

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 6 November 2019 at 6.00pm

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

**Roberto Bria
CHIEF EXECUTIVE OFFICER**

AGENDA

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 – Nathan Hughes

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 2 October 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

Jetty Road Masterplan update

Emily Ketchington, Strategic Planner will provide an updated on the final detailed designs for Chapel Street Plaza and Hindmarsh Lane upgrades that form part of stage one of the Jetty Road Masterplan.

9. REPORTS/ITEMS OF BUSINESS

- 9.1 Monthly Finance Report (Report no: 414/19)
- 9.2 Marketing Update (Report no: 415/19)
- 9.3 Events Update (Report no: 416/19)
- 9.4 Christmas Decorations (Report no: 417/19)
- 9.5 Funding Requests (Report no: 418/19)
- 9.6 Jetty Road Glenelg Retail Strategy 2018-2022 Implementation (Report no: 419/19)
- 9.7 JRMC Governance Model (Report no: 420/19)

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 4 December in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

12. CLOSURE



ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: **9.1**
Subject: **MONTHLY FINANCE REPORT**
Date: 6 November 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 30 September 2019

	2018/19 Comparatives			
	Actuals 30 September	Actuals 30 June	YTD Budget	YTD Actuals
Revenue				
General Rates Raised	564,513	564,513	578,088	578,076
Other Income	75	24,349	-	7
Gift Card Revenue	3,450	6,130	-	-
	568,038	594,992	578,088	578,083
Expenses				
Employee Costs	37,512	146,198	36,224	36,051
Sponsorships	100	7,600	1,605	-
Professional Services	8,058	12,472	-	5,623
Event Management	5,667	39,346	45,123	15,109
Marketing	60,302	153,999	19,563	15,580
Retail Strategy Implementation	-	43,232	-	880
Repairs & Maintenance	-	205	-	-
Food & Drink	500	3,025	264	115
Office Expenses	1,456	1,684	-	-
Directory Board	-	135	355	-
Christmas Decorations	38,000	42,225	-	-
Festoon Lighting	-	15,820	-	-
Gift Card Expenditure	1,140	8,289	-	1,171
Unallocated credit card expenditure	2,708	-	-	7,912
Christmas Pageant	5,270	31,099	5,220	5,220
Winter Wonderland	40,725	41,866	43,188	54,695
Tour Down Under	-	40,467	-	548
October Street Party	1,138	31,897	-	500
Winter Activation	-	-	31,233	23,669
	202,576	619,559	177,555	167,073
Net Profit/(Loss)*	365,462	(24,567)	400,533	411,010
				10,477

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

Marketing - Breakdown

	Actual	Budget
Digital Marketing	5,805	
Radio	-	
Television	-	
Outdoor Signage	6,026	
Print Media	1,820	
Promotional Collateral	1,928	
Contingency Budget	<u>15,580</u>	<u>148,299</u>

226 - Glenelg Mainstreet

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted Budget	YTD Adopted Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
200 - Salaries	128,361	0	128,361	32,090	31,679	411	0	0	31,679	96,682
249 - Wages - Overtime	4,000	0	4,000	0	0	0	0	0	0	4,000
250 - Salaries Superannuation	12,073	0	12,073	3,018	3,008	10	0	0	3,008	9,065
283 - Sponsorships	12,500	0	12,500	1,605	0	1,605	0	0	0	12,500
301 - Professional Services	6,500	0	6,500	0	5,623	(5,623)	0	0	5,623	877
310 - Project/Event Management	81,105	0	81,105	45,123	15,109	30,014	0	0	15,109	65,996
31D - Retail Strategy Implementation	15,000	0	15,000	0	880	(880)	0	0	880	14,120
401 - Christmas Decorations	42,515	0	42,515	0	0	0	0	0	0	42,515
415 - Food and Drink	1,250	0	1,250	113	85	28	0	0	85	1,165
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	0	2,000	151	30	121	0	0	30	1,970
423 - Repairs and Maintenance - General Materials	1,500	0	1,500	0	0	0	0	0	0	1,500
433 - Marketing - Promotion & Familiarisation	138,108	0	138,108	19,563	15,580	3,984	(1,972)	0	13,608	124,500
438 - Directory Board	2,500	0	2,500	355	0	355	0	0	0	2,500
817 - Insurance - Workers Compensation - Sals	5,455	0	5,455	1,115	1,364	(249)	0	0	1,364	4,091
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	7,912	(7,912)	0	0	7,912	(7,912)
89A - Carry Forward Budget	(45,000)	55,191	10,191	0	0	0	0	0	0	10,191
8GC - Gift Card Expenditure	0	0	0	0	1,171	(1,171)	0	0	1,171	(1,171)
900 - Miscellaneous Income	0	0	0	0	(7)	7	0	0	(7)	7
910 - Ticket Sales	(4,200)	0	(4,200)	0	0	0	0	0	0	(4,200)
966 - General Rates Raised	(578,088)	0	(578,088)	(578,088)	(578,076)	(12)	0	0	(578,076)	(12)
	(174,421)	55,191	(119,230)	(474,954)	(495,643)	20,589	(1,972)	(497,615)	378,385	

J01 - Christmas Pageant - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
249 - Wages - Overtime	7,223	0	7,223	7,223	0	0	0	0	0	7,223
301 - Professional Services	0	0	0	0	0	5,220	(5,220)	0	5,220	(5,220)
310 - Project/Event Management	7,000	0	7,000	7,000	0	0	0	0	0	7,000
312 - Hire Companies	5,777	0	5,777	5,777	0	0	0	0	0	5,777
	20,000	0	20,000	20,000	0	5,220	(5,220)	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	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
205 - Wages	0	0	0	0	0	215	(215)	0	0	215
249 - Wages - Overtime	541	0	541	541	541	131	410	0	131	410
301 - Professional Services	100,000	(31,233)	68,767	68,767	68,767	119,758	(50,991)	0	119,758	(50,991)
310 - Project/Event Management	2,207	0	2,207	2,207	2,207	0	2,207	0	0	2,207
326 - Security Services - General	12,000	0	12,000	12,000	12,000	8,266	3,734	0	8,266	3,734
433 - Marketing - Promotion & Familiarisation	18,000	0	18,000	18,000	18,000	8,879	9,121	0	8,879	9,121
492 - Web Sites Updates	170	0	170	170	170	0	170	0	0	170
800 - Other Expenditure	4,677	0	4,677	4,677	4,677	44	4,633	0	44	4,633
801 - Advertisements	15,485	0	15,485	15,485	15,485	188	15,297	0	188	15,297
835 - Entertainment/Special Occasions	6,356	0	6,356	6,356	6,356	38	6,318	0	38	6,318
910 - Ticket Sales	(81,720)	0	(81,720)	(81,720)	(81,720)	(80,003)	(1,717)	0	(80,003)	(1,717)
944 - Sponsorship Income	(3,295)	0	(3,295)	(3,295)	(3,295)	(2,820)	(475)	0	(2,820)	(475)
	74,421	(31,233)	43,188	43,188	43,188	54,695	(11,507)	0	54,695	(11,507)

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 & Familiansaiton	0	0	0	0	548	(548)	0	0	548
	50,000	0	50,000	0	548	(548)	0	0	49,452

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	0	0	0	0	0	30,000
433 - Marketing - Promotion & Familiarisation	0	0	0	0	500	(500)	0	500	(500)
	30,000	0	30,000	0	500	(500)	0	500	29,500

J05 - Winter Activation

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
301 - Professional Services	0	31,233	31,233	31,233	31,233	25,072	6,161	0	25,072	6,161
900 - Miscellaneous Income	0	0	0	0	(1,403)	(1,403)	1,403	0	(1,403)	1,403
	0	31,233	31,233	31,233	31,233	23,669	7,564	0	23,669	7,564

Item No: 9.2
Subject: **MARKETING UPDATE**
Date: 6 November 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

The Jetty Road Marketing Working Group made up of the following representatives (Good Physio, Attitudes Boutique, Anytime Fitness, Fassina Liquor and the Stamford Grand) met on 31 October to discuss the following items.

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 and is now commencing work on the other brand re-fresh elements including a style guide, colour re-fresh align to style guide, new imagery and video and tram wrap.

Jetty Road LOCAL Magazine

The group were provided with an opportunity to provide feedback on the draft of the summer 2019/20 Jetty Road LOCAL magazine. The publication will be released on Friday 15 November.

SA Weekender

SA Weekender is a TV program that showcases the best of South Australian destinations and airs every Sunday afternoon at 5:30pm on the Seven Network in South Australia. Channel 7 filmed on 15 October for the Glenelg stay-cation concept that will air on 10 November. As part of this initiative a competition will run at the end of the segment for someone to win a stay on Jetty Road, Glenelg. This will include 1 night accommodation at the Stamford Grand, with high tea for two people at the Promenade Restaurant, Segway Tour for two people, a food and beverage package at the Moseley Beach Club and Jetty Road Gift Voucher, with a total prize valued at \$1,000.

Christmas Shopping Day

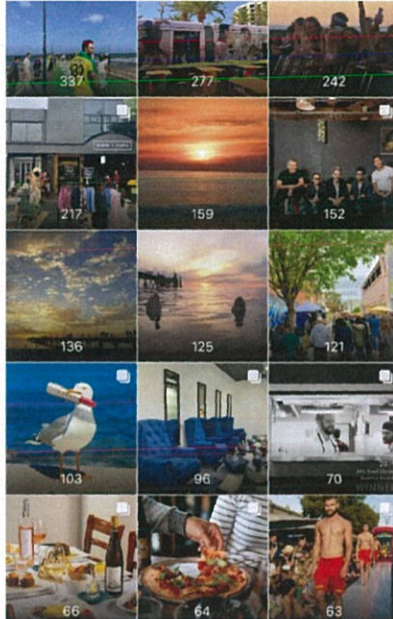
The Jetty Road Development Coordinator has been investigating a possible Christmas shopping Day on Thursday 12 December to drive visitation to Jetty Road. This initiative would be an additional initiative to the existing marketing plan. There has been some positive interest in the initiative from traders, however planning is still underway to determine whether there is enough buy-in from traders to proceed with this promotion.

Social Media:

The @jettyrdglenelg Instagram had 12,457 as at 30 October 2019, compared to 12,114 followers as at 25 September 2019, a growth of 343 followers over the last month. Some key events would have driven this growth including the Glenelg Street Party, Cold Chisel Beach Concert announcement, the Australian Cricket team visit and the new tram wrap. The @jettyrdglenelg Facebook has 26,812 followers as at 30 October 2019, compared to 26,531 followers as at 25 September 2019, a growth of 281 followers over the last month. During this period posts received engagement (likes, comments, shares) by 27,286 consumers (up by 41% compared to the previous month). Posts reached (posts viewed on consumer's screens) 76,292 consumers (down by 35% compared to previous month). This would be as a result of the Glenelg Street Party which drove an engagement the previous month.

The posts which received the strongest engagement are reflected below:

Instagram:



Facebook:



Promotion of the Eastern End of Jetty Road

The Jetty Road Development Coordinator provided an overview of recent promotions which included blogs, the Jetty Road Website and business directory, Spring SA Style Magazine, editorial content in the Winter Jetty Road LOCAL magazine and social media. The group brainstormed opportunities that could be incorporated into upcoming activities and opportunities for the upcoming 2020/21 marketing plan.

BUDGET

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

LIFE CYCLE COSTS

Not applicable

Item No: **9.3**
Subject: **EVENTS UPDATE**
Date: 6 November 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 Street Party took place on Sunday 6 October as part of the official program of the Australian Masters Games. 43 Jetty Road traders registered to take part, with 38 participating on the day. Positive results include:

- The strong trader engagement and involvement in the event
- Despite the rain, the event specific visitors reached the expected 20,000 visitors
- Retailers reported an uplift in sales
- The fashion parade situated at Cowper Street created a hub of activity at the Eastern entry to the event
- The kids zone had strong patronage
- New activations were delivered in Moseley Street and Durham Street
- The Facebook event performed extremely well reaching over 223,300 consumers and received over 16,300 responses. *(TDU Street Party 2019 reached over 231,200 consumers and received over 11,000 responses).*

Future October Street Parties should consider timing around a long weekend and Sunday trading. However this event was aligned to the programming of the Australian Masters Games.

The Jetty Road Business Awards (formerly known as the Jetty Road Trader Awards) took place on Friday 11 October 2019 at The Function room at The Beachouse. The Awards night was well attended and positive feedback has been received on the event and the business to business networking opportunity it provides.

Upcoming major events in Glenelg include:

- Glenelg Sunset Markets – 24 November, 8 December, 12 January, 9 February, 8 March
- Glenelg Christmas Pageant – 24 November 2019
- The Moseley Beach Club – 30 November – 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

BUDGET

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

LIFE CYCLE COSTS

Not applicable

Item No: 9.4
Subject: CHRISTMAS DECORATIONS
Date: 6 November 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.

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

Two sites have been selected to proceed with laneway art in Cowper Street (Hello Harry wall) and St John's Row (Mama Carmela's wall). The laneway art will be installed at both locations from 5 November to 17 November. Note: dates may change subject to weather.

Unfortunately for this project the suitable sites identified during September for the festive shop window displays have now been leased. As a result this element of the project will not be proceeding and it has been decided to proceed with some wall paste up posters promoting festive messages on Rose Street, Soal Street and Hindmarsh Lane. Landlord approval has been sought.

Creative to promote the project has been designed from one of the laneway art pieces and incorporated to the collateral including: footpath decals around the precinct, bin corflute's and wall paste ups. Two large ground graphics will also be place in the precinct, one in front of St Andrew's Church and one in Moseley Square. The initiative will also be promoted in the Jetty Road LOCAL magazine and via social media.

The updated Christmas wreaths are to be installed on 4 and 5 November 2019.

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 JRMC 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

Item No: 9.5
Subject: FUNDING REQUESTS
Date: 6 November 2019
Written By: Jetty Road Development Coordinator
General Manager: Community Services, Ms M Lock

SUMMARY

This report provides an overview of requests for funding support from the Jetty Road Mainstreet Committee (JRMC) towards the Our Place Festival taking place on 30 November and towards festoon lighting in Holdfast Walk.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this briefing and give consideration to the funding requests.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

Angus Warren, Chief Operating Officer of Beach Burrito Company has written to the Chairperson of the JRMC to seek \$1,000 sponsorship towards the Our Place festival that is taking place on Saturday 30 November 2019 at the Glenelg Backpackers.

The event was established in 2017 by a group of locals to showcase local talent, some established and as well debut performers. Our Place provides a platform for bands to play for local fans and is an established name amongst the youth of Holdfast Bay and its surrounds.

To keep giving locals a new experience, interstate and international acts were added to the event program this year with 10 bands - 6 local, 3 from New South Wales and one from New Zealand.

Tickets are \$45 and the event is 18+ with capacity at 300 people and at the time of writing 100 tickets had been sold. The event has been promoted on Facebook, Instagram and the Facebook event has 260 attending and 844 interested. Ticket sales and sponsorship funding is allocated to the costs associated with event hosting, sponsorship in particular will assist with the added infrastructure costs to support a higher calibre of bands.

JRMC Sponsorship benefits include:

- Jetty Road Logo placement on online event artwork.
- Event Signage to include 'proudly supported & sponsored by' Jetty Road.
- Ticketing Site and Facebook event would include sponsored by Jetty Road.
- JRMC to have use of any photography and creative content produced by Our Place.
- 2x Double Passes for JRMC to giveaway through their own social media channels.

Lorena Wessell, landlord within the strata group of Holdfast Walk has written to the Chairperson of the JRMC to seek a 50% contribution towards the installation of festoon lighting in Holdfast Walk. The strata group have been notified that they have been successful in securing a 50% contribution to the project to the value of \$4,500 - \$5,000 from the City of Holdfast Bay's 2019/20 Shopfront grant program. The total project value is from \$9,500 - \$10,000 dependant on the quote the strata group accept. The Shopfront Grant program guidelines state that funding is based on a \$1:\$1 basis with matched contributions from the proponent and Council. The strip of shops is about 13 years old and is mainly used as a thoroughfare for pedestrians in transit between Moseley Square to The Beachouse and Marina Pier and the strata group aim to improve the atmosphere of the space.

REPORT

The JRMC need to consider whether it would like to support the Our Place Festival from its sponsorship budget.

In regards to the funding request for Holdfast Walk, it is important to note that the land that the infrastructure would be placed upon is private land. It is unknown who would be responsible for the ongoing maintenance of the asset.

BUDGET

The 2019/20 budget has been approved without consideration for the above funding requests.

LIFE CYCLE COSTS

Not applicable

Item No: 9.6

Subject: **JETTY ROAD GLENELG RETAIL STRATEGY 2018-2022 IMPLEMENTATION**

Date: 6 November 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Retail Strategy 2018-2022 guides the future direction and identify the actions required to maintain a prosperous retail sector. The strategy was developed by the Jetty Road Mainstreet Committee and has four priority areas. A four year action plan has been developed to guide the implementation of the plan through 2018-2022 and this report provides an update on the landlord lunch that was hosted on 18 October.

RECOMMENDATION

That Jetty Road Mainstreet Committee note this briefing and request that Council provide parking free of charge to Jetty Road traders and staff on the top deck of Partridge Street car park to commence from mid November 2019 to the end of March 2020.

COMMUNITY PLAN

Economy: Supporting and growing local business
Economy: Harnessing emerging technology
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Retail Strategy guides the future direction and identify the actions required to maintain a prosperous retail sector. It leverages the opportunities created through the Jetty Road Masterplan and new development investment. A four year action plan has been developed to guide the implementation of the plan through 2018-2022.

The Retail Strategy identifies four priority areas:

1. Promote shopping and dining as the key reasons to visit
This will be achieved through integrated marketing campaigns
2. Develop and enhance the appeal of the retail experience
Jetty Road will seek to attract unique, independent traders and high-end restaurants and bars to complement the existing business mix. In addition to this a leasing plan aligned with the Jetty Road Glenelg Masterplan will support the precinct.
3. Grow the capabilities of the retail sector
Up-to-date information, training and workshops will help traders understand consumer expectations and develop compelling online and instore experiences.
4. Work better together
Council and the Jetty Road Mainstreet Committee will continue to work closely to ensure that the needs of traders, landlords and consumers are respected, to advocate for the precinct, and to leverage the opportunities presented through partnerships and future development

REPORT

A Landlord Business Lunch was held on Friday 18 October hosted by the Chair and Deputy Chairperson of the JRMC to share an update on JRMC initiatives, information sharing amongst peers and provide encouragement for investment in improving tenancies and the business mix. This initiative aligned to the following Priority area of the Strategy:

Priority 2: Develop and enhance the appeal of the retail experience

The business lunch was attended by 14 landlords and there three key areas of interest including:

- Promotion of the eastern end of Jetty Road, Glenelg.
- Use of the top deck of the Partridge Street Car Park free of charge for Jetty Road traders; and
- Street cleaning

The JRMC will monitor these areas of interest and advocate for improved service provision for the precinct.

BUDGET

The 2019/20 budget includes \$10,000 for implementing Retail Strategy actions.

LIFE CYCLE COSTS

Not applicable

Item No: 9.7
Subject: JRMC GOVERNANCE MODEL
Date: 6 November 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 5 November 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
5 November 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.