

## 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 5 October at 6.00pm



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 7 September 2022 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****Jetty Road Social Media**

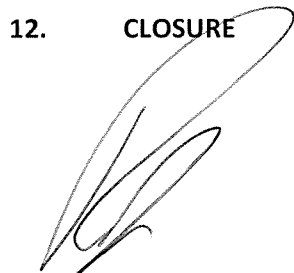
- Ms Akarra Klingberg, Jetty Road Development Coordinator and Ms Sarah Fitridge, Digital Marketing and Administration Officer will provide an update on the Jetty Road Social Media Strategy and seek feedback from the Committee.

**9. REPORTS/ITEMS OF BUSINESS**

- |     |                          |                     |
|-----|--------------------------|---------------------|
| 9.1 | Monthly Finance Report   | (Report No: 405/22) |
| 9.2 | Marketing Update         | (Report No: 406/22) |
| 9.3 | Jetty Road Events Update | (Report No: 407/22) |

**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 2 November 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: 5 October 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

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## **SUMMARY**

This report provides an update on the Jetty Road Mainstreet income and expenditure as at 31 August 2022.

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## **RECOMMENDATION**

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

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## **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 Jetty Road Mainstreet financial year 2022/23 income and expenditure statement is presented for information.

*Refer Attachment 1*

The 2022/23 Jetty Road Mainstreet budget for August has been delivered on track.

Further information on the current variances:

Winter activation

Income has been received for the 2022 Winter Wonderland however some costs are yet to be allocated to Jetty Road. Thus the report currently shows \$7,143 net income for this budget line.

Marketing

Marketing expenses are minimal to the end of August. Projects are underway and committed to with expenditure to be reported in the coming months.

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**

There are no lifecycle costs associated with this report.

# Attachment 1



# INCOME & EXPENDITURE STATEMENT 31 AUGUST 2022

	Annual Budget	YTD Budget	YTD Actuals	Variance	2020/21 Actuals	2021/22 Actuals
<b>Revenue</b>						
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	-	1,768	1,768	19,464	14,469
	<b>637,630</b>	<b>617,630</b>	<b>619,397</b>	<b>1,767</b>	<b>606,603</b>	<b>617,523</b>
<b>Expenses</b>						
Employee Costs	211,984	32,615	26,139	6,476	207,435	216,716
Sponsorships	34,500	-	-	-	-	25,030
Event Management	54,909	12,000	11,694	306	23,585	3,778
Retail Strategy Implementation	15,000	-	-	-	480	-
Christmas Decorations	-	-	-	-	-	10,000
Food & Drink	2,500	-	-	-	456	292
Directory Board	1,000	-	-	-	-	655
Donations	500	-	-	-	-	-
Lighting	-	-	-	-	41,618	19,363
COVID-19 Related Expenditure	-	-	-	-	-	22,125
Gift Card Expenditure	2,156	41	-	41	12,045	9,756
Other Expenditure	-	-	2,055	(2,055)	629	747
Professional Services	37,500	9,375	6,000	3,375		39,697
<b>Marketing</b>					<b>206,578</b>	
Signage	50,000	12,500	1,916	10,584		22,975
Public Relations	39,740	8,224	-	8,224		27,082
Publications	60,000	15,000	-	15,000		70,995
Advertising	15,000	3,750	-	3,750		10,176
Promotions	43,750	10,938	-	10,938		67,741
Marketing Contingency	22,000	2,422	3,260	(838)		22,754
<b>Events and Activations</b>						
Pro Hustle Basketball	-	-	-	-		15,000
<b>Co-funded Events</b>						
Winter Activation	40,000	40,000	(7,143)	47,143	43,268	44,304
Summer Activation	50,000	-	-	-	-	-
Spring Street Party	50,000	-	-	-	-	30,000
Seafood Festival	-	-	-	-	-	-
March Activation	-	-	-	-	-	30,000
	<b>730,539</b>	<b>146,865</b>	<b>43,921</b>	<b>102,944</b>	<b>536,094</b>	<b>689,186</b>
<b>Net Profit/(Loss)*</b>	<b>(92,909)</b>	<b>470,765</b>	<b>575,476</b>	<b>104,711</b>	<b>70,509</b>	<b>(71,663)</b>

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

# **INCOME & EXPENDITURE STATEMENT 31 AUGUST 2022**

		Annual Budget	YTD Budget	YTD Actuals	Variance	2020/21 Actuals	2021/22 Actuals
<b>Expenses</b>							
<b>Marketing</b>						<b>206,578</b>	
Signage	Tram Wrap	50,000	4,000	1,916	2,084		22,975
	SA Style Mag, CityMag, Blogs and Consumer News, be Local Campaign, photoshoot, influencers, Winter Warmers Digital	39,740	2,000	-	2,000		27,082
Public Relations Publications	JR LOCAL Magazine	60,000	-	-	-		70,995
	Social Media advertsing, Website, Google Adwords, YouTube						
Advertising	advertising	15,000	1,000	-	1,000		10,176
	Shopping campaigns including						
Promotions	Spend + Win	43,750	2,000	-	2,000		67,741
Marketing Contingency	Marketing contingency	22,000	2,422	3,260	(838)		22,754
		<b>230,490</b>	<b>11,422</b>	<b>5,176</b>	<b>6,246</b>	<b>206,578</b>	<b>221,723</b>

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



Item No: 9.2

Subject: **MARKETING UPDATE**

Date: 5 October 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

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### **SUMMARY**

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee aligned to the 2022/23 Marketing Plan and initiatives associated to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

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### **RECOMMENDATION**

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

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### **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 2022/23 Marketing Plan.

## REPORT

### Consumer News

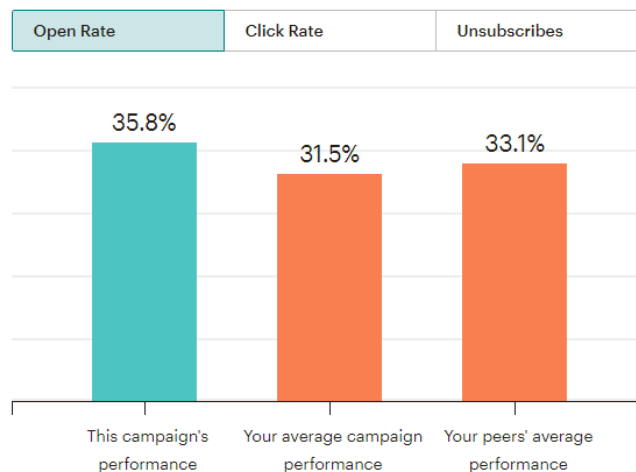
The monthly Jetty Road consumer newsletter was emailed to over 7,440 subscribers on Tuesday 27 September. The edition focused on Sea to Shore, Spring Fashion, the new hotel development and School Holidays at the Bay:

- 36% open rate with 2,646 opens and 459 total clicks.

Sea to Shore Glenelg Seafood Festival and the new hotel development features received the most clicks through to the Jetty Road website.

This campaign tracked well in relation to our campaign average and peer (in the same industry type within the MailChimp settings)

How your email campaign compares



### Trader News

- **Wednesday 14 September (re-sent 16 September) – 433 recipients – 52.1% open rate**  
Tour Down Under and City-Bay
- **Wednesday 21 September – 429 recipients – 44.9% open rate**  
Public Holiday, Business Round Tables, Sea to Shore

### CityMag – Full Page Ad

A full page Jetty Road advertisement was featured in the Spring CityMag print edition which was distributed in September. This focused on welcoming people back to Glenelg for Spring/Summer and promoted upcoming events. Work continues on a feature in the November print edition which also includes distribution on the CityMag website and through their EDM. This feature will focus on building consumer and community excitement for Spring/Summer.



## JETTYRD GLENELG

Enjoy seafood beachside  
→ Sea to Shore: Glenelg Seafood Festival  
Saturday 29 October

Get into the festive spirit  
→ Glenelg Christmas Pageant  
Sunday 27 November

Head outside for retail therapy  
→ Glenelg Sunset Markets  
Sundays 27 November 2022, 11  
December 2022, 15 January 2023,  
12 February 2023 & 12 March 2023.

Stay up-to-date with beachside events at  
[jettyroadglenelg.com.au/whats-on](http://jettyroadglenelg.com.au/whats-on)



  [jettyrdglenelg](https://www.facebook.com/jettyrdglenelg)

## LOCAL FUN FOR THE WHOLE FAMILY



As the weather warms up and the days get longer, Jetty Road, Glenelg is calling. Catch up with friends, stroll under bright blue skies, stop for coffee or brunch and explore over 300 specialty stores. The precinct offers local fun for the whole family.

In the coming months there will be plenty to keep the young and young-at-heart entertained with an exciting calendar of events and things to do.

With so much on plus shopping and dining every day, the Bay is the place to be. See you soon at Glenelg.

Find out more at [jettyroadglenelg.com.au](http://jettyroadglenelg.com.au)



## Radicool Reptiles

This October Radicool Reptiles are returning to Glenelg as part of our School Holiday program through a Jetty Road / Bay Discovery Centre collaboration. Six sessions will be held over two days with 20 children per session. The sessions are filling up quickly with over 40 tickets sold in the first 24 hours.

## PLAY AT THE BAY Radicool Reptiles at the Bay Discovery Centre

**10 & 11 October 2022 • All ages**  
**\$10 per child • Bookings essential**

Jetty Road Glenelg and the Bay Discovery Centre  
bring you a Radicool Reptiles experience!

Interact with and learn about incredible native Australian reptiles in a fun & safe environment these school holidays.

A guardian must be present for children 9 and under.  
Visit [jettyroadglenelg.com.au/whats-on](http://jettyroadglenelg.com.au/whats-on)  
to book.



**JETTYRD  
GLENELG**

**Jetty Road LOCAL Magazine – Summer Edition**

The Jetty Road LOCAL Summer edition is in the final proofing stage and about to go to print. The Magazine will be distributed mid-October with an increased focus on Adelaide caravan parks (namely Marion, Kingston Park and West Beach). A draft copy of the magazine will be available at the meeting for members to view.

A dedicated website and digital campaign will run for the launch of the magazine. Additionally, all stories will be uploaded to the Jetty Road website as individual blogs are shared through social media.

**Jetty Road Website – 21 August 2022 – 20 September 2022**

Following feedback from the last JRMCM meeting, an 'add to calendar' button has been added to each event listing on the Jetty Road website. Three hours of developer time was required to implement this feature. The cost for this was shared between the City Activation and Jetty Road budgets.

The Jetty Road website report has been provided as an attachment to this report.

*Refer Attachment 1*

**Social Media**

Jetty Road, Glenelg social media reporting for Facebook and Instagram is reflected for the period of 21 August 2022 to 20 September 2022.

Social media schedule includes:

- 1 post per platform per day;
- at least 7 Instagram stories per day; and
- at least 1 reel a fortnight.




The August social media (last month's report) figures included a post regarding the new Taplin Development which received exceptionally high engagement and comments and has resulted in decreased engagement figures comparatively in the past month.

Facebook followers have increased while there has been a slight decrease in Instagram followers. Over the past 12 months, scenery images have experienced significant engagement and this gap in the current content has been identified along with opportunities to bring it back.

**Facebook – 21 August 2022 to 20 September 2022**

	21 June – 20 July	21 July – 20 August	21 August – 20 September
<b>Page Followers</b>	29,233 ↑	29,376 ↑	29,564 ↑
<b>Posts</b>	25 ↓	24 ↓	25 ↑
<b>Post engagement</b>			
Reactions	281 ↓	3.1k ↑	770 ↓
Comments	64 ↓	1.1k ↑	292 ↓
Shares	22 ↓	168 ↑	45 ↓

**Posts with greatest reach 21 August 2022 to 20 September 2022**




		
<b>5 September</b> <b>The Dancing Spoon</b> <b>22.5k Reach</b> 510 Reactions 270 Comments 31 Shares	<b>21 August</b> <b>Christmas Pageant</b> <b>12.7k Reach</b> 209 Reactions 49 Comments 19 Shares	<b>17 September</b> <b>City to Bay</b> <b>8.3k Reach</b> 366 Reactions 6 Comments 19 Shares

**Instagram - 21 August 2022 to 20 September 2022**

	21 June – 20 July	21 July – 20 August	21 August – 20 September
<b>Followers</b>	20,003	20,020 ↑	19,978 ↓
<b>Posts</b>	25	24 ↓	27 ↑
<b>Reels</b>	2	3	3
<b>Stories</b>	269	280 ↑	243 ↓
<b>Interaction</b>	5.27k	4.14k ↓	3.54k ↓
<b>Reached</b>	23.7k	19.7k ↓	17.7k ↓

**Most engaging posts 21 August 2022 – 20 September 2022.**

These posts also have the highest reach for the same period.

		
<b>16 September</b> <b>City-Bay</b> <b>365 Reactions</b> 8.2k Reach 5 Comments	<b>19 September</b> <b>Radicool Reptiles</b> <b>178 Reactions</b> 7k Reach 18 Comments	<b>5 September</b> <b>The Dancing Spoon</b> <b>224 Reactions</b> 4.7k Reach 7 Comments

**BUDGET**

The JRMC allocated \$230,490 towards implementing the 2022/23 Marketing Plan, of which \$5,176 has been expended as at 31 August 2022.

**LIFE CYCLE COSTS**

Not applicable

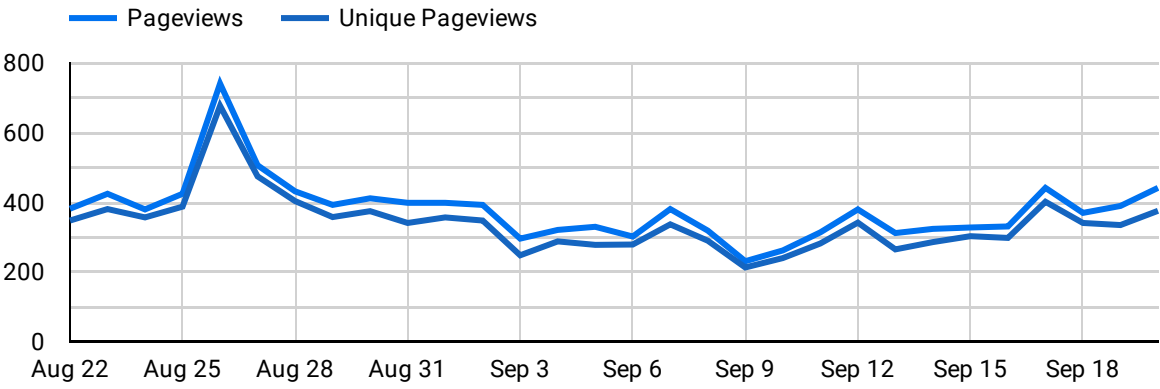
# Attachment 1



## Overview

Aug 22, 2022 - Sep 20, 2022

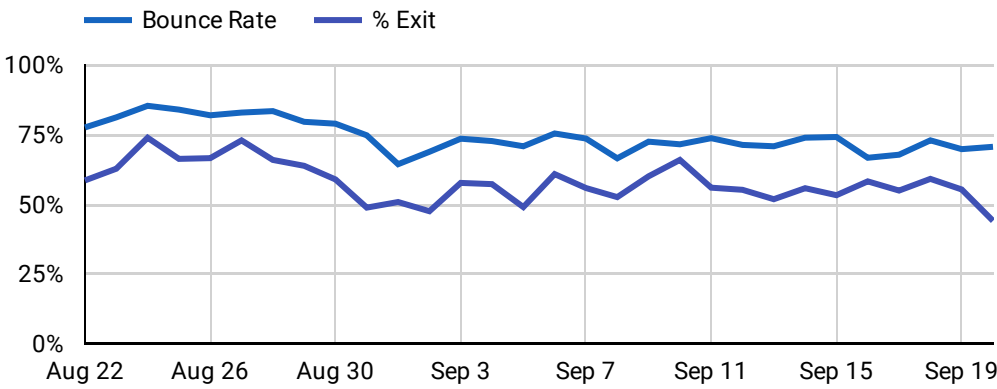
### Overview of your customers behaviors



Pageviews  
11,334

Unique Pageviews  
10,183

Avg. Time on Page  
00:01:05



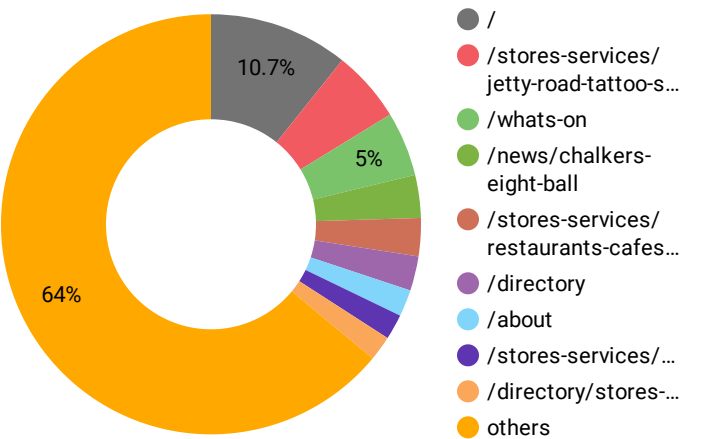
Bounce Rate  
75.51%

% Exit  
58.37%

Pages / Session  
1.71

### What do customer see when they are in your website?

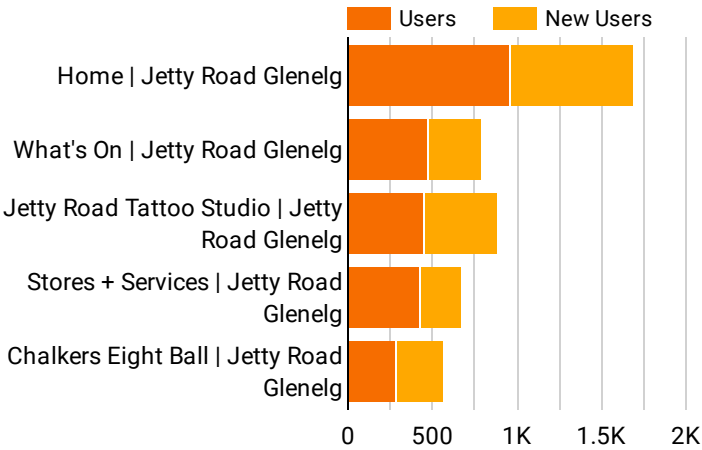
#### Which page is the most popular?



	Page	Pageviews
1.	/	1,217
2.	/stores-services/jetty-ro...	625
3.	/whats-on	563
4.	/news/chalkers-eight-b...	374
5.	/stores-services/restaur...	332
6.	/directory	301
7.	/about	233
8.	/stores-services/fashion	221
9.	/directory/stores-servic...	217
10.	/visit	202

1 - 10 / 841

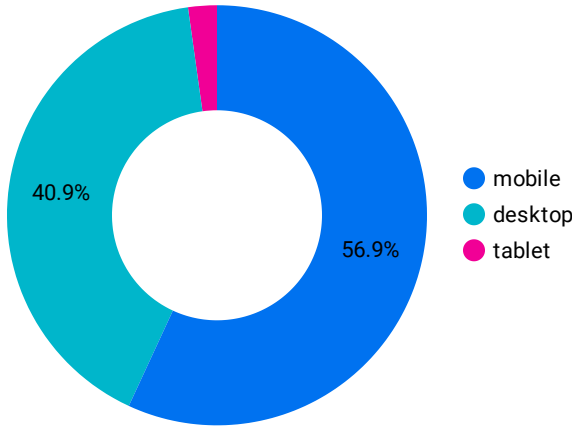
#### Most popular pages with title breakdown



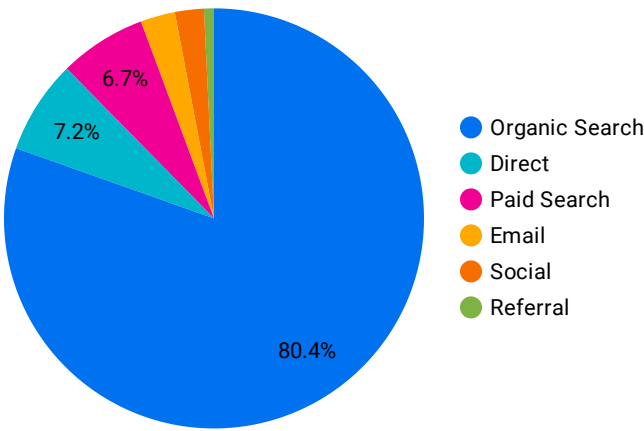
	Page Title	Pageviews
1.	Stores + Services   Jetty...	1,291
2.	Home   Jetty Road Glen...	1,221
3.	Restaurants, Cafes & B...	809
4.	Jetty Road Tattoo Studi...	625
5.	What's On   Jetty Road ...	599
6.	Chalkers Eight Ball   Jet...	374
7.	Fashion   Jetty Road Gl...	361
8.	Explore Jetty Road, Gle...	330
9.	Directory   Jetty Road G...	305
10.	About   Jetty Road Glen...	233

1 - 10 / 375

#### Device Type

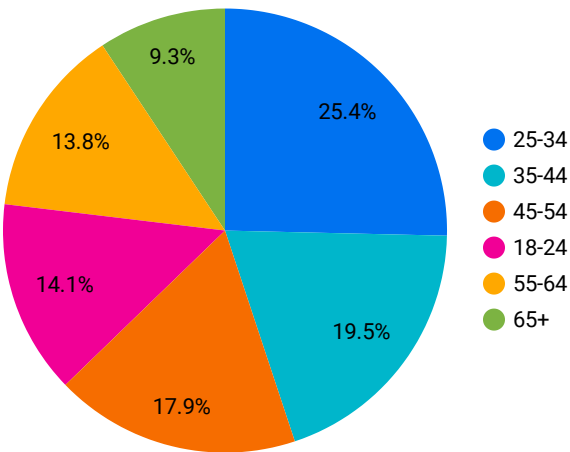


#### Website Traffic Source

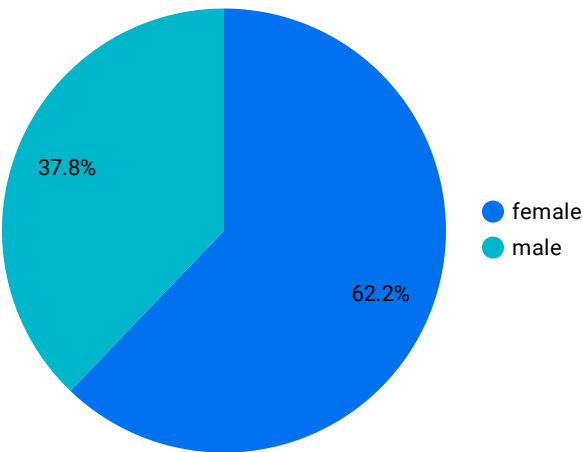


### Who is visiting your site?

#### Age



#### Gender





Item No: 9.3

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 5 October 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

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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 upcoming events.

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## **RECOMMENDATION**

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

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## **STRATEGIC PLAN**

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

## **COUNCIL POLICY**

Not applicable

## **STATUTORY PROVISIONS**

Not applicable

## **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 2022/23 financial year the JRMC have allocated funds for the following events:

### Cost share with Council

\$40,000 – Winter Activation

\$50,000 – Spring Activation – Sea to Shore Glenelg Seafood Festival

\$50,000 – Summer Activation – Ice Cream Festival

### Sponsored

\$25,000 – Glenelg Christmas Pageant

### **Sea to Shore – Glenelg Seafood Festival**

Co-funded event: \$50,000 Jetty Road, \$50,000 Council

Date: 29 October 2022

*Sea to Shore – Glenelg Seafood Festival* Glenelg will showcase some of South Australia's finest seafood with top South Australian producers and chefs on Saturday 29 October from 11am. The event will drive visitation to Glenelg and establish the reputation and awareness that Glenelg is a key dining destination. The JRMC received a copy of Frequently Asked Questions with additional event information on Friday 23 September.

The event was formally launched on Monday 26 September through a comprehensive public relations and online campaign and has received significant interest.

The event is being promoted through:

- Jetty Road and City of Holdfast Bay websites
- Jetty Road and City of Holdfast Bay social media
- Jetty Road Consumer EDM
- City of Holdfast Bay Holdfast News
- Jetty Road LOCAL Magazine
- Bus stop ad shells within the City of Holdfast Bay
- CityMag and InDaily
- Proactive public relations with Belinda Peterson
- Precinct signage – Moseley Square Banner, Bin corflutes, lightpole corflutes, posters
- Digital screens in the Glenelg Library, Brighton Road and Bay Discovery Centre
- Entry signs



The Event Coordinator will provide an update on the event planning at the 5 October JRMC meeting.

**Glenelg Christmas Pageant**

Date: 27 November 2022

The 2022 Pageant falls on the same weekend as the opening of the Black Friday/Cyber Monday shopping weekend and return of the Glenelg Sunset Markets for their Summer season. The weekend of events will be promoted to encourage visitation and extend length of stay.

**Summer Activation – Ice Cream Festival and Santos Tour Down Under Women’s Stage One Start**

Date: 14 and 15 January 2023

The Summer activation will continue to build on the Ice Cream Festival with a traditional and much-loved Glenelg Street Party. The Street Party will be held on Saturday 14 January from 4-11pm. The following morning, Sunday 15 January 2023 the Santos Tour Down Under Women’s Stage One will start from Jetty Road Glenelg. Planning for the Ice Cream Festival will commence shortly with the event anticipated to be launched mid-December.

**Sunset Markets**

Dates: 27 November (Colley Reserve), 11 December (Foreshore), 15 January (Foreshore), 12 February (Foreshore), 12 March (Foreshore)

The Sunset Markets are back for another Summer season. Recent research by McGregor Tan identified that the Sunset Markets were the number one event driving visitation for Glenelg last year followed by the Ice Cream Festival. The Director of the Markets has been invited to present to the JRMCM however was unavailable to attend the September Meeting. This will be rescheduled for a future WIP meeting.

**Other Upcoming Events: September – December 2022**

In addition to JRMCM funded/supported events, the following external 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:

- **30 October 2022: Full Throttle SA Charity Care and Bike Show for the Black Dog Ride.** Held on Wigley Reserve, Black Dog Ride SA raises awareness of depression and suicide prevention. \$10 entry fee for cars and bikes with trophies going to the cars at the end of the day. 100% of all funds raised go to the charity. The event will include food trucks.
- **13 November 2022: Glenelg Classic Fun Run.** 5km and 10km fun run organised by South Australian Road Runners. The course departs Wigley Reserve and heads south along the coast.
- **Giant Wheel:** The Giant Wheel will be back for summer with bump in late October 2022, opening in time for the Sea to Shore Glenelg Seafood Festival event. The Giant Wheel will operate until April 2023 and shall be removed prior to ANZAC Day.

- ***Moseley Beach Club:*** Bump in is anticipated to commence late November 2022. The Beach Club will run until March 2023.
- **Bay Sheffield:** The 136<sup>th</sup> Bay Sheffield will return to Colley Reserve on 27-28 December 2022. Preparation of the turf for the event will commence in early December, with no events to be held on Colley Reserve after 1 December.

## **BUDGET**

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

## **LIFE CYCLE COSTS**

There are no life cycle costs associated with this report.