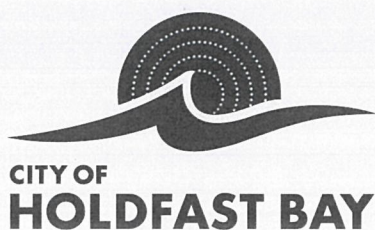


AGENDA



Jetty Road Mainstreet
Committee

NOTICE OF MEETING

Mayor's Parlour - Glenelg Town Hall
Moseley Square, Glenelg

Wednesday 5 July at 6.00pm

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

Roberto Bria
CHIEF EXECUTIVE OFFICER

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Deputy Chairperson, Mr Angus Warren 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: Ms G Martin

3.2 Absent

4. DECLARATION OF INTEREST

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

5. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 7 June 2023 be taken as read and confirmed.

6. QUESTIONS BY MEMBERS

6.1 Without Notice

6.2 With Notice - Nil

7. PRESENTATIONS: Nil

8. REPORTS/ITEMS OF BUSINESS

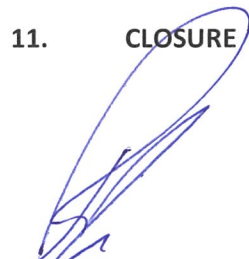
- | | | |
|-----|--------------------------|---------------------|
| 8.1 | Jetty Road Events Update | (Report No: 225/23) |
| 8.2 | Monthly Finance Report | (Report No: 224/23) |
| 8.3 | Marketing Update | (Report No: 226/23) |

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 2 August 2023 in the Mayor's Parlour, Glenelg Town Hall, Moseley Square, Glenelg.

11. CLOSURE



ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: 8.1

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 5 July 2023

Written By: Event Lead

General Manager: Community and Business, Ms M Lock

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.

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 Jetty Road Mainstreet Committee (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 2023/2024 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

JRMC Sponsored (Council run)

- \$25,000 – Glenelg Christmas Pageant

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

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

Glenelg Winter Arts Festival (Winter Activation – co-funded)

Council executed a licence agreement with Gluttony Food & Wine Pty Ltd to deliver the Glenelg Winter Arts Festival on Colley Reserve. The event bumped in at Colley Reserve on 26 June 2023, and it will be operational from 6 July – 30 July 2023, with de-installation complete by 31 July 2023. The event has a dedicated website and the full program can be viewed at <https://gluttony.net.au/glenelg-winter-festival>.

At the time of writing:

- All key event pre-production compliance documentation has been received.
- Pre-event site survey took place on 21 June 2023.
- Bump-in commenced 26 June 2023.
- 2 x Jetty Road traders have been seconded as part of the food offering.
- Over 2,000 tickets had been sold at the time of writing.

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

Planning has commenced on the 2023 Sea to Shore event:

- Date: Saturday 28 October 2023.
- Discussion with SAPOL around the closure of Jetty Road.

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

Initial planning has commenced for the 2024 Glenelg Ice Cream Festival.

On 24 June 2023, it was announced that Glenelg will host the Stage 2 Women's start on Saturday 13 January 2024. Historically, the Glenelg Ice Cream Festival has been held the night before the race start.

As with the announcement of the Men's Tour Down Under set to commence on Saturday 13 January 2024 in the CBD, followed by the Stage 3 Women's race start Sunday 14 January 2024, a significant event is predicted to occur in the Adelaide CBD on the Saturday night to coincide with these races. We are currently examining the optimal timing for the Glenelg Ice Cream Festival and information will be brought to the JRMC at the August meeting for further discussion. All details will be reviewed to ensure the festival offers the most enjoyable experience for attendees and best leverage our destination noting the crowded market space at this time of year.

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.
- In the 2023/2024 budget, Council increased their Christmas Pageant budget to support two additional elements:
 - Broadcast of the Pageant on Channel 44.
 - Santa on the Beach activations at selected locations along the coast.

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 2023/2024 JRM budget. Through the sponsorship agreement, Glenelg will host a key social event for the Masters Games, Foreshore Fiesta.

- Foreshore Fiesta be held on Thursday 12 October 2023.
- Site developing for the foreshore space occupied by the Giant Wheel.
- Site will be licensed for 1,200pax.
- Site will feature a stretch tent bar, festoon area lighting, fire pit, 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, has been confirmed as the headline act. This will be supported by a DJ (TBC).
- An EOI is underway to engage Jetty Road traders for both the bar and a food offering.

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

Glenelg Film Festival (co-sponsored)

- Partnership Agreement has been executed.
- Jetty Road and the City of Holdfast Bay are key partners of the Glenelg Film Festival which includes marketing and support for the following key events:
 - 31 October 2023 – Red Carpet Event at Event Cinemas Glenelg.
 - 28 November 2023 – Red Carpet Event at Event Cinemas Glenelg.
 - 21 March 2024 – Red Carpet Event at Event Cinemas Glenelg.
 - 23 March 2024 – Finale Event in Colley Reserve.

Other upcoming events:

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

- 12 & 13 July 2023 – Art at Partridge (part of the SALA Festival).

BUDGET

The total contribution for the events as listed is \$220,000. Subject to finalisation of Council's budget process this amount will be included in the JRMC budget for 2023/2024.

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

Item No: 8.2

Subject: **MONTHLY FINANCE REPORT**

Date: 5 July 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

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

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 (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 Jetty Road Mainstreet financial year 2022/2023 income and expenditure statement is presented for information.

Refer Attachment 1

The 2022/2023 Jetty Road Mainstreet budget for May has been delivered on track. In June, the majority of costs will be realised for the Jetty Road Magazine Winter Edition, Brand Strategy and Spend + Win promotion.

While there is a significant saving in employee costs, this will be offset with an overspend in professional services and the contracting of a social media consultant over summer. There will also be a significant saving in signage which consisted of two initiatives jointly funded with the Tourism department which includes the tram wrap and airport advertising campaign in April 2023.

The Spend + Win campaign will be delivered within the allocated budget. The prize of a travel voucher allows additional budget to be directed towards precinct support and promotion during the Glenelg Winter Arts Festival including precinct connection including umbrellas and footpath decals.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

Attachment 1

INCOME & EXPENDITURE STATEMENT 31 MAY 2023

	Annual Budget	YTD Budget	YTD Actuals	Variance	2020/21 Actuals	2021/22 Actuals
Revenue						
General Rates Raised	617,630	617,630	617,629	(1)	584,449	598,469
Gift Card Income	-	-	-	-	2,690	4,585
Other Income	20,000	20,000	10,644	(9,356)	19,464	14,469
	637,630	637,630	628,273	(9,357)	606,603	617,523
Expenses						
Employee Costs	211,984	188,727	151,808	36,919	207,435	216,716
Sponsorships	34,500	27,000	25,855	1,145	-	25,030
Event Management	54,909	54,909	24,943	29,966	23,585	3,778
Retail Strategy Implementation	15,000	-	-	-	480	-
Christmas Decorations	-	-	-	-	-	10,000
Food & Drink	2,500	1,801	1,379	422	456	292
Directory Board	1,000	-	-	-	-	655
Donations	500	-	-	-	-	-
Lighting	-	-	4,742	(4,742)	41,618	19,363
COVID-19 Related Expenditure	-	-	-	-	-	22,125
Gift Card Expenditure	2,156	1,500	6,191	(4,691)	12,045	9,756
Other Expenditure	-	-	698	(698)	629	747
Professional Services	37,500	28,000	28,342	(4,342)	-	39,697
Marketing		-	-		206,578	
Signage	50,000	44,000	27,500	16,500	-	22,975
Public Relations	39,740	35,740	18,458	17,282	-	27,082
Publications	60,000	60,000	47,685	12,315	-	70,995
Advertising	15,000	15,000	4,855	10,145	-	10,176
Promotions	43,750	43,750	7,646	36,104	-	67,741
Marketing Contingency	22,000	15,948	15,329	619	-	22,754
Events and Activations						
Pro Hustle Basketball	-	-	-	-	-	15,000
Co-funded Events						
Winter Activation	40,000	40,000	40,088	(88)	43,268	44,304
Summer Activation	50,000	50,000	50,000	-	-	-
Spring Street Party	50,000	50,000	50,000	-	-	30,000
March Activation	-	-	-	-	-	30,000
	730,539	656,375	505,516	146,858	536,094	689,186
Net Profit/(Loss)*	(92,909)	(18,745)	122,756	137,501	70,509	(71,663)

*Annual Budget includes carry forward amount from 2021/22 of \$92,909

INCOME & EXPENDITURE STATEMENT 31 MAY 2023

		Annual Budget	YTD Budget	YTD Actuals	Variance
Expenses					
Marketing					
Signage	Tram Wrap & Out of precinct signage	50,000	44,000	27,500	16,500
	SA Style Mag, CityMag, Blogs and Consumer News, be Local Campaign, photoshoot, influencers, Winter Warmers Digital				
Public Relations	JR LOCAL Magazine	39,740	35,740	18,458	17,282
Publications	Social Media advertsing, Website, Google Adwords, YouTube advertising	60,000	60,000	47,685	12,315
Advertising	Shopping campaigns including Spend + Win	15,000	15,000	4,855	10,145
Promotions	Marketing contingency	43,750	43,750	7,646	36,104
Marketing Contingency		22,000	15,948	15,329	619
		230,490	214,438	121,472	92,966

**Annual Budget includes carry forward amount from 2021/22 of \$92,909*

Item No: 8.3

Subject: **MARKETING UPDATE**

Date: 5 July 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2022/2023 Marketing Plan and initiatives associated to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

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

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee aligned to the 2022/2023 Marketing Plan.

REPORT

Consumer News

A consumer email was sent on Thursday 1 June 2023, promoting the Spend + Win competition. It was emailed to 7,681 subscribers, with an open rate of 41.5% (3,190 opens and 321 clicks). The Spend + Win competition received the highest click throughs to the Jetty Road Website, followed by 'What's On'.

Trader News

- **Friday 23 June 2023** (Resent on Monday 26 June 2023) – 424 recipients – 40% open rate. The content focused on Spend + Win, Jetty Road LOCAL Magazine, Glenelg Film Festival and the Glenelg Winter Arts Festival.
- **Wednesday 31 May 2023** (Resent on Friday 2 June 2023) – 423 recipients – 49% open rate. The content focused on Spend + Win campaign and Glenelg Winter Arts Festival.

Glenelg Winter Arts Festival



Gluttony are the lead marketing and promotion body for the Glenelg Winter Arts Festival. Jetty Road, Glenelg and the City of Holdfast Bay are working with the Gluttony team on complementary marketing to further promote the Jetty Road, Glenelg Precinct.

Trader promotion will include:

- Offers to encourage pre and post show visits to the precinct for dining, shopping and more. These will be promoted through Gluttony's Electronic Direct Mail (EDM), the Jetty Road website, and Jetty Road's EDM and Social Media channels. Traders who have an offer will also have a counter card promotion to encourage customers to redeem the offer.
- Footpath decals connecting the event site to the Jetty Road precinct.
- Provision of Jetty Road umbrellas in case of inclement weather.

Spend + Win a \$10K Holiday



At the time of writing this report, the Spend + Win competition was in its last week. The Jetty Road Glenelg Spend + Win promotion supports 330 businesses within the Jetty Road precinct. The competition's aim is to attract new visitors and encourage repeat visitation to the Jetty Road precinct to stimulate financial activity. It also builds the Jetty Road consumer database that is utilised to directly promote Jetty Road precinct businesses, events and activities throughout the year.

The promotion has resonated well with traders, with all generally eager and expecting to receive the collateral and numerous requests for additional entry information pads.

Customers are required to spend a minimum of \$30 in one transaction to enter the draw to win a \$10,000 Travel Voucher from Phil Hoffmann Travel. Entries are completed online via the Jetty Road, Glenelg website. A travel voucher has been chosen as it appeals to all demographics.

Once the data has been received, the Jetty Road Development Coordinator will provide a verbal update at the following JPMC meeting, followed by a written update.

Jetty Road Website – 21 May to 20 June:

- Spend + Win has been the key driver of traffic to the website.
- Stores & Services web pages were also significant drivers for website traffic.

Refer Attachment 1

Further work will be undertaken to drive more traffic to the website from social media.

Social Media

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

	21 March – 20 April	21 April – 20 May	21 May – 20 June
Page Followers	31,301	31,351	31,473
Posts	25 ↑	20 ↓	27 ↑

Instagram - 21 May 2023 – 20 June 2023

	21 March – 20 April	21 April – 20 May	21 May – 20 June
Followers	20,274	20,282	20,265
Posts	23 ↓	20 ↑	27 ↑

BUDGET

The JRMC allocated \$230,490 towards implementing the 2022/2023 Marketing Plan of which \$121,472 has been expended as at 31 May 2023.

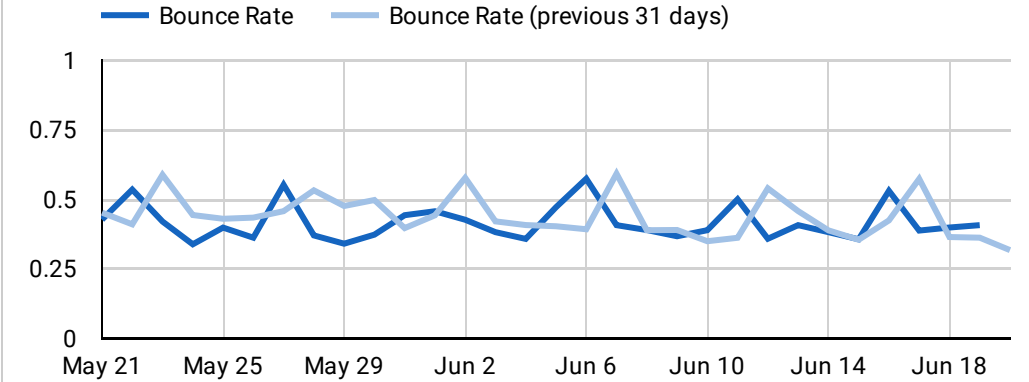
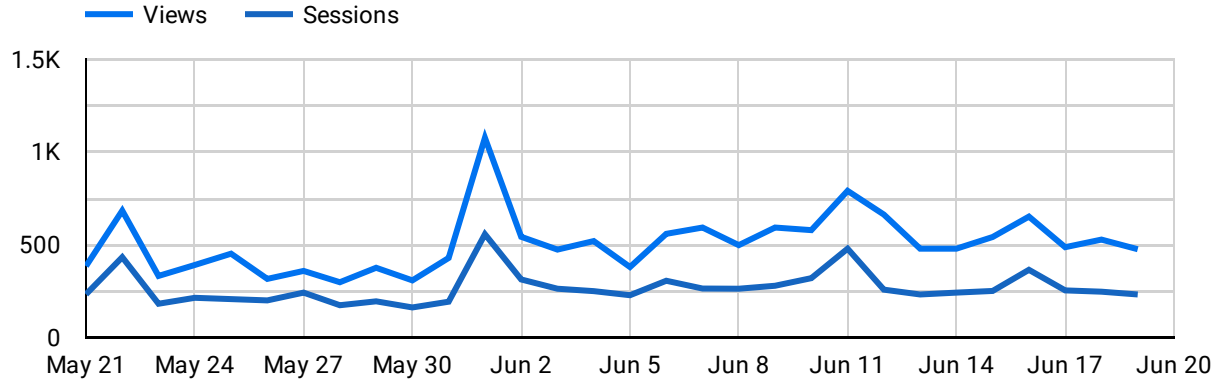
LIFE CYCLE COSTS

Not applicable

Attachment 1

May 21, 2023 - Jun 20, 2023

Overview of your customers behaviors



Pageviews
15,213

Sessions
7,902

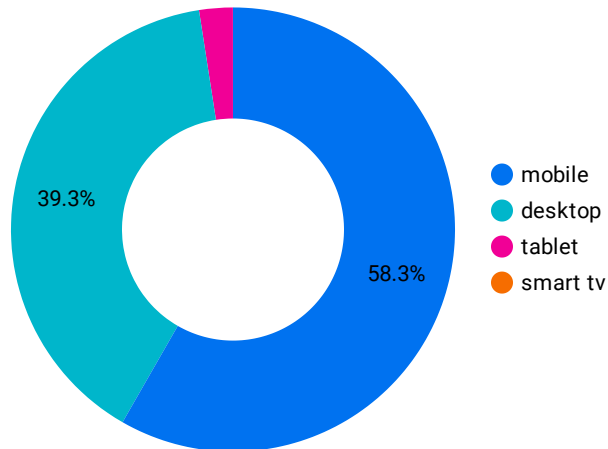
New users
6,468

Bounce Rate
41.01%

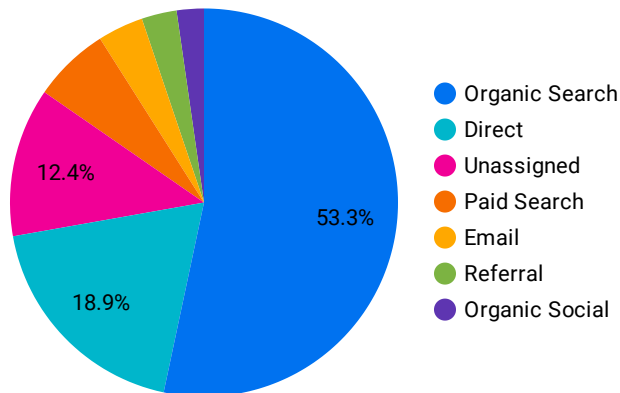
Pages Per Sessions
1.93

Avg. Time on Page
00:00:21

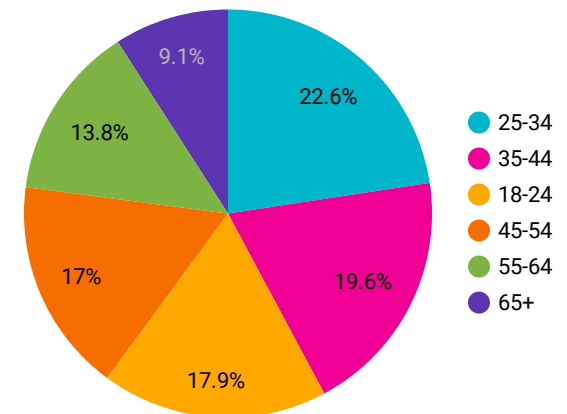
Device Type



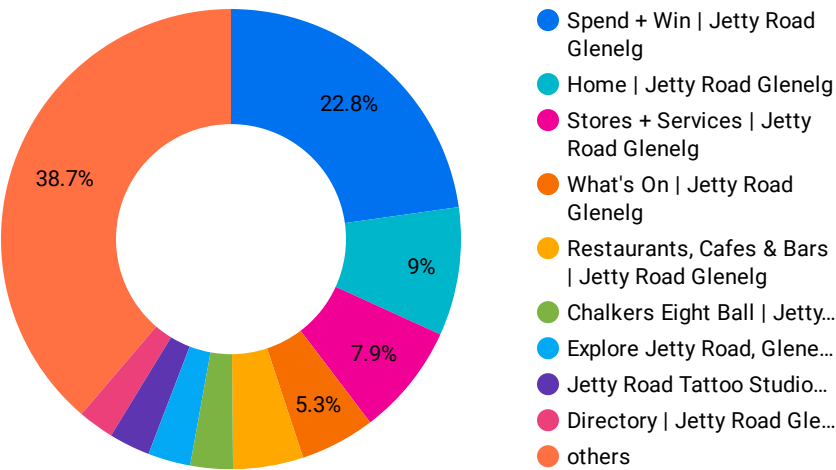
Website Traffic Source



Who is visiting your site?

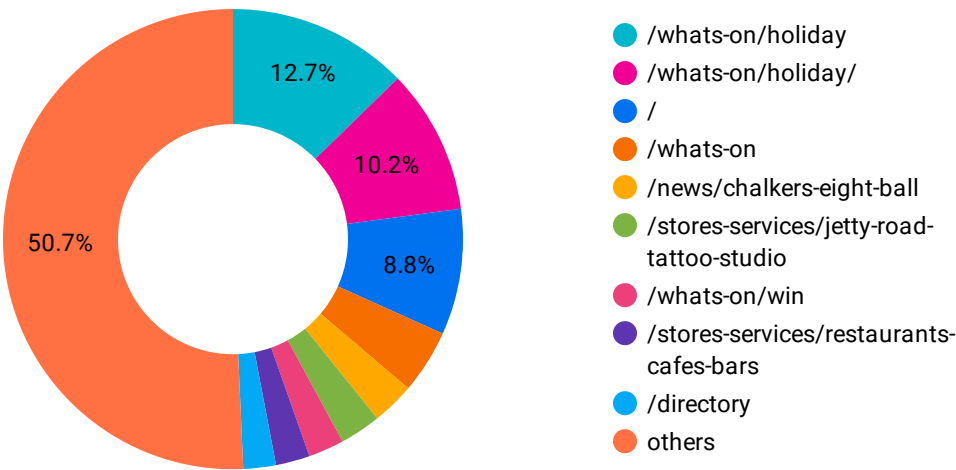


Most popular pages with title breakdown



Page title	Pageviews
Spend + Win Jetty Road Glenelg	3,146
Home Jetty Road Glenelg	1,247
Stores + Services Jetty Road Glenelg	1,086
What's On Jetty Road Glenelg	727
Restaurants, Cafes & Bars Jetty Road Glenelg	682
Chalkers Eight Ball Jetty Road Glenelg	413
Explore Jetty Road, Glenelg Jetty Road Glenelg	413
Jetty Road Tattoo Studio Jetty Road Glenelg	399
Directory Jetty Road Glenelg	350
Nova Giveaway Jetty Road Glenelg	347

Which page is the most popular?



Page path + query string	Pageviews
/whats-on/holiday	1,755
/whats-on/holiday/	1,407
/	1,222
/whats-on	620
/news/chalkers-eight-ball	413
/stores-services/jetty-road-tattoo-studio	399
/whats-on/win	347
/stores-services/restaurants-cafes-bars	330
/directory	316
/visit/parking	258