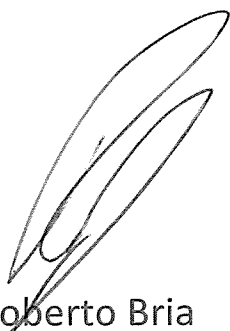


NOTICE OF MEETING

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 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 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 2022 be taken as read and confirmed.

6. QUESTIONS BY MEMBERS

6.1 Without Notice

6.2 With Notice - Nil

7. MOTIONS ON NOTICE - Nil

8. PRESENTATIONS

Nil

9. REPORTS/ITEMS OF BUSINESS

- | | | |
|-----|--------------------------|---------------------|
| 9.1 | Monthly Finance Report | (Report No: 374/22) |
| 9.2 | Marketing Update | (Report No: 375/22) |
| 9.3 | Jetty Road Events Update | (Report No: 376/22) |

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 5 October 2022 in the Parlour Meeting Room, Glenelg Town Hall, Glenelg.

12. CLOSURE



ROBERTO BRIA
CHIEF EXECUTIVE OFFICER

Item No: 9.1

Subject: **MONTHLY FINANCE REPORT**

Date: 7 September 2022

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 for July 2022.

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

REPORT

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

Refer Attachment 1

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

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

Event Management - \$3,953 over budget

Partnership with the Bay Discovery Centre for the Radical Reptiles October School Holiday program. The program will be held over two days, 10-11 October with the up-front cost recouped through registration fees.

Winter Activation - \$1,681 over budget

Invoices and income for Winter Wonderland are still being received and allocated. This activation is a cost share between Council and JRMC with costs and income equally split between the two departments. A final budget position on the event will be presented to the JRMC in October.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no lifecycle costs associated with this report.

Attachment 1



INCOME & EXPENDITURE STATEMENT 31 JULY 2022

	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	-	-	-	19,464	14,469
	637,630	617,630	617,629	(1)	606,603	617,523
Expenses						
Employee Costs	211,984	15,505	10,866	4,639	207,435	216,716
Sponsorships	34,500	-	-	-	-	25,030
Event Management	54,909	-	3,953	(3,953)	23,585	3,778
Retail Strategy Implementation	15,000	-	-	-	480	-
Christmas Decorations	-	-	-	-	-	10,000
Food & Drink	2,500	-	-	-	456	292
Directory Board	1,000	-	-	-	-	655
Donations	500	-	-	-	-	-
Lighting	-	-	-	-	41,618	19,363
COVID-19 Related Expenditure	-	-	-	-	-	22,125
Gift Card Expenditure	2,156	-	-	-	12,045	9,756
Other Expenditure	-	-	-	-	629	747
Professional Services	37,500	3,000	3,000	-	-	39,697
Marketing					206,578	
Signage	50,000	-	45	(45)	-	22,975
Public Relations	39,740	-	-	-	-	27,082
Publications	60,000	-	-	-	-	70,995
Advertising	15,000	-	-	-	-	10,176
Promotions	43,750	-	-	-	-	67,741
Marketing Contingency	22,000	319	260	59	-	22,754
Events and Activations						
Pro Hustle Basketball	-	-	-	-	-	15,000
Co-funded Events						
Winter Activation	40,000	40,000	41,681	(1,681)	43,268	44,304
Summer Activation	50,000	-	-	-	-	-
Spring Street Party	50,000	-	-	-	-	30,000
Seafood Festival	-	-	-	-	-	-
March Activation	-	-	-	-	-	30,000
	730,539	58,824	59,805	(981)	536,094	689,186
Net Profit/(Loss)*	(92,909)	558,806	557,824	(982)	70,509	(71,663)

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

INCOME & EXPENDITURE STATEMENT 31 JULY 2022

		Annual Budget	YTD Budget	YTD Actuals	Variance	2020/21 Actuals	2021/22 Actuals
		-	-	-	-	-	-
Expenses							
Marketing						206,578	
Signage	Tram Wrap	50,000	-	45	(45)		22,975
	SA Style Mag, CityMag, Blogs and Consumer News, be Local Campaign, photoshoot, influencers, Winter Warmers Digital	39,740	-	-	-		27,082
Public Relations Publications	JR LOCAL Magazine	60,000	-	-	-		70,995
	Social Media advertsing, Website, Google Adwords, YouTube						
Advertising	advertising	15,000	-	-	-		10,176
	Shopping campaigns including						
Promotions	Spend + Win	43,750	-	-	-		67,741
Marketing Contingency	Marketing contingency	22,000	319	260	59		22,754
		230,490	319	305	14	206,578	221,723
Net Profit/(Loss)*		(230,490)	(319)	(305)	14	(206,578)	(221,723)

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

Item No: 9.2

Subject: **MARKETING UPDATE**

Date: 7 September 2022

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 2022/23 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 2022/23 Marketing Plan.

REPORT

South Aussie with Cosi

Top 100 places to visit in SA | Jetty Road, Glenelg

Jetty Road, Glenelg

A FULL SEASIDE ADVENTURE, JUST 20 MINUTES FROM THE CITY.

Getting the train from the city to Glenelg is one of life's simple pleasures.

Jetty Road boasts great shopping, with more than 350 specialty shops, cafes and restaurants along the strip.

Normally my wife drops me at the Moseley Bar & Kitchen (a great pub at the jetty end of the road) and I sit on the balcony people watching while she keeps the economy going – dropping money into the shopping strip!

The road itself is about one-kilometre long and takes about 10 minutes to stroll (unless you stop at every shop like my wife does). It's a great place to bring the kids because there's always entertainment to be found (like the previously mentioned people watching), bakeries, the cinema, and seasonal attractions like Moseley Square's water play area (great for little ones).

Jetty Road is also home to great all-year-round attractions such as The Beachhouse (a five-storey family-friendly entertainment complex on the Glenelg foreshore), mini-golf, and waterslides. Let the kids run amok!

There's also the historic carousel ride. Would you believe it? Sam and I even had some wedding photos on that carousel. There are lovely playgrounds and parks nearby, too. The

photo to the left is one I took. I think this is possibly the most beautiful pic I have ever taken. It captures just how stunning this place is. Even the bin looks glamorous!

Jetty Road boasts great shopping, with more than 350 specialty shops, cafes and restaurants along the strip.

And last, but by no means least, the beach and jetty itself. Grab an ice-cream or a bucket of hot chips and take a long walk along the esplanade and jetty. The views are amazing and the kids will love chatting to anyone with a fishing rod about their catch of the day. It really is a well-rounded, full day out.

FUN FACT
The site that is home to The Beachhouse is where the iconic Magic Mountain used to be, from 1982 to 2004.

Jetty Road, Glenelg SA 5045
P 08 8179 8605
hello@jettyroadglenelg.com
jettyroadglenelg.com.au
@jettyroadglenelg
jettyroadglenelg

JETTYRD GLENELG

Jetty Road was approached to be part of Andrew Costello's new book **100 of Cosi's favourite places in SA** for a double page spread. This is a 240 page premium coffee table book that will be produced in South Australia and promoted through Cosi's Social Media channels prior to the launch. 15,000 copies will be printed for sale and Jetty Road will receive 60 copies to distribute or sell.

As Jetty Road, Glenelg is a key destination it is a great opportunity to be promoted as a top place to visit in the state. The book will be released prior to Christmas.

Consumer News

The monthly Jetty Road consumer newsletter was emailed to over 7,491 subscribers on Friday 26 September. The edition focused on Father's Day at the Bay:

- 40% open rate with 3,862 opens and 181 total clicks.

Following the Spend + Win Promotion a review of the consumer database was undertaken, removing subscribers from outside of Australia who had not opened an email. The subscribers from the promotion were then added to the database. Removing inactive users has resulted in a higher open rate for this campaign.

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

Trader News

- **Monday 8 August – 436 recipients – 41.5% open rate**
Spring Activation and Jetty Road LOCAL Magazine
- **Friday, 19 August – 436 recipients – 44.7% open rate**
Homelessness, Christmas Pageant, Spring Event, Magazine
- **Friday 26 August – 435 recipients – 39.4% open rate**
Chair Update, Bayside Bevvies, Southern Business Mentoring Program

CityMag – 1-page feature

Work has commenced with Soltice Media for a CityMag feature in the November print edition. This feature will focus on building consumer and community excitement for spring / summer.

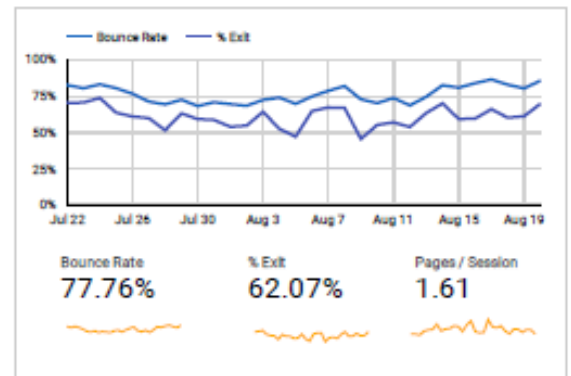
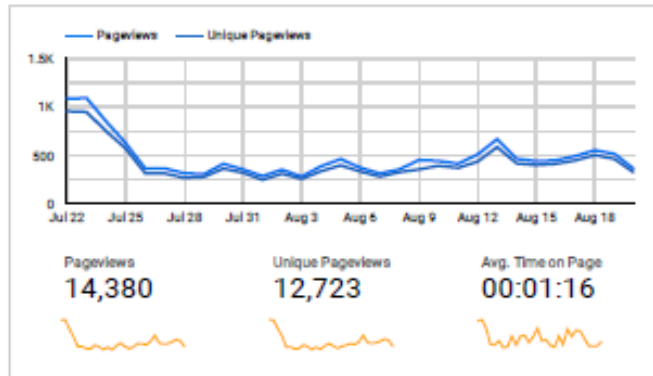
SAPSASA

Each year Glenelg attracts visitation from families and teams competing in SAPSASA sport carnivals. These carnivals attract participants from across the state. To encourage visitation and expenditure from participants and their families we successfully negotiated the inclusion of a copy of the Jetty Road LOCAL magazine for each participant in their kit for the recent soccer carnival which consisted of 60 teams x 14 players each. The main event was based at West Beach on 17-19 August and 22-24 August and included both metropolitan and regional teams.

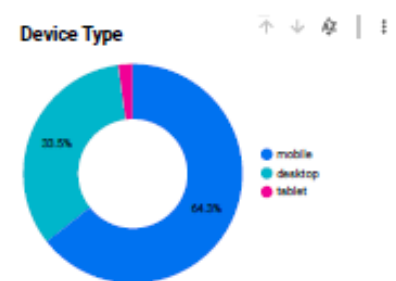
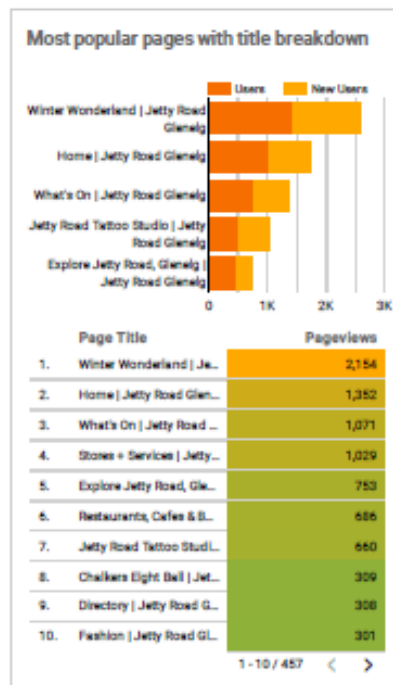
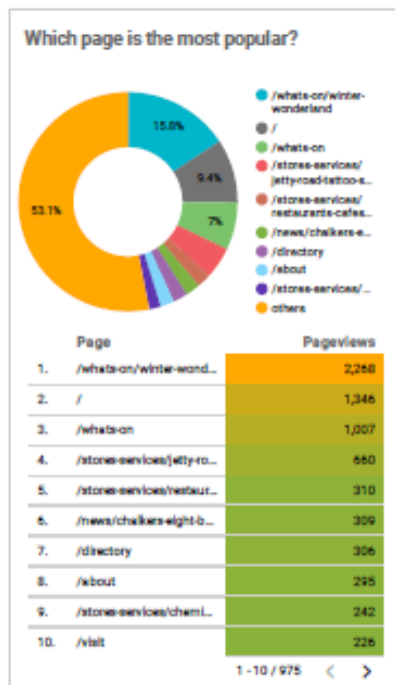
We will continue to work with the Department of Education to provide information about visiting Jetty Road through their digital channels and provide collateral for the Tennis Carnival in November.

Jetty Road Website – 21 July 2022 – 20 August 2022

Overview of your customers behaviors

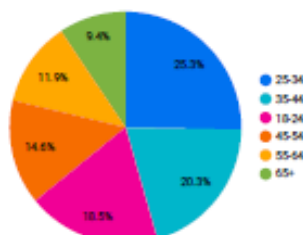


What do customer see when they are in your website?

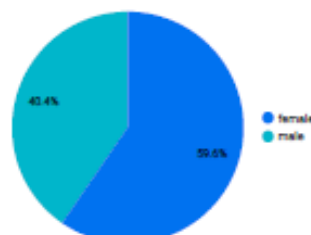


Who is visiting your site?

Age

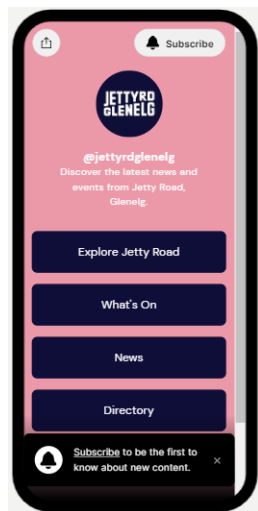


Gender



Some noticeable website observations include:

- Winter Wonderland was a significant driver of traffic to the website. People were directed to the webpage to book tickets.
- People are looking for information about what is on and there is opportunity to extend this section.
- There is opportunity to increase conversion from Social Media. Linktree (example below) will be added to Instagram to encourage visitation and easier access to information for the user. This can be updated with key campaigns and events throughout the year.



Social Media

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

Social media schedule includes:

- 1 post per platform per day;
- at least 3 Instagram stories per day; and
- 1 reel a fortnight.


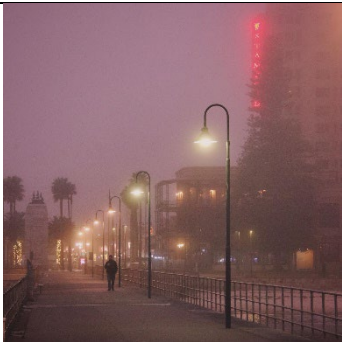

Social media will be managed in-house from 29 August 2022.

Facebook – 21 July 2022 to 20 August 2022

Reached 99k (an increase of 247.8% from July). This is primarily due to the interest in the new Taplin Development.

	21 May – 20 June	21 June – 20 July	21 July – 20 August
Page Followers	28,965 ↑	29,233 ↑	29,376 ↑
Posts	28 ↑	25 ↓	24 ↓
Post engagement			
Reactions	685 ↑	281 ↓	3.1k ↑
Comments	1366 ↑	64 ↓	1.1k ↑
Shares	63 ↑	22 ↓	168 ↑

Posts with greatest reach 21 July 2022 to 20 August 2022.




		
1 August Taplin Development 73.7k Reach 2.3k Reactions 914 Comments 82 Shares	20 August Mornings in the Bay 31.7k Reach 609 Reactions 43 Comments 40 Shares	16 August Jetty Road at Night 16k Reach 437 Reactions 28 Comments 19 Shares

Instagram

	21 May – 20 June	21 June – 1 July	21 July – 20 August
Followers	20,001 ↑	20,003	20,020 ↑
Posts	25	25	24
Interaction	5.27k ↑ 59.7%	5.27k ↑ 59.7%	4.14k ↓
Reached	23.7k ↑ 12.5%	23.7k	19.7k ↓
Stories	297 ↑	269	280 ↑

Most engaging posts 21 July 2022 – 20 August 2022.

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

		
<p>1 August Taplin Development 542 Reactions 10.4k Reach 37 Comments</p>	<p>20 August Mornings in the Bay 413 Reactions 5.6k Reach 5 Comments</p>	<p>9 August Moseley Beach Club 302 Reactions 6.2k Reach 17 Comments</p>

BUDGET

The JRMC allocated \$230,490 towards implementing the 2022/23 Marketing Plan, of which \$391 has been expended as at 31 July 2022.

LIFE CYCLE COSTS

Not applicable

Item No: 9.3

Subject: **JETTY ROAD EVENTS UPDATE**

Date: 7 September 2022

Written By: Jetty Road Development Coordinator

General Manager: Community and Business Services, 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 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 2022/23 financial year the JRMC have allocated funds for the following events:

Cost share with Council

\$40,000 - Winter Activation

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

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

Sponsored

\$25,000 – Glenelg Christmas Pageant

Sea to Shore – Glenelg Seafood Festival

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

Date: 29 October 2022

Sea to Shore – Glenelg Seafood Festival is a new and unique event that will celebrate SA seafood and producers in the stunning seaside setting while also highlighting trader offerings. The event will drive visitation to Glenelg and establish the reputation and awareness that Glenelg is a key dining destination. 2022 is intended to be the first year of what will become an annual event, with brand reputation to be built on in future years.

The event has been well received by traders in the precinct and has received significant interest from outside the precinct. At the time of writing this report, the following had been received:

- 14 traders interested in the street party (including 2 from the Marina Pier);
- 9 traders interested in a menu highlight; and
- 4 traders interested in a curated experience.

The Event Coordinator will provide an update on the event planning at the 7 September JRMC meeting.

Glenelg Christmas Pageant

Date: 27 November 2022

The Glenelg Christmas Pageant is back for 2022 on Sunday 27 November. An Expression of Interest was sent to community groups who have participated in past pageants and Jetty Road, Glenelg traders on Friday 19 August. The 2022 Pageant falls on the same weekend as the Black Friday / Cyber Monday shopping weekend and return of the Glenelg Sunset Markets for their summer season. The weekend of events will be promoted to encourage visitation and extend length of stay.

Summer Activation – Ice Cream Festival

Date: TBC

The summer activation will continue to build on the Ice Cream Festival with a tradition and much-loved Glenelg Street Party. Timing of the event will work towards aligning with the Tour Down Under and school holidays. The current consideration is for the event to be held on Saturday

14 January 2023 from late afternoon into the evening.

Winter Wonderland - Event debrief

Date: 1-25 July 2022

A final analysis of the 2022 Winter Wonderland is currently underway to be presented at the October JPMC meeting. Conversations have commenced regarding the 2023 event with opportunities to be brought back to the Committee later in the year.

Sunset Markets

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

The Sunset Markets are back for another summer season. Recent research by McGregor Tan identified that the Sunset Markets were the number one event driving visitation for Glenelg last year followed by the Ice Cream Festival. The Director of the Markets has been invited to present to the JPMC however was unavailable to attend the September Meeting.

Other Upcoming Events: September – November 2022

In addition to JPMC funded/supported events, the following external events are in Council's forward calendar for the Glenelg area in the coming months. The following is based on information provided by the organisers of each event:

- **18 September 2022: City-Bay Fun Run.** Council provides support for this event and it is the first time it has been held since 2019. The 12km Fun Run starts from the Adelaide CBD and finishes in Colley Terrace. In addition to the traditional fun run a 21.1km half marathon will also be run starting from Colley Terrace to the CBD and back to Jetty Road. There will be significant traffic management in place to facilitate the event with over 20,000 people historically participating. Traders will be reminded to prepare for the event and to take note of related road closures.
- **28 September 2022: Tour de Cure – Can4 Cancer Charity Walk** (postponed from April 2022). This is an event for Commonwealth Bank staff with approximately 100 people raising money for cancer research. The walk will start and finish in Moseley Square.
- **30 October 2022: Full Throttle SA Charity Care and Bike Show for the Black Dog Ride.** Held on Wigley Reserve, Black Dog Ride SA raises awareness of depression and suicide prevention. \$10 entry fee for cars and bikes with trophies going to the cars at the end of the day. 100% of all funds raised go to the charity. The event will include food trucks.
- **13 November 2022: Glenelg Classic Fun Run.** 5km and 10km fun run organised by South Australian Road Runners. The course departs Wigley Reserve and heads south along the coast.
- **Giant Wheel:** The Giant Wheel will be back for summer with bump in late October 2022, opening in time for the Sea to Shore Glenelg Seafood Festival event. The Giant Wheel will operate until April 2023 and shall be removed prior to ANZAC Day.
- **Moseley Beach Club:** Bump in is anticipated to commence late November 2022. The Club will run until March 2023.

BUDGET

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

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.