

## NOTICE OF MEETING

Notice is hereby given that an ordinary meeting of Council will be held in the

**Council Chamber – Glenelg Town Hall  
Moseley Square, Glenelg**

**Tuesday 26 June 2018 at 7.00pm**

Justin Lynch  
CHIEF EXECUTIVE OFFICER



## Ordinary Council Meeting Agenda

### 1. OPENING

*The Acting Mayor will declare the meeting open at 7:00pm.*

### 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. PRAYER

*Heavenly Father, we pray for your presence and guidance at our Council Meeting. Grant us your wisdom and protect our integrity as we carry out the powers and responsibilities entrusted to us on behalf of the community that we serve.*

### 4. APOLOGIES

4.1 Apologies Received

4.2 Absent

### 5. ITEMS PRESENTED TO COUNCIL

### 6. DECLARATION OF INTEREST

*If a Council Member has an interest (within the terms of the Local Government Act 1999) in a matter before the Council they are asked to disclose the interest to the Council and provide full and accurate details of the relevant interest. Members are reminded to declare their interest before each item.*

### 7. CONFIRMATION OF MINUTES

#### Motion

**That the minutes of the Ordinary Meeting of Council held on 12 June 2018 be taken as read and confirmed.**

Moved Councillor \_\_\_\_\_, Seconded Councillor \_\_\_\_\_

**Carried**

### 8. PUBLIC PRESENTATIONS

#### 8.1 Petitions

8.1.1 Petition – Proposed Trees in Angus Neill Reserve (Report No: 226/18)

**8.2 Presentations - Nil****8.3 Deputations****8.3.1 Winston Haby**

*Acting Mayor Wilson has approved a 5 minute deputation from Winston Haby in relation the proposed trees in Angus Neill Reserve in support of a petition received.*

**9. QUESTIONS BY MEMBERS****9.1 Without Notice - Nil****9.2 On Notice**

9.2.1 Question On Notice – Planning Decision For Brighton Central Shopping Centre (Report No: 224/18)

**10. MEMBER'S ACTIVITY REPORTS**

10.1 Acting Mayor's Activity Report for March 2018 – June 2018 (Report No: 208/18)

10.2 Members Activity Reports – Deputy Mayor Bradshaw (Report 217/18)

**11. MOTIONS ON NOTICE**

11.1 Angus Neill Reserve Nature Play Space – Deputy Mayor Bradshaw (Report No: 225/18)

**12. ADJOURNED MATTERS - Nil****13. REPORTS OF MANAGEMENT COMMITTEES, SUBSIDIARIES AND THE DEVELOPMENT ASSESSMENT PANEL**

13.1 Minutes – Southern Region Waste Resource Authority – 4 June 2018 (Report No: 207/18)

**14. REPORTS BY OFFICERS**

14.1 Items in Brief (Report No: 209/18)

14.2 Monthly Financial Report – 31 May 2018 (Report No: 206/18)

14.3 Possible Sale of Portion of Esplanade Road Reserve at 49 King Street Brighton (Report No: 205/18)

14.4 2018-19 Rate Declaration (Report No: 218/18)

14.5 Naming Conventions for Council Papers (Report No: 199/18)

14.6 Moseley Beach Club (Report No: 219/18)

14.7 Draft Jetty Road Glenelg Retail Strategy 2018-2022 (Report No: 223/18)

**15. RESOLUTIONS SUBJECT TO FORMAL MOTIONS**

*Presented for the information of Members is a listing of resolutions subject to formal resolutions, for Council and all Standing Committees, to adjourn or lay on the table items of Council business, for the current term of Council.*

**16. URGENT BUSINESS – Subject to the Leave of the Meeting****17. CLOSURE**

**JUSTIN LYNCH**  
**CHIEF EXECUTIVE OFFICER**



Item No: **8.1.1**

Subject: **PETITION – PROPOSED TREES IN ANGUS NEILL RESERVE**

Date: 26 June 2018

Written By: Executive Assistant

General Manager: Business Services, Mr R Bria

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## **SUMMARY**

Council has received a petition requesting:

*“We request that large trees not be planted in Angus Neill Reserve.*

*The Ficus Hillii is a massive tree that grows 15 -20 metres high. Other trees that are proposed grow to heights of 8, 10 and 12 metres. If planted, they would present a range of concerns.*

*Large trees will create safety issues. They will be a climbing hazard, with the potential for children to fall from a height, possibly creating legal liabilities for the Council and its ratepayers.*

*At night their extensive foliage will prevent lighting from reaching significant areas of the park, making it less safe for night use, particularly for women. The shadowed areas would also provide cover for all sorts of undesirable activity.*

*Large trees will create cold areas in the mornings and evenings, as well as in Autumn, Winter and Spring. This will make the new play area less inviting and less used because it will become a cold area for most of the year.*

*Large trees will also create patches of dirt underneath, where people will not want to sit. Currently people enjoy the shade under smaller trees where the lawn survives.*

*We believe the current open and sunny nature of the Reserve is desirable. The visual openness and unobstructed lawns encourage multiple activities while there is also a good selection of separated shade options.*

*Large trees also create a maintenance burden for the Council. There is a large sewer pipe running through the park. Large trees, with their extensive roots, are likely to damage these aged pipes.*

*We understand some Councils have removed trees from their play areas, for all the reasons outlined above. In addition, large trees would ruin the current open visual outlook for local residents and seriously impinge on their enjoyment of the locality.*

*While we request that the Council preserve the current sunny and open nature of the Reserve if additional trees are considered absolutely necessary, then we respectfully ask Council to review the trees to be planted with the aim of sourcing trees considerably smaller than those proposed."*

The 5 pages of the petition received from Mr G Both, which includes 34 signatures, meet the relevant criteria for a petition, as outlined in the Council's Code of Practice – Meetings Procedures.

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## RECOMMENDATION

- 1. That the petition from Mr G Both of 10 Harberton Road, South Brighton containing 34 signatures be noted.**
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## COMMUNITY PLAN

Culture: Supporting excellent, efficient operations

## COUNCIL POLICY

City of Holdfast Bay Code of Practice – Procedures at Meetings

## STATUTORY PROVISIONS

*Local Government Act 1999*

*Local Government (Procedures at Meetings) Regulations 2013*

## REPORT

The petition presented to Council by Mr Geoff Both 10 Harberton Road, South Brighton meets all of the requirements for petitions which is contained in the Council's Code of Practice – Meeting Procedures. The 5 pages of the petition received from Mr Both contains 34 signatures.

*Attachment 1*

The relevant sections of Council's Code of Practice – Meeting Procedures, are as follows:

### *Chapter Three – Supplementary Meeting Procedures*

- 3.1.7 Each page of a petition is to be presented by the head petitioner to Council's Administration and identify the name and contact details of the head petitioner.*
- 3.1.8 Each page of a petition presented to the Council is to restate the whole of the request or submission of the petitioners.*
- 3.1.9 Where a page of a petition does not comply with paragraph 3.1.8 above the signatures on that page are not to be taken into account by the Council when considering the petition.*

A full copy of the petition has been made available to Elected Members electronically. In accordance with clause 3.1.10 of the Code of Practice – Meeting Procedures, the petition is available for viewing upon request and is not attached to this agenda item.

**BUDGET**

Not applicable.

**LIFE CYCLE COSTS**

Not applicable.

Item No: **9.2.1**

Subject: **QUESTION ON NOTICE – PLANNING DECISION FOR BRIGHTON CENTRAL SHOPPING CENTRE**

Date: 26 June 2018

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## **QUESTION**

Councillor Bradshaw asked the following question:

- “1. Please advise all conditions set down by Council's Planning Department, in approving the redevelopment of the Brighton Central Shopping Centre, in relation to incorporating acoustic measures to reduce noise levels to the adjoining residential properties?”***
- 2. Please confirm if all acoustic requirements set down in the building approvals have now been complied with.”***

## **Background**

Over past months I've received numerous email requests from Mr M Sharrad & Ms K Dinnison of 3 Rutland Avenue, Brighton. Their property shares the western boundary fence of the Brighton Central Shopping Centre. One of the issues negatively impacting on their quality of life, is the level of noise coming from electrical motors which were installed in the centre at the time of the redevelopment.

Despite numerous attempts, Mr Sharrad, Ms Dinnison and I have been unable to establish with Councils Planning Department if all acoustic conditions set down in the building approvals for the centre have now been complied with.

## **ANSWER – General Manager City Assets and Services**

Two conditions were imposed on the Development Approval relating to specific acoustic measures to assist with the suppression of noise emanating from the Shopping Centre:

1. That the acoustic fence be extended along the eastern boundary of 1 Marlborough Street and be constructed in accordance with the recommendation of Sonus as detailed in their letter dated 2 August 2016.

Compliance with this condition has been achieved, as certified by an independent Acoustic Engineer (Sonus) in a report issued on 16 March 2017.

2. That details of air conditioning plant and appropriate acoustic screening be submitted to Council prior to Development Approval be issued.

This condition remains outstanding and the subject of ongoing negotiations with the developer due to technical difficulties in designing and fitting the screens. The developer may ultimately seek to formally vary the condition, requiring consultation with adjacent landowners and a decision by Council's Assessment Panel. In-situ noise measurements have, however, been taken by an independent Acoustic Engineer (Sonus) to ensure compliance with maximum noise levels.

Item No: **10.1**

Subject: **ACTING MAYOR WILSON ACTIVITY REPORT MARCH 2018 - JUNE 2018**

Date: 26 June 2018

Written By: Executive Assistant to the CEO and Acting Mayor

General Manager: Chief Executive Officer

## SUMMARY

Presented for the information of Members is the Activity Report for the Acting Mayor for March 2018 – June 2018.

## RECOMMENDATION

**That the Acting Mayor's Activity Report for March 2018 – June 2018 be received and noted.**

## REPORT

Date	Activity	Location
20/03/2018	Attended Story Time	Glenelg Library
20/03/2018	Photo shoot messenger	
20/03/2018	Meeting Pip Pearson re Over 50's Club	
20/03/2018	Presentation by Uniquity	Alwyndor Aged Care, Dunrobin Road Hove
21/03/2018	Attended Native Title Determination at the Federal Court of Australia	
23/03/2018	Meeting Pip Pearson re Over 50's Club	
26/03/2018	Meeting re St Johns Row Development (non-attendance by other party)	Mamma Carmela Cafe
27/03/2018	Pre Council Meeting Workshop - 2017 Quality of Life Survey Results	Council Chamber
27/03/2018	Council Meeting	Council Chamber
3/04/2018	Amanda and Justin catch up	CEO's Office
3/04/2018	Workshop - Budget Workshop	Kingston Room, Brighton Civic Centre
3/04/2018	St. Panteleimon Greek Orthodox Church following fire	Glenelg North
4/04/2018	Alwyndor Info Session - Uniquity Review	
6/04/2018	Glenelg vs Port Adelaide	Gliderol Stadium
9/04/2018	Amanda and Justin catch up	CEO's Office

Date	Activity	Location
10/04/2018	Meet with David Mott & Kurna	RM Glenelg Library
10/04/2018	Pre Council Meeting Workshop - Youth Action Plan Workshop	Council Chamber
10/04/2018	Council Meeting	Council Chamber
11/04/2018	JRMC Meeting	Glenelg Library Meeting Room,
14/04/2018	Law Enforcement Torch Run SA - Flame of Hope	Moseley Square Glenelg
16/04/2018	Meeting residents - [REDACTED] re King Street traffic works	
16/04/2018	Induction/training for Acting Mayor with Tracy Riddle - KelliedyJones Lawyers	CEO's Office
16/04/2018	Amanda and Justin catch up	CEO's Office
17/04/2018	Meet Cathryn from Guardian Messenger	Raw Organics
19/04/2018	Opening night St Judes Play - "Taking Steps"	St Jude's
19/04/2018	Coast FM Interview	Studio
20/04/2018	SA Tourism Commission Tourism Investor Familiarisation - Glenelg Jetty Redevelopment Project	Glenelg Town Hall
20/04/2018	Glenelg Cricket Club Annual Senior Presentation Function	The Highway, Anac Highway Plympton
23/04/2018	Amanda and Justin catch up	CEO's Office
24/04/2018	Alwyndor update	CEO's Office
24/04/2018	Council Meeting	Council Chamber
24/04/2018	Pre Council Meeting Workshop - LGA President and CEO visit	Council Chamber
25/04/2018	ANZAC Day Dawn Service	Brighton
27/04/2018	Lord Mayor Reception - Colonel William Light's Birthday	Adelaide Town Hall Council Chamber
27/04/2018	ABC Radio Interview	Glenelg Clock Tower
28/04/2018	Pre-game Lunch - Glenelg Football Club	
28/04/2018	Glenelg vs Central Districts	Gliderol Stadium
30/04/2018	Amanda and Justin catch up	CEO's Office
1/05/2018	Coastal Forum	City of West Torrens
1/05/2018	ABC Radio Interview	
1/05/2018	5AA Radio Interview	
1/05/2018	Channel 10 News Interview	
1/05/2018	Workshop - Open Space Strategy Review / Commonwealth Home Support Program	Kingston Room, Brighton Civic Centre
6/05/2018	Attended start of MND walk	
7/05/2018	Tourism Investor Familiarisation	Glenelg Town Hall
7/05/2018	Alwyndor – Quiz time with residents	Alwyndor
7/05/2018	Amanda and Justin catch up	CEO's Office
8/05/2018	Pre Council Meeting Workshop - Autonomous Vehicle Update	Council Chamber
8/05/2018	Council Meeting	Council Chamber

<b>Date</b>	<b>Activity</b>	<b>Location</b>
11/05/2018	Somerton Yacht Club presentation and AGM	Somerton Yacht Club
14/05/2018	Rotary Club Holdfast Bay	Marion Sports & Community Club
14/05/2018	Amanda and Justin catch up	CEO's Office
15/05/2018	MRA - Kingston Park masterplan	Brighton and sea cliff yacht club
15/05/2018	Workshop - Annual Business Plan Consultation Outcomes	Kingston Room, Brighton Civic Centre
17/05/2018	APPEA Conference & Exhibition	Adelaide Convention Centre
17/05/2018	HBCC bike launch	Holdfast Bay Community Centre
17/05/2018	Coast FM Interview	Studio
18/05/2018	Adelaide Airport Consultative Committee (AACC)	Royal Flying Doctor Service
18/05/2018	Glenelg SLSC awards	Glenelg Surf Life Saving Club Foreshore, Glenelg
19/05/2018	Somerton SLSC presentation night	Cocktail dress
21/05/2018	Amanda and Justin catch up	CEO's Office
22/05/2018	Brighton Pump Track shelter / BBQ opening	Commercial Road Brighton
22/05/2018	Council Meeting	Council Chamber
22/05/2018	Pre Council Meeting Workshop - Presentation on Visual History of Sand Dune Rebuilding South of the Brighton Jetty	Council Chamber
22/05/2018	Pre Council Meeting Workshop	Council Chamber
24/05/2018	Australia's Biggest Morning Tea	Masonic Hall
24/05/2018	National Volunteer Week Breakfast	Beachouse Function Room
25/05/2018	Meeting David Bishop re Trees – Seacliff issues	Angus Neill Reserve
28/05/2018	Meeting Lew Owens	
28/05/2018	Amanda and Justin catch up	CEO's Office
29/05/2018	Workshop - Uniquity Review	Alwyndor Aged Care
31/05/2018	Attendance at the Men's Vet shed	Glenelg North
31/05/2018	Tobacco Control Unit in SA Health	Filming in Moseley Square
31/05/2018	Attitudes Boutique re-launch	Jetty Road, Glenelg
2/06/2018	Seacliff Surf Life Saving Club presentation	Seacliff
2/06/2018	Immersion Gallery Opening	1/435 Brighton Road Brighton
4/06/2018	Meeting with Pam Jackson and Wallman's	
4/06/2018	Amanda and Justin catch up	CEO's Office
5/06/2018	Waste Pathways Workshop "Beyond China Sword"	Adelaide Pavilion
6/06/2018	JRMC Meeting	Glenelg Library Meeting Room,
12/06/2018	Amanda and Justin catch up	CEO's Office
12/06/2018	Pre Council Meeting Workshop - CEO's KPIs	Council Chamber
12/06/2018	Council Meeting	Council Chamber
13/06/2018	Peter Goers – ABC Radio Interview	Collinswood Studio



<b>Start Date</b>	<b>Activity</b>	<b>Location</b>
13/06/2018	Interview ABC – Breakfast Radio	
13/06/2018	Interview Channel 9	Glenelg
13/06/2018	Interview TV- ABC news and Channel Ten news	
14/06/2018	Photo shoot Winter Wonderland	
15/06/2018	Industry Event with Tourism Minister Ridgway	Partridge House
18/06/2018	Amanda and Justin catch up	CEO's Office
19/06/2018	Meeting with Minister Ridgway	State Administration Centre
19/06/2018	Mary's Kitchen	
20/06/2018	Minister for Environment and Water David Speirs - Tree planting event at Barton Gully	Barton Gully
20/06/2018	Anglican Parish of Seacliff - Commissioning of Rev Ben Cosford	Anglican Parish of Seacliff
21/06/2018	Launch Night of the City-Bay 2018	SA Athletics Stadium, Mile End
21/06/2018	Coast FM Interview	Studio
23/06/2018	Brighton clean beach	
23/06/2018	Brighton Lacrosse Club's Gala 2018 Day	Brighton Lacrosse Club
25/06/2018	Amanda and Justin catch up	CEO's Office
26/06/2018	Pre Council Meeting Workshop - Caretaker Period Workshop	Council Chamber
26/06/2018	Council Meeting	Council Chamber

Item No: **10.2**

Subject: **MEMBERS' ACTIVITY REPORTS – DEPUTY MAYOR BRADSHAW**

Date: 26 June 2018

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## SUMMARY

These activity reports are presented for the information of Members.

After noting the report any items of interest can be discussed, if required with the leave of the meeting.

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## RECOMMENDATION

**That the activity report for Deputy Mayor Bradshaw be noted.**

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## REPORT

### 1. Deputy Mayor Bradshaw

Date	Activity
05/04/18	Attended both Alwyndor Workshops
08/04/18	Kiwanis Teddy Bears Picnic - Bowker Street Oval
11/04/18	Attended Jetty Road Main Street Meeting
12/04/18	Attended Marino Residents Association Meeting
18/04/18	Dover Square Community Garden Public Consultation
25/04/18	Anzac Day Dawn Service in Moseley Square
28/04/18	Brighton Rugby Club - Anzac Memorial Match
02/05/18	Attended Jetty Road Main Street Meeting
07/05/18	Community Centre "Network Meeting" - Mawson Room
14/05/18	Seaside Writers Book Launch - HFB Community Centre
15/05/18	Marino Residents Meeting - Brighton & Seacliff Yacht Club.
19/05/18	Seacliff Community Recreation Centre - Strategic Planning Workshop
22/05/18	Brighton Pump Track BBQ - Official Opening
24/05/18	Meet with Mr & Mrs Dennison re issues with adjacent Shopping Centre
25/05/18	Meet with residents at Angus Neil Reserve
30/05/18	Meet with Matt Rechner & Cr Donaldson re Brighton Sporting Precinct
02/06/18	Attended Seacliff Surf Lifesavers Presentation Night
06/06/18	Attended Jetty Road Main Street Meeting
07/06/18	Marino Residents Association Meeting
12/06/18	Financing for your Future Forum - Lighthouse Community Church Brighton
13/06/18	Government House - Queens Birthday Reception
14/06/18	The Art Gallery of SA - Book Launch - "The Good Solar Guide"
20/06/18	Special Meeting of Jetty Road Main Street

Item No: **11.1**

Subject: **MOTION ON NOTICE – ANGUS NEILL RESERVE NATURE PLAY SPACE – DEPUTY MAYOR BRADSHAW**

Date: 26 June 2018

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### **PROPOSED MOTION**

Deputy Mayor Bradshaw proposed the following motion:

**In light of the fact that, during the initial Public Consultation period, local residents were not made aware of the species of trees to be used in the Angus Neill Reserve Nature Play Space, a further 21 day Consultation period is permitted to allow local residents the opportunity to review the use of the proposed trees.**

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### **BACKGROUND**

An engagement period of Public Consultation took place via a variety of media, for the proposed Angus Neill Reserve Nature Play Space concept plan. The period of Public Consultation was from Tuesday 4th of July 2017 to Monday 24th of July 2017.

Details relating to the use of specific trees, were not available at the time of the Public Consultation period. Details of the Engagement Report were presented in August 2017. A Council officer advised at that time, the next step was to engage a consultant to draft the Concept Plan.

On the 8th of March 2018 a detailed Concept Plan was prepared for the Play Space by Peter Semple Landscaping Architect. Adjacent residents maintain, the first time they were aware of the species of trees to be planted in the Play Space was when they recently saw a corflute sign on display in the Reserve advising of "Work Pending".

Residents contacted a Council officer from Council at that time, who confirmed with them the species of trees to be planted in the Play Space.

For a variety of reasons, local residents have strong concerns regarding some of the tree species Council intend planting.

Item No: **13.1**

Subject: **MINUTES – SOUTHERN REGION WASTE RESOURCE AUTHORITY  
BOARD MEETING– 4 JUNE 2018**

Date: 26 June 2018

Written By: General Manager, Business Services, Mr R Bria

General Manager: Business Services, Mr R Bria

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### **SUMMARY**

The minutes of the Southern Region Waste Resource Authority (SRWRA) Board Meeting held on 4 June 2018 are attached and presented for Council’s information.

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### **RECOMMENDATION**

**That the minutes of the Southern Region Waste Resource Authority Board Meeting held on 4 June 2018 be noted by Council (Attachment 1).**

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### **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Harnessing emerging technology  
Environment: Building an environmentally resilient city  
Environment: Using resource efficiently  
Environment: Fostering an environmentally connected community  
Culture: Being financially accountable  
Culture: Supporting excellent, efficient operations

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

## **BACKGROUND**

Southern Region Waste Resource Authority (SRWRA) is a regional subsidiary established by the Cities of Onkaparinga, Marion and Holdfast Bay (the "constituent councils"), pursuant to Section 43 of the Local Government Act, 1999.

## **REPORT**

At the meeting, the following items were discussed:

- Draft Prudential Report Policy
- Finance Report to April 2018
- Budget Review Three to March 2018
- 2018/19 Budget and Business Plan adoption
- Chief Executive Officer's Information Report and Risk Report 2018
- Chairman's Allowance 2018/19

The Minutes of the Meeting are attached for Members' information.

*Refer Attachment 1*

## **BUDGET**

Not Applicable

## **LIFE CYCLE COSTS**

Not Applicable

# **SOUTHERN REGION WASTE RESOURCE AUTHORITY**

## **BOARD MEETING MINUTES**

Held on

**Monday 4<sup>th</sup> June 2018**

Meeting Commenced at 5.07pm

at

112 Bakewell Drive Seaford Heights

**Boardroom**

*(Light refreshments provided)*

*This meeting of the Board will NOT be conducted in a place open to the public (REF: - Charter 2.5.17)*

*All documents presented to, received at or derived from the meeting will remain confidential and not available for public inspection unless the Board otherwise resolves (REF: - Charter 2.5.21)*

### **1. OPENING**

### **2. ATTENDANCE RECORD**

#### **2.1 Present**

Mark Booth	-	Chairperson
Kirk Richardson	-	Member <i>joined meeting at 6.10pm</i>
Vincent Mifsud	-	Member
Ian Crossland	-	Member
Alison Hancock	-	Member
Roberto Bria	-	Member
Lynda Yates	-	Member

#### **2.2 In Attendance**

Steve Wright	-	Commercial Manager
Kathy Dollman	-	Office Manager

#### **2.3 Apologies**

### **3. MINUTES OF MEETING**

#### **3.1 Board Meeting**

**Moved: Vincent Mifsud**

**Seconded: Alison Hancock**

That the minutes of the Ordinary Meeting held 7<sup>th</sup> May 2018 be confirmed as a true and accurate record with a minor amendment.

**CARRIED**

### **4. GUESTS**

Nil

### **5. DECLARATION CONFLICT OF INTEREST**

Members are to declare any conflict of interest before each item.

All members making a declaration must inform the meeting of the nature of the interest including whether the interest is Material/Actual or Perceived and whether they will continue to take part in the meeting.

If a member has made a declaration then the following will be minuted:-

- The member's name
- The nature of the interest as described by the member
- If the member took part in the meeting
- If the member voted, the manner in which he/she voted
- How the majority of members voted

*Mark Booth declared he had a conflict of interest in Item 6.1.1 – Chairperson Allowance 2018/2019 and will absent himself from the meeting when discussion takes place.*

**6. ITEMS OF BUSINESS****6.1.2 Prudential Report Policy – Draft****Moved: Ian Crossland****Seconded: Roberto Bria**

1. That the Prudential Report Policy – Draft Report be received.
2. That the Prudential Policy – Draft be revised as suggested and presented at the next Board Meeting.
3. That the Board determines the minutes, reports and attachments relating to Report No. 15/18 will remain confidential.

**CARRIED****6.2.1 Finance Report to April 2018****Moved: Vincent Mifsud****Seconded: Lynda Yates**

1. That the Monthly Financial Report to April 2018 be received.
2. That the Board determines that report No. 16/18 will be available to the public.
3. That the Board determine that the attachments to report No. 16/18 will remain confidential.
4. That the Board determines Report No. 16/18 will be the subject of an information report to Constituent Councils.

**CARRIED****6.2.2 2018/19 Draft (3) Budget Incorporating Amendments and Draft (2) Business Plan Report****Moved: Roberto Bria****Seconded: Alison Hancock**

1. That the 2018/19 Draft (3) Budget Incorporating Amendments and Draft (2) Business Plan Report be received.
2. That the 2018/19 Draft (3) Budget Incorporating Amendments and Draft (2) Business Plan Report be adopted.
3. That the Board determines Report No. 17/18 will be available to the public.
4. That the Board determines that the attachments, other than Draft (2) Business Plan, relating to Report No. 17/18 will remain confidential.
5. That the Board determines Report No. 17/18 will be the subject of an information report to Constituent Councils.

**CARRIED**



**6.3.1 Chief Executive Officers Information Report****Moved: Vincent Mifsud****Seconded: Lynda Yates**

1. That the Chief Executive Officer's information report be received.
2. That the Board determines the Report No. 18/18 will remain confidential.
3. That the Board determines Report No. 18/18 will be the subject of a confidential information report to Constituent Councils.

**CARRIED****6.3.2 Risk Report 2018****Moved: Ian Crossland****Seconded: Roberto Bria**

1. That the Risk Report be received.
2. That the Board determines Report No. 19/18 will be available to the public.
3. That the Board determines Report No. 19/18 attachments will remain confidential
4. That the Board determines Report No. 19/18 will be the subject of an information report to Constituent Councils.

**CARRIED***Mark Booth departed the meeting at 6.10pm.**Deputy Chairperson, Vincent Mifsud, assumed the position of Chairperson for the remainder of the meeting.**Steve Wright was asked to leave the meeting at 6.11pm.***6.1.1 Chairperson Allowance 2018 / 2019****Moved: Roberto Bria****Seconded: Alison Hancock**

1. That the Chairperson Allowance 2018 /2019 Report be received.
2. That SRWRA approves a Board Chairperson Allowance of \$35,217 (inclusive of 9.5% superannuation) for the 2018/19 financial year.
3. That the Board acknowledges and recognises the expertise provided by the Chairperson in regards to his support on the current Strategic projects including the MRF, Solar Capping and Joint Venture projects.
4. That a market remuneration review be performed every three (3) years at least six (6) months prior to the appointment or re-appointment and commencement of term of the Chairperson.

5. That the Board determines the minutes, reports and attachments relating to Report No. 14/18 will be available to the public.
6. That the Board determines Report No. 14/18 will be the subject of an information report to the Constituent Councils.
7. That the Deputy Chairperson, Vincent Mifsud, write to Mark Booth acknowledging his expertise and significant contribution to SRWRA

**CARRIED**

**7. OTHER BUSINESS**

**Unsolicited Bid Policy.**

The Board requested an Unsolicited Bid Policy be prepared for presentation at the next Board Meeting

**Moved: Kirk Richardson**

**Seconded: Lynda Yates**

**CARRIED**

**8. NEXT MEETING**

Monday 6<sup>th</sup> August 2018

**9. CLOSURE**

Meeting closed at 6.25 pm

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Mark Booth - Chairperson

Item No: **14.1**

Subject: **ITEMS IN BRIEF**

Date: 26 June 2018

Written By: Personal Assistant

General Manager: Business Services, Mr R Bria

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## **SUMMARY**

These items are presented for the information of Members.

After noting the report any items of interest can be discussed and, if required, further motions proposed.

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## **RECOMMENDATION**

**That the following items be noted and items of interest discussed:**

1. **Nicolle Flint MP advice of letter sent to Hon Stephan Knoll MP**
  2. **Dyslexia SA's "*Light it Red for Dyslexia*" Campaign**
  3. **2018-19 Annual Business Plan Summary Document**
  4. **Model Guidelines for the Control of Election Signs**
  5. **Correspondence from the Local Government Grants Commission**
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## **COMMUNITY PLAN**

Culture: Supporting excellent, efficient operations

## **COUNCIL POLICY**

Not applicable

## **STATUTORY PROVISIONS**

Not applicable

## **REPORT**

1. **Nicolle Flint MP advice of letter sent to Hon Stephan Knoll MP**

A letter has been received from Nicolle Flint MP advising of her wish to add support to the installation of a fixed speed camera adjacent to pedestrian crossing on Brighton

Road near Seacliff Primary School and also attached a letter she has sent to Hon Stephan Knoll MP detailing her concerns.

*Refer Attachment 1*

2. **Dyslexia SA's "Light it Red for Dyslexia" Campaign**

A letter has been received from Bill Hansberry (on behalf of Dyslexia SA and Code Red) requesting Council to light the King Street Bridge red on 15 October 2018 as part of Dyslexia SA's "Light it Red for Dyslexia" Campaign.

*Refer Attachment 2*

3. **2018-19 Annual Business Plan Summary Document**

The 2018-19 Annual Business Plan (Report No: 194/18) and Budget (Report No: 195/18) were endorsed by Council on 12 June 2018.

Pursuant to Section 123 (9) of the Local Government Act 1999, after adopting an Annual Business Plan and Budget Council is required to produce a summary document that:

- assists public awareness of the nature of objectives and activities; services; rating and financial management policies; for the ensuing financial year;
- accompanies the first rates notice sent to ratepayers after the declaration of rates for the financial year; and
- includes an assessment of Council's achievement in meeting its objectives of the previous year.

The 2018-19 Annual Business Plan Summary document is presented in Attachment 3.

*Refer Attachment 3*

4. **Model Guidelines for the Control of Election Signs**

The Holdfast Bay Residents Alliance Inc. (HBRA) wrote to the LGA to request changes to the Model Guidelines for the Control of Election Signs, in relation to the elections for all tiers of Government. They requested that the number of corflute signs for each candidate be limited to 100, and to restrict the number of corflute signs per pole to one.

*Refer Attachment 4*

The LGA has provided a preliminary response to this request, outlining that the Guidelines were developed in collaboration with the Department of Planning, Transport and Infrastructure and SA Power Networks, who own the infrastructure. The Guidelines are designed to minimise any threat to public safety. The LGA also highlighted that the proposed changes would be difficult and expensive to enforce, and that any further prescription may interfere with the right for candidates to have equal opportunity to campaign.

The LGA has suggested that this matter be referred to Council, with a request that a motion be formally presented to the LGA for formal consideration at a general meeting of its members.

*Refer Attachment 5*

5. **Correspondence from the Local Government Grants Commission**

A letter has been received from the Chair of the Local Government Grants Commission (LGGC), in relation to Guidelines that they are preparing for the new boundary change process. The LGGC is seeking advice as to whether Council is currently considering any boundary changes and comments on the draft guidelines. The LGA will also release a Circular seeking submissions towards a sector wide response.

Details of where the guidelines can be found, and where submissions should be sent can be found in the letter.

*Refer Attachment 6*



## NICOLLE FLINT MP

Federal Member for **Boothby**

Mr Justin Lynch  
Chief Executive Officer  
City of Holdfast Bay  
PO Box 19  
BRIGHTON SA 5048



Ref: 5220UH

Dear Mr Lynch,

I would like to add my support to the installation of a fixed speed camera adjacent to the pedestrian crossing on Brighton Road near the Seacliff Primary School.

I have sent a letter to The Hon Stephan Knoll MP, Minister for Transport, Infrastructure, Local Government and Planning, detailing my concerns. I have enclosed for your reference, a copy of this correspondence.

If I can be of any further assistance in this matter, please do not hesitate to ask.

Yours sincerely

**Ms Nicole Flint MP**  
Member for Boothby

5/6 / 2018

Encl. 180605\_5214\_Knoll\_City of Holdfast.pdf

Justin, please pass  
on my thanks to  
Deputy Mayor  
Annette Bradshaw for  
bringing this to my  
attention.  
Nicole



## NICOLLE FLINT MP

Federal Member for Boothby

The Hon Stephan Knoll MP  
Minister for Transport, Infrastructure,  
Local Government & Planning  
Level 12  
136 North Terrace  
Adelaide SA 5000

Ref: 5214

Dear Minister

*Stephan*

Concerns have been raised with me by the City of Holdfast, including Deputy Mayor Annette Bradshaw, regarding safety at the pedestrian crossing on Brighton Road near the Seacliff Primary School.

The City of Holdfast have passed motions and made several representations to the Department of Planning, Transport and Infrastructure seeking the installation of a fixed speed camera adjacent to the crossing to protect pedestrians; particularly school children.

I would like to add my support to the City of Holdfast's representations. This is a matter of public safety, and particularly child safety. We have a number of fixed speed cameras near pedestrian crossings in the electorate that have been placed to protect our young citizens. We should not wait until a serious injury, or worse a fatality, occurs to do so.

Under the former Labor government we saw the installation of many fixed speed cameras that appeared to serve no purpose other than revenue raising and yet when a genuine local safety concern was raised the concerns were not heeded and the request was not granted.

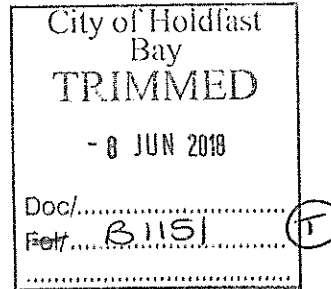
Thank you for your consideration of this matter.

Yours sincerely

Nicolle Flint MP  
Member for Boothby  
*5/6* /2018

Copy to: Hon Corey Wingard MP

Justin Lynch  
Chief Executive Officer  
City of Holdfast Bay Council



4/6/18

Dear Justin,

In 2016 Council were kind enough to support Dyslexia SA's '*Light it Red for Dyslexia*' campaign by illuminating the King St. Bridge and trees at the end of Jetty Road red.

Light it Red for Dyslexia is now a nation-wide campaign, headed by the *Code Read* organisation <https://code-read.raisely.com/>, where landmarks across the country are illuminated red to signify the plight of Australians with dyslexia and young people in schools needing additional support to acquire literacy.

On the 15<sup>th</sup> of October, a series of landmarks across Australia will be lit red. A list of these can be seen on the Light it Red for Dyslexia Facebook page: <https://www.facebook.com/lightitredfordyslexia/>

We would love for Holdfast Bay to again support us and be involved. In 2016, Council's involvement gained positive media attention. This year, we will again be informing the Messenger and Advertiser about the Light it Red campaign and will also seek attention from local television. If Council can support us in October, please let me know and I'll be more than happy to do whatever I can do to assist you in supporting us.

I look forward from hearing back from you.

Kind Regards,

A handwritten signature in black ink, appearing to be "Bill Hansberry". The signature is stylized with a long, horizontal stroke extending to the right.

Bill Hansberry

*On behalf of Dyslexia SA and Code Read*

Director – Hansberry Educational Consulting

Co-Director – Fullarton House, Assessment, Therapy and Teaching

22 Gordon St

Glenelg

SA 5045

E: [bill@hansberryec.com.au](mailto:bill@hansberryec.com.au)

M: 0433399767



# OUR PLAN FOR OUR PLACE

**2018-19  
ANNUAL BUSINESS PLAN  
SUMMARY**



# WELCOME TO OUR PLACE

The 2018–19 Annual Business Plan outlines the Holdfast Bay Council's program of works and budget for the coming year. It is built on our city's strategic plan, *Our Place 2030*, and community input. As you'll see in this summary, we have put together some ambitious plans – to undertake improvements for our community and continue delivering our extensive suite of high-quality services – all while containing this year's rate revenue increase to a modest 2.7 per cent.

## MAJOR ACHIEVEMENTS IN 2017–18

In 2017–18, we successfully:

- › completed a number of stormwater improvements, including the Tarlton Street stormwater project and water sensitive urban design garden beds
- › completed the Kingston Park section of Coast Park, from the Seacliff Surf Life Saving Club to the city's southern boundary
- › completed the Jetty Road Glenelg and Environs Masterplan
- › launched the Business Start-Up Support Scheme, to support small businesses to locate or expand in our city
- › completed the final stage of the Kauri Community and Sporting Complex.

For a full list of achievements, please visit [holdfast.sa.gov.au/achievements](http://holdfast.sa.gov.au/achievements).

## RATES

We expect to raise \$34.20 million in revenue from general rates (excluding the State Government Natural Resources Management Levy and separate rates). This represents an increase of 2.7 per cent on last year (excluding separate rates and the State Government Natural Resources Management Levy) and equates to \$30.00 per year for the average (mean) residential household.

Your rates are based on the value of individual properties, as assessed and set annually by the State Valuation Office. You can pay your rates in full as a single payment or in quarterly instalments. Support may be available if you have difficulty in paying your rates.

If you are a residential ratepayer, you can apply to have your increase capped at 6 per cent. This option aims to limit the impact of large increases in property values and is subject to the criteria set out in the application form.

In 2018–19 the heritage property rate rebate will no longer be provided. Commencing in 2016, this rate rebate was phased out over a three year period, in favour of a more targeted Shopfront Character and Heritage Grants scheme. Savings from the reduction in the rate rebate has been used to fund the grant scheme.

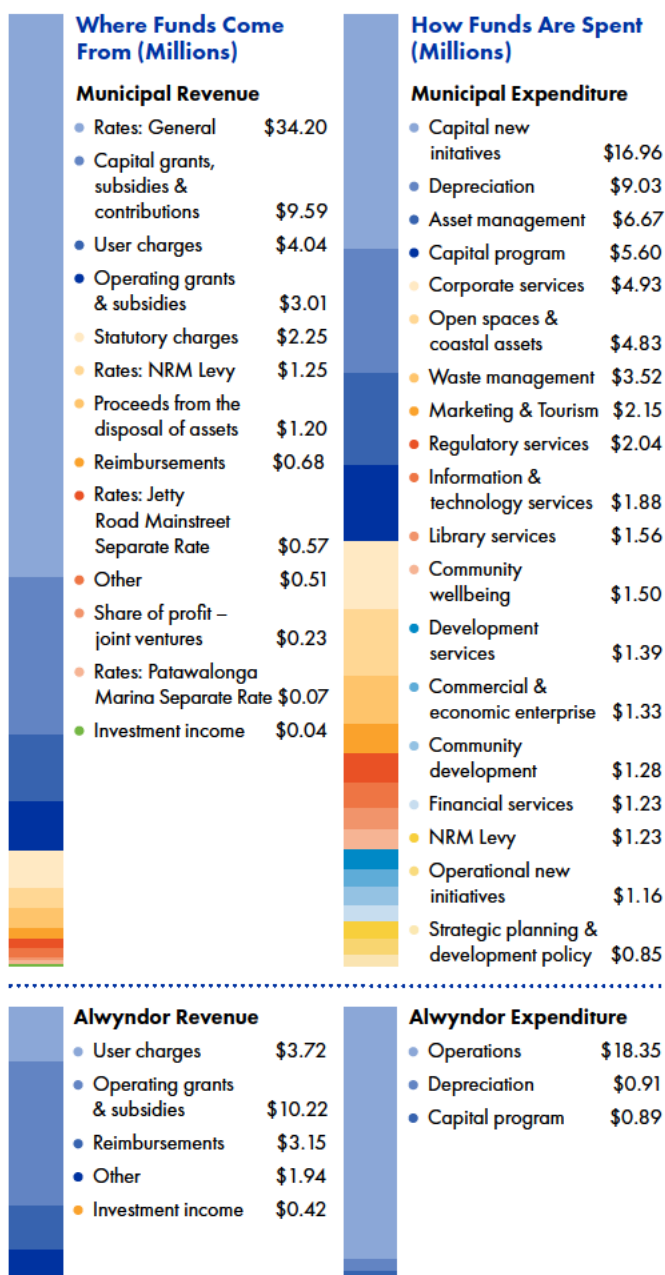
The scheme incorporates grant funding for maintenance, restoration and preservation work for heritage properties and the upgrade of shopfronts in our premier shopping precincts to retain the heritage, character and attractiveness of these precincts. In 2018–19 the shopfront grant component will be available in Jetty Road, Glenelg and Jetty Road, Brighton.

For more information on rate structures, payment options and rebates plus eligibility criteria and application forms for rate capping, please visit [holdfast.sa.gov.au/rates](http://holdfast.sa.gov.au/rates) or contact us on (08) 8229 9999.

## FUNDING OUR PLANS FOR 2018–19

We have budgeted for a consolidated operating surplus of \$458,000. This will be made up of a \$186,000 surplus from Council's aged care facility Alwyndor, which will be re-invested back into its operations, and a surplus of \$272,000 from our other municipal activities.

The graphs below show where funding comes from and how funds are spent.



# WHAT WILL WE DO IN 2018–19

Balancing our progress with our heritage, we lead in coastal management to deliver high-quality public spaces and services to build a welcoming, safe and attractive community where residents, visitors and business prosperity meet.

**Our Place: 2030 Strategic Plan**

## **COMMUNITY**

We will support a diverse, engaged and resilient community, promoting a healthy and active lifestyle. We will spend:

- › \$18.35m to continue providing high-quality facilities and services through Alwyndor Aged Care, with a further \$889,000 to maintain and upgrade Alwyndor's assets
- › \$1.58m to continue delivering community development programs, services and events
- › \$1.53m to continue home and community services, including the Commonwealth Home Support Program (CHSP), Life Links and Community Transport
- › \$1.87m to continue providing a high quality, innovative library service which meets the needs of the community
- › \$2.04m to continue providing regulatory services to keep our community safe with an emphasis on equity, fairness and compliance
- › \$698,000 to renew and upgrade our open spaces and playgrounds
- › \$4.55m to commence upgrades to both the Brighton and Glenelg sporting complexes
- › \$1.13m to undertake works on the Glenelg Town Hall.

## **ENVIRONMENT**

We will protect and enhance our natural environment and bio-diversity, and foster an environmentally connected community. We will spend:

- › \$5.15m to care for our environment and manage our open spaces, natural areas, beaches and coastal zones
- › \$3.52m to manage waste (including collecting, processing and disposing of waste)
- › \$2.75m to undertake works and upgrade our stormwater infrastructure
- › \$488,000 to upgrade our irrigation controls and commence a LED street lighting conversion program.

## **ECONOMY**

We will support a thriving business environment, which supports the local economy, business and tourism. We will spend:

- › \$2.47m to promote tourism and marketing, attracting visitors to our city and boosting trade for local businesses. We will work with local businesses to promote Holdfast Bay as South Australia's premier seaside destination and a place that is easy to do business
- › \$1.43m to deliver commercial activities, to ensure the best possible return on the community's investment
- › \$230,000 to undertake works at Lipson Avenue, Seacliff car park, replace ticket machines at Glenelg and implement a parking management system.

## **PLACEMAKING**

We will build a connected and safe city, promoting diverse housing options and building on our character and heritage. We will spend:

- › \$8.3m to manage and maintain our city assets. This includes \$1.55m to maintain and upgrade roads and footpaths, \$55,000 for signage and \$30,000 to upgrade bus shelters
- › \$1.39m to continue providing development assessment, development advice and building compliance services
- › \$109,000 to provide public toilet facilities and improve public safety with additional street lighting
- › \$936,000 to provide a strategic vision for our future development, including the commencement of a transport strategy for our city
- › \$5.35m to complete the final section of Holdfast Bay's section of Coast Park at Minda
- › \$3.33m to commence stages 1 and 2 of the implementation of the Jetty Road Glenelg and Environs Masterplan. This includes detailed designs and construction of the Chapel Street Plaza and the intersection of Colley Terrace and Jetty Road.

## **CULTURE**

We will provide high-quality services to the community with a focus on customer needs, financial accountability and efficient operations. We will spend:

- › \$6.98m to provide transparent corporate services that support our elected members, provide high quality governance, manage our finances to ensure long-term sustainability, provide the best possible value for money to our ratepayers and implement capital projects
- › \$2.07m to deliver our information technology, including continuing our Digital Transformation program implementation which focuses on providing more efficient and effective services
- › \$696,000 to replace plant and equipment and undertake capital building renewal works and assessments.
- › \$292,000 to undertake our 2018 election in November. Local Government elections are held every four years. For more information, visit [holdfast.sa.gov.au/elections](http://holdfast.sa.gov.au/elections)

## **READ MORE ABOUT OUR PLANS**

This document serves as a summary. For more information on our 2018-19 budget, services and projects you can access a full copy of the 2018–19 *Annual Business Plan* at:

- › [holdfast.sa.gov.au/publications](http://holdfast.sa.gov.au/publications)
- › the Brighton Civic Centre, 24 Jetty Road, Brighton
- › the Brighton Library, 20 Jetty Road, Brighton
- › the Glenelg Library, 2 Colley Terrace, Glenelg.

# THIS YEAR'S BUDGET

For every \$1000 of municipal funds spent we will allocate approximately:



Volunteers, Youth, Community Centre and Engagement

**\$14.04**



Commercial and Economic Enterprises

**\$23.79**



Community Buildings and Public Facilities

**\$43.60**



Sporting and Recreation Facilities

**\$83.93**



Corporate Operations, Administration and Finance

**\$136.76**



Information Technology and Business Innovation

**\$36.83**



Stormwater Drainage

**\$48.82**



Public Safety

**\$41.85**



Roads, Footpaths and Traffic Management

**\$192.77**



Strategic Planning and Development

**\$34.55**



Home and Community Services

**\$25.03**



Natural Reserves, Foreshore, Beaches and Coastal

**\$13.40**



Waste Management

**\$58.61**



Public Realm, Street Trees, Reserves, Open Spaces and Playgrounds

**\$145.92**



Visitor Attractions, Events, Tourism and Marketing

**\$42.99**



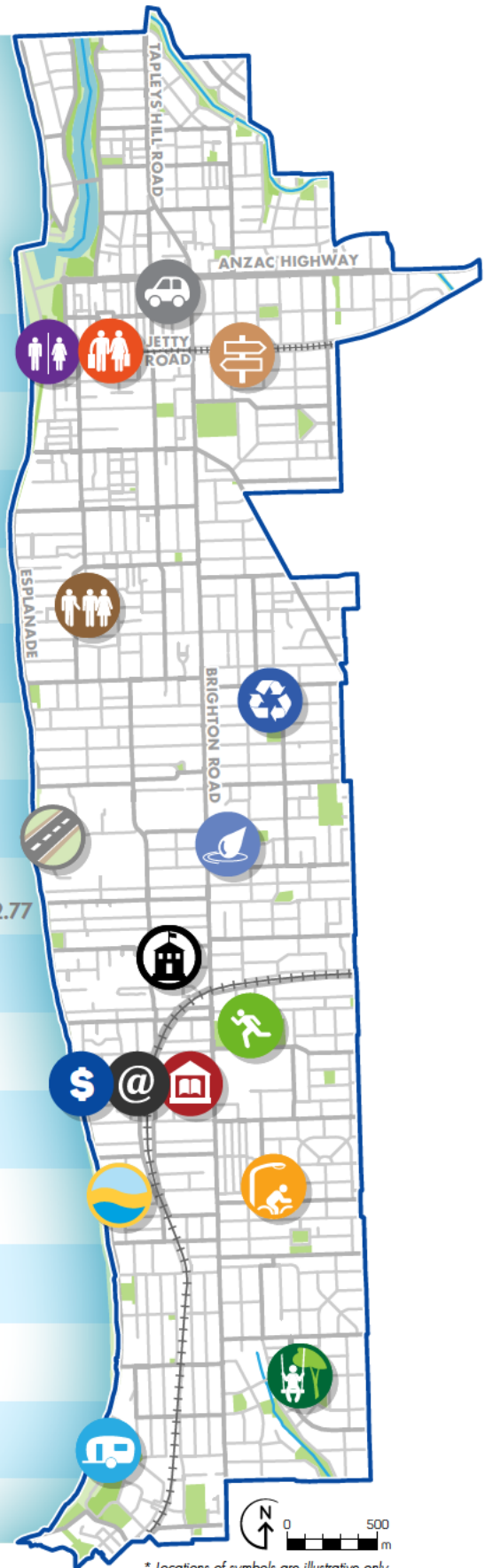
Carparks and Parking Regulation

**\$15.68**



Libraries, Culture and Heritage

**\$41.43**



\* Locations of symbols are illustrative only

## CONTACT US

For more information please contact us:

Brighton Civic Centre, 24 Jetty Road,  
Brighton SA  
5048 PO Box 19 Brighton SA 5048

**P** 08 8229 9999

**E** mail@holdfast.sa.gov.au  
**holdfast.sa.gov.au**

Follow us on:

**f** /Cityofholdfastbay  
**t** /holdfastbay



**DRAFT**

March 27th 2018

The President

Local Government Association of South Australia

Ground Floor LG House

148 Frome Street

Adelaide SA 5000

Dear Mayor Rosenberg,

Submission to Model Guidelines for the control of Election Signs

My name is Jack Messenger, and I am the President of Holdfast Bay Residents Alliance Inc (HBRA) which is a non-political association of residents and ratepayers of the City of Holdfast Bay (the Council).

During the recent State election, HBRA received many complaints about the proliferation of candidates corflute signs and their positioning on poles and other public infrastructure on most of the major road within the Council area including Anzac Highway, Brighton Road, Oaklands Road, the Esplanade and Sturt Road.

Apart from the large numbers of signs, concern was also expressed as to the positioning/attachment of 2 or sometimes 3 corflutes on the same pole, creating a distraction to motorists and other road users, and a potential risk to the safety of the public.

In view of the pending Council elections in November this year, HBRA considers it to be an appropriate time for a review of the conditions or requirements imposed by the relevant government authorities for the display and positioning of candidate corflute signs on road related infrastructure.

In that regard, HBRA notes and refers to the Model Guidelines for the Control of Election Signs as prepared by the Local Government Association of SA (LGA).

It appears from these guidelines that there is no restriction on the total number of corflute signs that a candidate may display in their electorate, or on the number of corflute signs to be positioned or attached on a single pole.

HBRA respectfully submits for the early consideration of the LGA and relevant government authorities the following changes or additions to the current guidelines:

1. Limit the number of corflute signs and/or signs to up to 100 for each candidate.
2. Restrict the number of corflute signs positioned on or attached to a pole to one

HBRA looks forward to hearing from the LGA as to their consideration of these suggestions and what action could be undertaken. Members of the Management Committee of HBRA are available to meet with you and other representatives of the LGA should further information be required.

I would appreciate written confirmation of your receipt of this submission which has been copied to the City of Holdfast Bay and other interested parties in South Australia.

Yours Sincerely

Jack Messenger

President

Ph 0417835681

In reply please quote our reference: ECM 660711 AS/AL

22 May 2018

The Secretary  
Holdfast Bay Residents Alliance Inc.  
17 Giles Avenue  
GLENELG SA 5045  
**Emailed:** [hbresidents@gmail.com](mailto:hbresidents@gmail.com)

Dear Mr Messenger

**Submission to Model Guidelines for the control of Election Signs**

Thank you for your letter dated 27 March 2018 and for your interest in the Local Government Association's (LGA) *Election Signs—General Approval Guidelines*. I apologise for the delay in responding.

The Guidelines were developed in collaboration with the Department of Planning, Transport and Infrastructure (DPTI) and SA Power Networks (SAPN), who are owners of infrastructure on roads that may be used to attach election signs. The Guidelines set out comprehensive conditions for candidates wishing to attach signs to roadside infrastructure belonging to DPTI and SAPN and a key purpose of these conditions is to minimise any threat to public safety. The LGA regularly reviews the Guidelines in consultation with DPTI and SAPN, with a particular focus on potential improvements that will enhance public safety.

In regards to your suggestion to limit on the number of signs to 100 per candidate, the LGA Secretariat is concerned this may be difficult and expensive to adequately enforce. Counting and recording the number of election signs across a large electorate will be a labour intensive task for ratepayer funded council inspectors. It will also be difficult to determine a definitive number of signs because candidates can choose to move signs to different locations during their campaign and, for State and Federal elections, a candidate may have signs across multiple council areas.

In regards to your suggestion to limit the number of signs per pole, the Guidelines already include some minimum and maximum height restrictions for signs posted on poles adjacent to footpaths or roadways, which is designed to ensure public safety but also has the effect of limiting the number of signs that can fit within the permitted space. The LGA is concerned that further prescription in the Guidelines will not improve public safety and will interfere with the right for candidates to have equal opportunity to campaign.

While these are the preliminary views of the LGA Secretariat, should you wish the LGA to consider this matter further, I recommend that you refer the matter to the City of Holdfast Bay and request that a motion be formally presented to the LGA for formal consideration at a general meeting of members.

Yours sincerely



Lisa Teburea  
**Acting Chief Executive Officer**

Telephone: (08) 8224 2039

Email: [lisa.teburea@lga.sa.gov.au](mailto:lisa.teburea@lga.sa.gov.au)







Government of South Australia

Department of Planning,  
Transport and Infrastructure

*In reply please quote A3607042*

*Enquiries to Alex Hart*

*Telephone 7109 7145*

Dear Lord Mayor / Mayor / Chair

As you are aware, new legislation will come into force on 1 January 2019 that will significantly reform the processes within the *Local Government Act 1999* that govern changes to council boundaries.

As advised in my correspondence dated 13 March 2018, the Local Government Grants Commission (LGGC) has been requested to prepare the Guidelines that will be necessary for the operation of the new boundary change process.

The LGGC is therefore now seeking comment on draft Guidelines that detail the process by which it will receive, assess and progress council boundary change proposals.

The LGGC is also seeking advice from councils on whether any council boundary change proposals are being considered, including the nature of these proposals. This will assist the LGGC with planning for the commencement of the new system on 1 January 2019.

The Guidelines have been developed in consultation with the Local Government Association (LGA) and I understand that the LGA will also release a Circular seeking submissions towards a sector-wide response.

The Guidelines are available from the Office of Local Government's website at [www.dpti.sa.gov.au/local\\_govt](http://www.dpti.sa.gov.au/local_govt). Feedback on the Guidelines and advice on potential boundary change proposals is sought by **Friday 3 August 2018**.

Submissions can be emailed to [DPTI.OfficeofLocalGovernment@sa.gov.au](mailto:DPTI.OfficeofLocalGovernment@sa.gov.au) or posted to GPO Box 1533, Adelaide SA 5001.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Mary Patetsos'.

Mary Patetsos

**Chair**

**Local Government Grants Commission**

1 June 2018

Item No: **14.2**

Subject: **MONTHLY FINANCIAL REPORT – 31 MAY 2018**

Date: 26 June 2018

Written By: Asset Accountant

General Manager: Business Services, Mr R Bria

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## **SUMMARY**

Attached are financial reports as at 31 May 2018. They comprise a Funds Statement and a Capital Expenditure Report for Council's municipal activities and Alwyndor Aged Care, and a month by month variance report for Council's municipal activities. The adjusted forecast budget includes the carried forward amount as approved by Council 12 September 2017 and the three quarterly budget updates approved by Council 24 October 2017, 23 January 2018 and 24 April 2018.

It is recommended that Council's operating surplus be increased by \$152,500 as Southern Region Waste Resource Authority have advised their distribution to Council for 2017/18 will be \$382,500 which is higher than estimated in the original budget. No other changes to Alwyndor and Municipal budgets are recommended at this time, but the report highlights items that show a material variance from the YTD budget.

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## **RECOMMENDATION**

**That Council receives the financial reports and budget update for the 11 months to 31 May 2018 and notes:**

- **an increase in the forecast operating surplus for 2017/18 of \$152,500 from \$925,234, to \$1,077,734 (compared to an operating surplus of \$102,540 in the original budget);**
  - **no change to the Alwyndor Aged Care 2017/18 revised budget forecast.**
- 

## **COMMUNITY PLAN**

Culture: Being financially accountable

## **COUNCIL POLICY**

Not applicable.

## **STATUTORY PROVISIONS**

Not applicable.

**BACKGROUND**

Council receives financial reports each month comprising a Funds Statement and Capital Expenditure Report for each of Council's municipal activities and Alwyndor Aged Care.

The Funds Statements include an income statement and provide a link between the Operating Surplus/Deficit with the overall source and application of funds including the impact on cash and borrowings.

*Refer Attachment 1*

**REPORT**

The majority of the variances to date are due to budget and actuals timing differences over the financial year. Details of the major variances are included in the attachment to this report.

**Share of Profits in Joint Venture**

The minutes of the Southern Region Waste Resource Authority (SRWRA) board meeting held on 7 May 2018 were received by Council on 22 May 2018 (Motion CL220518/1156). The minutes detailed the Board's resolve to distribute \$2,550,000 to Constituent Councils prior to 30 June 2018. As Council's share in SRWRA is 15 percent this equates to a distribution due of \$382,500 which is \$152,500 more than the estimate set in the original 2017/18 budget of \$230,000. It is recommended that Council's forecast operating surplus be increased to allow for this known variance.

**Financial Assistance Grant - timing**

In June 2017 the Federal Government brought forward 50 percent of the 2017/18 Financial Assistance Grants resulting in a potential reduction in the operating result for 2017/18. Following the release of the 2018/19 Federal Budget on 8 May 2018, the Commonwealth has confirmed that it will bring forward the payment of approximately half of the 2018/19 Commonwealth Financial Assistance Grants in June 2018 and this will be accounted for in 2017-18. This is a timing issue and will be noted in the 2017/18 financial statements. The 2017/18 operating budget will not be affected however there may be a potential reduction in the 2018/19 operating result depending on the timing of future Financial Assistance Grant payments.

**Alwyndor Aged Care**

There are no changes to the Alwyndor budget forecast as approved by Council.



## City of Holdfast Bay Municipal Funds Statement as at May 2018

2017 - 2018 Original Budget \$'000	Year to Date			2017 - 2018 Adopted Forecast \$'000	Note
	Adopted Forecast \$'000	Actual \$'000	Variance \$'000		
(737)	(660)	(662)		2 Administrative Services	(774)
1,659	1,291	1,291		- FAG/R2R Grants	1,847
(1,058)	(915)	(918)		3 Financial Services	(994)
(8,623)	(6,581)	(6,543)	(38)	Financial Services-Depreciation	(8,773)
(241)	-	-		- Financial Services-Employee Leave Provisions	(241)
(1,070)	(554)	(549)		(6) Financial Services-Interest on Borrowings	(900)
230	-	-		- Financial Services-SRWRA	230
33,187	33,154	33,153		1 General Rates	33,175
(633)	(419)	(399)	(21)	Human Resources	(550)
(3,659)	(3,447)	(3,398)	(48)	Strategic and Commercial Services	(3,906)
(644)	(492)	(486)		(6) Strategy and Policy	(539)
(522)	(472)	(450)	(22)	Business Development	(519)
(952)	(853)	(806)	(46)	Community Development	(959)
(340)	(302)	(306)		4 Community Engagement Admin	(340)
(848)	(713)	(647)	(66)	Community Events	(767)
(299)	(250)	(242)		(7) Community Services Administration	(302)
(135)	(119)	(106)		(13) Community Transport	(135)
(59)	39	157	(117)	Community Wellbeing	(62)
(517)	(464)	(465)		1 Customer Service	(517)
-	56	92	(37)	Jetty Road Mainstreet	(37)
(1,337)	(1,162)	(1,150)		(11) Library Services	(1,308)
4	20	93	(73)	Lifelinks	(16)
(310)	(280)	(282)		2 Tourism & Marketing Admin	(310)
(1,471)	(1,217)	(1,206)		(11) Asset Management	(1,501)
(1,422)	(912)	(910)		(2) Assets and City Services	(1,093)
30	51	69		(18) Cemeteries	30
612	631	735	(104)	City Regulation	491
878	991	1,052	(62)	Commercial - Brighton Caravan Park	988
(15)	(2)	(8)		6 Commercial - Partridge House	(15)
436	399	355	43	Commercial - Recreational Clubs Leases	439
(865)	(633)	(585)	(48)	Development Services	(777)
(633)	(432)	(636)	204	Environmental Services	(618)
(373)	(328)	(328)		- Infrastructure Maintenance	(373)
(18)	(15)	(15)		- Property Maintenance	(18)
(7,432)	(6,267)	(6,077)	(190)	Public Spaces	(7,331)
(3,519)	(2,822)	(2,797)	(25)	Waste Management	(3,399)
-	-	120	(120)	Net Gain/Loss on Disposal of Assets - non cash item	-
796	-	-		- Less full cost attribution - % admin costs capitalised	796
<b>103</b>	<b>6,319</b>	<b>7,145</b>	<b>(826)</b>	<b>=Operating Surplus/(Deficit)</b>	<b>925</b>
-	-	(120)	120	Net Gain/loss on disposal of assets	-
8,623	6,581	6,543	38	Depreciation	8,773
<b>8,623</b>	<b>6,581</b>	<b>6,422</b>	<b>159</b>	<b>Plus Non Cash Items in Operating Surplus/(Deficit)</b>	<b>8,773</b>
<b>8,726</b>	<b>12,900</b>	<b>13,567</b>	<b>(667)</b>	<b>=Funds Generated from Operating Activities</b>	<b>9,698</b>
-	1,206	1,210	(5)	Amounts Received for New/Upgraded Assets	1,731
231	192	191	2	Proceeds from Disposal of Assets	304
<b>231</b>	<b>1,398</b>	<b>1,401</b>	<b>(3)</b>	<b>Plus Funds Sourced from Capital Activities</b>	<b>2,035</b>
(5,090)	(3,669)	(3,688)	19	Capital Expenditure on Renewal and Replacement	(6,397)
(1,134)	(6,250)	(5,944)	(306)	Capital Expenditure on New and Upgraded Assets	(7,785)
<b>(6,224)</b>	<b>(9,919)</b>	<b>(9,632)</b>	<b>(287)</b>	<b>Less Total Capital Expenditure</b>	<b>(14,182)</b>
209	207	260	(53)	Plus:Repayments of loan principal by sporting groups	209
<b>209</b>	<b>207</b>	<b>260</b>	<b>(53)</b>	<b>Plus/(less) funds provided (used) by Investing Activities</b>	<b>209</b>
<b>2,941</b>	<b>4,586</b>	<b>5,596</b>	<b>(1,011)</b>	<b>= FUNDING SURPLUS/(REQUIREMENT)</b>	<b>(2,240)</b>
<b>Funded by</b>					
1,360	1,649	1,649		- Increase/(Decrease) in Cash & Cash Equivalents	(245)
-	1,597	2,555	(958)	Non Cash Changes in Net Current Assets	-
-	-	-		- Less: Proceeds from new borrowings	(3,577)
1,581	1,339	1,392	(52)	Plus: Principal repayments of borrowings	1,581
<b>2,941</b>	<b>4,586</b>	<b>5,596</b>	<b>(1,011)</b>	<b>=Funding Application/(Source)</b>	<b>(2,240)</b>

Note 1 – Community Events – \$66,000 favourable variance

Savings in the running of various events held during 2017/18, including Life Saving Championships, Brighton Jetty Swim Classic, New Year's Eve and Australia Day.

Note 2 – Community Wellbeing/Lifelinks - \$190,000 favourable variance

The favourable variance is mainly due to timing as the allocation of Council's administrative costs, full cost attribution, has not yet been applied to these grant funded programs. It is anticipated that when these additional costs have been accounted for there will be no variance.

Note 3 – City Regulation - \$104,000 favourable variance

Additional \$100,000 of hoarding fee income not budgeted for due to sizable construction works at Glenelg.

Note 4 – Brighton Caravan Park - \$62,000 favourable variance

Additional revenue due to higher occupancy rates throughout the year at Brighton Caravan Park.

Note 5 – Environmental Services - \$204,000 unfavourable variance

Employee costs for tree maintenance. The allocation for this expenditure is within the Public Spaces budget which offsets this negative variance (see Note 6). Plus other small timing variances.

Note 6 – Public Spaces - \$190,000 favourable variance

Employee costs accounted for within Environmental Services (see Note 5).

Note 7 – Net Gain on Disposal of Assets - \$120,000 favourable variance

Net gain on the sale of Council vehicles.

Note 8 – Capital Expenditure on New and Upgraded Assets - \$306,000 favourable variance

There are positive variances on a number of capital projects due to timing, savings on completed projects and projects that cannot be completed in 2017/18.

Note 9 – Repayment of loan principal by sporting groups - \$51,000 favourable variance

Brighton Tennis Club negotiated to repay the total principal outstanding on their loan when it had been due for roll-over this financial year.



## City of Holdfast Bay

### Capital Expenditure Summary by Budget Item to May 2018

2017-18 Original Budget \$'000	Year to Date			2017-18 Adopted Forecast \$'000
	Adopted Forecast \$'000	Actual \$'000	Variance \$'000	
(796)	-	-	- Full Cost Attribution	(796)
-	-	(1)	1 Corporate Services - Administration	-
(370)	(537)	(534)	(2) Information Technology	(603)
(10)	-	(9)	9 Commercial and Economic Enterprises	(10)
-	(11)	(19)	8 Tourism	(11)
(91)	(92)	(99)	8 Brighton Library	(101)
-	-	-	- Home and Community Care	(15)
(90)	-	-	- Sport and Recreation	(90)
-	(5)	(5)	- Life Links Equipment	(29)
(35)	(29)	(2)	(27) Depot and Stores	(35)
(793)	(747)	(747)	- Machinery Operating	(1,119)
(1,152)	(592)	(713)	121 Road Construction and Re-seal Program	(1,129)
(150)	(107)	(108)	1 Car Park Construction	(150)
(98)	(35)	(29)	(6) Footpath Program	(98)
(300)	(2,644)	(2,650)	6 Stormwater Drainage Program	(2,864)
(60)	(71)	(68)	(4) Traffic Control Construction Program	(118)
-	-	(1)	1 Signage Program	-
(523)	(452)	(470)	17 Kerb and Water Table Construction Program	(545)
(30)	-	-	- Other Transport - Bus Shelters etc.	(30)
(361)	(1,606)	(1,497)	(109) Reserve Improvements Program	(2,040)
(1,295)	(1,444)	(1,390)	(54) Land, Buildings and Infrastructure Program	(2,122)
(70)	(104)	(104)	- Streetscape Program	(148)
-	(1,321)	(1,167)	(155) Foreshore Improvements Program	(2,008)
-	(121)	(19)	(102) Caravan Park - General	(121)
(6,224)	(9,919)	(9,632)	(287) Total	(14,182)



## Alwyndor Aged Care Funds Statement as at 31 May 2018

2017-18 Original Budget \$'000	Year to Date				2017-18 Adopted Forecast \$'000	Note
	Adopted Forecast \$'000	Actual YTD \$'000	Variance \$'000			
4,480	3,537	3,433	105	User Charges	3,859	1
10,486	9,221	9,256	(35)	Operating Grants and Subsidies	10,059	1
374	438	447	(8)	Investment Income	478	
1,670	2,066	2,205	(139)	Reimbursements	2,254	2
1,121	1,457	1,574	(117)	Other Income	1,589	3
<b>18,130</b>	<b>16,719</b>	<b>16,914</b>	<b>(194)</b>	<b>Operating Revenue</b>	<b>18,239</b>	
(12,944)	(12,766)	(12,969)	203	Employee Costs - Salaries & Wages	(13,927)	4
(3,745)	(3,382)	(3,489)	108	Materials, contracts and other expenses	(3,689)	5
(80)	(83)	(124)	42	Finance Charges	(90)	6
(897)	(763)	(767)	5	Depreciation	(832)	
<b>(17,666)</b>	<b>(16,993)</b>	<b>(17,350)</b>	<b>357</b>	<b>Less Operating Expenditure</b>	<b>(18,538)</b>	
<b>464</b>	<b>(274)</b>	<b>(436)</b>	<b>162</b>	<b>=Operating Surplus/(Deficit)</b>	<b>(299)</b>	
897	763	767	(4)	Depreciation	897	
-	-	(5)		Provisions	-	
<b>897</b>	<b>763</b>	<b>762</b>	<b>1</b>	<b>Plus Non Cash Items in Operating Surplus/(Deficit)</b>	<b>897</b>	
<b>1,361</b>	<b>489</b>	<b>326</b>	<b>163</b>	<b>=Funds Generated from Operating Activities</b>	<b>598</b>	
(742)	(644)	(357)	(287)	Capital Expenditure on New and Upgraded Assets	(702)	7
<b>(742)</b>	<b>(644)</b>	<b>(357)</b>	<b>(287)</b>	<b>Less Total Capital Expenditure</b>	<b>(702)</b>	
<b>620</b>	<b>(155)</b>	<b>(31)</b>	<b>(123)</b>	<b>= Funding SURPLUS/(REQUIREMENT)</b>	<b>(104)</b>	
<b>Funded by</b>						
620	(155)	(31)	(123)	Increase/(Decrease) in Cash & Cash Equivalents	(104)	
<b>620</b>	<b>(155)</b>	<b>(31)</b>	<b>(123)</b>	<b>=Funding Application/(Source)</b>	<b>(104)</b>	

Note 1 – User Charges – negative variance

To be read in conjunction with government subsidies. The targeted Aged Care Funding Instrument (ACFI) has not been achieved.

Note 2 – Reimbursements – positive variance

Continued growth in Consumer Directed Care services being provided.

Note 3 – Other Income - positive variance

Continued growth in Consumer Directed Care packages resulting in administration and case management fee income.

Note 4 – Employee Costs – Salaries & Wages – negative variance

Increased hours to provide staff training, transition costs and salary costs associated with continued growth in Home Care services.

Note 5 – Materials, contracts and other expenses – negative variance

An increase in brokered services for Home Support consumers, which is offset in part by increased reimbursement income and consulting fees in relation to internal reviews.

Note 6 – Finance Charges – negative variance

Delay with Grants of Probate for Accommodation Bond refunds, resulting in higher interest payments.

Note 7 – Capital Expenditure – Positive Variance

Timing of capital purchases which are occurring later in the financial year than originally budgeted.





**City of Holdfast Bay**  
**Municipal Funds Statement as at May 2018**

	July		August		September		October		November		December		January		February		March		April		May		YTD Revised	Actual
	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget	YTD
	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000	\$,000
Administrative Services	(12)	(30)	(98)	(88)	(72)	(79)	(45)	(74)	(42)	(38)	(63)	(55)	(37)	(51)	(36)	(43)	(168)	(168)	(74)	(26)	(14)	(10)	(660)	(662)
FAG/R2R Grants	-	-	142	142	-	-	-	-	368	368	-	-	-	188	239	142	33	130	188	-	322	322	1,291	1,291
Financial Services	(47)	(48)	(79)	(75)	(260)	(261)	(49)	(54)	(57)	(54)	(73)	(72)	(37)	(47)	(80)	(61)	(101)	(107)	(61)	(53)	(71)	(86)	(915)	(918)
Financial Services-Depreciation	-	-	-	-	(2,173)	(2,195)	(25)	-	-	-	(2,215)	(2,199)	-	-	-	-	(2,169)	(2,149)	-	-	-	-	(6,581)	(6,543)
Financial Services-Interest on Borrowings	3	87	69	(11)	(2)	(2)	(16)	(17)	(322)	(250)	(94)	(95)	22	(8)	(7)	(7)	1	1	8	(4)	(216)	(243)	(554)	(549)
General Rates	34,269	34,266	(289)	(288)	(9)	(5)	-	6	(285)	(289)	21	18	4	-	4	(295)	(269)	22	(8)	3	(285)	(285)	33,154	33,153
Human Resources	(140)	20	58	(59)	(93)	(66)	46	42	(70)	(56)	(62)	(50)	45	(8)	(58)	(52)	(97)	(94)	32	3	(80)	(80)	(419)	(399)
Net Gain/Loss on Disposal of Assets - non cash item	-	-	-	-	-	70	-	-	-	-	-	16	-	-	-	-	-	36	-	-	-	(2)	-	120
Strategic and Commercial Services	(551)	(796)	(421)	(193)	(347)	(258)	(246)	(246)	(465)	(409)	172	(189)	(491)	(305)	(436)	(285)	(394)	(240)	1	(259)	(269)	(219)	(3,447)	(3,398)
Strategy and Policy	(32)	(20)	(43)	(43)	(150)	(75)	3	(48)	(47)	(18)	(46)	(46)	(6)	(36)	(39)	(41)	(58)	(63)	(40)	(60)	(35)	(37)	(492)	(486)
Business Development	(104)	(134)	39	52	(83)	(58)	10	(46)	(64)	(31)	(16)	(40)	(62)	(54)	(45)	(19)	(56)	(44)	(37)	(50)	(54)	(27)	(472)	(450)
Community Development	(44)	(40)	(67)	(56)	(97)	(71)	(67)	(76)	(75)	(70)	(92)	(74)	(71)	(69)	(71)	(60)	(145)	(97)	(14)	(91)	(110)	(102)	(853)	(806)
Community Engagement Admin	(13)	(34)	(44)	(21)	(36)	(46)	(25)	(21)	(24)	(24)	(23)	(20)	(25)	(35)	(21)	(28)	(34)	(30)	(27)	(21)	(29)	(25)	(302)	(306)
Community Events	(24)	(40)	(37)	(26)	(118)	(32)	(43)	(40)	(68)	(62)	(12)	(39)	(156)	(145)	(162)	(139)	(55)	(58)	11	(28)	(48)	(38)	(713)	(647)
Community Services Administration	(16)	(14)	(23)	(19)	(36)	(68)	(22)	(19)	(22)	(21)	(24)	(15)	(43)	2	(5)	(19)	(35)	(39)	(22)	(19)	(3)	(11)	(250)	(242)
Community Transport	(8)	(8)	(10)	(5)	(12)	(12)	(9)	(8)	(9)	(6)	(13)	(11)	(8)	(13)	(13)	(10)	(14)	(17)	(9)	(10)	(15)	(7)	(119)	(106)
Community Wellbeing	142	171	(76)	(47)	(124)	(79)	163	151	(75)	(70)	(76)	(71)	188	150	(81)	(48)	(105)	(91)	158	156	(74)	(66)	39	157
Customer Service	(30)	(33)	(39)	(39)	(57)	(56)	(40)	(39)	(39)	(38)	(41)	(34)	(41)	(39)	(39)	(45)	(58)	(60)	(39)	(43)	(39)	(39)	(464)	(465)
Jetty Road Mainstreet	468	461	29	49	(105)	(62)	(50)	(55)	(86)	(25)	9	(46)	(68)	(112)	(67)	(30)	(20)	(50)	(21)	(22)	(33)	(16)	56	92
Library Services	(82)	(82)	(122)	(110)	(164)	(163)	(110)	(6)	25	(73)	(112)	(120)	(94)	(110)	(111)	(110)	(168)	(156)	(112)	(112)	(111)	(109)	(1,162)	(1,150)
Lifelinks	49	61	(21)	(17)	(81)	(27)	65	58	(22)	(18)	55	(23)	(13)	58	(21)	(17)	41	53	(8)	(20)	(23)	(15)	20	93
Tourism & Marketing Admin	(18)	(19)	(23)	(22)	(35)	(38)	(23)	(26)	(26)	(24)	(23)	(25)	(24)	(24)	(24)	(23)	(36)	(35)	(23)	(23)	(25)	(23)	(280)	(282)
Asset Management	(54)	(47)	(154)	(97)	(106)	(138)	(116)	(139)	(115)	(61)	6	(71)	(158)	(103)	(166)	(126)	(119)	(150)	(51)	(131)	(183)	(143)	(1,217)	(1,206)
Assets and City Services	(30)	(76)	(156)	(81)	(161)	(149)	(101)	(121)	(99)	(95)	(92)	225	222	(104)	(107)	(101)	(181)	(190)	(101)	(107)	(108)	(113)	(912)	(910)
Cemeteries	11	12	(3)	-	5	(5)	1	17	(1)	16	15	(17)	(4)	10	-	10	(14)	35	19	(1)	22	(8)	51	69
City Regulation	364	356	22	(10)	9	(63)	(15)	105	26	69	89	28	184	98	67	48	22	(16)	(72)	108	(64)	12	631	735
Commercial - Brighton Caravan Park	(29)	91	26	(110)	68	89	60	162	60	97	175	155	208	256	67	95	96	165	224	64	37	(13)	991	1,052
Commercial - Partridge House	5	7	(3)	(0)	(3)	(27)	1	4	-	(2)	-	(5)	1	10	(1)	-	(3)	(8)	1	10	-	4	(2)	(8)
Commercial - Recreational Clubs Leases	53	33	23	32	37	28	37	29	35	33	25	28	35	36	46	36	37	33	33	34	38	34	399	355
Development Services	(28)	11	(36)	(37)	(162)	(110)	(57)	(58)	(28)	(18)	(17)	(69)	(162)	(24)	(92)	(26)	(136)	(112)	(10)	(70)	(43)	(25)	(633)	(585)
Environmental Services	26	(11)	(38)	(39)	(68)	(68)	(32)	(65)	(80)	19	(9)	(46)	(9)	(43)	(50)	(60)	(102)	(155)	(2)	(86)	(68)	(83)	(432)	(636)
Infrastructure Maintenance	(7)	(19)	(32)	(31)	(26)	(19)	(24)	(47)	(81)	(62)	(27)	(15)	(21)	(42)	(32)	(37)	(45)	(6)	(32)	(18)	(4)	(33)	(328)	(328)
Property Maintenance	(1)	-	(1)	-	(1)	-	(1)	(2)	(1)	(1)	(1)	(1)	(2)	-	(1)	(2)	(1)	(2)	(1)	(55)	(1)	46	(15)	(15)
Public Spaces	(868)	(476)	(79)	(419)	(647)	(582)	(663)	(632)	(512)	(452)	(516)	(424)	(706)	(560)	(528)	(512)	(648)	(714)	(525)	(712)	(574)	(593)	(6,267)	(6,077)
Waste Management	(27)	(37)	(303)	(269)	(319)	(304)	(219)	(238)	(307)	(235)	(252)	(285)	(339)	(347)	(261)	(313)	(288)	(259)	(232)	(251)	(276)	(262)	(2,822)	(2,797)
<b>=Operating Surplus/(Deficit)</b>	<b>33,226</b>	<b>33,613</b>	<b>(1,792)</b>	<b>(1,937)</b>	<b>(5,427)</b>	<b>(4,931)</b>	<b>(1,613)</b>	<b>(1,503)</b>	<b>(2,511)</b>	<b>(1,901)</b>	<b>(3,335)</b>	<b>(3,684)</b>	<b>(1,528)</b>	<b>(1,516)</b>	<b>(2,131)</b>	<b>(2,177)</b>	<b>(5,289)</b>	<b>(4,635)</b>	<b>(847)</b>	<b>(1,892)</b>	<b>(2,435)</b>	<b>(2,292)</b>	<b>6,319</b>	<b>7,145</b>
Net Gain/Loss on disposal of assets	-	-	-	-	-	(70)	-	-	-	-	-	(16)	-	-	-	-	-	(36)	-	-	-	2	-	(120)
Depreciation	-	-	-	-	2,173	2,195	25	-	-	-	2,215	2,199	-	-	-	-	2,169	2,149	-	-	-	-	6,581	6,543
<b>Plus Non Cash Items in Operating Surplus/(Deficit)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,173</b>	<b>2,125</b>	<b>25</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,215</b>	<b>2,183</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2,169</b>	<b>2,113</b>	<b>-</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>6,581</b>	<b>6,422</b>
<b>=Funds Generated from Operating Activities</b>	<b>33,226</b>	<b>33,613</b>	<b>(1,792)</b>	<b>(1,937)</b>	<b>(3,254)</b>	<b>(2,806)</b>	<b>(1,589)</b>	<b>(1,503)</b>	<b>(2,511)</b>	<b>(1,901)</b>	<b>(1,120)</b>	<b>(1,501)</b>	<b>(1,528)</b>	<b>(1,516)</b>	<b>(2,131)</b>	<b>(2,177)</b>	<b>(3,120)</b>	<b>(2,522)</b>	<b>(847)</b>	<b>(1,892)</b>	<b>(2,435)</b>	<b>(2,290)</b>	<b>12,900</b>	<b>13,567</b>
Amounts Received for New/Upgraded Assets	-	43	-	-	-	76	6	-	-	421	321	(91)	423	100	-	635	369	21	86	5	-	-	1,206	1,210
Proceeds from Disposal of Assets	-	-	74	33	-	55	51	-	-	2	-	8	54	77	69	-	-	17	31	-	(86)	-	192	191
<b>Plus Funds Sourced from Capital Activities</b>	<b>-</b>	<b>43</b>	<b>74</b>	<b>33</b>	<b>-</b>	<b>131</b>	<b>57</b>	<b>-</b>	<b>-</b>	<b>423</b>	<b>321</b>	<b>(83)</b>	<b>477</b>	<b>177</b>	<b>69</b>	<b>635</b>	<b>369</b>	<b>37</b>	<b>117</b>	<b>5</b>	<b>(86)</b>	<b>-</b>	<b>1,398</b>	<b>1,401</b>
Capital Expenditure on Renewal and Replacement	(9)	(119)	(582)	(376)	(454)	(551)	(695)	(289)	(517)	(129)	157	(384)	(445)	(294)	(1,289)	(484)	(234)	(469)	437	(212)	(40)	(382)	(3,669)	(3,688)
Capital Expenditure on New and Upgraded Assets	(6)	(13)	(185)	(243)	(196)	(154)	(511)	(275)	(781)	(397)	434	(557)	(1,415)	(1,644)	(1,033)	(93)	(1,376)	(1,229)	(352)	(536)	(828)	(803)	(6,250)	(5,944)
<b>Less Total Capital Expenditure</b>	<b>(15)</b>	<b>(132)</b>	<b>(767)</b>	<b>(619)</b>	<b>(650)</b>	<b>(705)</b>	<b>(1,207)</b>	<b>(564)</b>	<b>(1,298)</b>	<b>(526)</b>	<b>591</b>	<b>(941)</b>	<b>(1,859)</b>	<b>(1,938)</b>	<b>(2,322)</b>	<b>(577)</b>	<b>(1,610)</b>	<b>(1,698)</b>	<b>85</b>	<b>(748)</b>	<b>(868)</b>	<b>(1,185)</b>	<b>(9,919)</b>	<b>(9,632)</b>
Plus:Repayments of loan principal by sporting groups	-	-	6	60	4	4	168	167	8	11	2	-	-	-	6	1	4	4	1	2	9	11	207	260
<b>Plus/(less) funds provided (used) by Investing Activities</b>	<b>-</b>	<b>-</b>	<b>6</b>	<b>60</b>	<b>4</b>	<b>4</b>	<b>168</b>	<b>167</b>	<b>8</b>	<b>11</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>6</b>	<b>1</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>9</b>	<b>11</b>	<b>207</b>	<b>260</b>
<b>= FUNDING SURPLUS/(REQUIREMENT)</b>	<b>33,212</b>	<b>33,523</b>	<b>(2,480)</b>	<b>(2,464)</b>	<b>(3,901)</b>	<b>(3,376)</b>	<b>(2,571)</b>	<b>(1,900)</b>	<b>(3,800)</b>	<b>(1,992)</b>	<b>(206)</b>	<b>(2,525)</b>	<b>(2,910)</b>	<b>(3,277)</b>	<b>(4,377)</b>	<b>(2,118)</b>	<b>(4,357)</b>	<b>(4,179)</b>	<b>(644)</b>	<b>(2,632)</b>	<b>(3,380)</b>	<b>(3,464)</b>	<b>4,586</b>	<b>5,596</b>
<b>Funded by</b>																								
Increase/(Decrease) in Cash & Cash Equivalents	33,141	(2,001)	(2,518)	4,031	(3,929)	851	(2,607)	(1,679)	(4,189)	807	(416)	389	(2,945)	(1,924)	(4,413)	(143)	(4,360)	4,411	(683)	(2,725)	(3,836)	(367)	3,246	1,649
Non Cash Changes in Net Current Assets	-	36,162	-	(7,237)	-	(4,314)	-	(401)	-	(3,142)	-	(3,124)	-	(1,364)	-	(2,006)	-	(8,593)	-	279	-	(3,704)	-	2,555
Less: Net Proceeds from Cash Advance Debentures	-	(650)	-	650	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	(200)	-	200	-	-
Plus: Principal repayments of borrowings	70	11	37	91	28	88	36	180	389	343	210	210	35	12	36	31	3	3	39	14	455	407	1,339	1,392
<b>=Funding Application/(Source)</b>	<b>33,212</b>	<b>33,523</b>	<b>(2,480)</b>	<b>(2,464)</b>	<b>(3,901)</b>	<b>(3,376)</b>	<b>(2,571)</b>	<b>(1,900)</b>	<b>(3,800)</b>	<b>(1,992)</b>	<b>(206)</b>	<b>(2,525)</b>	<b>(2,910)</b>	<b>(3,277)</b>	<b>(4,377)</b>	<b>(2,118)</b>	<b>(4,357)</b>	<b>(4,179)</b>	<b>(644)</b>	<b>(2,632)</b>	<b>(3,380)</b>	<b>(3,464)</b>	<b>4,586</b>	<b>5,596</b>

Item No: **14.3**

Subject: **POSSIBLE SALE OF PORTION OF ESPLANADE ROAD RESERVE AT 49 KING STREET BRIGHTON**

Date: 26 June 2018

Written By: Technical Engineer

General Manager: City Assets and Services, Mr H Lacy

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### **SUMMARY**

A planning company on behalf of the property owner has written to Council requesting the purchase of a triangular portion of the Esplanade to facilitate a proposed land division.

This report recommends that Council agree in principle to sell the portion of land.

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### **RECOMMENDATIONS**

1. That Council advises the planning company that Council is willing to proceed with the sale of the portion of land with all sale and conveyancing costs to be borne by the owner of the land.
  2. That Council's administration on this occasion does not notify nearby residents of the proposed sale as it has no effect on any neighbouring property.
  3. Council agrees to a conveyancer undertaking a Road Closure process.
  4. Council delegates to the Chief Executive Officer the authority to approve any subsequent sale documents.
- 

### **COMMUNITY PLAN**

A Place that is Well Planned

A Place that Provides Choices and Enhances Life

### **COUNCIL POLICY**

Council in the past has rationalised the sale of Council surplus land at fair valuations.

### **STATUTORY PROVISIONS**

Local Government Act

Real Property Act

**BACKGROUND**

There are no previous reports to Council regarding this matter.

**REPORT**

The planning company by letter dated 28 May 2018 has requested Council approve the purchase of a portion of the Esplanade adjacent to 49 King Street Brighton.

A locality plan is attached showing the proposed portion for sale by Council. The area of the strip is approximately 28.7 square metres.

*Refer Attachment 1*

A valuation from a recognised valuer was obtained, should Council decide to sell the portion of land. (The estimated valuation discounted by approximately 30% is \$35,000 excluding GST and the purchaser would need to meet survey, conveyancing and transfer costs).

*Refer Attachment 2*

The recommendations are made on the basis that there will be minimal impact on the immediate and wider community, and it is considered that consultation of residents to agree to the sale is not necessary. In any case because the conveyancer will need to implement a "road closure process", gazetting of the closure will need to occur.

**BUDGET**

There is no impact of expenditure on the budget.

**LIFE CYCLE COSTS**

These should be reduced because of the reduced area to be maintained by Council.

ZAINA STACEY

Received

28th May 2018

1 - JUN 2018

CITY OF HOLDFAST BAY

City of Holdfast Bay  
24 Jetty Road  
Brighton SA 5048



**Attention: General Manager, City Assets & Services, Steve Hodge**

Dear Steve

We have been engaged to lodge a land division application over 49 King Street, Brighton. Allotments 21 and 15 in Certificates of Title 5626/253 and 5758/258. Please find attached 2 copies of the land division proposal plan for your information. Our client is proposing to do a Torrens Title land division to create 7 new allotments.

As part of the land division preparation, it has become apparent that there is portion of the Esplanade road that is being unused as public road. Please refer to our Preliminary Road Closing Plan, in particular the area lettered "A"

The portion of road lettered "A" is 28.7m2 in area and we ask Council to consider closing this portion of the road and transferring it to Allotment 15?

All costs for the Road Closing process to be at the applicants expense.

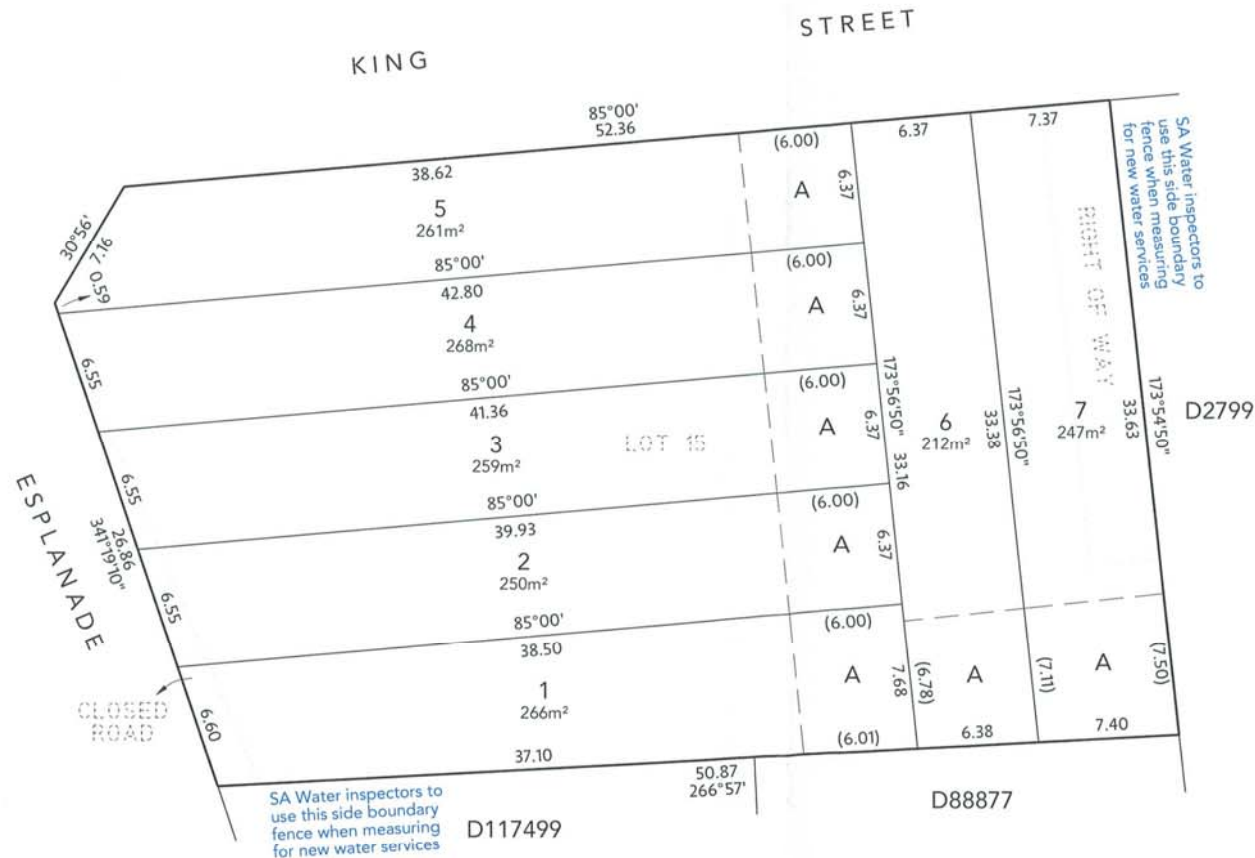
Please also find enclosed a Valuation Report, prepared by VALCORP Australia Pty Ltd.

**We understand that the proposal will need to be presented at Council's meeting for a decision and ask that this is tabled swiftly for review.**

If you require any further information, please don't hesitate to contact us.

Yours faithfully

Mrs Brooke Lewis



SA Water Contact Details  
Michael Zaina  
Zaina Stacey Pty Ltd  
Phone 8379 7979

Land division application:	
<b>110 / D</b>	<b>/ 18</b>
SHEET 1 OF 1 SHEETS	
City of Holdfast Bay	
Total area of site:	1762m <sup>2</sup>
Area of reserve provided:	0m <sup>2</sup>
No. of existing allotments:	2
No. of proposed allotments:	7
No. of additional allotments:	5
Subject land details:	
Allotment 21 in D2799	
Allotment 15 in F145843	
Site Address:	49 King Street
Suburb:	Brighton
Hundred:	Noarlunga
Title(s):	C's.T. 5626/253 and 5758/258

All measurements in metres unless shown otherwise.  
Do not scale drawing. Original sheet size is A3.  
All measurements are subject to survey and final plan  
of division. Always check the current certificate(s) of title  
for any easement(s) and annotations(s) that affect the  
within land.

Refer to the building plans for the proposed dwelling(s).  
Owner/developer or building designer to advise if the  
configuration of the dwellings change in any form.

All existing structures are to be demolished. Owner or developer to apply to Council for demolition approval.

Owner or developer to provide a position for the new water meter(s).

Portion of each allotment marked A is to be subject to a free and unrestricted rights of way appurtenant to the other allotments within this application.

Portion of Esplanade to be closed under the Roads (Opening and Closing) Act 1991.



C	22/03/2018	Allotments 1, 2, 3, 4 and 5 amended
B	09/03/2018	Allotments 5, 6 and 7 amended
A	09/03/2018	Allotments 1 to 5 inclusive amended (road closure)
	16/02/2018	Original issue
Rev.	Date	Description

**ZAINA STACEY**  
DEVELOPMENT CONSULTANTS

Office: 13 Avenue Road, Frewville SA  
Post: PO Box 1000, Torrens Park SA 5062  
Phone: 08 8379 7979  
Email: [planning@zainastacey.com](mailto:planning@zainastacey.com)

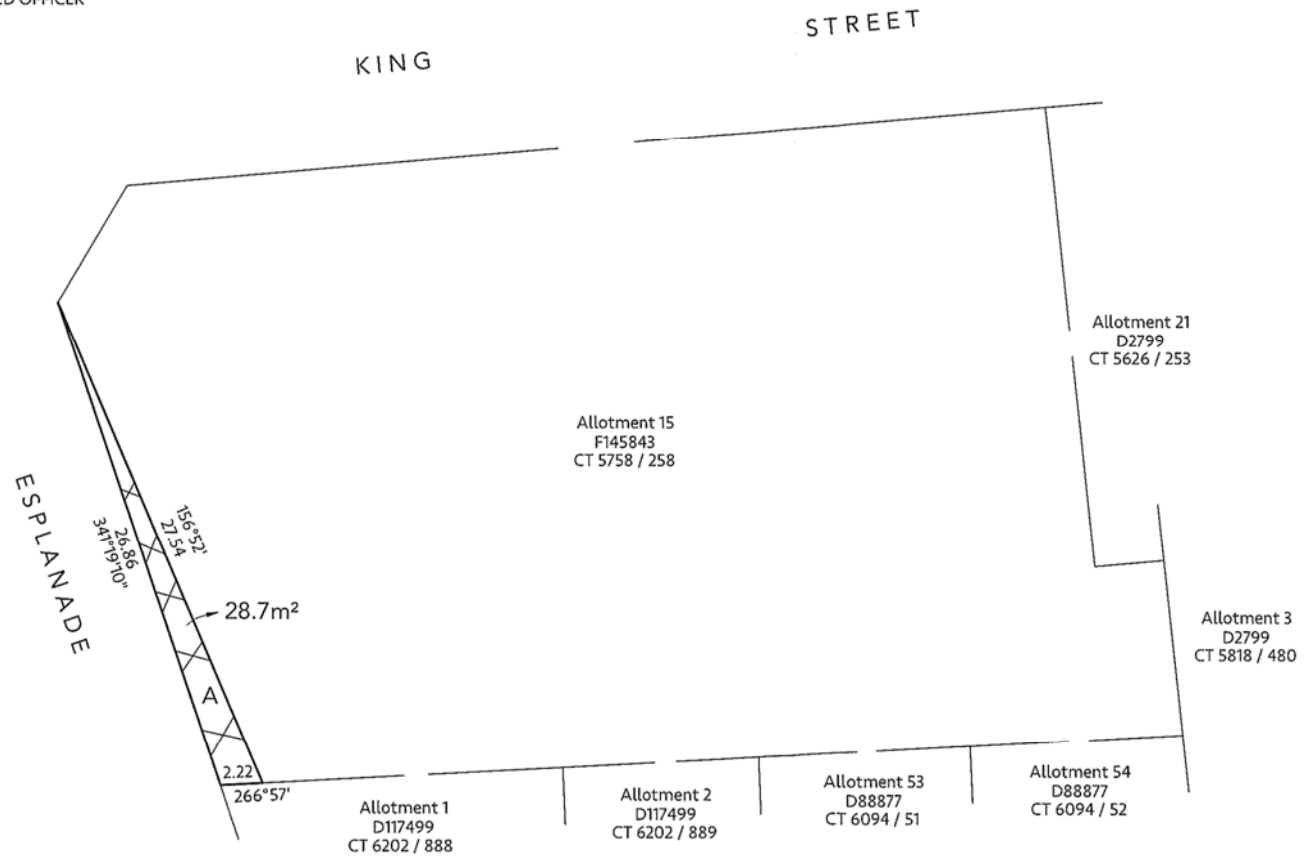
Reference: 18059

CLOSED ROAD 'A' TO BE MERGED WITH ADJOINING ALLOTMENT 15

PROPOSAL CERTIFIED CORRECT AS TO INTENT

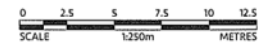
DATED        /        / 2018

AUTHORISED OFFICER



Road closure application:  
**PRELIMINARY PLAN**  
--- / ---  
SHEET 1 OF 1 SHEETS  
**CITY OF HOLDFAST BAY**  
IN THE AREA NAMED  
**BRIGHTON**

Annotations:  
All measurements in metres unless shown otherwise.  
Do not scale drawing. Original sheet size is A3.



I HEREBY CERTIFY THAT THE PORTION OF ROAD TO BE CLOSED  
LETTERED 'A' HEREON IS PUBLIC ROAD WITHIN THE MEANING OF  
SECTION 3 OF THE ROADS (OPENING AND CLOSING) ACT 1991

DATED 22 / 03 / 2018 AUTHORITY: \_\_\_\_\_

*[Signature]*  
LICENSED SURVEYOR

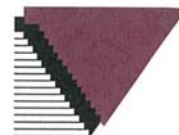
A	05/04/2018	Area added to 'A' 28.7m²
	22/03/2018	Original issue
Rev.	Date	Description
<b>ZAINA STACEY</b> DEVELOPMENT CONSULTANTS Office: 13 Avenue Road, Frewville SA Post: PO Box 1000, Torrens Park SA 5062 Phone: 08 8379 7979 Email: planning@zainastacey.com Reference: <b>18091</b>		

## VALUATION REPORT

### Proposed Closed Road 'A' - Portion of Esplanade, Brighton

being merged with adjoining property at

49 King Street, Brighton, SA



**VALCORP**  
AUSTRALIA PTY LTD

ACN 008 147 671  
ABN 27 008 147 671

#### 1.0 INSTRUCTIONS

This valuation has been prepared under instructions from the Zaina Stacey Development Consultants on behalf of their clients for sale advisory purposes. This report can also be relied upon by the City of Holdfast Bay.

For the purposes of this valuation we have determined a market value as defined by the International Valuation Standards Committee, which reads as follows;

*"The estimated amount for which an asset should exchange on the date of valuation between a willing buyer and willing seller in an arm's length transaction after proper marketing wherein the parties had each acted knowledgeably, prudently, and without compulsion."*

#### 2.0 DATE OF INSPECTION

We personally inspected the property on 14 May 2018.

#### 3.0 TITLE DETAILS

The road being closed is that area hatched in plan prepared by Zaina Stacey marked 'A' which comprises a triangular parcel of **28.7 square metres**.

The land forms part of the Esplanade road reserve (footpath) at Brighton which adjoins that property described as 49 King Street, Brighton, being two contiguous parcels held over two separate titles that fall within in the Hundred of Noarlunga in the area named Brighton. These are legally described as follows; -

- Lot 15 in Filed Plan Number 145843 as defined in Certificate of Title Register Book Volume **5758 Folio 258**.
- Lot 21 in Deposited Plan Number 2799 being a private right of way defined in Certificate of Title Register Book Volume **5626 Folio 253**.

#### **VALUERS AND PROPERTY CONSULTANTS**

- Valuation
- Financial Reporting
- Insurance Specialists
- Feasibility Studies
- Plant & Machinery
- Asset Registers

176 Gilles Street  
Adelaide SA 5000

**Telephone**  
(08) 8223 5366

**Website**  
[www.valcorpaust.com.au](http://www.valcorpaust.com.au)  
**Email**  
[admin@valcorpaust.com.au](mailto:admin@valcorpaust.com.au)

#### **DIRECTOR**

Fred Taormina  
B.App.Sc.(Val.)  
A.A.P.I.  
Certified Practising Valuer  
[tao@valcorpaust.com.au](mailto:tao@valcorpaust.com.au)



3.1 **Registered Proprietor**

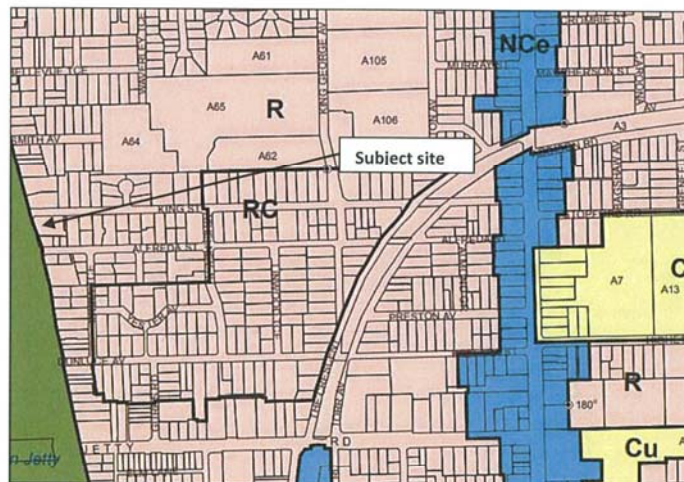
The registered proprietor of 49 King Street, Brighton in both instances is Charlotte Daungers Morley.

3.2 **Encumbrances**

- Nil.

4.0 **STATUTORY LAND USE CONTROLS**

The property at 48 King Street falls within the bounds of the City of Holdfast Bay and is zoned **Residential** by that Council and is subject to a **Central West Policy Area 3** overlay.



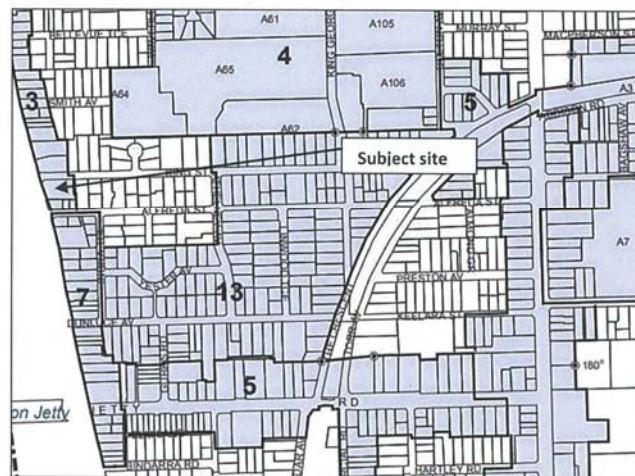
City of Holdfast Bay – zoning extract from Development Plan Consolidated - 2 June 2016

The **Residential Zone** includes five policy areas, three of which cater for coastal development, one for medium density development along key transit routes, with development outside of the policy areas aimed at retaining the existing suburban nature of this location and is envisaged to evolve in response to infill development of existing individual sites and through consolidation of sites to form larger comprehensive redevelopment opportunities.

Infill development outside of the Policy Areas should not compromise the suburban character but should progressively increase dwelling densities through unobtrusive small-scale developments.



The **Central West Policy Area 3** covers areas that primarily accommodate residential development and is aimed preserving the amenity and recreation value of the coastline.



City of Holdfast Bay Policy Areas – extract from Development Plan Consolidated - 2 June 2016

The desired character of this policy area covers a significant area fronting the Esplanade extending from Glenelg South through to Seacliff (and includes parts of Kingston Park) and accommodates a variety of low to medium-density dwellings.

A range of dwelling types up to three storeys in height can be developed in the policy area and developments should accommodate a greater number of residents over time to capitalise on the pleasant environment provided by the Holdfast Bay coastline, while maintaining the recreation value and amenity of the location.

A variety of housing forms are appropriate in the policy area; - these should avoid the creation of continuous facades fronting the Esplanade.

Buildings should be built in response to the slope of the land by minimising the amount of cutting and filling of the natural ground profile and building design should be of a high architectural standard and incorporate features that reduce the bulk of the development.

They should also provide variations in height, roof form, colour and materials, the provision of balconies and porticos and facade articulation.

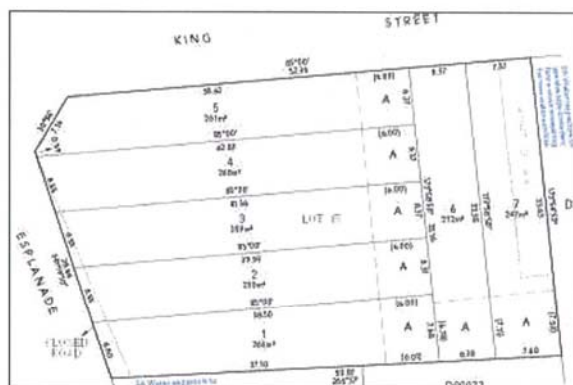
A dwelling and/or residential flat building should have a minimum site area and a minimum frontage to a public road not less than that shown in the following table:

Dwelling type	Site area (square metres)	Minimum frontage including a site in the form of a 'hammerhead' or 'bottleaxe' configuration (metres)
Detached	300	5
Semi-detached	250	5
Group dwelling	200	5
Residential flat building	200	5
Row dwelling	200	5

Development should be setback and not create a continuous built-form along the Esplanade. The western elevation of any development greater than one storey in height located on the Esplanade should not extend for a distance greater than 90 per cent of the allotment frontage, and in any event, should not create a continuous façade of more than 20 metres in length.

#### 4.1 Proposed Development

We have been provided with a plan of the proposed development comprising 7 Torrens titled lots ranging from 212 – 268 m<sup>2</sup> at average density (inclusive of closed road) of 251 m<sup>2</sup> per lot as per plan tabled below; -



The development and minimum site areas required under existing zoning suggest a minimum of 1,500 m<sup>2</sup> is required for the proposed plan of development. We note this proposal also meets minimum frontage requirements. This minimum requirement calculation can be summarised as follows; -

- 2 x semi-detached dwellings fronting King Street with required area of 250 per dwelling (total of 500 m<sup>2</sup> required) and,
- 5 x group or row dwellings each with a required area of 200 m<sup>2</sup> per dwelling (total 1,000 m<sup>2</sup> required).

To our calculations the (closed road) additional area does not provide any further sub-division or density of development potential over and above the existing levels attributable to the site prior to acquisition of the closed road, hence we do not consider it is strategic to the development proceeding.

#### 5.0 LOCATION

The property is situated in the southern beachside suburb of Brighton, on the corner of King Street and the Esplanade (foreshore) some 12 kilometres southwest of the Adelaide CBD and about 400 metres north of Jetty Road. Given the site's elevated above street level topography, provides uninterrupted sea views for those lots fronting the Esplanade.

The immediate surrounding development along the Esplanade is a mixture of older housing ranging from the early 1900's which has in the main been modernised through to Conventional style dwellings from the 1950's increasingly being interspersed with newly developed larger mainly two and three storey housing with extensive openings that make use of the sea views on offer and at times include under-croft basement level car parking. The area is well established with mainly well presented housing.

The Esplanade is a bitumen sealed road which is subject to higher than average traffic flows compared to local nearby streets; - particularly more noticeable through the summer months.

This thoroughfare is a popular pedestrian way and a designated cycling route along the metropolitan coastline. Nearby sited around the Brighton Jetty are a number of sculptures.

Nearby is a hotel and strip retail land uses along Jetty Road which include cafes and restaurants. Also nearby is the Adelaide to Noarlunga rail line.

Public transport, community facilities and local and regional shopping are in reasonably close proximity of the subject site.

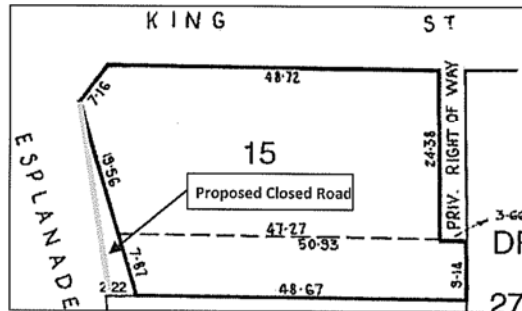
#### 6.0 SITES

The existing subject holding is an irregular shaped elevated and undulating parcel held over two titles comprising two distinct contiguous lots that can be summarised as follows; -

**Lot 15** which is a large irregular shaped section with a splayed frontage to the Esplanade of 27.43 metres and a secondary 48.72 metres that provides a site area of 1,644 square metres and,

Lot 21 is a rectangular shaped parcel that has a frontage to King Street of 3.66 metres and a depth of 24.38 metres giving a site area of 89 square metres. This section is a steeply sloping portion of the holding and is notated as a Right of Way.

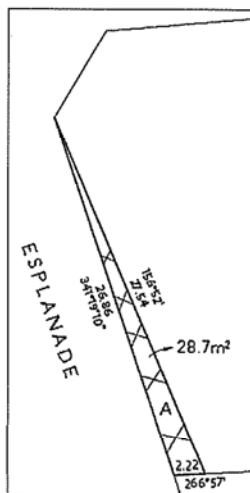
The total existing sites provide a combined site area of 1,733 square metres.



Title extract showing Lots 15, 21 (ROW) and highlighted is the closed road area of Esplanade

#### 6.1 Proposed Closed Road

The area being considered for inclusion into the adjoining Lots 15 and 21 is an acute triangular shaped area having a depth of 2.22 m2 at its southern base and an average depth/length of 27.2 metres of 28.7 square metres. This area currently forms part of a paved footpath.



Plan prepared by Zaina Stacey showing closed road 'A' under review (hatched)

The merger of closed road 'A' into to the adjoining holding would take out a current step/kink in the street alignment of the subject and adjoining allotment street boundary alignments and normalise the width of the footpath.

## 6.2 Summary of Land Areas

Currently Lots 15 and 21 combine to provide an overall holding of some 1,733 m<sup>2</sup> and with the inclusion of a further 28.7 m<sup>2</sup> (closed road) a total area of 1,762 m<sup>2</sup>. The area of the existing and lots and area under review are tabled below; -

Table 1; - Summary of Site Areas		Area (m <sup>2</sup> )
Existing Site Areas		
Lot 15		1,644
Lot 21		89
Total		1,733
Proposed Closed Road		
Area A		28.7
Total Site Area (after inclusion of closed Road)		1,761.7

Effectively the land under review could only be utilised by Lots 15 and 21 or as road reserve and would not readily provide any utility to any other property.

## 7.0 IMPROVEMENTS

The land is improved with a large Gentleman's Bungalow dwelling with extensive verandahs in an overall dated and fairly original condition along with a detached shed. Our reading of land and improved sale suggests these improvements provide no added value hence we have not provided a detailed description of these.



Aerial view of the subject property showing approximate site boundary of Lot 15 (highlighted blue) and extent of improvements over the site



View of Lot 21 from King Street



King St frontage showing dwelling



Esplanade land closed road 'A'

#### 8.0 VALUATION CONSIDERATIONS

The subject property comprises an irregular (triangular) shaped narrow strip of land of 28.7 m<sup>2</sup> that is portion of a road reserve, (footpath) which abuts the property at 49 King Street, Brighton. It is currently being considered for closing and merging with the adjoining property at 49 King Street (Corner of Esplanade) which will normalise the street alignment along the Esplanade from King Street to Alfreda Street.

It is the intention that the proprietor of Lots 15 and 21 acquire that land in question and that a fair market value be determined as compensation for this acquisition. It should be noted, our determination excludes the cost associated with transfer such as surveys, title amendments, road closure procedures and costs, Lands Titles fees and stamp duties etc.

In estimating the value of the proposed road closure land, we have considered its value on a before-and-after approach assuming and having regard to how such a transfer affects that holding containing Lots 15 and 21 (49 King Street, Brighton).



# VALUATION REPORT

Road Closure adjoining 49 King Street, Brighton

In terms of the land being merged with the adjoining holding, which currently is a residential holding with a single dwelling (which presents as a development site), over an irregular shaped holding of 1,733 m2, we note the inclusion of a further 28.7 m2 would not result in any additional density of development potential. It does however assist in rationalising the shape of the holding, and more particularly, the street alignment of properties along this section of the Esplanade.

We are also of the opinion with or without this strip of land; the value of the property would basically remain relatively unchanged. It would seem the incentive to acquire the land is predominately not to facilitate the proposed development in its present format.

We are also of the opinion no major monetary value can be attributable to the owners of the Road reserve or the community at large. Currently there seems no need to widen the existing footpath or road in this location. We also consider it would have no major or discernable negative effect on the adjoining holding at 117 Esplanade.

The inclusion or merger of the road with the existing property at 49 King Street increase this property's site area from 1,733 to 1,761.7 square metres (an increase of only 28.7 m2 or 1.656%), which is of no measurable significance in the value of the property on a before and after approach where no added density of development potential is afforded. Hence our determination of the value of this quite minimal parcel has been on a notional approach.

We have analysed recent land sales of Esplanade and close to Esplanade and sites with comparable zoning. The most comparable sales have included:-

Sale Price	Date	No.	Street	Suburb	Improvements	Land Area	Zone	Rate \$/m2
\$820,000	Apr-18	2	King St	Brighton	SH I/G	850	Rc\13	\$965
\$800,000	Aug-17	28a	King St	Brighton	LAND	813	Rc\13	\$984
\$2,800,000	Feb-16	40	King St	Brighton	LAND	1947	R	\$1,438
\$680,000	Jul-17	19	Arundel Rd	Brighton	LAND	712	R	\$955
\$1,340,000	Sep-17	37	Marlborough St	Brighton	LAND	1020	R	\$1,314
\$650,000	Mar-17	10	Swan St	Brighton	LAND	765	R	\$850
\$585,000	Apr-17	18	Roberts St	Brighton	LAND	688	R	\$850
\$550,000	Nov-17	17	Hartley Rd	Brighton	LAND	372	R	\$1,478
\$730,000	Jan-18	37	Marlborough St	Brighton	LAND	508	R	\$1,437
\$610,000	Jun-17	19	Jetty Rd	Brighton	SH G	664	R\5	\$919
\$2,000,000	Jul-17	149	Esplanade	Brighton	8H DG	759	R\3	\$2,635
\$1,540,000	Jan-17	117	Esplanade	Brighton	LAND	477	R\3	\$3,229
\$2,050,000	May-17	106	Esplanade	Hove	LAND	710	R\3	\$2,887
\$1,600,000	Aug-17	112	Esplanade	Hove	LAND	734	R\3	\$2,180
\$830,000	Nov-16	25c	Esplanade	Somerton Pk	LAND	237	R\3	\$3,502
\$2,500,000	Oct-17	207	Esplanade	Seacliff	2 X 4H	894	R\3	\$2,796
\$1,750,000	Oct-16	106	Esplanade	Hove	LAND	710	R\3	\$2,465

The most relevant Esplanade sales have in the main been smaller lots which tend to achieve higher selling rates than larger parcels. The majority of the evidence has been of sales ranging in size from as small as 237 to 894 m<sup>2</sup> that have reflected selling rates of between to \$2,100/m<sup>2</sup> for the larger foreshore lots to as much as \$3,500/m<sup>2</sup> for the smallest lot of 237 m<sup>2</sup>.

Sales of non foreshore lots have broadly ranged well below these levels from \$850 to \$1,480/m<sup>2</sup>.

We noted sales also varied depending on land size and configuration and mostly were dependent upon density of development potential, the standard of surrounding development and as outlined above, proximity to/and outlook of the foreshore.

A small proportion of the sales have been improved sales with dwellings that provided no or limited added value.

The only sales of note in terms of comparable land area have been limited a now dated sale of 40 King Street, Brighton which is set well back from the foreshore which has since been developed with four Community titled lots. This 1,947 m<sup>2</sup> site zoned RC\13 sold in Feb-16 for \$2,800,000 reflecting \$1,438/m<sup>2</sup> of site area. It is considered inferior in terms of density of development potential and location.

Also offering limited comparability has been the more recent sale of a 1.20 m<sup>2</sup> site zoned Residential at 37 Marlborough Street, Brighton which has been approved for a two lot division. It sold in Sep-17 for \$1,340,000 which reflects \$1,314/m<sup>2</sup> of site area. Similarly this property is set well back from foreshore and has lesser density of development potential.

To determine an appropriate rate for the subject property of 1,733 m<sup>2</sup> we consider it would readily exceed that reflected by the inferior sales of 40 King Street, Brighton (\$1,438/m<sup>2</sup> of site area) and 37 Marlborough Street, Brighton (\$1,314/m<sup>2</sup>) and should be well below the Esplanade body of sales which bottom out at \$2,180/m<sup>2</sup>.

We have concluded a most likely rate based on the sales as a whole should be in the range of \$1,650 to 1,750/m<sup>2</sup> when considering the size of the subject holding of 1,733 m<sup>2</sup>. On this basis a direct comparison valuation based on a unit rate should reasonably place the parcel's land value (before inclusion of this section of closed road) to be in the range of order of \$47,400 to \$50,200 rounded, and we have adopted a mid-point value of \$48,500.

However, we expect the added benefit of a further 28.7 square metres could only be expected to marginally add a nominal added value given it is not required to achieve its proposed 7 dwelling development, and further we consider this appropriate when having regard to the land's limited market utility to all other parties hence we expect an appropriate reduction is warranted particularly as the land provides only a nominal value to the owner of the closed road.



We have therefore discounted this implied land value on unit rate basis, implied at \$48,500, by a factor of about 25 – 30% which provides a value in the range of \$34,000 to \$36,400. We have adopted a mid-point of this range of **\$35,000**.

9.0 **VALUATION**

Taking into account all relevant factors, and with due consideration to recent sales of comparable properties, we consider the market value of the subject property, land marked 'A' to the registered proprietor of 49 King Street, Brighton on a before and after approach basis for possible merger of a portion of a closed road to be:-

**THIRTY FIVE THOUSAND DOLLARS**  
**(\$35,000)**

*The Above Amount is GST Exclusive and does not reflect any costs of transfer which we expect would be in the main, borne by the owner of 49 King Street, Brighton*

VALCORP AUSTRALIA PTY LTD



**FRED TAORMINA**  
B.A.Sc. (Val.),  
Certified Practicing Valuer  
A.A.P.I. Associate Member No. 64183

10.0 **QUALIFICATIONS**

**Declaration** - The Valuer is API qualified and complies with CPD requirements to value all types of real property, has no pecuniary interest past, present or prospective in the subject property, and declares that the valuation is free of any bias. Valcorp is an independent valuation services firm and has maintained its independence at all times during the course of this valuation.

**Goods & Services Tax (GST)** - The valuation sums shown are exclusive of the Goods and Services Tax (GST), unless otherwise stated.

**Disclaimer** - Contaminants such as asbestos, chemicals, toxic wastes, or other potentially hazardous materials could, if present, adversely affect the value of the property. Unless otherwise stated in this report, the extent of hazardous substances, which may or may not be represented on or in the property, was not considered by the Valuer in the conclusion of value. The stated value estimated is based on the assumption that there is no material on or in the property that would cause loss in value. No responsibility is assumed for any such conditions, and the recipient of this report is advised that the Valuer is not qualified to detect such substances, quantify the impact on values, or estimate the remedial cost.

We emphasise that we have not carried out a structural survey of the improvements, nor have we examined them for signs of timber infestation, concrete cancer and the like; accordingly, we cannot be held responsible for the consequence of such defects. No soil analysis or geological studies were ordered or made in conjunction with this report.

This valuation has been prepared on the basis that full disclosure of all information and facts which may affect the valuation has been made to us. We do not accept any liability or responsibility whatsoever for the valuation if full disclosure has not been made. Furthermore, we do not accept responsibility for any consequential error or defect in the valuation which has resulted from any error, omission or inaccuracy in data or information supplied by the client or its officers and agents.




The Privacy Act prevents the disclosure of vendors and purchasers, and this information has been excluded from the Government sales data provided to us. Whilst we have made reasonable efforts to eliminate sales from our analysis that do not conform with the definition of the value contained herein, Valcorp cannot verify the accuracy of sales upon which its judgements are based. Government sales data provided may include GST.


We have made reasonable efforts to determine if GST or the Margin Scheme have been applied, and made allowance for such amounts, if applicable. Valcorp cannot verify the accuracy of sales upon which its judgements are based. This valuation is solely for the use of the party by whom we were instructed and for the stated purpose. We owe no duty of care to any third party who becomes aware of this valuation and, without our knowledge, chooses to act or rely on the whole or any part of it.

The values assessed herein are as at the date of the valuation. Real estate values are not static over time, due to changing market circumstances; therefore, no warranty can be given as to the continuance of this value beyond the date of valuation. It is recommended that the valuation be reviewed periodically.



Neither the whole nor any part of this valuation nor any reference thereto may be included in any document, circular or statement without our approval of the form and context in which it will appear.

APPENDIX 1 – COPY OF CERTIFICATES OF TITLE

 <b>Government of South Australia</b> Department of Planning Registration and Infrastructure	<b>Product</b> Date/Time Customer Reference Order ID Cost	Register Search (CT 5626/253) 21/12/2017 03:04PM  20171221007889 \$28.25
<b>REAL PROPERTY ACT, 1936</b>  <b>The Registrar-General certifies that this Title Register Search displays the records maintained in the Register Book and other notations at the time of searching.</b> 		
<b>Certificate of Title - Volume 5626 Folio 253</b>		
<b>Parent Title(s)</b> CT 4288/564		
<b>Creating Dealing(s)</b> N 8372588		
<b>Title Issued</b>	19/02/1999	<b>Edition 2</b> <b>Edition Issued</b> 17/04/2000
<b>Estate Type</b>		
FEE SIMPLE		
<b>Registered Proprietor</b>		
CHARLOTTE DAUNGERS MORLEY OF "ILLAWONG" RMD 380 VICTOR HARBOR SA 5211		
<b>Description of Land</b>		
ALLOTMENT 21 DEPOSITED PLAN 2799 IN THE AREA NAMED BRIGHTON HUNDRED OF NOARLUNGA  BEING A PRIVATE RIGHT OF WAY		
<b>Easements</b>		
NIL		
<b>Schedule of Dealings</b>		
NIL		
<b>Notations</b>		
<b>Dealings Affecting Title</b>	NIL	
<b>Priority Notices</b>	NIL	
<b>Notations on Plan</b>	NIL	
<b>Registrar-General's Notes</b>	NIL	
<b>Administrative Interests</b>	NIL	
<b>Land Services</b> <span style="float: right;">Page 1 of 1</span> <small>Copyright/Privacy Disclaimer: www.saflii.org.au/Name/Title/Dealing/Notation/Registration/Information/Disclaimer</small>		

 <b>Government of South Australia</b> Department of Planning Transport and Infrastructure	<b>Product</b> Date/Time Customer Reference Order ID Cost	<b>Register Search (CT 5758/258)</b> 21/12/2017 10:29AM 20171221002955 \$28.25
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 **The Registrar-General certifies that this Title Register Search displays the records maintained in the Register Book and other notations at the time of searching.** 

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**Certificate of Title - Volume 5758 Folio 258**

**Parent Title(s)** CT 4047/450  
**Creating Dealing(s)** CONVERTED TITLE  
**Title Issued** 17/04/2000 **Edition** 1 **Edition Issued** 17/04/2000

**Estate Type**  
FEE SIMPLE

**Registered Proprietor**  
CHARLOTTE DAUNGERS MORLEY  
OF PARAWA VIA SECOND VALLEY SA 5204

**Description of Land**  
ALLOTMENT 15 FILED PLAN 145843  
IN THE AREA NAMED BRIGHTON  
HUNDRED OF NOARLUNGA

**Easements**  
NIL

**Schedule of Dealings**  
NIL

**Notations**  
**Dealings Affecting Title** NIL  
**Priority Notices** NIL  
**Notations on Plan** NIL

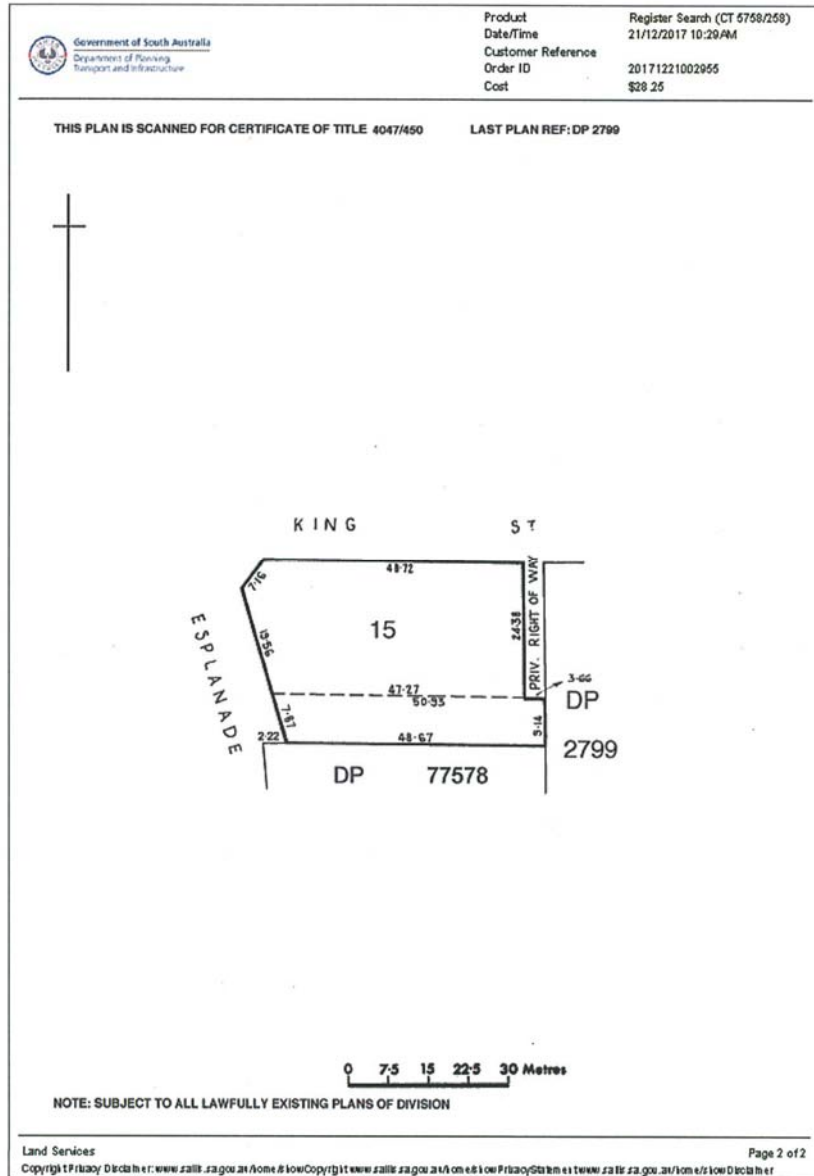
**Registrar-General's Notes**  
AMENDMENT TO DIAGRAM VIDE 11007451

**Administrative Interests** NIL

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Land Services Page 1 of 2  
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VALUATION REPORT  
Road Closure adjoining 49 King Street, Brighton



Item No: **14.4**

Subject: **2018-19 RATE DECLARATION**

Date: 26 June 2018

Written By: Rates Administrator

General Manager: Business Services, Mr R Bria

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## **SUMMARY**

General, differential and separate rates have been identified to fund Council's activities together with the NRM Levy as contained within the approved 2018/19 budget document. Council is now in a position to formally declare the rates for the 2018/19 financial year.

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## **RECOMMENDATION**

### **1. Adoption of Valuations**

**That the most recent valuations of the State Valuation Office available to the Council of the capital value of land within Council's area totalling \$13,201,930,240, be adopted for rating purposes for the 2018/19 financial year;**

### **2. Declaration of Differential General Rates**

**In order to raise a total net amount of \$34,697,700 from the differential general rate:**

- (a) In respect of rateable land with a land use of Commercial-Shop (Category 2), Commercial-Office (Category 3), Commercial-Other (Category 4), Industrial-Light (Category 5), Industrial-Other (Category 6), and Vacant Land (Category 8) , a Differential General Rate of 0.39055 cents in the dollar is declared on the capital value of such land;**
- (b) In respect of rateable land with a land use of Residential (Category 1) and Other Land (Category 9) uses, a Differential General Rate of 0.24474 cents in the dollar is declared on the capital value of such land;**
- (c) Pursuant to Section 158 of the *Local Government Act 1999*, a minimum amount payable by way of the General Rate is fixed at \$976;**
- (d) Pursuant to Section 153(3) and (4) of the *Local Government Act 1999*, a maximum increase of 6% (of the general rate declared for the same property**

for the 2017/18 financial year) is fixed in the general rate charged on rateable land that is used for residential purposes and constitutes the principal place of residence of a principal ratepayer. Any amount exceeding the 6% increase will be remitted in full. The cap on an increase in general rates under this Section will not apply where property values have increased as a result of the following events: new building work and/or development activity greater than \$5,000; changes in land use wholly or partially; changes in zoning; the ownership of the rateable property has changed since 1 July of the previous year; the property is no longer the principal place of residence.

### **3. Declaration of Separate Rates**

#### **Jetty Road Mainstreet**

- (a) In exercise of the powers contained in Section 154 of the *Local Government Act 1999* and in order to support and improve the activity of promoting and enhancing business viability, profitability and trade, commerce and industry in Jetty Road Glenelg, a Differential Separate Rate of 0.12773 cents in the dollar is declared on the capital value of all rateable land:

- with a frontage to Jetty Road or Moseley Square; and
- within the side streets that intersect with Jetty Road between High Street and Augusta street; and
- the entire site referred to as the Holdfast Shores 2B Entertainment Centre; and

that has a land use of Category 2 (Commercial – Shop), Category 3 (Commercial – Office) and Category 4 (Commercial –Other)

#### **Patawalonga Marina**

- (b) (i) In exercise of the powers contained in Section 154 of the *Local Government Act 1999* and in order to carry out the activity of the maintenance and upkeep of the Boat Lock in the Patawalonga basin, a Separate Rate of 0.92383 cents in the dollar of the capital value of land, is declared on all rateable land within the Patawalonga basin bounded by the high water mark;
- (ii) In exercise of the powers contained in Section 158(1)(b) of the *Local Government Act 1999* the amount that would otherwise be payable by way of rates in respect of this separate rate is altered by fixing the maximum amount of the separate rate payable for assessments within the area to which this separate rate applies where the capital values of which exceed \$83,565 at \$772;

**4. Imposition of regional NRM Levy**

In exercise of the powers contained in Section 95 of the *Natural Resources Management Act 2004* and Section 154 of the *Local Government Act 1999*, in order to reimburse the Council for the amount contributed to the Adelaide and Mount Lofty Ranges Natural Resources Management Board, being \$1,233,808, the Council declares a separate rate of 0.0097196 cents in the dollar of the capital value of all rateable land in the Council area;

**5. Payment**

- (a) That in accordance with Section 181(1) of the *Local Government Act 1999*, all rates are payable in four equal (or approximately equal) instalments, the due dates being:

3 September 2018  
3 December 2018;  
1 March 2019; and  
3 June 2019

Provided that in cases where the initial account requiring payment of rates is not sent by the time set by the *Local Government Act 1999* (the "Act"), or an amended account is required to be sent, the Chief Executive Officer is authorised to fix the date by which rates must be paid in respect of those assessments affected;

- (b) Pursuant to Section 181 (4)(b) of the *Local Government Act 1999*, the Chief Executive Officer is authorised to enter into agreements with ratepayers relating to the payment of rates in any case of hardship or financial difficulty, or where it is considered in the best interests of Council so to do (as determined by the Chief Executive Officer),.

**6. The current rating policy be updated to reflect Council's decision.**

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**COMMUNITY PLAN**

Culture: Being Financially Accountable



## COUNCIL POLICY

Rating Policy

## STATUTORY PROVISIONS

*Local Government Act 1999, Section 44 and Chapter 10.*

*Local Government (General) Regulations 1999, Regulation 10.*

*Natural Resources Management Act 2004, Section 95.*

## BACKGROUND

This report has been prepared to enable the declaration of the 2018/19 rates.

Council has received and considered various reports and minutes in relation to the Budget and Rating for 2018/19 including:

27 March 2018	Report No: 90/18 Jetty Road Mainstreet Committee – Minutes of special meeting 21 February 2018
10 April 2018	Report No: 110/18 Draft 2018-19 Annual Business Plan
22 May 2018	Report No: 165/18 2018-19 Rate Parameter Setting
22 May 2018	Report No: 167/18 Draft 2018-19 Annual Business Plan Consultation Outcomes
12 June 2018	Report No: 193/18 Audit Committee – Minutes of meeting 6 June 2018
12 June 2018	Report No: 194/18 Annual Business Plan
12 June 2018	Report No: 195/18 2018/19 Budget Adoption

## REPORT

### Rates Policy

At its meeting on 22 May 2018 Council adopted the following rate parameter settings:

- “1. *That the minimum rate for 2018/19 be increased by the same percentage as the increase in general rate;*
2. *That the differential general rate be retained at the current 13.8% proportion of general rate revenue ie: 2.7%;*
3. *That the rate capping percentage remain at 6%;*
4. *That the heritage rebate be reduced from 8% to 0%.”*

## **General Rates**

Rate revenue for 2018/19 will increase 2.7%, excluding new developments, separate rates and the State Government NRM Levy. The budget includes the net amount of \$35,525,308 (allowing for rate capping and all rebates) for differential general rate revenue that will be raised through a differential general rate of 0.24474 cents in the dollar (0.25362 cents in 2017/18) and a minimum rate of \$976 (\$950 in 2017/18). The differential general rate in the dollar for residential ratepayers for 2018/19 has decreased by 3.63% from the previous year.

The average (mean) residential rateable property value is \$612,537 (\$579,720 in 2017/18), and the rates payable on the mean residential property is \$1,500 (\$1,470 in 2017/18). This equates to an increase of \$30 when compared to the previous year.

The differential general rate in the dollar to be applied to Commercial, Industrial and Vacant Land in 2018/19 is set at 0.39055 cents, (compared with 0.3979 cents in 2017/18). The differential general rate in the dollar proposed for application to Commercial, Industrial and Vacant Land ratepayers for 2018/19 is equal to a decrease of 1.89% when compared with the previous year.

The proposed rate is based on the Supplementary Valuation Reports issued by the State Valuation Office, up to and including supplementary report dated 10 June 2018.

## **Separate Rates**

### ***Jetty Road Mainstreet***

Details of the recommended 2018/19 budget from the Jetty Road Mainstreet Management Committee have been incorporated into Council's budget comprising a separate rate amounting to \$564,539 (\$564,539 for 2017/18).

The separate rate will be imposed on all rateable land:

- with a frontage to Jetty Road or Moseley Square; and
- within the side streets that intersect with Jetty Road between High Street and Augusta Street; and
- the entire site referred to as the Holdfast Shores 2B Entertainment Centre; and
- with a land use category 2 (Commercial - Shop), 3 (Commercial – Office), and 4 (Commercial – Other).

The valuation of the 384 properties totals \$441,965,012 for which a separate rate of 0.12773 cents in the dollar of Capital Value will return the required amount (compared with 0.13338 cents for 2017/18).

### ***Patawalonga Marina***

In addition to general rates being levied against berth owners within the Patawalonga Marina, a separate rate will be levied for the purpose of lock maintenance. This separate rate will be applied to 170 properties within the high water mark of the Patawalonga basin and generate a nett revenue of \$70,000.

The valuation of the 170 properties totals \$43,650,000 for which a separate rate of .92383 cents in the dollar of Capital Value would return the required amount. There are 9 properties along Cygnet Court that contribute to the Patawalonga Marina separate rate which include a land component and consequently the total capital value of these properties is substantially more than the capital value of their individual marina berth. To ensure that these properties do not contribute substantially more to the Patawalonga Marina rate than the other berth owners, a maximum rate of \$772 (\$751 in 2017/18), equating to a Capital Value of \$83,565 is proposed.

### ***Regional NRM Levy***

Under Section 95 of the Natural Resources Management Act 2004, Council is required to pay a sum of \$1,233,808 (2017/18 \$1,152,438) to the Adelaide and Mount Lofty Ranges Natural Resources Management Board. The total amount to be raised, including a provision for rebates, is \$1,254,308.

A Separate Rate is required to be levied across the total City to recoup \$1,233,808 plus a provision of \$20,500 for applicable rebates. The valuation of such properties amount to \$12,910,198,500 for which a separate rate of 0.0097196 cents in the dollar of Capital Value would return the required amount.

### **BUDGET**

This report declares the amount and distribution of rates as adopted in the 2018/19 budget.

Rate description	Amount (Adopted 2018/19 Budget)
General Rates	\$29,790,000
General Differential Rates	\$4,762,700
New Development/Growth	\$145,000
Patawalonga Lock Rates	\$70,000
NRM Levy	\$1,233,808
Jetty Road Mainstreet	\$564,539
Fines/Legal Fees	\$106,000
Rate Capping/Valuation Objections	(\$29,700)
Rebates – LG Act and Council	(\$575,000)

### **LIFE CYCLE COSTS**

Not applicable to this report.

Item No: **14.5**

Subject: **NAMING CONVENTIONS FOR COUNCIL PAPERS**

Date: 12 June 2018

Written By: General Manager Business Services

General Manager: Business Services, Mr R Bria

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### **SUMMARY**

The on-line naming conventions for Council Agendas and Reports on the web-site and “Hub” have been reviewed and implemented. These conventions have been applied to post 2013 Council reports and post 2006 Council minutes and re-uploaded to the website.

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### **RECOMMENDATION**

**That the report be received.**

---

### **COMMUNITY PLAN**

Culture: Providing customer-centred services  
Culture: Enabling high performance  
Culture: Being financially accountable  
Culture: Supporting excellent, efficient operations

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

At the Council meeting of 28 November 2017 (Resolution No: C281117/975), it was resolved:

*“That a working group comprising representatives of IT and those responsible for document generation within Administration be formed to agree suitable naming conventions for all Council*

*and Committee agendas, reports, minutes and other documentation/correspondence and report back with a solution....”*

## REPORT

Council’s website was redesigned and relaunched in August 2015 to be more customer service centric, to comply with accessibility standards. An internal review of the website in 2016 was undertaken and it was decided that all council minutes and agendas prior to 2014 be removed from the website. The removal of these 1200 documents improved overall site speed from 7.93 seconds to 6.25 (in 2018 an acceptable site speed is no more than 4 seconds). This improved site speed was seen as enhancing customer satisfaction and experience of web page.

Previously customers would have to sift through a significant amount out of date documents, council minutes and agendas when using the search functionality. Also within each of the 1,200 documents, it is predicted that there are on average 3 broken links which could mean approximately 3000 broken links. Broken links also known as link rot, will redirect customers to a page not found (aka 404 page error) this presented a significant threat to the council website reliability and reputation.

However to assist customers a web request form was put in place for the public to request from Administration specific agendas and minutes for a specific topic. Since the removal of agendas and minutes prior to 2013 in February 2017, 1 complaint was received in November of 2017.

### Naming Conventions

Council officers met to discuss the naming conventions for the “Hub” and Council website and have set the following conventions moving forward.

Council Hub	
Agenda	YY-MM-DD – Council/Committee Name Agenda and Reports  Examples: 17-01-01 – Council Agenda and Reports 17-07-25 – Jetty Road Mainstreet Committee Agenda and Reports
Reports	NNN – Report Title  Examples: 529 – Items in Brief 896 – Monthly Financial Statement
Attachments	NNN –Attachment # - Report Title - Attachment Title  Examples: 529 –Attachment 1 - Items in Brief – Outstanding Meeting Actions 529 – Attachment 2 – Items in Brief – Correspondence from the Minister ....

Minutes	YY-MM-DD - Council/Committee Name Minutes  Examples: 17-01-01 – Council Minutes 17-01-01 – Confidential Council Minutes 17-07-25 – Jetty Road Mainstreet Committee Minutes
<b>Website</b>	
Website titling	Council Agenda and Reports – DD Month Year Council Minutes – DD Month Year
(this is the text shown on the website for people to read before opening the files)	Attachment 1 to Report NNN/YY – Report Title (if uploaded separately due to size)

The majority of the files post 2017 uploaded to the website and hub have followed these naming conventions. The pre 2017 files included in the hub archives are being reviewed so as to fit with the naming conventions above.

Council Agenda and Reports for 2013 (23 files) were re-uploaded to the Unity website platform in January 2018 and have been renamed to meet the current naming conventions. Also Council Minutes 2006 – 2013 (189 files) were re-uploaded to the Unity website platform in January 2018 and renamed to meet the current naming conventions.

There are 973 files which have been exported from TRIM which comprise the agendas, reports and attachments for Council for the period 2006-2012. All of these files are pdf's which are scanned as non-searchable images, with the following required before they could be uploaded to the website:

- converted to being searchable PDFs before being uploaded to the website
- edited to remove any blank pages in the documents and removing the agenda listing for the different committees which are included in the scan of the agenda documents
- renaming each file to meet the current naming conventions
- uploading to the unity platform for the website each file

A random sample of 6 documents were trialled (conversion, editing, renaming and upload) and on average took 15 minutes to complete each file. Therefore to upload the full 2006 to 2012 files onto the website would take approximately 240 hours of staff time.

It is not recommended that we expend the resources to re-upload these files on to the web site. As discussed previously we have re-uploaded Council minutes post 2006 back on to the website which interested parties can search and then request through the website for a copy of the agenda or report to be emailed to them. If a customer or community member is looking for a particular topic they can use the web request form which is on the website to request from Council officer's specific agendas and minutes for a specific topic.

Currently a review of our website's content management system is being undertaken to assess potential improvements including search and functional capabilities of the website. Pivotal to improved functionality is the customer experience and accessibility to people accessing and researching Council agendas and minutes.

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**

Not applicable

Item No: **14.6**

Subject: **MOSELEY BEACH CLUB**

Date: 26 June 2018

Written By: Manager, City Activation

Acting General Manager: Community Services, Ms M Lock

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## **SUMMARY**

Council approved in principle support to RD Jones Group (Moseley Bar and Kitchen) on 14 November 2017 Beach Activation (Report No: 417/17). Subsequently administration completed planning and activation delivery as per the strict conditions specified by Council.

RD Jones Group successfully operated within the approved Liquor License for a period of 75 days from 17 January through to 1 April 2018 issued by Liquor Licensing – Consumer and Business Services. Prior to operating, By-Law exemptions were prepared and finalised by Council's Liquor Licensing and Public Safety Officer and Regulatory Services.

Thereafter 10 April 2018 Council requested a public consultation consistent with our Public Consultation Policy, on whether the City of Holdfast Bay community supports or doesn't support the use of the beach for such a purpose.

400 residents and 103 businesses were surveyed with nearly 60% of all people surveyed positive. 21% not sure as to whether the activity should return and 23% opposed. Qualitative negative responses received centered around accessibility and alcohol consumption on the beach.

Administration has received a formal proposal from the RD Jones Group for the Moseley Beach Club to operate for 122 days from 16 November 2018 until 17 March 2019. The proposed activation foot print is identical to that of the 2018 Moseley Beach Club.

---

## **RECOMMENDATION**

### **That Council:**

- 1. Receive and note this review of the beach activation.**
- 2. Approve RD Jones Group, Moseley Beach Club activation subject to conditional use and appropriate Liquor Licensing approval for the 2018/2019 season.**



- 3. Having considered Attachment 1 to Report No: 219/18 - Moseley Beach Club in confidence under section 83(5) of the Local Government Act 1999, the Council, pursuant to section 91(7) of the Act orders that Attachment 1 be retained in confidence for a period of 24 months and that this order be reviewed every 12 months.**
- 

## **COMMUNITY PLAN**

Placemaking: Creating lively and safe places

Community: Providing welcoming and accessible facilities

Community: Fostering an engaged and contributing community

Economy: Supporting and growing local business

Economy: Boosting our visitor economy

## **STATUTORY PROVISIONS**

Not Applicable.

## **BACKGROUND**

Council approved in principle support to RD Jones Group (Moseley Bar and Kitchen) on 14 November 2017 Beach Activation (Report No: 417/17).

Subsequently administration as outlined within the Report No: 417/17, completed planning and activation delivery as per the strict conditions specified by Council. Prior to operating, By-Law exemptions were prepared and finalised by Council's Liquor Licensing and Public Safety Officer and Regulatory Services.

The RD Jones Group, Moseley Beach Club operated for a 73 Days period from 16 January until 1 April 2018. Approved Liquor License allowed for 75 days, however inclement weather prohibited 2 days of operations.

Holdfast Bay Council, as part of a research project undertaken every 3 years to inform tourism development, engaged Intuito Market Research in December/January 2017.

Our research via Intuito found that all 3 market segments, including international visitors, day trippers and residents, would visit Glenelg more often subject to:

- more music concerts and other events,
- a beach restaurant on the sand,
- sunset outdoor markets,
- Jetty Road free of cars on weekends,
- summer food trucks,
- pop up bars or small bars on Jetty Road, and;
- a licensed pop-up bar on Glenelg Beach were on offer.

**Strategic Plan Alignment**

The Moseley Beach Club activation aligned with City of Holdfast Our Place Community Plan 2030 as outlined below, to ensure visitors increase expenditure and length of stay.

**Economy;** A diverse and resilient local economy

4. Boosting our visitor economy

> Increase the number of visitors to Holdfast Bay: target increase – 15 % by 2022

**Value Proposition/Community Benefit;**

The activation also supported our Tourism Vision where the City of Holdfast Bay is committed to providing a lively, diverse, safe and accessible tourism destination for visitors and residents alike whilst ensuring sustainability and economic benefits for our immediate community and region.

The Moseley Beach Club also aligns with our four tourism focus areas to facilitate sustainable tourism growth and will impact on the key event deliverables of:

- Increase visitor length of stay and expenditure during off peak visitation
- Increase repeat visits to Glenelg and surrounds
- Increase destination awareness
- Increase number of day-tripper and intrastate visitors

**ACTIVATION OUTCOMES**

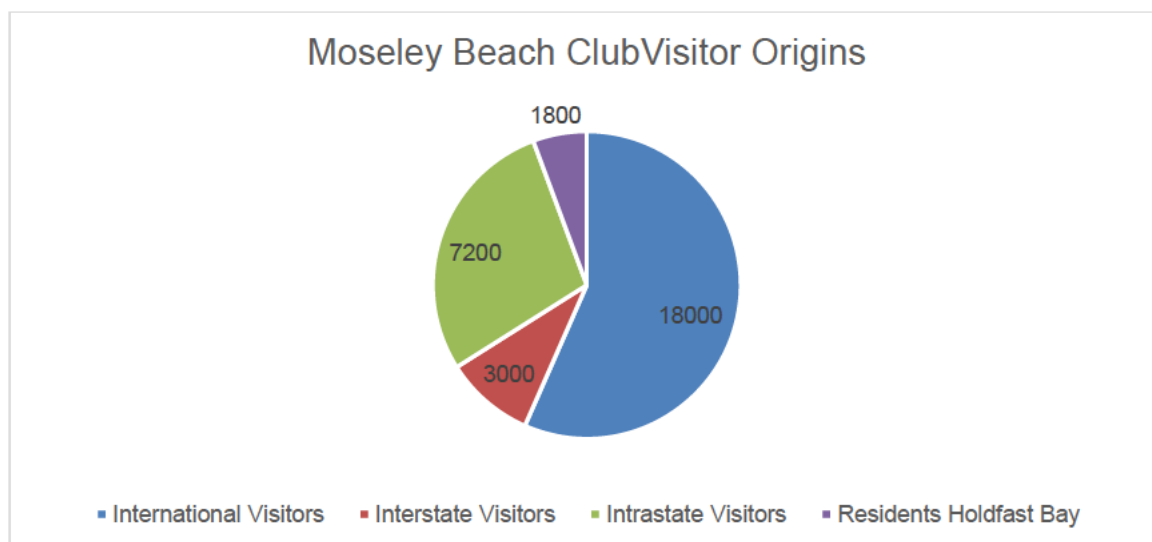
Moseley Beach Club employed 40 new staff which included previously retrenched staff from the Lone Star Rib House situated in Moseley Square, Glenelg. In addition 20 musicians were employed to perform during operating hours.

Daily average capacity was 360 people peaking at 600 people on Saturdays, totalling more than 30,000 people for the 11 weeks.

Details outlining The RD Jones' Group's capital investment was substantial, as outlined in Attachment 1 of this report in confidence.

*Refer Attachment 1*

Average age of attendees was determined to be 45 years old and visitor origins outlined below;



### Economic Impact

International visitors  $18,000 \times \$106 = \$1,908,000$

Intrastate visitors 9000 (1800 being local residents)  $\times \$114 = \$1,026,000$

Interstate visitors  $4500 \times \$167 = \$751,500$

**Total Visitors = 30,000**

**\*<sup>1</sup>Total Economic Impact - \$3,685,500**

Importantly, more than 50% of all fresh produce was sourced from local suppliers to meet consumer demand.

Social media reach totaled in excess of 10,000,000.

### Complaints

Council received sixteen formal complaints regarding the activation and noted 6 letters to the editor of the Coast City Weekly Messenger. Administration responded to each respective complaint, and personally met with those residents who made complaints on a number of topics, including Big Wedgie and restoration of the Buffalo as part of the formal complaint process.

Whilst the number of complaints were minimal in comparison to the number who attended the activation, Council commissioned Intuito Market Research to determine the true level of

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<sup>1</sup> National Visitor Survey and International Visitor Survey from Tourism Research Australia, Department of Resources Energy and Tourism (Aust), Australian Bureau of Statistics (ABS)

contentment versus discontent amongst local businesses and residents. Please see below a summary of results.

### **Survey Methodology**

Local residents were interviewed using a face-to-face intercept method with 400 interviews conducted 1 - 12 May 2018. 104 local businesses completed an online survey by 13 May 2018.

### **Survey summary**

66% of respondents were female and 34% males,  
25% of people interviewed were aged under 40  
50% were aged 40-64 years  
25% were aged 65 and above years.

Around a third low income earners,  
20% middle income earners,  
third high income and 17 % preferred not to indicate.

66% of Glenelg businesses were surveyed and another 34% were from Council areas other than the City of Holdfast Bay.

### **Survey Findings**

A quarter of all residents surveyed attended the activation. Those more likely to have attended were from Somerton Park and Seacliff, aged 54 years, professional executives and white collar workers, with high incomes.

Overall, residents see the importance of beach events/activations as high for vibrancy and reputation of the area, attracting visitors, boosting the local economy and recognise that there needs to be diversity of offerings.

56% of all people believe the activation should occur next year with another 21% not sure and 23% opposed with responses indicating the activation was unique, innovative and added value to the current offerings. Those most likely to oppose the activation were aged over 65 years and of lower incomes. 95% of all those that attended recorded a high level of satisfaction and would attend again next year.

Only 13% of businesses surveyed indicated an improvement in traffic and sales, the large majority believe it had a neutral effect on their businesses. Most businesses were unaware of the activation when asked.

44% of all residents believed the activation should be extended to either 100 or 125 days, 28% indicated same duration and 30% shorter. 38.5% of businesses stated the activation should be extended to either 100 or 125 days, 32% indicated same duration and 30% shorter.

## **Conclusion**

Both residents and Holdfast Bay businesses alike understand the value of events and activations to the local community. Whilst there was some negativity recorded in principle to a licensed venue on beach, those that attended the Moseley Beach Club were highly satisfied with the experience and had a positive sentiment. More than half of all residents indicated they were likely to visit the Moseley Beach Club in 2018/2019, indicating growth in demand for the activation moving forward.

## **2018/2019 Activation Proposal**

Administration has received a formal proposal from the RD Jones Group for the Moseley Beach Club to operate for 122 days from 16 November 2018 until 17 March 2019. The proposed activation foot print is identical to that of the 2018 Moseley Beach Club.

### **Operating times**

Monday – Thursday 10am until 10pm

Friday 10am until 11pm,

Saturday 8am – 11pm

Sunday 8am – 10pm, (earlier starts have been sought to accommodate for a breakfast offering and yoga classes on the weekends only).

## **BUDGET**

The license holder would pay Council a negotiated fee of \$1,500 per week for each full week, or part thereof, the event occupies the agreed section of beach.

The license holder will pay Council a bond of \$2200, to be returned only when the beach has been returned to its pre-event condition. Agreed bond is in line with activation as determined by CoHB Depot.

## **LIFE CYCLE COSTS**

License to be offered for period of 1 year and reviewed thereafter with a subsequent report to Council.

Item No: **14.7**

Subject: **DRAFT JETTY ROAD GLENELG RETAIL STRATGEY 2018-2022**

Date: 26 June 2018

Written By: Jetty Road Development Coordinator

Acting General Manager: Community Services, Ms M Lock

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## **SUMMARY**

At the 7 March 2017 Jetty Road Mainstreet Committee (JRMCM) meeting the Committee endorsed the vision, strategic objectives and direction of the draft Jetty Road Glenelg Retail Strategy 2018-2022.

At the 11 April 2018 JRMCM meeting the draft high level summary was presented for endorsement ready for trader consultation throughout May 2018. At the meeting the Committee discussed the draft document and agreed that the Committee members should have more time to provide feedback on the Draft Strategy presented. At this meeting the Committee adjourned endorsing the draft Jetty Road Retail Strategy until the 2 May 2018 JRMCM meeting and Committee members were asked to provide feedback on the draft document to the Manager City Activation by 20 April 2018. Throughout May and June Committee members reviewed the draft strategy and provided feedback to the Jetty Road Development Coordinator.

At the 20 June JRMCM special meeting the JRMCM endorsed the draft strategy. Presented for information is the draft Jetty Road Glenelg Retail Strategy 2018-2022 and summary document that is ready for trader consultation via the City of Holdfast Bay's Your View website from 28 June to 19 July 2018.

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## **RECOMMENDATION**

### **That Council:**

- 1. Note this report and the Draft Jetty Road Glenelg Retail Strategy 2018-2022 Summary and Full Strategy, and;**
  - 2. Endorse the Draft Jetty Road Glenelg Retail Strategy for trader consultation during 28 June to 19 July 2018.**
- 

## **COMMUNITY PLAN**

Placemaking: Creating lively and safe places

Community: Providing welcoming and accessible facilities  
Community: Fostering an engaged and contributing community  
Economy: Supporting and growing local business  
Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

At the 7 March 2017 JPMC meeting the JPMC endorsed the vision, strategic objectives and direction of the draft Jetty Road Retail Strategy 2018-2022.

Throughout April, May and June the JPMC reviewed the draft and provided feedback to administration.

At the 20 June JPMC special meeting the JPMC endorsed the draft strategy.

### **REPORT**

The draft document delivered by Premier Retail Marketing has undergone final editing and this draft has informed the delivery of a high level public facing document. A copy of the Draft Jetty Road Retail Strategy 2018-2022 Summary document and the full strategy are attached to this report.

*Refer Attachments 1 & 2*

The 4 key priorities are:

1. Promote shopping and dining as the key reasons to visit
2. Develop and enhance the appeal of the retail experience
3. Grow the capabilities of the retail sector
4. Work better together

The Jetty Road Retail Strategy will be:

- Placed on the City of Holdfast Bay's Your View website throughout July 2018 for consultation,
- Promoted to traders for comment in the Jetty Road trader newsletter, and;
- The strategy will be hand delivered to traders to make them aware of the engagement.

Activity	Timeframe	Who
Endorsement of draft Strategy by JPMC	20 June 2018	JPMC
Draft Strategy to Council to note	26 June 2018	COHB City Activation
Business engagement conducted via trader news and Your View website	28 June 2018 – 19 July	COHB City Activation
Feedback and amendments circulated to JPMC electronically	23-27 July	COHB City Activation
Feedback and amendments presented to JPMC and JPMC to endorse	1 Aug 2018	COHB City Activation
Final Strategy sent to council to note	14 August 2018	COHB
Strategy launched via Jetty Road Trader Newsletter	16 August 2018	JPMC

Importantly an Engagement and Communications Plan is currently being developed for JPMC review.

#### **BUDGET**

The cost of public consultation will be absorbed within existing budget lines.

#### **LIFE CYCLE COSTS**

The 2018/2019 budget includes \$40,000 for implementing actions contained in the Summary.



## Introduction

This strategy has been commissioned by the Jetty Road Mainstreet Committee and developed collaboration with the City of Holdfast Bay to foster a prosperous precinct and a resilient retail sector.

The retail sector is a key driver of the Jetty Road Precinct's economy and vital to the future success and vibrancy.

Contributing \$345 million per annum to the City of Holdfast Bay's economy<sup>1</sup>, the retail, hospitality and allied industry sectors play an important role in attracting visitors, providing local jobs and catering for the needs of local residents. The retail, hospitality and allied industry sectors of Jetty Road Glenelg and surrounds are worth \$263 million and the precincts industry potential is set to grow to \$297 million by 2022.

A thriving retail sector helps to create a lively and safe city, generating both economic and social benefits that radiate throughout the community.

With its attractive seaside location, direct tram link to Adelaide city centre, and diverse and vibrant business mix, Jetty Road, Glenelg is the City of Holdfast Bay's premier retail precinct. It generates more than 40% of the city's total annual retail turn-over and acts as a major drawcard for visitors.

In conjunction with council's Jetty Road Glenelg Masterplan which guides a staged upgrade of Jetty Road Glenelg over the next ten years, the Jetty Road Retail Strategy 2018-22 will position the precinct for continued success and growth in the context of an increasingly challenging retail environment.

The Retail Strategy aligns with council's Tourism Plan 2020, and supports the third pillar of council's strategic plan – Our Place 2030, building a diverse and resilient economy by:

- supporting and growing local business
- making it easier to do business
- harnessing emerging technology
- boosting the visitor economy

## Our vision

*Jetty Road, Glenelg will be the premier shopping and dining destination; supported by a dynamic local economy. The iconic precinct will attract new and exciting retail brands.*

## Current scenario

Jetty Road, Glenelg is South Australia's leading seaside shopping and leisure destination.

The mainstreet is home to over 330 shops and services including many unique, independent specialty and hospitality businesses.

Thirty percent of Jetty Road's businesses are service-related including travel, medical and health businesses, while another third are food-related including restaurants, cafes, takeaways, pubs and bars. This reflects the strip's role as a retail precinct for the local community as well as a destination for tourists.

The remainder of the business mix comprises fashion, leisure and homewares stores complemented by key anchor destinations – Woolworths Bayside Village, a free-standing Coles Supermarket and the GU Film House.

The precinct's vacancy rate has remained consistent at around 5% over the last five years.

Shoppers (including residents, day trippers, interstate and international tourists, business tourists, and local workers) enjoy the friendly service, village atmosphere, and leisurely pace of Jetty Road.

Latent demand research conducted in September 2016 by Adelaide based research agency, McGregor Tan highlighted the existing attributes that should be promoted to drive demand. The research identified 'attending festivals' and 'eating out' as having the highest appeal for residents, day trippers and tourists.

The strong identity and profile of Glenelg as a must-see destination for local, interstate and international visitors provides a significant opportunity for promotion to retailers as a desirable location for their stores.

## Planned development

Millions of dollars of projects are in the pipeline for Jetty Road which will drive its renewal as a world class location to live, work and play.

A proposal initiated by the Jetty Road Mainstreet Committee would see a multimillion dollar regeneration of the Glenelg jetty. Featuring a boutique hotel, public baths, a pavilion, event

space, a terminal for ferries and seaplanes, moorings for luxury yachts and a possible marine research centre, the intention is to attract thousands of additional interstate and international visitors each year.

The Jetty Road Glenelg Masterplan was endorsed by the City of Holdfast Bay in February 2018 to guide the development of Jetty Road over the next decade. The masterplan retains the distinctive character of Jetty Road, while proposing new ideas and improvements that contribute to the precinct's attractiveness and functionality.

The resident population is expected to grow, with the first of several premium apartment projects set to commence construction in 2018.

## Why we need a strategy

The Australian retail sector is experiencing significant challenges. Digital disruption, uncertain economic conditions, waning consumer confidence and relentless competition have created unprecedented conditions for traditional retailers and shopping centre operators.

Online shopping accounts for 7.4% of Australian spending (source NAB Online Index) and is expected to grow to 15% by 2027. Sophisticated retailers are increasingly using digital marketing techniques to target customers, manage customer relationships and create memorable in-store experiences.

Mega-retail environments such as Westfield Marion offer shoppers the convenience of all their favourite brands in a single, undercover environment with ample parking. And home-maker centres are drawing furniture, electrical and homewares stores away from mainstreets. The nearby Harbour Town outlet centre has become a fashion shopping destination for bargain savvy consumers, and IKEA competes for the homeware dollar. The political environment has changed with the proposed de-regulation of shop trading hours that will impact on the Glenelg Tourist Precinct's current competitive advantage on public holidays.

Limited population growth and stagnant wages have restricted consumer spending in South Australia over the past five years. Low consumer confidence continues to dampen retail demand in all except the food and hospitality segments, which have continued to grow and account for a significant proportion of new leasing demand.

In order to remain relevant and appealing to shoppers and compete with alternative shopping experiences and leisure destinations, Jetty Road must evolve and differentiate its offering.

*The Jetty Road Retail Strategy will guide the future direction and identify the actions required to maintain a prosperous retail sector. It will leverage the opportunities created through the masterplan and new development investment, bringing place-making and place-management together to create a unique offering in a high-quality environment.*

## Priority Areas

The retail strategy identifies four key priority areas for success:

1. Promote shopping and dining as the key reasons to visit
2. Develop and enhance the appeal of the retail experience
3. Grow the capabilities of the retail sector
4. Work better together

**Priority 1: Promote shopping and dining as the key reasons to visit**

Jetty's Road's marketing and promotional campaigns will incorporate a mix of mainstream and digital media to highlight the small, independent businesses not found in the large shopping centres, and showcase the food-scene, leveraging the number and variety of cafes, restaurants and bars along the strip.

Campaigns should target the day tripper and tourist markets and seek to build traffic during off-peak months by promoting Jetty Road as a great all-year-round destination.

A working group will help engage local traders, encourage cross-promotion, and ensure business operators have sufficient advance notice to enable their participation in promotional activities.

Drive awareness of shopping and dining as a key reason to visit actions
Drive awareness of easily accessible shopping and dining experiences through integrated marketing campaigns.
Increase Jetty Road, Glenelg's digital presence to showcase businesses, experiences, shopping, promotions and what's on.
Grow demand for food and wine as part of the visitor experience by showcasing the produce and restaurant offer on Jetty Road.
Actively seek and collaborate with unique brands and partners across an array of sectors (food and wine, fashion, lifestyle, services) to add value to the destination appeal and drive sale conversion.
Encourage locals, Adelaide day trippers and domestic tourist markets to re-discover Jetty Road, Glenelg.
Promote Jetty Road as a great place to visit and shop all year round, focusing on growing off-peak periods.
Encourage retailers to create cross promotions to increase visitor length of stay, repeat visitation and expenditure.
Measures
Overall retail and hospitality expenditure in Jetty Road, Glenelg
Local retail and hospitality expenditure in Jetty Road, Glenelg
Visitor retail and hospitality expenditure in Jetty Road, Glenelg

## Priority 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. A targeted list of desired retailers will be developed that align with the vision for each of the three zones identified in the masterplan.

Zone 1 – Coast: hospitality and entertainment

Zone 2 – Central: fashion, gifts and homewares

Zone 3 – Gateway: fresh food and services

A new website will showcase the precinct to consumers and potential tenants and printed collateral will set out the business case for leasing.

Aligned to the delivery of the masterplan, parking access and availability will continued to be monitored and promoted to address access perceptions.

Existing businesses will be encouraged to take advantage of the Shopfront Improvement Grant, enhance their forward planning, and improve the instore experience offered to consumers.

Develop and enhance an appealing retail experience actions
Attract investment by developing a Jetty Road retail website to showcase the precinct, retail investment and leasing opportunities.
Develop a targeted list of desired retailers to enhance the mix of businesses, aligned to the Jetty Road brand and the three zones set out in the masterplan.
Promote the Shopfront Improvement Grant to encourage enhancements in line with the improvements identified in the masterplan.
Promote the unique brands, products and services and convenient parking available on Jetty Road.
Encourage retailers to improve the in-store experience through meaningful customer experiences, brand engagement, unique merchandise offers and improved digital capabilities.
Encourage retailers to holistically plan and execute across all channels to drive conversion whether it be in store or online.

Measures
Maintain a diverse and appealing retail and hospitality mix
Number of new anchor and unique retailers
Continuation of the Shopfront Improvement Grant and number of upgrades delivered
Overall retail and hospitality expenditure in the precinct

### **Priority 3: Grow the capabilities of the retail sector**

The Jetty Road Mainstreet Committee will support Jetty Road retailers to adapt to the changing retail environment and embrace new technologies that enable them stay competitive.

Up-to-date information, training and workshops will help traders understand consumer expectations and develop compelling online and instore experiences.

Partnerships and collaborations between traders will result in packages that encourage visitors to stay longer and spend more.

Grow the capabilities of the retail sector actions
Provide the retail industry with information and insights on the latest emerging ecommerce and digital technologies to grow their business.
Provide training and workshops to the retail sector, that help them make the right investment decisions and to keep their businesses at the forefront of the industry.
Encourage local businesses to partner with one another to create packages to provide a stronger reason for consumers to choose Jetty Road as a place to shop or visit.
Jetty Road Mainstreet Committee work collaboratively and support existing businesses to continue to be innovative and drive expenditure.

Measures
Off peak visitation and expenditure in the precinct
Industry attendance at training workshops and networking events
Number of new industry partnerships in place delivering retail outcomes

#### Priority 4: Work better together

The Jetty Road Retail Strategy requires the support of key private and public stakeholders. A well-coordinated and professional approach to mainstreet management will be applied that covers:

- An inclusive governance model
- Marketing and promotion
- Business mix development and support
- Streetscape planning and management

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.

Working better together actions
Develop partnerships across the retail, hospitality, entertainment and service sectors to drive retail outcomes.
Continue to provide a strong and best practice management structure with the JRMC.
Continue to foster a positive relationship with council to drive growth in Jetty Road Glenelg's retail economy.
Working with State Government, including DPTI, particularly in relation to planning reforms and the tram.
Work with landlords to ensure a clear vision for the tenancies in the precinct align to the zones in the Jetty Road Masterplan.

Measures
Industry participation and engagement with Jetty Road Mainstreet Committee and the masterplan
Jetty Road Mainstreet Committee delivery of the strategy against priority areas
Sentiment of traders and landlords with the Jetty Road Mainstreet Committee through the annual Jetty Road Business Survey
Collaborative initiatives delivered by the Jetty Road Mainstreet Committee and Council



## How will we measure success?

The success of the Jetty Road Retail Strategy will be measured by its impact on a range of factors, including:

- Pedestrian traffic along Jetty Road
- Customer spending and retail market share
- Dwelling time in the mainstreet
- The mix of shops and services
- Vacancy rate
- Awareness of and attitudes towards Jetty Road as a leisure, shopping and dining destination

## References

A variety of references were used to develop this strategy. In particular the Jetty Road Mainstreet Committee and the City of Holdfast Bay would like to acknowledge the work undertaken by Premier Retail Marketing, Principal Consultant, David West in preparing this strategy.

## Want to know more?

Jetty Road Mainstreet Committee [hello@jettyroadglenelg.com](mailto:hello@jettyroadglenelg.com)

JETTY ROAD GLENELG  
RETAIL STRATEGY 2018-2022

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## 1. Introduction

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The retail sector is a key driver of the Jetty Road Precinct's economy and vital to the future success and vibrancy.

Contributing \$345 million per annum to the City of Holdfast Bay's economy<sup>1</sup>, the retail, hospitality and allied industry sectors<sup>2</sup> play an important role in attracting visitors, providing local jobs and catering for the needs of local residents. The retail, hospitality and allied industry sectors of Jetty Road Glenelg and surrounds are worth \$263 million and the precincts industry potential is set to grow to \$297 million by 2022.

A thriving retail sector helps to create a lively and safe city, generating both economic and social benefits that radiate throughout the community.

With its attractive seaside location, direct tram link to Adelaide city centre, and diverse and vibrant business mix, Jetty Road Glenelg is the City of Holdfast Bay's premier retail precinct and a major drawcard for visitors.

In conjunction with council's Jetty Road Glenelg Masterplan which guides a staged upgrade of Jetty Road Glenelg over the next ten years, the Jetty Road Retail Strategy 2018-22 will position the precinct for continued success and growth in the context of an increasingly challenging retail environment.

The Retail Strategy aligns with council's Tourism Plan 2020, and supports the third pillar of council's strategic plan – Our Place 2030, building a diverse and resilient economy by:

- supporting and growing local business
- making it easier to do business
- harnessing emerging technology
- boosting the visitor economy

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<sup>1</sup> Remplan Retail Trade Output June 2018

<sup>2</sup> Allied industry sectors include food and beverage services, accommodation, personal services and travel agencies

## 2. Background

### 2.1 About Jetty Road

Running from Brighton Road to the foreshore at Moseley Square, Jetty Road Glenelg is one kilometre long, and is home to over 330 businesses.

Thirty percent of Jetty Road's businesses are service-related including travel, medical and health businesses, while another third are hospitality-related including restaurants, cafes, takeaways, pubs and bars. This reflects the strip's role as a retail precinct for the local community as well as a destination for tourists.

The remainder of the business mix comprises fashion, leisure and homewares stores complemented by key anchor destinations – Woolworths Bayside Village, a free-standing Coles Supermarket and the GU Film House.

Shoppers (including residents, day trippers, interstate and international tourists, business tourists, and local workers) enjoy the friendly service, village atmosphere, and leisurely pace of Jetty Road.

### 2.2 Planned development

Millions of dollars of projects are in the pipeline for Jetty Road which will drive its renewal as a world class location to live, work and play.

A proposal initiated by the Jetty Road Mainstreet Committee would see a multimillion dollar regeneration of the Glenelg jetty, designed to attract thousands of additional interstate and international visitors each year.

The Jetty Road Glenelg Masterplan was endorsed by the City of Holdfast Bay in February 2018 to guide the development of Jetty Road over the next decade. The masterplan retains the distinctive character of Jetty Road, while proposing new ideas and improvements that contribute to the precinct's attractiveness and functionality.

The resident population is expected to grow, with the first of several premium apartment projects set to commence construction in 2018.

### 2.3 Jetty Road Mainstreet Committee

The Jetty Rd Mainstreet Committee (JRMCC) is an advisory committee of Council for the benefit of traders and is funded by a mainstreet levy.

The role of the JRMCC is to provide advice to council on:

- Enhance and promote the precinct as a vibrant shopping, leisure and recreational area with year-round appeal to residents and visitors.

- Furthering the economic development of the precinct, encouraging further retail investment in the precinct.
- A consistent marketing and brand strategy for the precinct.
- Initiatives required to operate the Precinct in accordance with the Council's Strategic Management Plans.
- The Committee will also maintain communication between the Council, traders, landlords, tourism providers, consumers and residents in the precinct.

The JRMC will help guide the future of the precinct and fund many of the actions identified in this strategy via the mainstreet levy that is valued at \$568,000 in 2018/19.

### 3. Why do we need a strategy?

The Australian retail sector is experiencing significant challenges. Digital disruption, uncertain economic conditions, waning consumer confidence and relentless competition have created unprecedented conditions for traditional retailers and shopping centre operators.

Despite its significance as a tourist destination, Jetty Road must evolve and differentiate its offering in order to remain relevant and appealing to shoppers and compete with alternative shopping experiences and locations like Harbour Town, Westfield Marion and other leisure options.

The political environment has changed with the proposed deregulation of shop trading hours that will impact on the Glenelg Tourist Precinct's current competitive advantage on public holidays.

Engaging existing traders and attracting new lessees also requires a coordinated approach that establishes a clear way forward and provides an inspiring vision for the future.

*The Jetty Road Retail Strategy will guide the future direction and identify the actions required to maintain a prosperous retail sector. It will leverage the opportunities created through the masterplan and new development investment, bringing place-making and place-management together to create a unique offering in a high-quality environment.*



## 4. Where are we now?

### 4.1 Business mix



Jetty Road offers 330 stores and services on the mainstreet and side-streets anchored by the Bayside Shopping Centre, Woolworths supermarket, the free-standing Coles supermarket, GU Film House cinema complex, Stamford Grand hotel and more than one hundred restaurants, cafes, bars and takeaway outlets.

The hospitality sector accounts for over one third of the businesses on Jetty Road. As the sector has grown over the past few years it has provided a more multi-cultural and diverse food offering which is consistent with other mainstreets in cities around the world. However, the precinct lacks a choice of high-end restaurants and bars expected by the overnight tourist and Adelaide day tripper market.

The extensive food offering in Jetty Road and Moseley Square is supported by retailers in the fashion, accessories, homewares and entertainment categories along the retail strip.




Independent boutique fashion and homeware stores have set a high standard in recent years, offering a point of difference to nearby competitors.

The GU Film House cinema complex and The Beachhouse provide entertainment and help to extend the length of stay within the precinct.

The retail, hospitality and entertainment segments each play a role in attracting and retaining customers and contributing to the experience of Jetty Road, Glenelg.

Jetty Road Retail Sector	Jetty Road Hospitality Sector	Jetty Road Entertainment Sector
<ul style="list-style-type: none"> <li>• Bayside Shopping Centre &amp;</li> <li>• Woolworths supermarket</li> <li>• Coles supermarket free standing</li> <li>• Multiple brand and franchise stores</li> <li>• Unique independent brands</li> <li>• Small retailers and boutiques</li> <li>• Retail services including travel, beauty</li> <li>• Professional services - health, medical</li> </ul>	<ul style="list-style-type: none"> <li>• Cafes, restaurants</li> <li>• Pubs, taverns, bars, clubs</li> <li>• Takeaway food outlets</li> <li>• Catering services</li> <li>• Accommodation</li> </ul>	<ul style="list-style-type: none"> <li>• GU Film House</li> <li>• The Beachhouse</li> <li>• Chalkers Pool Room</li> <li>• Playground</li> </ul>

The mainstreet serves as destination for convenience shopping, comparison shopping and experiential opportunities.

Jetty Road Primary catchment zone	Jetty Road Secondary catchment zone	Jetty Road Tertiary catchment zone
Residents living within 5km radius Local staff/workers Convenience shoppers Food shoppers Use retail and professional services	Residents living within 10km radius Comparison shoppers Fashion/accessory shoppers Homewares shoppers	Residents from outer metropolitan Adelaide Day trippers (regional/state) Overnight tourists Experience shoppers
		
Short term parking (<1hr) needed Convenient access is important	Medium term parking (2-3hr) needed	Public transport access is important

- Photos examples only – please replace\* (no permission)

## 4.2 Changes to the business mix

While the vacancy level has remained stable at approximately 5% over the past five years, the table below shows the changes in the business mix from 2012 to 2017. The decrease in services, fashion and homewares was offset by an increase in food and general retailers.

Changes in the mix are a response to market conditions and the impact of competition and online shopping. The increase in hospitality businesses is consistent with a statewide trend in mainstreets, shopping centres and the Adelaide city centre.

Category	2012	2017	Change over 5 years
Services (travel, shoe repair, dry cleaners, doctors)	37%	33%	(4%) decrease
Food (cafes, restaurants, takeaway, hotels)	26%	31%	5% increase
Fashion (women's, men's, youth, casual, jeans)	16%	12%	(4%) decrease
Leisure (newsagents, books, music)	8%	8%	0% no change
Vacant shops	6%	6%	0% no change
General (florist, variety, tobacco products)	2%	5%	3% increase
Homewares (tabletop, electronics, mobile phones)	4%	3%	(1%) decrease
Jewellery (jewellery, gifts, accessories)	1%	1%	0% no change
Majors (supermarkets, cinemas)	1%	1%	0% no change

Source: Premier Retail Marketing 2017.

#### 4.3 Access

Jetty Road Glenelg is served by Anzac Highway, Brighton Road and Tapleys Hill Roads, and the Glenelg–Adelaide tramway.

Anzac Highway connects many of Adelaide’s main arterial roads, and funnels people to Glenelg from any point in Greater Adelaide.

Jetty Road is visible to high volumes of passing vehicle traffic (43,800 vehicles cross Brighton Road and Jetty Road intersection daily<sup>3</sup>).

The area offers sufficient parking with approximately 3,500 carparks. However, off-street car parking is underutilised, and on-street parking will be reconfigured under the Jetty Road Masterplan to create a better balance between the pedestrian environment and provision of readily accessible car parking.

With services running every 15 minutes during peak times, the tram delivers an average of 19,000 people per week<sup>4</sup> to the precinct.

#### 4.4 Events and attractions

Jetty Road traders benefit from the extensive calendar of events held in Glenelg which attracts a large number of visitors to the area.

Annual large-scale events include the Bay Sheffield Sports Carnival, National Beach Volleyball, and the Brighton Jetty Classic open water swim, and the City to Bay Fun Run, New Year’s Eve celebrations and the Glenelg Christmas Pageant.

The Jetty Road Mainstreet Committee and the City of Holdfast Bay value events highly and understands the flow-on effect that events have on the community and offers different levels of support to events, from cash sponsorship to in-kind infrastructure and advice.

The City of Holdfast Bay also boasts many outstanding natural and historic assets that serve to attract people to the area.

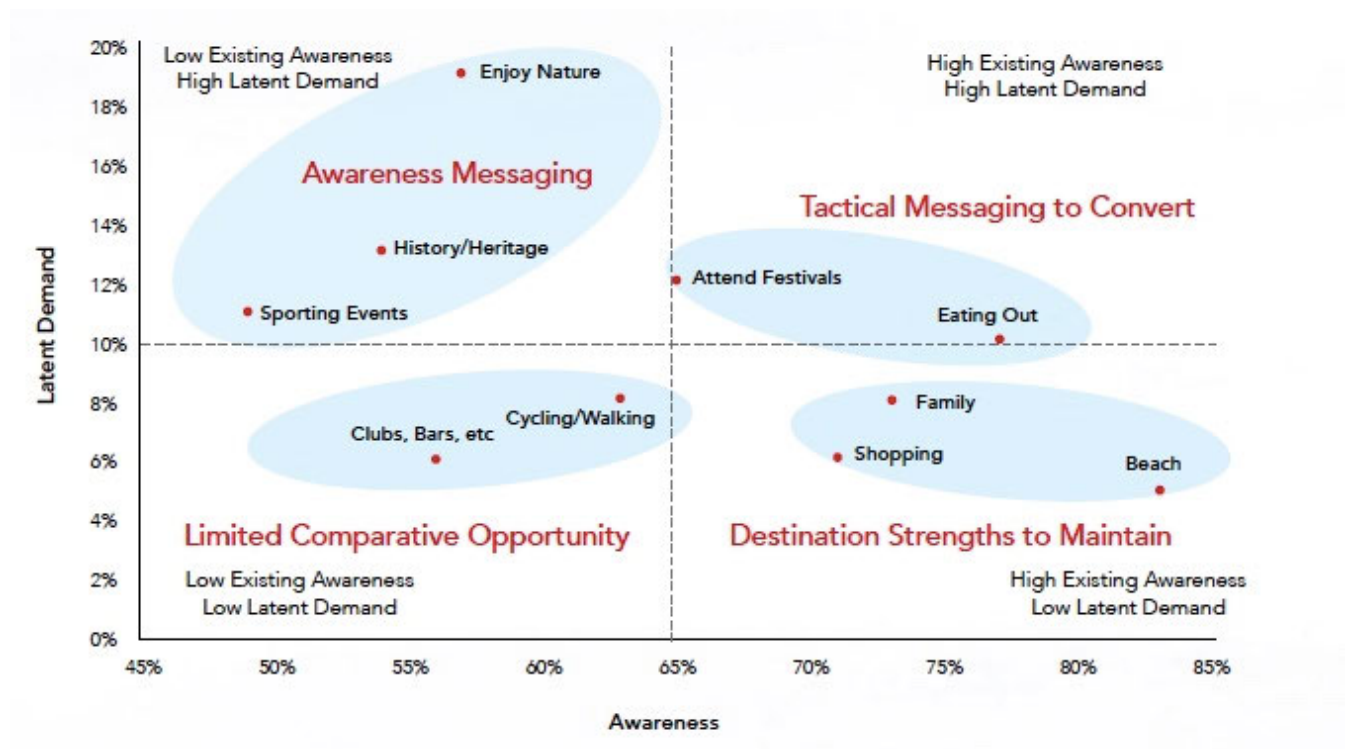
Research into latent demand (factors that motivate people to travel) identified the beach and shopping as one of the area’s key strengths, and history/heritage and nature as aspects that have a high latent demand but low current awareness.

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<sup>3</sup> DPTI Annual Average Daily Traffic Estimates 24 hour two-way flows.

<sup>4</sup> APN Outdoor Advertising tram Statistics

## City of Holdfast Bay Latent Demand vs Awareness<sup>5</sup>



The above latent demand table provides:

- Insight into which existing attributes/activities should be promoted through tactical messaging to generate increased visitor demand
- Destination strengths to maintain due to high existing awareness
- Which attributes/activities have limited return on investment and should only be promoted when new/ refreshed product becomes available

The retail entertainment offer in Glenelg is anchored by the Beachouse as a drawcard for many day trippers and domestic visitors with its activities for families.

The GU Film House attracts patrons from Glenelg and surrounding areas.

The Stamford Grand Hotel also draws business and private function guests to the area.

### 4.5 Digital presence

Jetty Road Glenelg has a substantial online community that has grown organically, Facebook following of over 23,000 people, over 5,000 Twitter followers and 5,500 on Instagram.

The Jetty Road Lifestyle blog [www.jettyroadlifestyle.com.au](http://www.jettyroadlifestyle.com.au) has 1160 subscribers and the Jetty Road Mainstreet Committee is investing in upgrades mid-2018 to become [www.jettyroadglenelg.com](http://www.jettyroadglenelg.com).

<sup>5</sup> McGregor Tan qualitative consumer research study September 2016

The precinct lacks an online directory, and a consolidated digital presence for leasing information. It does not provide any form of app for consumers.

The 2017 Business Confidence Survey indicated only a quarter of businesses are transacting online and these businesses were more likely to be retail or accommodation and food services.

44% of all businesses surveyed claim to be investing in e-commerce or digital platforms to aid business transactions. Those more likely to be investing however are not the food services or retail enterprises rather they are medium sized businesses in the transport, postal and warehousing; rental, hiring and real estate services; professional, scientific and technical; construction; manufacturing and administrative and support services sectors.<sup>6</sup>

#### 4.6 Seasonality

Glenelg's appeal as a beachside destination means that the level of foot traffic along Jetty Road is influenced by the seasons - attracting a higher number of people during the summer months.

#### 4.7 Trading hours

The majority of businesses on Jetty Road operate during standard trading hours (9am-5pm), with late night trading on Thursday evening (to 9pm) and extended trading hours in the run up to Christmas.

While the two supermarkets and a cluster of hospitality businesses near to Mosely Square trade into the evening, the night-time economy is limited.

Overseas studies and examples show that the night-time economy can make a significant contribution to mainstreet and city centre economies. However, the extension of trading hours has implications for public transport, licensing, public safety and the amenity of local residents which need to be carefully considered.

#### 4.8 Current perceptions

##### Glenelg Preferred Activities

Tourists and day trippers; Walk around Glenelg + jetty, eat + drink, sunset, swim, ice-cream, Residents; grocery shopping, meal and coffee, meet family friends, visit a service, walk, run, ride and non-grocery shopping, swimming, drinking.

##### Glenelg Shopping Experience Net promoter score<sup>7</sup>;

Tourists - 41

Day trippers - 34

Residents +3

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<sup>6</sup> Intuito Market Research City of Holdfast Bay survey on Business Confidence November 2017

<sup>7</sup> McGregor Tan qualitative consumer research study September 2016

Glenelg Dining Experience Net promoter score<sup>8</sup>;

Tourists - 32

Day trippers - 6.7

Residents -14.8

## Gaps

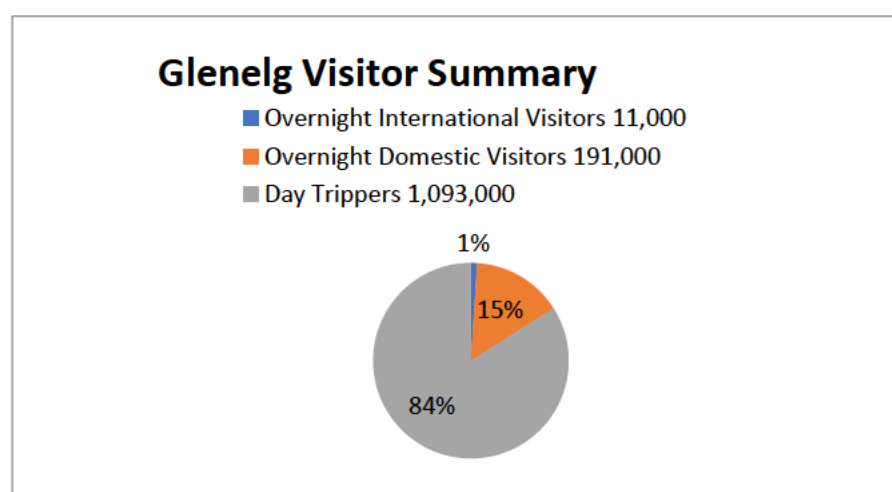
Day trippers and Tourists - Weekend outdoor market, fresh food market, boutique or unique shops, providores

Residents - Fresh seafood shop, better quality products, regional specialty product stores, menswear

Net Promotor Score offers an indication of whether people who have recently visited a destination will promote it to people in their lives. Having a low score is not a negative in itself, but the more people out there recommending your product (promoters) the better, it is more a measure of loyalty than satisfaction. On average, tourism destinations should be aiming for between 20-30 Net Promoter Score, which indicates a strong positive sentiment for the place brand.

## 5. Market Profiles

Glenelg receives over 1 million visitors each year. Eighty four percent of visitors are day trippers, 15% are domestic tourists staying overnight, and 1% are international visitors<sup>9</sup>.

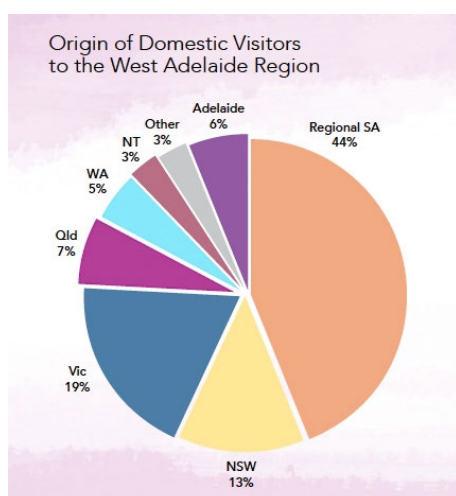


Data compiled for the Western (Adelaide) Region Tourism Destination Action Plan 2020 indicates that the bulk of domestic visitors are from regional SA, while the relatively small percentage of international visitors come from a variety of regions including the UK, Europe, Asia and New Zealand.

<sup>8</sup> McGregor Tan qualitative consumer research study September 2016

<sup>9</sup> Tourism Research Australia, NVS and IVS 2016, Adelaide





In addition, almost 60% of local residents shop or access services in Glenelg at least once a week<sup>10</sup>. This translates to approximately 3,000 people visiting Jetty Road each day.

The table below describes the varying interests of the markets currently attracted to Glenelg.

User Profiles	Demographics	Interests/Activities
Residents	35-49 year age group predominantly affluent females	Grocery shopping and services, foreshore recreation, unique events
Day Trip Visitors	Two distinct ages categories: 18-24 years and 40-54 years	Events, non-grocery shopping; restaurant or café dining; catching up with family and/or friends; and watching the sunset
Interstate	Predominantly visiting friends and relatives aged 40-54 years	Stroll around to experience the sense of fun, quaintness, colour, atmosphere of the various precincts, shop and do other indoor and outdoor activities
International	Backpackers: usually a younger demographic (under 25) Hotel users: High yield travellers on holiday tending to be over 40 with a disposable income	Beach, beautiful jetty, lots of shopping and things to do, vibrancy, great atmosphere, easy to get to
Social Media Jetty Road Facebook Followers	73% fall into the 25 – 44 age group, predominantly female Adelaide based, 5% interstate and 4% international	Seaside holiday destination, shopping, entertainment, events

<sup>10</sup> Intuito Market Research 2016



## 6. Competition

Online shopping accounts for 7.4% of Australian spending and is expected to grow to 15% by 2027<sup>11</sup>. Sophisticated retailers are increasingly using digital marketing techniques to target customers, manage customer relationships and create memorable in-store experiences.

While platforms such as UBEReats and Deliveroo are catering to changing customer habits, they are challenging current business models and placing margin pressure on hospitality businesses.

Staying abreast of the rapidly changing digital market place can be daunting for small business owners.

Mega-retail environments such as Westfield Marion offer shoppers the convenience of all their favourite brands and new dining experiences in a single, undercover environment with ample parking.

Home-maker centres are drawing furniture, electrical and homewares stores away from mainstreets.

The nearby Harbour Town outlet centre has become a fashion shopping destination for bargain savvy consumers, and IKEA competes for the homeware dollar.

Upmarket high street shopping destinations such as King William Road, and an increasing number of food, craft and fashion markets such as the Holland Street and Gilles Street markets compete for the attention of experience-seeking shoppers.

A burgeoning, vibrant restaurant and bar scene in Adelaide has made the city centre an increasingly competitive proposition for people wanting to eat-out.

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<sup>11</sup> NAB Online Index 2017

## 7. Economic climate

The City of Holdfast Bay conducted a business confidence survey of 330 businesses city wide in November 2017. Analysis revealed 53% of local businesses felt confident however in comparison to previous years overall confidence is down compared to the national index. The level of worry is considerably higher with local medium sized businesses particularly within the accommodation and food service sectors.<sup>12</sup>

Businesses indicated power costs was the most prominent factor affecting profitability followed by cost of labour, rent and low margins.

Importantly local businesses highly value day tripper visitation with intrastate visitors rated more highly at 7.5 out of 10, followed by interstate visitors at 5.2 out of 10 and international visitors at only 3.7 out of 10. This is reflective of a buoyant tourism market both nationally and globally.<sup>13</sup>

Limited population growth and stagnant wages, combined with an uncertain housing market and rising living-costs have restricted consumer spending in South Australia over the past five years.<sup>14</sup>

Low consumer confidence continues to dampen retail demand in all except the food and hospitality segments, which have continued to grow and account for a significant proportion of new leasing demand.

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<sup>12</sup> Intuito Market Research City of Holdfast Bay survey on Business Confidence November 2017

<sup>13</sup> Intuito Market Research City of Holdfast Bay survey on Business Confidence November 2017

<sup>14</sup> Global Powers of Retailing 2018, Deloitte

## 8. Key influences

### 6.1 Jetty Road Masterplan

The Jetty Road Glenelg Masterplan was commissioned to establish a planning and design framework to guide future works over the next decade while maintaining the historical and distinctive character of the street.

Improvements to Jetty Road are driven by:

- Participation by the private sector including developers who are willing to work with council to coordinate their proposals with public realm improvements.
- Responding to the community's desire for a safe and inclusive public realm, including wider footpaths, improved paving, lighting and street furniture.
- The need to accommodate climate change including planning for tree succession, increased shade and introduction of water sensitive urban design.

Key aspects of the masterplan include:

- The identification of 3 zones:
  - Zone 1 – Coast: hospitality and entertainment
  - Zone 2 – Central: fashion, gifts and homewares
  - Zone 3 – Gateway: fresh food and services
- Improved connectivity and integration with Moseley Square and Colley Terrace.
- Safer pedestrian crossings.
- Wider footpaths, street trees, new street furniture and pedestrian lighting.
- Removal of on-street car parking.
- Redefining a visual identity to the eastern gateway to Jetty Road.
- Improved safety for cyclists and better connections to the Mike Turtur Cycle way.
- Clearer wayfinding through improved signage.

A staged implementation will see upgrades to enhance the precinct's function and attractiveness as a destination over the next 5 – 10 years.

The masterplan provides an impetus for change amongst existing businesses and will result in opportunities to attract new retail businesses to Jetty Road.

**Insert map/artists impression**

### 6.2 Major projects

Premium apartment projects are set to commence construction in 2018 including Ei8ht South Esplanade as well as a mixed use development on Colley Terrace, and another at the gateway end of Jetty Road, all of which are set to increase the residential population using the precinct.

The Lustro Hotel Group has plans to commence a 12-story, 6-star waterfront development on Adelphi Terrace, increasing Glenelg's capacity to host high-yielding visitors and further boosting the residential population.

A proposal initiated by the Jetty Road Mainstreet Committee would see a multimillion dollar regeneration of the Glenelg jetty. Featuring a boutique hotel, public baths, a pavilion, event space, a terminal for ferries and seaplanes, moorings for luxury yachts and a possible marine research centre, the intention is to attract thousands of additional interstate and international visitors each year.

### 6.3 Western Region Tourism Destination Action Plan

The Western Region Tourism Destination Action Plan 2020 sets the strategic direction for destination management and marketing of the visitor economies for the Western Adelaide councils of City of Port Adelaide Enfield, City of West Torrens, City of Charles Sturt, and the City of Holdfast Bay.

In conjunction with council's own Tourism Plan 2020, the action plans will help to grow the profile of the region and attract a greater number of visitors to Glenelg.

## 9. Challenges and opportunities

### 9.1 SWOT Analysis

Strengths	Weaknesses
Beachside location 350 diverse retail businesses Bayside Village shopping centre including Woolworths supermarket Coles supermarket GU Film House cinema Stamford Grand hotel Major tourist destination 7 million people on the tram service annually Moseley Square alfresco dining Collective campaigns funded by a \$500k levy Annual marketing and promotional activity Positive publicity stories Significant events calendar Street manager to support businesses Beachouse leisure facility Proximity to Adelaide Airport Strong social media presence	Winter trade seasonality Car parking perception <ul style="list-style-type: none"> <li>• Staff park in customers car parks</li> <li>• Partridge Street rooftop underutilized</li> </ul> Inconsistent presentation of buildings JRMC Committee needs wider support from the street Visitors and residents do not rate shopping highly No consumer shopping directory/website/APP No central leasing information point for potential businesses/retailers considering Jetty Road No long term retail mix plan to meet future needs No official loyalty scheme for staff No special offers collated for tourists Retail Awards lack a secret shopper element Lack of upmarket restaurants and fashion stores Holdfast Walk vacant shops Streetscape is tired The road is 1.0km long Shop numbers are not visible on shop facades Some retailers need upskilling in the digital space
Opportunities	Threats
New retail, residential and infrastructure developments New regional tourism alliance Growing Chinese tourism market Master Plan investment can be leveraged Increase digital marketing and distribution sophistication of traders Provide promotional opportunities linked to events to leverage shopping Liquor license reform	Competition from other coastal towns such as Henley Beach, Semaphore, Port Noarlunga and new Adelaide attractions Westfield Marion (285 retailers) Harbourtown Outlet Centre (135 outlet stores) IKEA – homewares / furniture Growing online shopping Consumer confidence affecting spending De-regulation of shop trading hours

In summary, the Jetty Road Retail Strategy seeks to address the following key challenges and opportunities:

## 9.2 Challenges

- Seasonality
- High levels of competition (traditional and digital)
- Sluggish economy
- Mediocre perceptions of current retail offer
- Inconsistent presentation of premises
- Inconsistent uptake/use of emerging technology

## 9.3 Opportunities

- Masterplan and new development
- Latent demand for eating-out and shopping
- Growing tourism market – supported by regional tourism alliance
- Existing digital/social media presence
- Events program
- Cross promotion and partnerships

# 10. Where do we want to be?

## 10.1 Vision

*Jetty Road, Glenelg will be the premier shopping and dining destination; supported by a dynamic local economy. The iconic precinct will attract new and exciting retail brands.*

## 10.2 Objectives

The objectives of the retail strategy are:

To support the ongoing viability of traders and the future growth of the retail offering by:

- Positioning Jetty Road and the premier coastal shopping and dining destination.
- Attracting a greater number of shoppers.
- Attracting new independent and upmarket retailers and hospitality providers to complement this existing business mix.
- Supporting retailers to embrace the digital market place and provide a high-quality retail experience.

## 11. How will we get there?

The retail strategy identifies four key priority areas:

1. Promote shopping and dining as the key reasons to visit
2. Develop and enhance the appeal of the retail experience
3. Grow the capabilities of the retail sector
4. Work better together

### Priority 1: Promote shopping and dining as the key reasons to visit

Jetty's Road's marketing and promotional campaigns will incorporate a mix of mainstream and digital media to highlight the small, independent businesses not found in the large shopping centres, and showcase the food-scene, leveraging the number and variety of cafes, restaurants and bars along the strip.

Campaigns will build upon existing awareness and key strengths, including the beach location and distinctive character of Jetty Road.

Campaigns will primarily target the day tripper and domestic tourist markets and seek to build traffic during off-peak months by promoting Jetty Road as a great all-year-round destination.

A working group will help engage local traders, encourage cross-promotion, and ensure business operators have sufficient advance notice to enable their participation in promotional activities.

Promote shopping and dining as a key reasons to visit actions
Drive awareness of easily accessible shopping and dining experiences through integrated marketing campaigns.
Increase Jetty Road, Glenelg's digital presence to showcase businesses, experiences, shopping, promotions and what's on.
Grow demand for food and wine as part of the visitor experience by showcasing the produce and restaurant offer on Jetty Road.
Actively seek and collaborate with unique brands and partners across an array of sectors (food and wine, fashion, lifestyle, services) to add value to the destination appeal and drive conversion.
Encourage locals, Adelaide day trippers and domestic tourist markets to re-discover Jetty Road, Glenelg.

Promote Jetty Road as a great place to visit and shop all year round, focusing on growing off-peak periods.
Encourage retailers to create cross promotions to increase visitor length of stay, repeat visitation and expenditure.

Measures
Overall retail and hospitality expenditure in Jetty Road, Glenelg
Local retail and hospitality expenditure in Jetty Road, Glenelg
Visitor retail and hospitality expenditure in Jetty Road, Glenelg

## Priority 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. A targeted list of desired retailers will be developed that align with the vision for each of the three zones identified in the masterplan.

Zone 1 – Coast: hospitality and entertainment

Zone 2 – Central: fashion, gifts and homewares

Zone 3 – Gateway: fresh food and services

Emphasis will be placed on the development of corner sites which have the potential to add to the vibrancy of the street. Pop-up stores will be encouraged to set up in vacant locations.

A new website will showcase the precinct to consumers and potential tenants and printed collateral will set out the business case for leasing. A cache of retail statistics will be maintained to help underpin the business case for prospective tenants.

Aligned to the delivery of the masterplan, parking access and availability will continued to be monitored and promoted to address access perceptions.

Existing businesses will be encouraged to take advantage of the Shopfront Improvement Grant, enhance their forward planning, and improve the instore experience offered to consumers. And the masterplan improvements to the streetscape will be promoted to help attract and inspire new traders.



Develop and enhance an appealing retail experience actions
Attract investment by developing a Jetty Road retail website to showcase the precinct, retail investment and leasing opportunities.
Develop a targeted list of desired retailers to enhance the mix of businesses, aligned to the Jetty Road brand and the three zones set out in the masterplan.
Promote the Shopfront Improvement Grant to encourage enhancements in line with the improvements identified in the masterplan.
Promote the unique brands, products and services and convenient parking available on Jetty Road.
Encourage retailers to improve the in-store experience through meaningful customer experiences, brand engagement, unique merchandise offers and improved digital capabilities.
Encourage retailers to holistically plan and execute across all channels to drive conversion whether it be in store or online.

Measures
Maintain a diverse and appealing retail and hospitality mix
Number of new anchor and unique retailers
Continuation of the Shopfront Improvement Grants and number of upgrades delivered
Overall retail and hospitality expenditure in the precinct

### Priority 3: Grow the capabilities of the retail sector

The Jetty Road Mainstreet Committee will support Jetty Road retailers to adapt to the changing retail environment and embrace new technologies that enable them stay competitive.

Up-to-date information, training and workshops will help traders understand consumer expectations and develop compelling online and instore experiences.

Partnerships and collaborations between traders will result in packages that encourage visitors to stay longer and spend more.

## Grow the capabilities of the retail sector actions

Provide the retail industry with information and insights on the latest emerging ecommerce and digital technologies to grow their business.

Provide training and workshops to the retail sector, that help them make the right investment decisions and to keep their businesses at the forefront of the industry.

Encourage local businesses to partner with one another to create packages to provide a stronger reason for consumers to choose Jetty Road as a place to shop or visit.

Jetty Road Mainstreet Committee work collaboratively and support existing businesses to continue to be innovative and drive expenditure.

## Measures

Off peak visitation and expenditure in the precinct

Industry attendance at training workshops and networking events

Number of new industry partnerships in place delivering retail outcomes

## Priority 4: Work better together

The Jetty Road Retail Strategy requires the support of key private and public stakeholders. A well-coordinated and professional approach to mainstreet management will be applied, including:

- An inclusive governance model
- Marketing and promotion
- Business mix development and support
- Streetscape planning and management

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.

## Working better together actions

Develop partnerships across the retail, hospitality, entertainment and service sectors to drive retail outcomes.
Continue to provide a strong and best practice management structure with the JRMC.
Continue to foster a positive relationship with council to drive growth in Jetty Road Glenelg's retail economy.
Working with State Government, including DPTI, particularly in relation to planning reforms and the tram.
Work with landlords to ensure a clear vision for the tenancies in the precinct align to the zones in the Jetty Road Masterplan.

Measure
Industry participation and engagement with Jetty Road Mainstreet Committee and the masterplan
Jetty Road Mainstreet Committee delivery of the strategy against priority areas
Sentiment of traders and landlords with the Jetty Road Mainstreet Committee through the annual Jetty Road Business Survey
Collaborative initiatives delivered by the Jetty Road Mainstreet Committee and Council

## 12. How will we measure success?

The success of the Jetty Road Retail Strategy will be measured by its impact on a range of factors, including:

- Pedestrian traffic along Jetty Road
- Customer spending and retail market share
- Dwelling time in the mainstreet
- The mix of shops and services
- Vacancy rate
- Awareness of and attitudes towards Jetty Road as a leisure, shopping and dining destination

A progress report will be prepared annually and distributed to Jetty Road Mainstreet traders and service providers.

### 13. Want to know more?

Jetty Road Mainstreet Committee [hello@jettyroadglenelg.com](mailto:hello@jettyroadglenelg.com)

### 14. References

The Jetty Road Mainstreet Committee and the City of Holdfast Bay would like to acknowledge the work undertaken by Premier Retail Marketing, Principal Consultant, David West in preparing this strategy. David has a deep understanding of the national and global retail landscape and has experience in mainstreet and shopping centre management.

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