,015)	36,120	(1,837)	(453,852)	334,622

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	5,220	(5,220)	0	5,220	(5,220)
310 - Project/Event Management	7,000	0	7,000	2,970	0	2,970	0	0	7,000
312 - Hire Companies	5,777	0	5,777	0	0	0	0	0	5,777
	20,000	0	20,000	2,970	5,220	(2,250)	0	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	8,909	9,091	0	8,909	9,091
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	54,725	(11,537)	0	54,725	(11,537)

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)
800 - Other Expenditure	0	0	0	0	836	(836)	0	836	(836)
	50,000	0	50,000	0	1,384	(1,384)	0	1,384	48,616

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	20,000	17,559	2,441	0	17,559	12,441
433 - Marketing - Promotion & Familiarisation	0	0	0	0	500	(500)	0	500	(500)
	30,000	0	30,000	20,000	18,059	1,941	0	18,059	11,941

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	31,233	25,072	6,161	0	25,072	6,161
900 - Miscellaneous Income	0	0	0	0	(1,863)	1,863	0	(1,863)	1,863
	0	31,233	31,233	31,233	23,209	8,024	0	23,209	8,024

Item No: **9.3**
Subject: **MARKETING UPDATE**
Date: 4 December 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

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.

REPORT

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 has delivered the new tram wrap, this included new re-fresh elements, additional tag lines 'Stay and Eat' and 'Stay and Shop', plus refresh of colour and imagery. We have the InDesign files to proceed with any future marketing designs. Currently working with Frankie the Creative and Inbound Creative who will produce new imagery and a 30 second video. The shoot will be held on Monday 23 December 2019.



Jetty Road LOCAL Magazine

The Summer edition of LOCAL was distributed on Friday 15 November. It has also been published on the Jetty Road Mainstreet website. Banner advertising was also rolled out on-line on InDaily. Advertising enquiries are already being received for the next edition in Winter 2020.

SA Weekender

Channel 7's SA Weekender television program (filmed on 15 October) in Glenelg aired on 10 November. As part of this initiative a competition was run with a total prize valued at \$1,000. This has been drawn and the winner contacted. With the following statistics:

- Broadcast viewing: 40,000 people.
- Competition entries (on Facebook): 826 entries.
- Video views on Instagram: 3,480 views.

Christmas Shopping Day

In October, the Jetty Road Development Coordinator (JRDC) investigated a possible Christmas shopping day on Thursday 12 December to drive visitation to Jetty Road. This initiative would be an additional to the existing marketing plan, however interest from Traders was minimal.

In November, the JRDC asked traders to actively participate in the Glenelg Christmas Pageant with Christmas window displays and to consider Christmas shopping initiatives for their individual stores. Black Friday (Friday 29 November) has not been of interest to traders, as it is seen more as an on-line initiative.

Winter Wonderland

A post event feedback survey was conducted by the City of Holdfast Bay Events Team to gather feedback on the previous event and what appeals for future winter events and activations. This information will form the basis of future winter activations.

Street Banners

Costs on the production and installation of new banners for the eastern end of Jetty Road (Partridge Street to Brighton Road) is currently being investigated. JRMC will work with Council Administration on a New Initiative for the 20/21 budget.

Social Media

The @jettyrdglenelg **Instagram** had 12,729 followers as at 24 November 2019, compared to 12,434 followers the previous month, a growth of 295 followers.

MEDIA PERFORMANCE JETTY ROAD, GLENELG

Media	Engagement	Impr.	Reach	Saved
	326	6,635	4,082	1
	253	4,837	4,068	6
	238	4,923	4,211	3

The @jettyrdglenelg **Facebook** has 26,864 followers as at 24 November 2019, compared to 26,812 followers the previous month, a growth of 52 followers.



Post	Created at	Organic reach	Engaged users	Likes	Comments	Shares
 Summer at Glenelg beach...	November 7, 2019	10,450	692	152	55	9
 Only 14 days until summ...	November 16, 2019	7,697	424	168	9	16
 Come and celebrate with ...	November 18, 2019	7,185	292	82	14	13

BUDGET

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

LIFE CYCLE COSTS

Not applicable

Item No: **9.4**
Subject: **EVENTS UPDATE**
Date: 4 December 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 Jetty Road Mainstreet Committee 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 Christmas Pageant was held on Sunday 24 November along with the Glenelg Sunset Markets which was an extended market running from 10.00 am to 8.00 pm. Approximately 27,000 people attended.

The JRMC contributed \$20,000 to the running of the Glenelg Christmas Pageant.

The Giant Ferris Wheel commenced operation on 22 November. Skyline Attractions have offered Traders an opportunity to purchase tickets at 50% off to include as part of their instore promotions, which was communicated via the Jetty Road Trader Newsletter. A Trader Day (free ride day) to experience the ferris wheel has been arranged for December and February and will be communicated to the traders.

Upcoming major events in Glenelg include:

- Glenelg Sunset Markets – 8 December, 12 January, 9 February, 8 March
- The Moseley Beach Club – 9 December – mid March 2020
- Mix 102.3 Giant Ferris Wheel – 22 November 2019 – 23 February 2020
- Bay Sports Festival – 26 – 28 December 2019
- Bay Sheffield – 27 & 28 December 2019
- New Year's Eve – 31 December 2019
- Castaway Festival Feat. Rufus Du Sol, The Presents – 3 January 2020
- By the C Beach Concert Feat. Cold Chisel, Paul Kelly– 4 January 2020
- Glenelg Street Party - 24 January 2020
- Santos Tour Down Under Stage 5 Race Start – 25 January 2020
- Australia Day at the Bay – 26 January 2020
- Fatboy Slim Beach Concert – 1 February 2020

Expressions of Interest information and an on-line form was sent as part of the Trader Newsletter on 19 November for the 2020 Tour Down Under Street Party, Friday 24 January, 5.00pm to 11.00pm. It is held on the eve of the Santos Tour Down Under Stage 5 Start in Glenelg.

BUDGET

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

LIFE CYCLE COSTS

Not applicable

Item No: **9.5**

Subject: **CHRISTMAS DECORATIONS**

Date: 4 December 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

That the Jetty Road Mainstreet Committee 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 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 JRMC 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 corflutes to be delivered by Lumino Events.

In consultation with Lumino Events, the City of Holdfast Bay's Arts and Culture Coordinator and Landlords, three sites were identified and approved for festival laneway art to be installed, with only two sites progressing with full permission.

Lumino Events 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 reviewed. The recommended art selection by artist Leah Grant was discussed with the Jetty Road Marketing Working Group.

REPORT

The laneway art in Cowper Street (Hello Harry wall) and St John's Row (Mama Carmela's wall) was completed by the artist (Leah Grant) by 17 November.



The JRMC has contacted and tagged through social media bloggers/media to engage in the art for social media, tagging @JettyRdGlenelg.

Creative to promote the project was designed based on the laneway art and this has now been installed (footpath decals, bin corflutes and wall paste ups).



The JRMCC will work with Council Administration on a New Initiative for Christmas Decorations in the 20/21 budget.

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 JRMCC approved \$7,485 to be allocated to Christmas Decorations to bring the budget to \$50,000. Some cost savings will be made as two of the three sites identified will be proceeding with the laneway art, and the vacant shop displays aren't proceeding. It is anticipated that savings in the vicinity of \$11,000 will be made.

LIFE CYCLE COSTS

Not Applicable