

## Jetty Road Mainstreet Committee

### **NOTICE OF MEETING**

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

**Wednesday 6 September 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 Kaurna 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 Kaurna 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 5 July 2023 be taken as read and confirmed.**

### 6. QUESTIONS BY MEMBERS

6.1 Without Notice

6.2 With Notice

6.2.1 Development Hoarding - Mr C Morley (Report No:295/23)

**7. PRESENTATIONS: Nil**

**8. REPORTS/ITEMS OF BUSINESS**

8.1 Jetty Road Events Update (Report No: 284/23)

8.2 Monthly Finance Report (Report No: 285/23)

8.3 Marketing Update (Report No: 286/23)

**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 4 October 2023 in the Mayor's Parlour, Glenelg Town Hall, Moseley Square, Glenelg.

**11. CLOSURE**



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

Item No: **6.2.1**

Subject: **QUESTION ON NOTICE – DEVELOPMENT HOARDING – MR C. MORLEY**

Date: 6 September 2023

---

## **QUESTION**

Mr C. Morley asked the following question:

*“What can the City of Holdfast Bay do to mandate that hoardings are appropriately designed and maintained, for all developments in the Jetty Road Mainstreet Precinct?”*

## **Background**

A number of developments have received planning approval within the Jetty Road, Glenelg Mainstreet Precinct. With continual development and disruption across these sites, the hoarding and scaffolding play a significant role in the public interface and street appeal of these sites and should be appropriately designed and maintained for the benefit of the broader precinct.

## **ANSWER – Manager, Development Services**

The planning approval process does not make provision for mandating hoardings, as the approval process for hoardings and associated scrim is separately dealt with under the Local Government Act. Any requirements relating to the maintenance and standard of the hoarding will need to be imposed by way of conditions on the hoarding approval when issued by Council Administration, ideally in consultation with the proponent.

Council will have regard to the design of hoardings as applications for the installations are received to ensure that such hoardings display positive messaging, are of a high design standard, and are maintained to a prescribed standard thereafter.

Item No: 8.1

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 6 September 2023

Written By: Manager City Activation

General Manager: Community and Business, Ms M Lock

---

## **SUMMARY**

Jetty Road Mainstreet Committee (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 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 JRMC 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 JRMC 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 Glenelg Film Festival.

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

Planning is underway for the 2023 Sea to Shore event:

- Date: Saturday 28 October 2023
- An expression of interest has gone out to Jetty Road traders to participate in the street party
- The food and beverage vendors foreshore opportunity are in the finalisation stages of curation.
  - The beverage vendor opportunity was open to both Jetty Road and external traders
  - The event will follow a similar format to 2022 with the foreshore, Moseley Square and Jetty Road activated
  - Eight food vendors have been secured for the foreshore with new names in 2023
  - A soft launch event announcement was scheduled 29 August 2023, with the media release launch scheduled for 13 September 2023

### **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 Tour Down Under Stage 2 Women's start on Saturday 13 January 2024. At the 2 August 2023 meeting, JRMC proposed that the Glenelg Ice Cream Festival be held the night before, Friday 12 January 2024.

### **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
- Audio system specification has been extended to provide coverage to Rose St (used to stop at Gordon/Partridge Streets) as well as the western end extension from Moseley to Augusta Streets.
- Council has developed a Sponsorship Prospectus with a view to attracting more community and business support of the event and associated activities this year. Sponsorship levels and benefits have been calibrated to ensure that Jetty Road, Glenelg's prominence as Premier Partner is preserved.

#### **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 JRMC budget. Through the sponsorship agreement, Glenelg will host a key social event for the Masters Games, Foreshore Fiesta.

- Foreshore Fiesta will be held on Thursday 12 October 2023.
- A site plan has been developed and key suppliers secured.
- The site will be licensed for 1,200pax.
- The site will feature a stretch tent bar, festoon area lighting, fire pits, 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, are confirmed as the headline act. This will be supported by DJ Ashlee Grindle.
- Doughballs were successful in applying through the EOI process to manage the bar and food offering at the event.

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

#### **Glenelg Film Festival (co-sponsored)**

- The Partnership Agreement has been executed.
- Jetty Road and the City of Holdfast Bay are key partners of the Glenelg Film Festival which includes marketing support for the following key events (all dates are subject to confirmation by GFF organisers):
  - 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 JRMFC funded/supported events, the following 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:

- 16 & 17 September 2023 - Adelaide Steampunk Aetherfest (Jimmy Melrose Park).
- 17 September 2023 – Lumary City-Bay Fun Run

**BUDGET**

The total contribution for the events as listed is \$220,000. Events to date have been delivered within budget.

**LIFE CYCLE COSTS**

There are no life cycle costs associated with this report.



Item No: 8.2

Subject: **MONTHLY FINANCE REPORT**

Date: 6 September 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 July 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 (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 2023-24 Jetty Road Mainstreet budget for July has been delivered on track.

*Refer Attachment 1*

To assist with variances, phasing of the budget expenditure throughout the year will be undertaken. Further information on the current variances:

Winter Activation - \$5,000 under budget

In line with the Agreement, \$10,000 (split between Council and JRMC) has been retained and will be paid upon receipt of a post-event report from the event organisers.

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**

There are no lifecycle costs associated with this report.

# Attachment 1

### INCOME & EXPENDITURE STATEMENT 31 JULY 2023

	Annual Budget	YTD Budget	YTD Actuals	Variance	2021/22 Actuals	2022/23 Actuals
<b>Revenue</b>						
General Rates Raised	660,245	660,245	660,238	(7)	598,469	617,629
Gift Card Income	-	-	-	-	4,585	-
Other Income	20,000	-	45	45	14,469	18,064
	<b>680,245</b>	<b>660,245</b>	<b>660,283</b>	<b>38</b>	<b>617,523</b>	<b>635,693</b>
<b>Expenses</b>						
Employee Costs	221,205	13,430	16,109	(2,680)	216,716	178,067
Sponsorships	45,000	-	-	-	25,030	25,855
Event Management	28,500	-	-	-	3,778	24,943
Retail Strategy Implementation	15,000	-	-	-	-	-
Christmas Decorations	-	-	-	-	10,000	-
Food & Drink	2,500	-	-	-	292	1,734
Directory Board	-	-	-	-	655	-
Donations	-	-	-	-	-	-
Lighting	15,000	-	-	-	19,363	4,742
COVID-19 Related Expenditure	-	-	-	-	22,125	-
Gift Card Expenditure	3,000	-	3,105	(3,105)	9,756	6,191
Other Expenditure	3,000	-	-	-	747	698
Professional Services	5,000	-	-	-	39,697	47,258
<b>Marketing</b>	-	-	-	-	-	-
Signage	12,000	-	-	-	22,975	27,500
Public Relations	55,000	-	-	-	27,082	22,096
Publications	60,000	-	-	-	70,995	77,724
Advertising	43,000	-	-	-	10,176	5,359
Promotions	70,000	-	-	-	67,741	35,566
Marketing Contingency	42,445	6,802	2,109	4,693	22,754	15,378
<b>Events and Activations</b>						
Pro Hustle Basketball	-	-	-	-	15,000	-
<b>Co-funded Events</b>						
Winter Activation	75,000	75,000	70,000	5,000	44,304	40,088
Summer Activation	50,000	-	-	-	-	50,000
Spring Street Party	50,000	-	-	-	30,000	50,000
March Activation	-	-	-	-	30,000	-
	<b>795,650</b>	<b>95,232</b>	<b>91,323</b>	<b>3,909</b>	<b>689,186</b>	<b>613,197</b>
<b>Net Profit/(Loss)*</b>	<b>(115,405)</b>	<b>565,013</b>	<b>568,960</b>	<b>3,947</b>	<b>(71,663)</b>	<b>22,496</b>

\*Annual Budget includes carry forward amount from 2022/23 of \$115,405

# INCOME & EXPENDITURE STATEMENT 31 JULY 2023

		Annual Budget	YTD Budget	YTD Actuals	Variance
<b>Expenses</b>					
<b>Marketing</b>		-	-	-	
Signage	Tram Wrap & Out of precinct signage	12,000	-	-	-
	PR, Blogs and Consumer News, be Local				
Public Relations	Campaign, photoshoot	55,000	-	-	-
Publications	JR LOCAL Magazine	60,000	-	-	-
	Social Media advertsing, Website, Google				
Advertising	Adwords, YouTube advertising	43,000	-	-	-
	Shopping campaigns including Shopback and				
Promotions	winter campaign	70,000	-	-	-
Marketing Contingency	Marketing contingency including brand roll out	42,445	6,802	2,109	4,693
		<b>282,445</b>	<b>6,802</b>	<b>2,109</b>	<b>4,693</b>

*\*Annual Budget includes carry forward amount from 2022/23 of \$115,405*

Item No: 8.3

Subject: **MARKETING UPDATE**

Date: 6 September 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 2023-24 Marketing Plan.

---

## **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 2023-24 Marketing Plan.

## REPORT

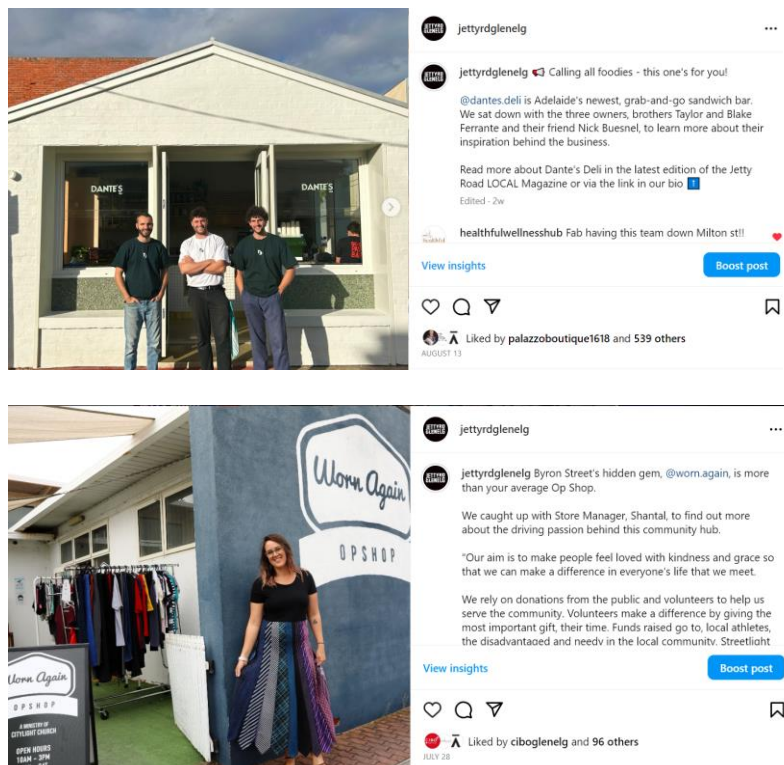
### Jetty Road LOCAL Magazine – Summer Edition

Planning has commenced for the Summer Edition of the new Jetty Road LOCAL Magazine. This edition focuses on summer in Glenelg including beach days, summer of events and things to do.

Advertising opportunities have gone out to traders. The summer magazine will be distributed in the last week of September.

### Jetty Road LOCAL Magazine – Winter Edition

Each article within the Jetty Road LOCAL Magazine is used to create a single blog for the Jetty Road website and supported with social media content linking back to the website. This has been successful in increasing readership of the individual stories and utilising content across all platforms. These stories have created engaging social media content as per examples below.



Worn Again Boutique provided feedback that since being featured in the magazine, patronage and donations have increased.

### Sea to Shore: Glenelg Seafood Festival branding update

With the roll out of the new Jetty Road, Glenelg brand and consideration of the important role which events play in the brand perception of the precinct, the Sea to Shore event collateral has been updated to incorporate the new Jetty Road brand elements.

This also includes a promotional reel to promote excitement and animated graphics to be used across social media.



### Consumer News

A consumer email was sent on Monday 28 July 2023, promoting Father's Day on Jetty Road and the Sea to Shore Glenelg Seafood Festival. It was emailed to 8,855 subscribers, with an open rate of 36.5% (3,191 opens and 296 clicks).

### Trader News

- **Wednesday 16 August 2023** (Resent Thursday 17 August 2023) to 419 recipients with 64.9% open rate. The content focused on the Sea to Shore event foreshore bar expression of interest, policing and the Jetty Road Magazine advertising.
- **Monday 28 August 2023** (Resent on Tuesday 29 August 2023) to 419 recipients with 48.7% open rate. The content focused on the Sea to Shore, Southern Business Mentoring Program and Marketing Training.

### Jetty Road Website – 21 July to 20 August:

- What's On is also a significant driver for website traffic.
- The Jetty Road LOCAL Magazine has been popular with links from Electronic Direct Mail (EDM) and social media.

*Refer Attachment 1*

### Social Media

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

	<b>21 May – 20 June</b>	<b>21 June– 20 July</b>	<b>21 July– 20 August</b>
<b>Page Followers</b>	31,473	31,496	31,513
<b>Posts</b>	27↑	30↑	31↑

**Instagram - 21 July 2023 – 20 August 2023**

	<b>21 May – 20 June</b>	<b>21 June – 20 July</b>	<b>21 July – 20 August</b>
<b>Followers</b>	20,265	20,300	20,314
<b>Posts</b>	27↑	30↑	30↑

During the reporting period, the Jetty Road Instagram account had a 18.7% increase in the number of accounts which engaged with the Jetty Road account compared to the previous month.

**BUDGET**

The JRMC allocated \$282,445 towards implementing the 2023-24 Marketing Plan of which \$2,109 has been expended as of 31 July 2023.

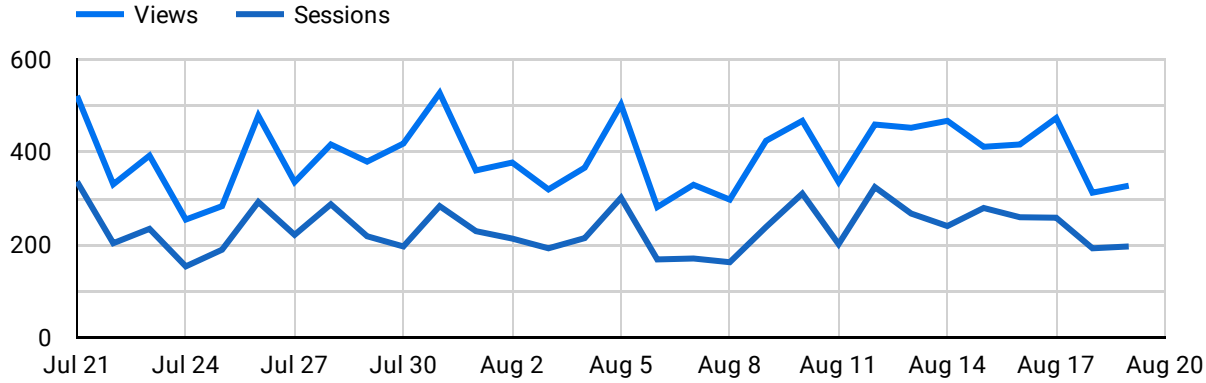
**LIFE CYCLE COSTS**

Not applicable

# Attachment 1

Jul 21, 2023 - Aug 20, 2023

## Overview of your customers behaviors



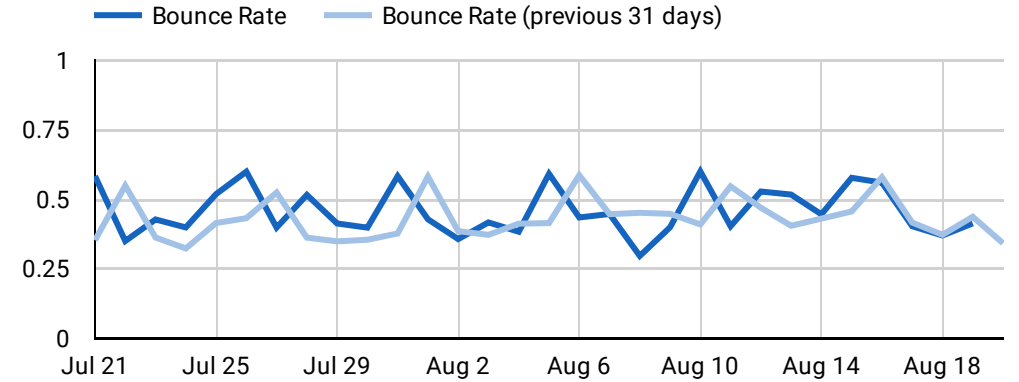
Pageviews  
**11,707**



Sessions  
**6,975**



New users  
**5,987**



Event count  
**37,829**



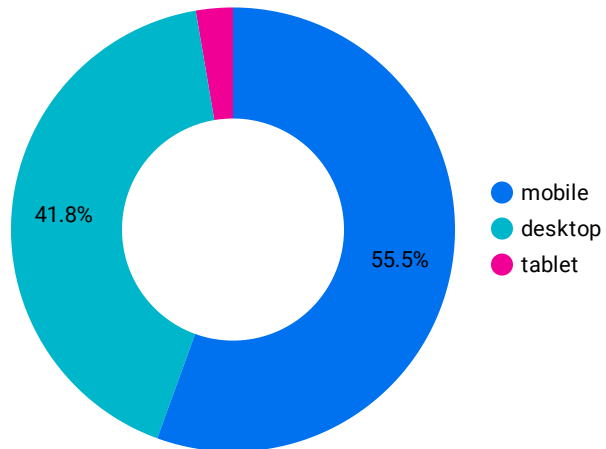
Pages Per Sessions  
**1.68**



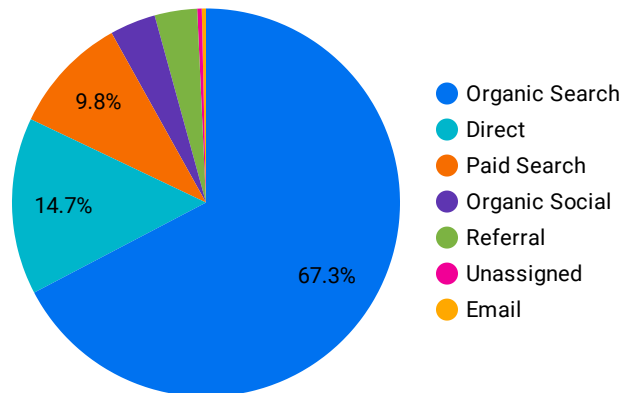
Avg. Time on Page  
**00:00:15**



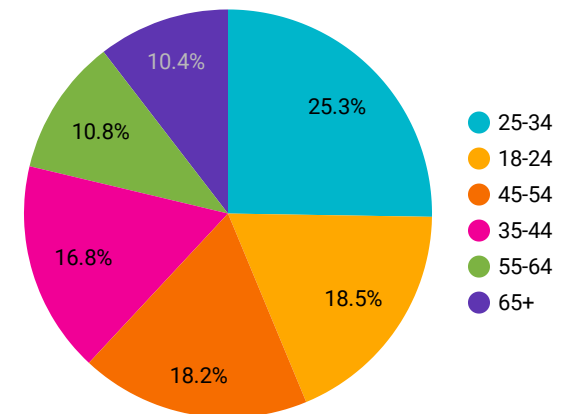
## Device Type



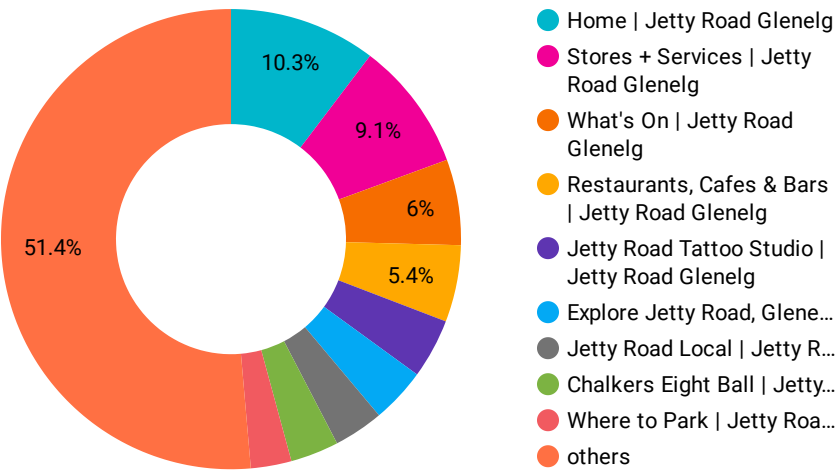
## Website Traffic Source



## Who is visiting your site?

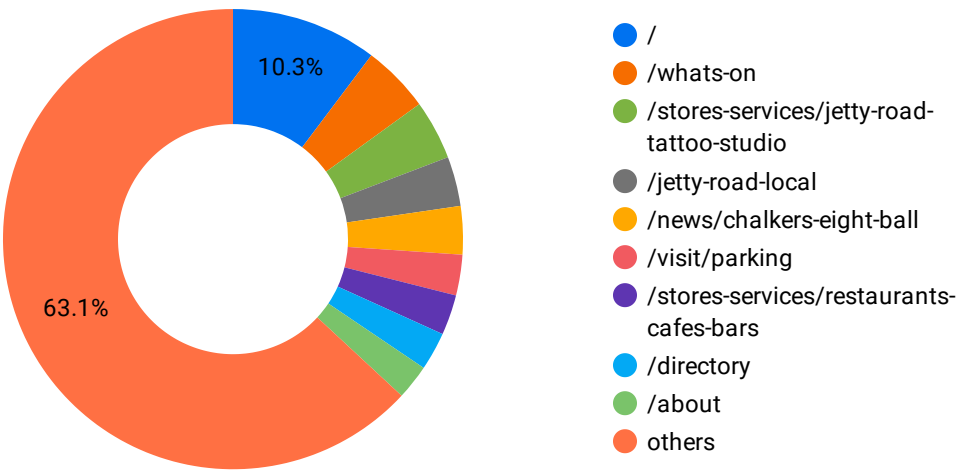


Most popular pages with title breakdown



Page title	Pageviews
Home   Jetty Road Glenelg	1,081
Stores + Services   Jetty Road Glenelg	949
What's On   Jetty Road Glenelg	630
Restaurants, Cafes & Bars   Jetty Road Glenelg	565
Jetty Road Tattoo Studio   Jetty Road Glenelg	438
Explore Jetty Road, Glenelg   Jetty Road Glenelg	405
Jetty Road Local   Jetty Road Glenelg	366
Chalkers Eight Ball   Jetty Road Glenelg	355
Where to Park   Jetty Road Glenelg	299
Directory   Jetty Road Glenelg	283

Which page is the most popular?



Page path + query string	Pageviews
/	1,075
/whats-on	497
/stores-services/jetty-road-tattoo-studio	438
/jetty-road-local	364
/news/chalkers-eight-ball	355
/visit/parking	299
/stores-services/restaurants-cafes-bars	296
/directory	281
/about	257
/visit	210