

## 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 6 July 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 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 - Nil**

**9. REPORTS/ITEMS OF BUSINESS**

9.1 Monthly Finance Report (Report No: 221/22)

9.2 Marketing Update (Report No: 222/22)

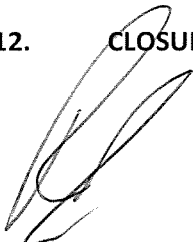
9.3 Jetty Road Events Update (Report No: 223/22)

**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 3 August 2022 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg.

**12. CLOSURE**

A handwritten signature in black ink, appearing to read 'Roberto Bria', written over a circular stamp or seal.

**ROBERTO BRIA**  
**CHIEF EXECUTIVE OFFICER**

Item No: 9.1

Subject: **MONTHLY FINANCE REPORT**

Date: 6 July 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee May 2022 variance report is presented for information of the members of the Jetty Road Mainstreet Committee.

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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 2021/22 Jetty Road Mainstreet budget as at 31 May 2022 is on track. Variances between YTD Budget and Actuals are due to timing differences and are not operationally significant.

The Event Management budget is \$30,000 underspent. This will be allocated to a Trader networking event to be held 25 July, and Trader Workshops (which were difficult to run during COVID) to be scheduled to complement the wider City of Holdfast Bay business workshops. Expenditure on these events not incurred this financial year will be carried forward into 22/23.

This report reflects the reallocation of funds for the Spend & Win initiative (Promotions):

- \$10,000 - March Activation (\$40k allocated, \$30k spent)
- \$10,000 - Marketing Contingency
- \$4,000 - Influencers (Part of Public Relations budget line)
- \$2,000 - Signage
- \$1,000 - Website (Part of Advertising budget line)

The current underspend in Promotions and Publications is due to timing of invoices which will be paid by 30 June. Other Expenditure is made up of costs such as Credit Card fees and stationery.

Any additional carry forward will be reported as part of the June financial reports which is presented to the Committee in August.

#### **BUDGET**

Not applicable

#### **LIFE CYCLE COSTS**

There are no lifecycle costs associated with this report.

# INCOME & EXPENDITURE STATEMENT 31 MAY 2022

	Annual Budget (adapter	YTD Budget	YTD Actuals	Variance	2019/20 Actuals	2020/21 Actuals
<b>Revenue</b>						
General Rates Raised	598,480	598,480	598,469	(11)	578,076	584,449
Gift Card Income	-	-	3,085	3,085	-	2,690
Other Income	20,000	18,000	14,449	(3,551)	4,064	19,464
	<b>618,480</b>	<b>616,480</b>	<b>616,003</b>	<b>(477)</b>	<b>582,140</b>	<b>606,603</b>
<b>Expenses</b>						
Employee Costs	206,153	182,723	204,181	(21,458)	126,282	207,435
Sponsorships	26,500	26,500	25,030	1,470	5,764	-
Event Management	39,500	34,500	3,778	30,722	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	3,200	276	2,924	4,050	456
Directory Board	2,500	2,500	936	1,564	-	-
Donations	2,500	-	-	-	-	-
Lighting	18,850	18,850	19,251	(401)	-	41,618
COVID-19 Related Expenditure	20,000	20,000	20,000	-	-	-
Gift Card Expenditure	5,000	4,000	6,651	(2,651)	4,195	12,045
Other Expenditure	-	-	1,428	(1,428)	454	629
<b>Marketing</b>					<b>142,079</b>	<b>206,578</b>
Social Media Management	36,000	36,000	36,697	(697)		
Signage	22,079	20,000	20,159	(159)		
Public Relations	33,740	25,000	26,022	(1,022)		
Publications	60,000	55,000	40,740	14,260		
Advertising	14,600	12,000	7,337	4,663		
Promotions	70,750	70,750	50,159	20,591		
Marketing Contingency	21,380	21,380	18,013	3,367		
<b>Events and Activations</b>						
Pro Hustle Basketball	15,000	15,000	15,000	-		
Side Street Activation Grant	15,000	10,000	-	10,000		
<b>Co-funded Events</b>						
Winter Activation	40,000	20,000	20,532	(532)	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	-	-	-	-	-
March Activation	30,000	30,000	30,000	-	-	-
Christmas Pageant					20,000	-
Gin Festival					23,209	-
	<b>783,052</b>	<b>657,403</b>	<b>586,190</b>	<b>71,213</b>	<b>543,166</b>	<b>536,094</b>
<b>Net Profit/(Loss)*</b>	<b>(164,572)</b>	<b>(40,923)</b>	<b>29,813</b>	<b>70,736</b>	<b>38,974</b>	<b>70,509</b>

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

INCOME & EXPENDITURE STATEMENT 31 MAY 2022

		Annual Budget	YTD Budget	YTD Actuals	Variance
Marketing					
Social Media Management	Social Media Management	36,000	36,000	36,697	(697)
Signage	Tram Wrap	22,079	20,000	20,159	(159)
	SA Style Mag, CityMag, Blogs and Consumer News, be Local Campaign, photoshoot, influencers, Winter Warmers				
Public Relations	Digital	33,740	25,000	26,022	(1,022)
Publications	JR LOCAL Magazine	60,000	55,000	40,740	14,260
	Social Media advertsing, Website, Google				
Advertising	Adwords, YouTube advertising	14,600	12,000	7,337	4,663
Promotions	Shopping campaigns icn Spend + Win	70,750	70,750	50,159	20,591
Marketing Contigency	Marketing contingency	21,380	21,380	18,013	3,367
		258,549	240,130	199,127	41,003

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

Item No: 9.2

Subject: **MARKETING UPDATE**

Date: 6 July 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

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### **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.

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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 in alignment with the 2021/22 Marketing Plan.



## REPORT

### Consumer News

Two Jetty Road consumer newsletter were sent during the reporting period:

- Wednesday, 1 June – Spend & Win  
34% open rate with 2,430 opens and 241 total clicks.
- Friday 17 June - Winter Wonderland and Favourite things to do in Winter  
32% open rate with 2,296 opens and 203 clicks

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

### Trader News

- **Monday 31 May – 446 recipients – 45.6% open rate**  
Spend and Win
- **Friday, 3 June – 443 recipients – 42.5% open rate**  
JRMCM Committee, Colley Terrace Development
- **Tuesday, 7 June – 441 recipients – 47.9% open rate**  
Winter Wonderland
- **Friday, 17 June – 442 recipients– 46.3% open rate**  
FOGO and Winter Wonderland Advertising

### Spend and Win

The Jetty Road Glenelg Spend & Win promotion supports all 330 businesses within the Jetty Road precinct. The competition 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 competition will run for four weeks from 1 June to 30 June 2022 with customers who spend \$30 or more eligible to enter online to win a BMW 1 Series.

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.

Promotion has included:

- Jetty Road Social Media – Instagram and Facebook
- Distribution through JR Consumer EDM 1 June and 17 June
- SAFM
  - Live Reads with Bec, Cosi and Lemo – 1 per week
  - Recorded commercials – 79 placements
  - Solus commercials – 4
  - DAB + Radio – 345 placements
- 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 coreflutes, posters, counter cards, Brighton Oval LED Sign, BDC digital sign, Library screens
- BMW – EDM, story by Rebecca Morse at Glenelg, Social media posts

The JRDC will provide a verbal update at the meeting and a written report on the initiative will be provided at the next JRMCM Meeting.

### Glam Adelaide

Through our membership with Glam Adelaide, our final feature story was 'Your guide to a cosy Winter experience in Glenelg'. This article was featured around the amazing winter experiences and encouraging people to visit through winter:

- Spend and Win
- Moseley Igloos
- Winter Wonderland
- Ideas for a girls night out
- Coffee and dessert
- Things to do solo

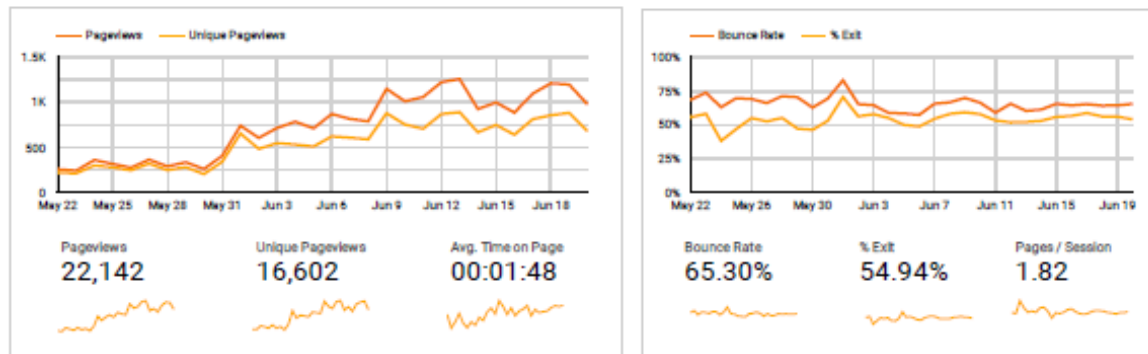
This included

- 13 June – Feature article and eNewsletter
- 13 June – Facebook feature
- 14 June – Instagram Story
- 16 June – Instagram Story

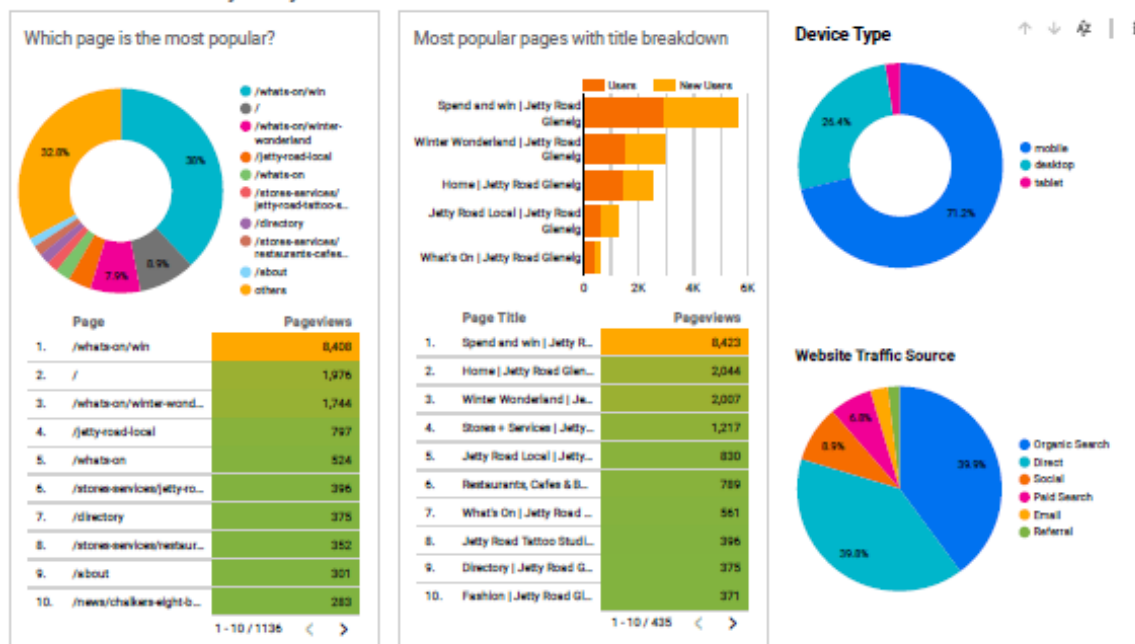


## Jetty Road Website – 21 April 2022 – 20 May 2022

### 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:

- Page views have almost doubled (previously 12k).
- Just under 10k new users to the site.
- Spend and Win has been the most popular page.
- In previous months, organic searches have been responsible for around 50% of website hits. Throughout June, the majority of traffic has been through organic searches or direct visits which is driven from the Spend and Win promotion and the launch of Winter Wonderland.

## Social Media

The Jetty Road Glenelg, Social Media reporting for Facebook and Instagram are reflected for the period of 21 May 2022 to 20 June 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 May 2022 – 20 June 2022 Reached 46k (this is an increase of 204%)

	21 Mar – 20 Apr	21 Apr – 20 May	21 May – 20 June
<b>Page Followers</b>	28,914 ↓	28,898 ↓	28,965 ↑
<b>Posts</b>	24 ↓	21 ↓	28 ↑
<b>Post engagement</b>	Reactions 600 ↓ Comments 85 ↓ Shares 42 ↓	Reactions 372 ↓ Comments 93 ↑ Shares 21 ↓	Reactions 685 ↑ Comments 1366 ↑ Shares 63 ↑

### Most engaging posts 21 May 2022 to 20 June 2022

8 June 7.4k engagement Winter Wonderland	16 May 264 engagement Retro Skate	22 May 312 engagement Bouchee Walk
<p>Brush off the winter blues, strap on your skates and enjoy beachside ice skating ... And a special fireworks display at Glenelg this July! ... A ... Winter Wonderland ... will be set up in Moseley Square, with daily, one-hour ice skating sessions from 10am kicking off on Friday 1 July under a marquee. Kids can take to the ice at 10am weekdays and take part in various ice games including limbo, basket shooting and mini ice hockey ... See more</p> 	<p>Fancy a Boogie? ... Grab your skates and join us at the Winter Wonderland 60s and 90s Disco Music Skate 1-25 JULY • 7:30pm and 8pm • Friday and Saturday Nights ... See more</p> 	<p>A Momentous Day ... A permanent memorial has been unveiled to Holdfast Bay's longest-serving elected member – Councillor Mikki Bouchee – who passed away in July last year. ... See more</p> 


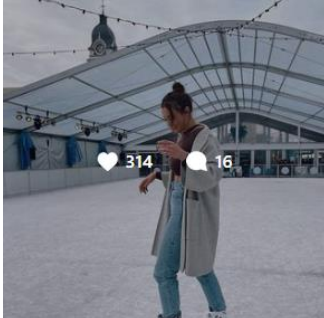
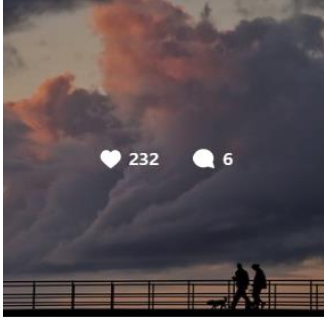
### Posts with greatest reach 21 April 2022 to 20 May 2022.

8 June 37.8k reached (1.2k comments) Winter Wonderland	12 June 7.9k reached (37 comments) Retro Skate	28 May 3.2k reached Bottega turns 1
<p>Brush off the winter blues, strap on your skates and enjoy beachside ice skating ... And a special fireworks display at Glenelg this July! 🎆</p> <p>A ... Winter Wonderland ... will be set up in Moseley Square, with daily, one-hour ice skating sessions from 10am kicking off on Friday 1 July under a marquee.</p> <p>Kids can take to the ice at 10am weekdays and take part in various ice games including limbo, basket shooting and mini ice hockey... See more</p> 	<p>Fancy a Boogie? 🕺</p> <p>Grab your skates and join us at the Winter Wonderland 80s and 90s Disco Music Skate</p> <p>1-25 JULY • 7-30pm and 8pm • Friday and Saturday Nights ... See more</p> 	<p>Bottega Glenelg turns ONE! 🎂</p> <p>And they're celebrating with DJ @dj_lukehenry during the day and a special flavour just for the occasion</p> <p>Come down and join the party! @bottegaigelateria</p> 

### Instagram

	21 Mar – 20 Apr	21 Apr – 20 May	21 May – 20 June
<b>Followers</b>	19,900 ↑	19,850 ↓	20,001 ↑
<b>Posts</b>	25	23 ↓	25
<b>Interaction</b>	2.7k ↑	3.2k ↑	5.27k ↑ 59.7%
<b>Reached</b>	44.4k ↑	21k ↓	23.7k ↑ 12.5%
<b>Comments</b>	1,105 ↑	410 ↓	1.9k ↑
<b>Stories</b>	291 ↓	282 ↓	297 ↑

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

26 May – 2.7k Interactions 8.9k Reach Moseley Igloo Tag + Win	8 June – 377 Interactions 6.7k Reach Winter Wonderland	5 June – 244 Interactions 3.1k Reach Destination Post
 <p>826 ❤️ 1,837 💬</p>	 <p>314 ❤️ 16 💬</p>	 <p>232 ❤️ 6 💬</p>

## **BUDGET**

The JRMC has \$248,549 allocated towards implementing the 2021/22 Marketing Plan, of which \$199,127 has been expended as at 31 May 2022.

## **LIFE CYCLE COSTS**

Not applicable

Item No: 9.3

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 6 July 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, Ms M Lock

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### **SUMMARY**

Jetty Road Mainstreet Committee 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 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

### **Pro Hustle 3x3 Basketball (Co-funded event: total budget \$45,000)**

Date: Saturday 28 and Sunday 29 May

Total attendance: 12,000 (4000 Sat; 8000 Sun)

The first 3x3 Hustle event in Adelaide was successfully held on the Glenelg Foreshore over the final weekend in May. The Saturday was a Street Hustle format (juniors and open competition), with Sunday being the Pro Hustle event with elite teams competing for prize money.

The organisers have expressed enthusiasm at the prospect of the 3x3 Hustle becoming an annual fixture at Glenelg. However the timing of the event would be shifted to better align with the NBL season and more reliable weather (the event was held under a marquee due to expected rain over the weekend).

The event attracted a total of 65 players who registered to compete in the event, with both men's and women's teams taking part. On site surveys were conducted during the event, which showed that around 30% of attendees were event-specific visitors to Glenelg. In addition, one quarter of attendees were from either interstate or overseas.

Discussions with the organisers are ongoing.

### **Winter 2022 Events:**

#### **Winter Wonderland**

Date: 1-25 July 2022

Winter Wonderland is returning for 2022 with ice skating on the Glenelg foreshore. This activation will be jointly funded by the Council (50%) and the JRMC (50%). At the time of writing this report, bump in for the event had commenced and ticket sales were steady.

Based on attendance from past winter events, the primary target audience during the week will be families and children with the activation to be fun through the July school holidays. On Friday and Saturday evenings Retro Skate Sessions will be held at 7pm and 8.30pm with a DJ playing hits from the 80s and 90s. The Retro Skate sessions are designed to appeal to an adult audience.

Fireworks are scheduled for Friday 8 July (with 9 July as back-up in case of inclement weather) at 8.15pm on the Glenelg Foreshore.

#### **Sunset Markets – Winter Edition**

Date: Saturday 30 July 11am – 8pm and Sunday 31 July 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. Curated by the team who deliver the summer markets, this winter edition will include a variety of market stalls, 2 bars with a selection



of alcoholic and non-alcoholic beverages, food and live music. To further elevate the event, the whole market will be licenced and include a chill out area with fire pits, pine trees and lighting.

**Spring Events:****Seafood event**

Proposed Date: 29 October 2022

At the time of writing this report, the team are working on an event scope for the Seafood event. The event will endeavour to showcase South Australian seafood producers and provide festival goers with an experience to remember and share. The main event will be focused on the Foreshore with different opportunities for traders throughout the precinct. Further information will be presented at the August JRMCM Meeting.

**2022/23 Event Schedule**

The current proposed 2022/23 JRMCM Budget includes funding for the following events:

- Winter Activation (co-funded with Council)
- Spring Activation (co-funded with Council)
- Summer Activation (co-funded with Council)
- Sunset Markets (sponsor)
- Christmas at the Bay/Christmas Pageant / Beach volleyball (Sponsor)
- Tunes on Chapel, laneway pop ups /other

Concepts and options for 2022/23 events will be discussed as part of a workshop planned to be held at the August JRMCM meeting.

**BUDGET**

The 2021/22 events calendar has been delivered well within the allocated budgets.

**LIFE CYCLE COSTS**

There are no lifecycle costs associated with this report.