

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 7 June 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 3 May 2023 be taken as read and confirmed.

6. QUESTIONS BY MEMBERS

6.1 Without Notice

6.2 With Notice - Nil

7. PRESENTATIONS**7.1 Jetty Road Masterplan**

Ms Cherie Armfield, Project Manager, Public Realm & Urban Design will provide an update on the Jetty Road Masterplan.

8. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|--------------------------|---------------------|
| 8.1 | Jetty Road Events Update | (Report No: 190/23) |
| 8.2 | Monthly Finance Report | (Report No: 189/23) |
| 8.3 | Marketing Update | (Report No: 188/23) |

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 5 July 2023 in the Mayor's Parlour, Glenelg Town Hall, Moseley Square, Glenelg.

11. CLOSURE

ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: 8.1

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 7 June 2023

Written By: Event Lead

General Manager: Community and Business, Ms M Lock

SUMMARY

Jetty Road Mainstreet Committee (JRMCC) in partnership with the City of Holdfast Bay are responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan. This report provides an overview of recent and upcoming events.

RECOMMENDATION

That the Jetty Road Mainstreet Committee:

1. notes this report; and
 2. endorses \$10,000 sponsorship to the Australian Masters Games in the 2023/2024 JRMCC budget.
-

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

At the 3 May 2023 Jetty Road Mainstreet Committee meeting, the Committee endorsed the proposed allocation in the 2023/2024 JRM budget to the following events:

Cost share 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

Sponsored

- \$25,000 – Glenelg Christmas Pageant

Other

- \$20,000 – New Event Opportunities (eg Australian Masters Games and Glenelg Film Festival sponsorship)

The Glenelg Winter Arts Festival (Winter Activation)

Council executed a licence agreement with Gluttony Food & Wine Pty Ltd to deliver the Glenelg Winter Arts Festival on Colley Reserve with the program launched on 22 May 2023 with extensive media coverage, including the front page of The Advertiser.

Featuring a heated big top with world-class circus, live music, stand-up comedians and family shows, as well as workshops, market stalls, delicious hot drinks and cosy seating:

- the event bumps into Colley Reserve on 26 June 2023;
- the season will be operational from 6-23 July 2023; and
- the event bumps out from 24 - 30 July 2023.

An EOI has been undertaken to attract Jetty Road Traders who have a food offering to be part of the event site. Gluttony will be installing a festoon line from Colley Reserve to Hope St to further connect the reserve to Jetty Road and several other advertising initiatives are in train such as pavement vinyl decals. Council is working closely with Gluttony's marketing team and Public Relations provider, Hula Media.

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

- Proposed date: Last weekend in October 2023
- Initial Planning underway
- Discussion with South Australia Police (SAPOL) around the closures of Jetty Rd.

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

- Proposed date: January 2024
- Awaiting to confirm the date, which is dependent on the Tour Down Under program announcement.

Glenelg Christmas Pageant (sponsored)

- 26 November 2023
- Initial planning underway
- The pageant weekend aligns with Black Friday / Cyber Monday sale weekend and marketing opportunities will be investigated to leverage this.

New Event Opportunities**Australian Masters Games**

A Partnership Agreement has been executed with the Australian Masters Games with initial planning underway. The current plan includes:

- Date and time: Thursday 12 October 2023, 7pm – 10pm.
- Agreed event name: *Foreshore Fiesta*.
- Event format: A small footprint concert with licensed area and food offerings from Jetty Road Traders. An EOI will be sent out to traders to be involved.
- Event site is the central concourse on the foreshore between the jetty and remembrance obelisk.
- Programming is in the development phase, with a DJ and party band.
- Through the sponsorship Jetty Road, Glenelg and the City of Holdfast Bay can leverage significant marketing and brand positioning opportunities.

Glenelg Film Festival

At the time of writing this report, a draft Partnership Agreement has been sent to the Glenelg Film Festival for consideration.

Other upcoming events:

In addition to JRMC 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:

- 28 June 2023 - Citizenship Ceremony

BUDGET

The total contribution for the events as listed is \$220,000. Subject to finalisation of Council's budget process, these would be included in the JRMC budget for 2023/24.

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

Item No: 8.2

Subject: **MONTHLY FINANCE REPORT**

Date: 7 June 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 30 April 2023.

RECOMMENDATION

That the Jetty Road Mainstreet Committee notes this report.

STRATEGIC PLAN

Innovation: entrepreneurialism
Sustainability: resilience in our economy

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

BACKGROUND

The Jetty Road Mainstreet Committee (JRMCM) has been established to undertake work to benefit the traders on Jetty Road Glenelg, using the separate rate raised for this purpose. An annual budget is endorsed by Council each year. Expenditure is monitored against budget each month to ensure that all expenditure and income is within approved parameters.

REPORT

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

Refer Attachment 1

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

While there is a significant saving in Employee Costs, this will be offset with an overspend in Professional Services and the contracting of a Social Media consultant over summer.

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

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

Attachment 1



INCOME & EXPENDITURE STATEMENT 30 April 2023

	Annual Budget	YTD Budget	YTD Actuals	Variance	2020/21 Actuals	2021/22 Actuals
Revenue						
General Rates Raised	617,630	617,630	617,629	(1)	584,449	598,469
Gift Card Income	-	-	-	-	2,690	4,585
Other Income	20,000	12,188	10,644	(1,544)	19,464	14,469
	637,630	629,818	628,273	(1,545)	606,603	617,523
Expenses						
Employee Costs	211,984	173,222	136,541	36,681	207,435	216,716
Sponsorships	34,500	34,500	25,855	8,645	-	25,030
Event Management	54,909	52,436	21,703	30,732	23,585	3,778
Retail Strategy Implementation	15,000	-	-	-	480	-
Christmas Decorations	-	-	-	-	-	10,000
Food & Drink	2,500	1,801	1,024	777	456	292
Directory Board	1,000	-	-	-	-	655
Donations	500	-	-	-	-	-
Lighting	-	-	4,402	(4,402)	41,618	19,363
COVID-19 Related Expenditure	-	-	-	-	-	22,125
Gift Card Expenditure	2,156	1,500	6,191	(4,691)	12,045	9,756
Other Expenditure	-	-	1,621	(1,621)	629	747
Professional Services	37,500	24,000	20,020	3,980	-	39,697
Marketing		-	-		206,578	
Signage	50,000	25,000	14,500	10,500	-	22,975
Public Relations	39,740	20,000	12,817	7,183	-	27,082
Publications	60,000	36,500	36,540	(40)	-	70,995
Advertising	15,000	8,000	4,592	3,408	-	10,176
Promotions	43,750	9,000	7,150	1,850	-	67,741
Marketing Contingency	22,000	15,000	15,200	(200)	-	22,754
Events and Activations						
Pro Hustle Basketball	-	-	-	-	-	15,000
Co-funded Events						
Winter Activation	40,000	40,000	40,088	(88)	43,268	44,304
Summer Activation	50,000	50,000	50,000	-	-	-
Spring Street Party	50,000	50,000	50,000	-	-	30,000
March Activation	-	-	-	-	-	30,000
	730,539	540,958	448,243	92,715	536,094	689,186
Net Profit/(Loss)*	(92,909)	88,860	180,030	91,170	70,509	(71,663)

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

INCOME & EXPENDITURE STATEMENT 30 April 2023

	Annual Budget	YTD Budget	YTD Actuals	Variance
Marketing		-	-	
Signage	50,000	25,000	14,500	10,500
Public Relations	39,740	20,000	12,817	7,183
Publications	60,000	36,500	36,540	(40)
Advertising	15,000	8,000	4,592	3,408
Promotions	43,750	9,000	7,150	1,850
Marketing Contingency	22,000	15,000	15,200	(200)
	230,490	113,500	90,799	22,701

Item No: 8.3

Subject: **MARKETING UPDATE**

Date: 7 June 2023

Written By: Jetty Road Development Coordinator

General Manager: Community and Business, Ms M Lock

SUMMARY

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

RECOMMENDATION

That the Jetty Road Mainstreet Committee notes this report.

STRATEGIC PLAN

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

COUNCIL POLICY

Not applicable

STATUTORY PROVISIONS

Not applicable

BACKGROUND

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

REPORT

Consumer News

Two consumer newsletters were sent in May with Mother's Day promotion and the launch of the Glenelg Winter Arts Festival.

- **Monday 8 June 2023** – Mother's Day at the Bay - sent to 7,783 subscribers with an open rate of 39.5% (3,033 opens). The Mother's Day Gift Guide received the most click throughs to the Jetty Road Website.
- **Monday 22 May 2023** – Glenelg Winter Arts Festival – sent to 7,768 subscribers, with an open rate of 42.6% (3,313 opens). Gluttony comes to the Bay received the most click throughs to the Jetty Road website.

Trader News

- **Monday 22 May 2023** (Resent on Tuesday 23 May) – 423 recipients – 60% open rate which included: Chair Update (and meet the JRMC) and Glenelg Winter Arts Festival
- **Wednesday 17 May 2023** (Resent on Thursday 18 May) – 427 recipients – 54% open rate, which included: Winter Activation event details (now known as the Glenelg Winter Arts Festival) and City of Holdfast Bay Draft Annual Business Plan.

Glenelg Winter Arts Festival



Gluttony are the lead marketing and promotion body for the Glenelg Winter Arts Festival. Jetty Road, Glenelg is working with the Gluttony team on complimentary marketing to further promote the Jetty Road, Glenelg Precinct.

The promotion included:

A CityMag feature with a 1-page advertorial in the June edition. This will be complemented with an online edition promoted through the CityMag electronic newsletter. The online edition can be adapted to include additional information on the trader packages as they are finalised.



Quotes are being sought for additional collatoral that can be used during the Festival including ways to connect Colley Reserve and Jetty Road.

Trader packages and offers will be promoted through the Jetty Road website and through the Festival website and digital marketing.

Dedicated social media plans will promote the Festival with a focus on precinct connection.

Spend + Win a \$10K Holiday



The Jetty Road Glenelg Spend + Win promotion supports all 330 businesses within the Jetty Road precinct. The competition's aim is to attract new visitors and encourage repeat visitation to the Jetty Road precinct to stimulate financial activity. It also builds the Jetty Road consumer database that is utilised to directly promote Jetty Road precinct businesses, events and activities throughout the year.

The competition will run for four weeks from 1 June to 30 June 2022. Customers at participating businesses are required to spend a minimum of \$30 in one transaction to enter the draw to win a \$10,000 Travel Voucher from Phil Hoffmann Travel. Entries are completed online via the Jetty Road, Glenelg website. A travel voucher has been chosen as it appeals to all demographics.

The competition participation is open to all businesses located in in the Jetty Road precinct with the exception of supermarkets and the purchase of pharmaceutical items.

The four-week Marketing Plan includes:

- SAFM radio campaign
- Social media advertising campaign
- Jetty Road and associated partners social media channels
- Jetty Road website competition webpage and web banner
- Road Signage – 10x corflute pole wraps
- Posters and counter cards installed at the participating businesses
- Brighton Sports Complex LED screen advertisement
- Glenelg and Brighton Libraries digital screens

Jetty Road LOCAL Magazine – Winter Edition



The Jetty Road LOCAL Magazine – Winter Edition has gone to print and will be distributed week commencing 5 June. This distribution is a week later than anticipated due to the need to secure a new contractor to distribute the magazine to residential properties.

The magazine will be supported through a social media campaign and advertising in InDaily as per the current agreement.

Jetty Road Website – 21 April to 20 May:

- ‘What’s On’ continues to be a key driver for website visitation, with a reduced number of events scheduled through winter, work will be undertaken to drive traffic to the Jetty Road website.
- Stores & Services web pages are also significant drivers for website traffic.

Refer Attachment 1

A unique URL has been used on the entry form for the Spend + Win competition to track how many people are visiting the website via the QR code on the form.

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

Social Media

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

The social media consultant worked closely with the Jetty Road team during the reporting period to implement workflow systems and mapping the entire precinct to ensure representation. This includes features across stories, feeds and sourcing content. Social Media management will be brought back in house following this reporting period.

To better highlight the precinct, a slight change in approach has been implemented to showcase more destination content in the feed posts and businesses through stories. Information will be provided to traders to better understand the social media approach for the precinct.

Facebook – 21 April 2023 – 20 May 2023

	21 February – 20 March	21 March – 20 April	21 April – 20 May
Page Followers	31,284	31,301	31,351
Posts	25 ↑	25 ↑	20 ↓

Instagram - 21 April 2023 – 20 May 2023

	21 February – 20 March	21 March – 20 April	21 April – 20 May
Followers	20,281	20,274	20,282
Posts	30 ↑	23 ↓	20 ↑

BUDGET

The JRMCA allocated \$230,490 towards implementing the 2022/2023 Marketing Plan of which \$90,799 has been expended as at 31 April 2023.

LIFE CYCLE COSTS

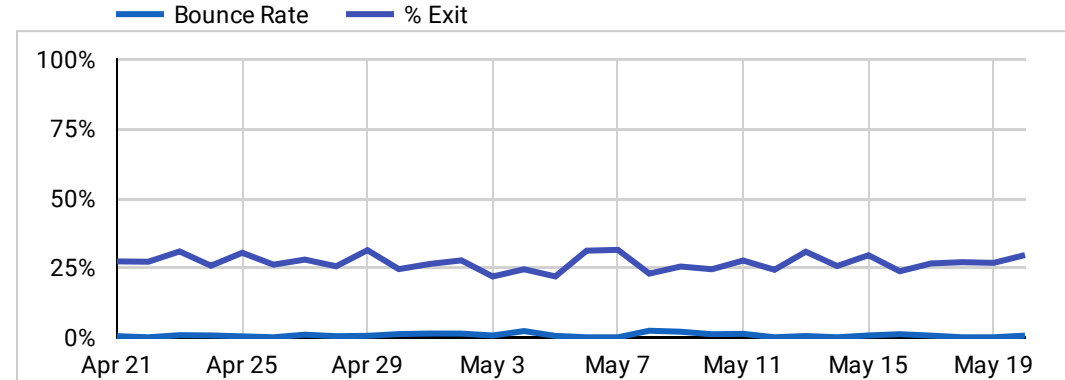
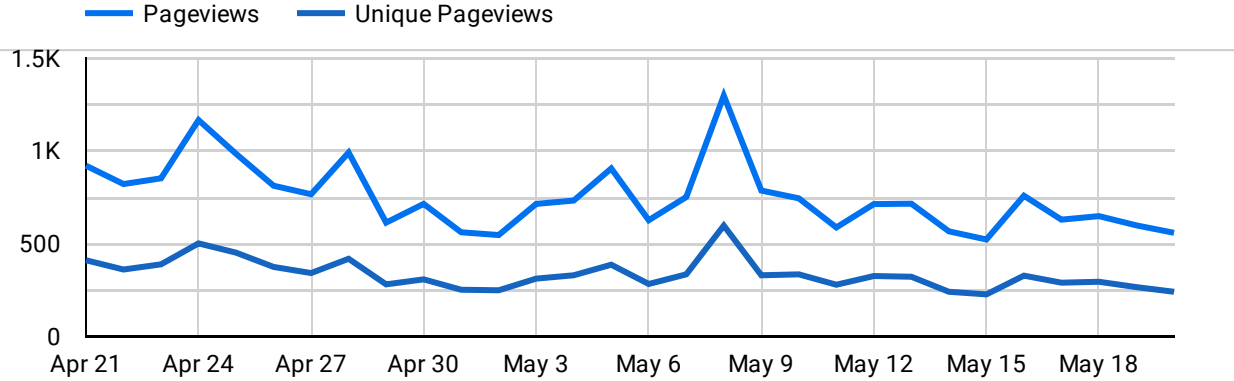
Not applicable

Attachment 1



Apr 21, 2023 - May 20, 2023

Overview of your customers behaviors



Pageviews
22,596

Unique Pageviews
10,036

Avg. Time on Page
00:00:20

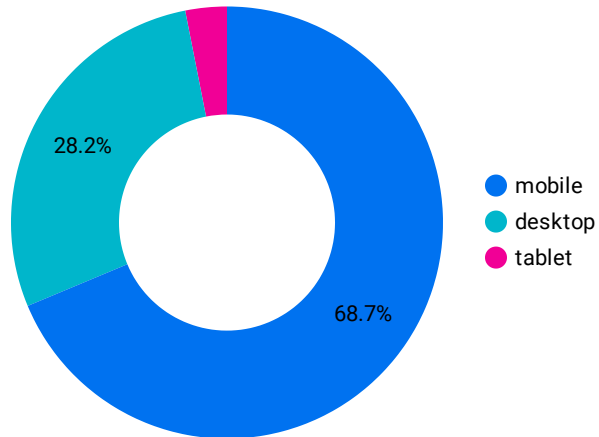
Bounce Rate
0.71%

% Exit
26.66%

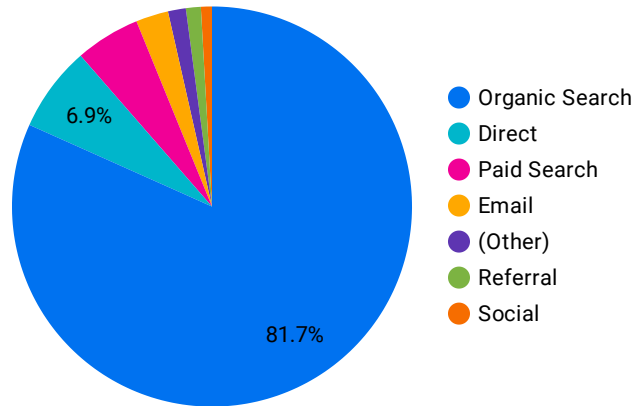
Pages / Session
3.75

Device Type

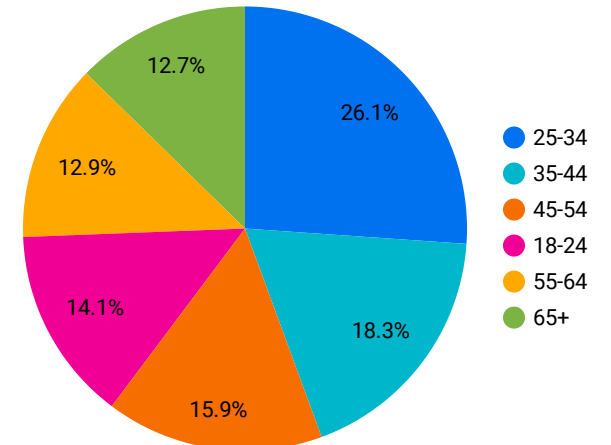
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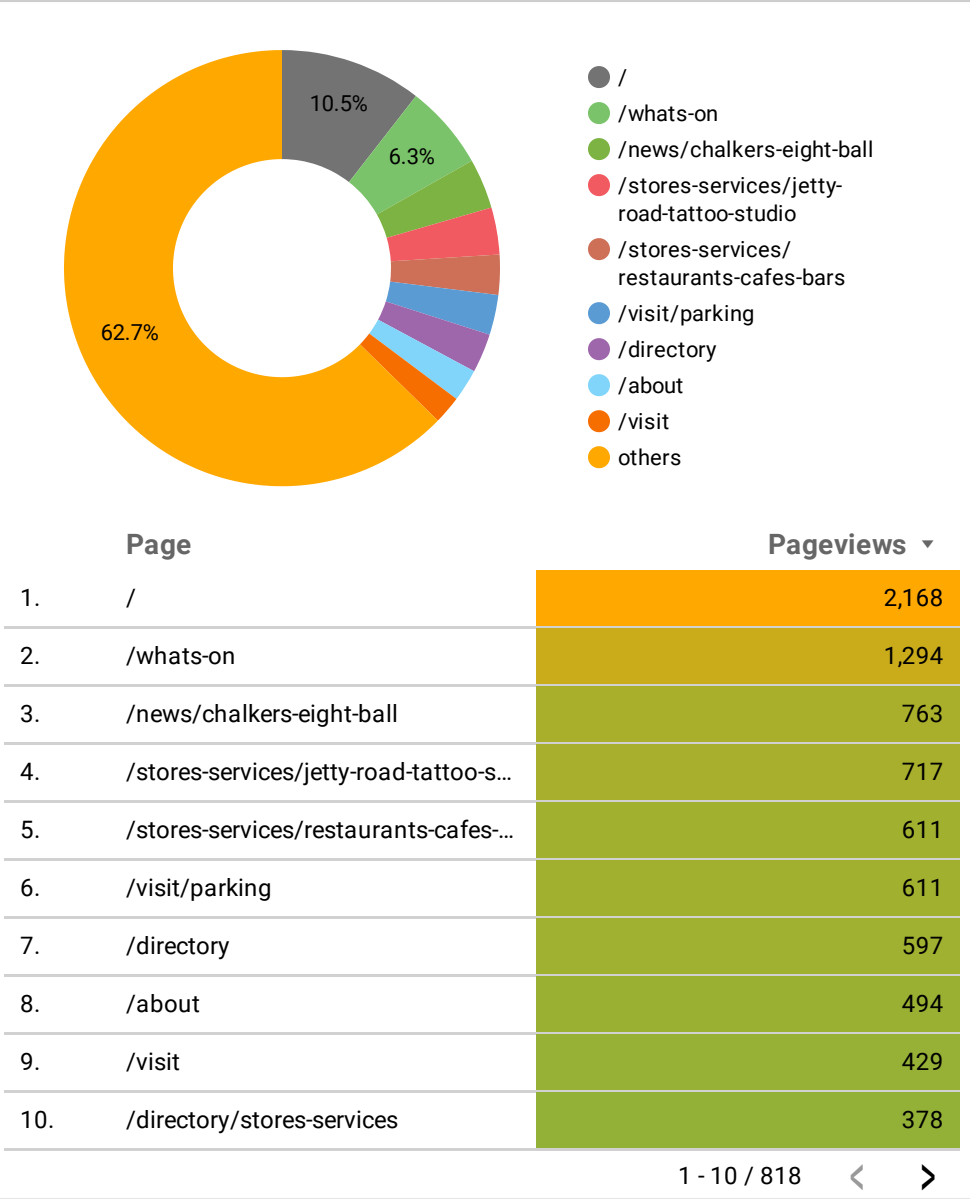
Website Traffic Source



Who is visiting your site?



Which page is the most popular?



Most popular pages with title breakdown

