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Jetty Road Mainstreet Committee

NOTICE OF MEETING

Notice is hereby given that a meeting of the Jetty Road Mainstreet Committee will be held in the

**Glenelg Library Meeting Room
Colley Terrace, Glenelg**

Wednesday 6 February 2019 at 6.00pm

A handwritten signature in blue ink that reads "Justin Lynch".

Justin Lynch
CHIEF EXECUTIVE OFFICER

Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairman, Mark Faulkner will declare the meeting open at 6:00 pm.

2. APOLOGIES

2.1 Apologies received

2.2 Absent

3. DECLARATION OF INTEREST

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

4. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 5 December 2018 be taken as read and confirmed.

5. QUESTIONS BY MEMBERS

5.1 Without Notice

5.2 With Notice - Nil

6. MOTIONS ON NOTICE - Nil

7. PRESENTATION

7.1 City of Holdfast Bay Arts and Culture Strategy

Trish Hansen, of Urban Mind consulting will present the work being undertaken to help shape arts and culture over the next five years and seek ideas from the JRMC to help influence the development of the Arts and Culture Strategy.

7.2 Jetty Road Glenelg Masterplan

Warwick Deller-Coombs, Team Leader Strategy at the City of Holdfast Bay will provide an update on work being undertaken by Jensen Plus and Tonkin for the detailed designs (Stage 1) of the Jetty Road Masterplan.

8. REPORTS/ITEMS OF BUSINESS

- 8.1 Monthly Finance Report (Report No: 39/19)
- 8.2 Marketing Update (Report No: 40/19)
- 8.3 Boxing Day Trade (Report No: 41/19)
- 8.4 Governance Model (Report No: 42/19)
- 8.5 JRMC Committee Nominations (Report No: 43/19)
- 8.6 2018/19 Summer Events Season Wrap Up (Report No: 44/19)

9. URGENT BUSINESS – Subject to the Leave of the Meeting

10. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 6 March 2019 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

11. CLOSURE



**JUSTIN LYNCH
CHIEF EXECUTIVE OFFICER**

Item No: 8.1
Subject: MONTHLY VARIANCE REPORT
Date: 6 February 2019
Written By: Jetty Road Development Coordinator
General Manager: Community Services

SUMMARY

The Jetty Road Mainstreet Committee December 2018 variance report is prepared by the Jetty Road Development Coordinator and is presented for information to the members of the Jetty Road Mainstreet Committee.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

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

REPORT

Current 2018/19 Jetty Road Mainstreet budget is on track.

BUDGET

Not applicable

LIFE CYCLE COSTS

There are no life cycle costs associated with this report.

Attachment 1



INCOME & EXPENDITURE STATEMENT 31 December 2018

	Annual Budget	YTD Budget	YTD Actuals	Variance	2017/18 Comparatives	
					Actuals 31 December	Actuals 30 June
Revenue						
General Rates Raised	564,539	564,539	564,513	(26)	564,510	564,510
Other Income	4,200	1,985	9,325	7,340	20,906	2,612
Gift Card Revenue	-	-	4,010	4,010	-	26,059
	568,739	566,524	577,848	11,324	585,416	593,181
Expenses						
Employee Costs	149,371	72,291	69,513	2,778	70,220	149,323
Sponsorships	12,500	4,575	100	4,475	14,300	9,771
Professional Services	4,500	4,500	8,326	(3,826)	4,914	28,416
Event Management	69,388	33,830	35,073	(1,243)	26,955	41,705
Marketing	129,994	94,667	75,823	18,844	59,571	125,083
Retail Strategy Implementation	40,000	18,333	27,581	(9,248)	-	-
Repairs & Maintenance	-	-	125	(125)	694	994
Food & Drink	3,250	372	1,627	(1,255)	986	2,782
Office Expenses	1,750	215	1,919	(1,704)	468	1,315
Directory Board	2,500	1,591	-	1,591	133	939
Christmas Decorations	42,515	42,515	38,366	4,149	-	20,064
Operation Shopfront	-	-	-	-	195	195
Gift Card Expenditure	-	-	2,546	(2,546)	-	30,240
Unallocated credit card expenditure	-	-	3,703	(3,703)	3,878	-
Christmas Pageant	35,717	23,199	29,478	(6,279)	21,208	30,502
Winter Wonderland	74,421	71,010	41,156	29,854	34,613	34,685
Tour Down Under	50,000	5,485	1,890	3,595	(1,425)	42,100
October Street Party	30,000	30,000	28,216	1,784	29,094	34,318
Tram Track Marketing	-	-	-	-	(2,393)	(2,393)
	645,906	402,583	365,442	37,141	263,411	550,039
Net Profit/(Loss)*	(77,167)	163,941	212,406	48,465	322,005	43,142

*Annual Budget includes carry forward amount from 2017/18 of \$77,167

Marketing - Breakdown

	Actual	Budget
Digital Marketing	29,183	37,400
Radio	-	-
Television	-	10,000
Outdoor Signage	35,532	47,000
Print Media	9,300	9,005
Promotional Collateral	1,808	2,300
Contingency Budget	<u>24,289</u>	<u>24,289</u>
	<u><u>75,823</u></u>	<u><u>129,994</u></u>

226 - Glenelg Mainstreet

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
200 - Salaries	126,597	126,597	126,597	60,864	59,874	990	0	59,874	66,723
249 - Wages - Overtime	4,000	4,000	4,000	544	521	23	0	521	3,479
250 - Salaries Superannuation	11,871	11,871	11,871	5,707	5,068	39	0	5,068	6,203
283 - Sponsorships	12,500	12,500	12,500	4,575	100	4,475	0	100	12,400
309 - Other Contractual Services	0	0	0	0	73	(68)	0	68	(68)
301 - Professional Services	4,500	4,500	4,500	4,500	8,253	(3,753)	0	8,253	(3,753)
310 - Project/Event Management	69,388	69,388	69,388	33,830	35,073	(1,243)	0	35,073	34,315
31D - Retail Strategy Implementation	40,000	40,000	40,000	18,333	27,581	(9,248)	10,840	44,421	(4,421)
401 - Christmas Decorations	42,515	42,515	42,515	42,515	38,366	4,149	0	38,366	4,149
415 - Food and Drink	1,250	1,250	1,250	204	560	(391)	0	560	654
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	2,000	2,000	0	1,031	(869)	0	1,031	669
423 - Repairs and Maintenance - General Materials	0	0	0	0	125	(125)	0	125	(125)
426 - Printing and Stationery - Other	750	750	750	0	1,444	(1,444)	0	1,444	(694)
433 - Marketing - Promotion & Familiarization	122,827	122,827	122,827	87,500	75,823	11,676	0	75,823	47,004
438 - Directory Board	2,500	2,500	2,500	1,591	0	1,591	0	0	2,500
817 - Insurance - Workers Compensation - Sats	6,903	6,903	6,903	5,176	3,450	1,726	0	3,450	3,453
832 - Telecommunications	1,000	1,000	1,000	215	475	(260)	0	475	525
868 - Credit Card Expenditure yet to be Allocated	0	0	0	0	3,703	(3,703)	0	3,703	(3,703)
89A - JRM/C Carry Forward Budget	(70,000)	7,167	7,167	7,167	0	7,167	0	0	7,167
89C - Gift Card Expenditure	0	0	0	0	2,546	(2,546)	0	2,546	(2,546)
900 - Miscellaneous Income	0	0	0	0	(2,955)	2,955	0	(2,955)	2,955
910 - Ticket Sales	(4,200)	(4,200)	(4,200)	(1,085)	(2,520)	536	0	(2,520)	(1,680)
966 - General Rates Raised	(564,539)	(564,539)	(564,539)	(564,539)	(564,513)	(26)	0	(564,513)	(26)
974 - Sales - Other and Promotional Items	0	0	0	0	(3,850)	3,850	0	(3,850)	3,850
99C - Gift Card Revenue	0	0	0	0	(4,010)	4,010	0	(4,010)	4,010
	(180,138)	(112,971)	(112,971)	(293,635)	(313,146)	19,515	16,840	(296,311)	183,346

J01 - Christmas Pageant - Jetty Road Contribution (50% of budget)

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
240 - Wages - Overtime	7,223	7,223	7,223	0	3,672	(3,672)	0	3,672	3,551
310 - Project/Event Management	7,000	7,000	7,000	7,000	8,000	(1,000)	3,000	11,000	(4,000)
312 - Hire Companies	0,754	9,754	0,754	8,017	10,230	(1,313)	0	10,230	(470)
423 - Repairs and Maintenance - General Materials	1,200	1,200	1,200	1,200	466	704	0	466	704
433 - Marketing - Promotion & Familiarisation	6,000	6,000	6,000	5,034	419	4,614	0	419	5,581
800 - Other Expenditure	2,520	2,520	2,520	068	1,844	(666)	0	1,844	676
808 - Donations	573	573	573	336	755	(419)	0	755	(162)
835 - Entertainment/Special Occasions	5,447	5,447	5,447	2,254	4,061	(1,507)	1,905	5,666	(516)
844 - Sponsorship Income	(4,000)	(4,000)	(4,000)	(2,500)	0	(2,500)	0	0	(4,000)
	<u>35,717</u>	<u>35,717</u>	<u>35,717</u>	<u>23,168</u>	<u>28,478</u>	<u>(6,280)</u>	<u>4,905</u>	<u>34,384</u>	<u>1,333</u>

J02 - Winter Wonderland - Jetty Road Contribution (50% of Budget)

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
205 - Wages	0	0	0	0	36	(36)	0	36	(36)
249 - Wages - Overtime	541	541	541	541	0	541	0	0	541
301 - Professional Services	100,000	100,000	100,000	100,000	72,294	27,706	0	72,294	27,706
310 - Project/Event Management	2,207	2,207	2,207	2,207	2,100	107	0	2,100	107
312 - Hire Companies	0	0	0	0	35,293	(35,293)	0	35,293	(35,293)
326 - Security Services - General	12,000	12,000	12,000	12,000	11,568	432	0	11,568	432
433 - Marketing - Promotion & Familiarisation	18,000	18,000	18,000	16,412	9,731	6,681	0	9,731	8,269
492 - Web Sites Updates	170	170	170	0	34	(34)	0	34	136
800 - Other Expenditure	4,677	4,677	4,677	3,024	236	2,788	0	236	4,441
801 - Advertisements	15,485	15,485	15,485	15,485	209	15,276	0	209	15,276
825 - Entertainment/Special Occasions	6,356	6,356	6,356	6,356	825	5,531	0	825	5,531
910 - Ticket Sales	(81,720)	(81,720)	(81,720)	(81,720)	(88,621)	6,901	0	(88,621)	6,901
944 - Sponsorship Income	(3,295)	(3,295)	(3,295)	(3,295)	(2,550)	(745)	0	(2,550)	(745)
	74,421	74,421	74,421	71,010	41,158	29,854	0	41,158	33,265

J03 - Tour Down Under - Jetty Road Contribution

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
205 - Wages	1,400	1,400	1,400	0	0	0	0	0	1,400
249 - Wages - Overtime	2,750	2,750	2,750	0	0	0	0	0	2,750
310 - Project/Event Management	35,000	35,000	35,000	5,485	0	5,485	0	0	35,000
312 - Hire Companies	10,100	10,100	10,100	0	225	(225)	7,182	7,407	2,693
423 - Repairs and Maintenance - General Materials	750	750	750	0	0	0	0	0	750
433 - Marketing - Promotion & Familiarisation	0	0	0	0	1,569	(1,569)	0	1,569	(1,569)
800 - Other Expenditure	0	0	0	0	96	(96)	0	96	(96)
835 - Entertainment/Special Occasions	0	0	0	0	0	0	0	855	(855)
	50,000	50,000	50,000	5,485	1,890	3,595	8,037	9,028	40,072

J04 - October Street Party

Activity	Original Budget	Carry Forwards / Budget Reviews	Current Adopted Budget	Current Adopted YTD Budget	YTD Actuals	YTD Variance	Orders	Total Actuals	Balance Available
240 - Wages - Overtime	0	0	0	0	2,780	(2,780)	0	2,780	(2,780)
310 - Project/Event Management	30,000	30,000	30,000	30,000	19,676	10,324	0	19,676	10,324
433 - Marketing - Promotion & Familiarisation	0	0	0	0	5,357	(5,357)	0	5,357	(5,357)
801 - Advertisements	0	0	0	0	403	(403)	0	403	(403)
	30,000	30,000	30,000	30,000	28,216	1,784	0	28,216	1,784

Item No: 8.2
Subject: **MARKETING UPDATE**
Date: 6 February 2019
Written By: Jetty Road Development Coordinator
General Manager: Community Services

SUMMARY

This report provides an update on marketing initiatives being undertaken from the Jetty Road Mainstreet Committee 2018/19 Marketing Plan and initiatives aligned to the delivery of the Jetty Road Glenelg Retail Strategy 2018-2022.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee in alignment with the 2018/19 Jetty Road Marketing Plan.

In addition to this in October 2018 new initiatives were approved to support the delivery of the Jetty Road Glenelg Retail Strategy 2018-22.

REPORT

2018/19 Marketing Plan initiatives

In July 2018 the Jetty Road Mainstreet Committee completed the transformation of the Jetty Road Glenelg blog site to a website including a new business directory, more imagery, car parking information, new blogs and a section for businesses. This was completed with budget savings of \$4,450 from the previous financial year.

Following six months of operations some positive results have been achieved. The transformed website has achieved 23,307 views from July – November 2018 compared to 4,864 views from July to November 2017. This is a 379.17% increase in views from the former blog site to the new website. This is due to consumers accessing the site to gain information from the business directory and where to park and is a centralised place to search for information from a trusted source.

Below provides some further insight into the first 5 months of website data:

Jetty Road Glenelg website traffic						
	Traffic to site	Page views	Unique page views	Session by device	Average time on page	Most popular page
July 2018	73 % Organic 12% Direct 9% Social 4.5% email	4587	2244	50.7% mobile 37.8% desktop 11.9% tablet	1.11	Health and fitness directory
August 2018	64% organic 19.91% direct 12.71% Social 2.34% email	3,173	2161	51%mobile 40.5 desktop 8% Tablet	1.57	home page of business directory
September 2018	76.65% organic 14.75% direct 7.71% Social	2605	1884	49.7%mobile 39.9%Desktop 10.4%Tablet	1.4	About us
October 2018	59.23% organic 26.20% Social 12.16 direct 1.95 Email	3307	2715	56.3% Mobile, 34.6%Desktop, 9.2% Tablet	1.26	Jetty Road Awards
November 2018	73.95% Organic 13.03% Direct 9.42% social 3.2% email	1263	1014	50.4%mobile 36.8% Desktop 12.7% Tablet	1.25	Business directory fashion
December 2018	Not available					

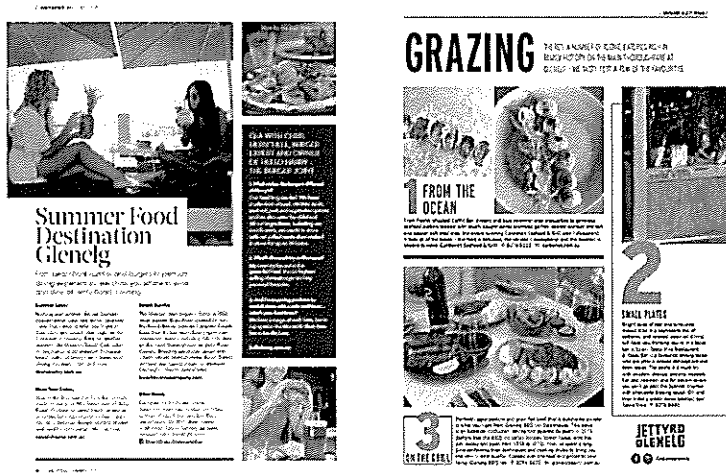
SA Style Magazine

South Australian Style Magazine is a free, quarterly print and online magazine dedicated to style, fresh trends, hip events, cool getaways, new wines and happening restaurants. The magazine targets women aged 20-50 years of age with a distribution of 130,000 print and online with 20,000

copies + 50,000 distributed to online subscribers via eMag. Distributed to high traffic areas, Cafes, fashion stores, movie theatres and pubs including rooms of the Stamford and Hilton Hotels.

Summer edition of SA Style Magazine – Release 6 December 2018 (Left image below)

Autumn edition of SA Style Magazine – release date early March – May 2019 (Right image below)



Events

The Glenelg Sunset Markets Facebook event page has 4,119 followers, however the entire market season has a following of 22,737 interested in attending the event.

The Glenelg Street Party Facebook event page reached 230,500 visitors and received 11,000 responses.

Social Media

The @jetttyrdglenelg Facebook page has 25,076 likes as at 30 January 2019, compared to 23,564 in February 2018. A growth of 6.4% in 11 months. Posts which have achieved the most engagement over the past month include:

- Boxing Day Trade
- The Giant Ferris Wheel have you heard the news.
- The Giant Ferris Wheel is coming
- The Mix102.3 Ferris Wheel video
- Glenelg Street Party Live video
- Glenelg Sunset Markets
- Mr Potato – new store

The @jetttyrdglenelg Instagram page has 9031 followers as at 30 January 2019, compared to 5,492 in February 2018. A growth of 64.4% in 11 months. Posts which has achieve the most engagement over the past month are shown below.

Gridview All posted in the past 30 days sorted by Engagement



Retail Strategy 2018-2022 Implementation

Jetty Road LOCAL Magazine

A local publication was delivered in November for the 2018/19 summer season. The magazine was featured on the Jetty Road Glenelg website and promoted through INDAILY’s website and online newsletters. INDAILY results below:

- November: a total of 213,621 impressions and 224 total clicks (CTR 0.1%)
3 x consumer newsletters and website banner
- December you received a total of 116,473 impressions and 156 total clicks (CTR 0.13%)
4 x consumer newsletters and website banner

Total Reach of Jetty Road LOCAL brand campaign: 330,094 consumers

Solstice Media have advised this campaign was a success based on their average open rate from the consumer newsletters.

Example of campaign creative below:



Houses unfinished across Adelaide as homebuilder collapses

Radio

To promote Boxing Day trade on Jetty Road, Glenelg social media was used as well as a new initiative - NOVA radio campaign. "We Salute Weekends" from Fri 21 - Sun 23 December 2018. This was the first time JRMC had a competition to "Win 8 x \$100 Jetty Road gift cards and 1 x \$500 Jetty Road gift Card" and the compares mentioned Christmas Shopping and Boxing Day Sales on Jetty Road. This campaign was funded through the recent retail marketing initiatives approved by the JRMC.

Below: Website banner on www.jettyroadglenelg.com and @jettyrdglenelg social media tile.



As a result of social media posts on @nova919 Facebook and Instagram and sponsored posts @jettyrdglenelg Facebook and Instagram Jetty Road Glenelg Boxing Day received a reach of over 26,882 people.

Nova Radio competition – circulation 170,000 listeners
 Value \$6,820
 Investment: \$1,300

BUDGET

The JRMC has \$122,827 allocated towards implementing the 2018/19 marketing plan.

The JRMC has \$27,672 allocated towards Retail Strategy Implementation for marketing initiatives.

LIFE CYCLE COSTS

N/A

Item No: 8.3
Subject: BOXING DAY TRADE
Date: 6 February 2019
Written By: Jetty Road Development Coordinator
General Manager: Community Services

SUMMARY

This report provides a summary of insights from the precinct in regards to trade on 26 December 2018. In November 2018 Treasurer Rob Lucas granted a special exemption for shops in suburban areas to trade between 9:00am and 5:00pm on Boxing Day. In addition to Boxing Day trading hours, extra trading hours were approved by the State Government in the lead up to the 2018 Christmas period and for the post-Christmas sales period. To promote Boxing Day trade in Jetty Road, Glenelg the normal messaging was used on social media and for the first time the JRMC invested in a NOVA radio campaign "We Salute Weekends" from 21 December to 23 December 2018 to promote Christmas shopping and Boxing Day sales on Jetty Road. This campaign was funded through the recent retail marketing initiatives approved by the JRMC. Campaign results are presented in this report as well as insights from businesses.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The current Shop Trading Hours Act recognises Glenelg's unique position as a tourist precinct, allowing exempt shops to trade on public holidays. The majority of shops in the Glenelg Tourist Precinct are exempt. Non-exempt shops include shops that have more than 200m² of retail floor area, or are a grocery store with more than 400m² of retail floor area. The exemption allowed Boxing Day trading in Adelaide suburbs for the first time at Marion, West Lakes, Burnside and Tea Tree Plaza shopping centres. The exemption allowed the shops in Jetty Road, Glenelg to trade on Boxing Day including Kathmandu, Cheap as Chips, Woolworths and Coles.

To promote Boxing Day trade in Jetty Road, Glenelg the normal messaging used on social media and the JRMCA invested in a NOVA radio campaign "We Salute Weekends" from Fri 21 - Sun 23 December.

REPORT

NOVA 91.9 Radio campaign – We Salute Weekends

Messaging: Win 8 x \$100 Jetty Road gift cards and Win 1 x \$500 Jetty Road Gift card plus Christmas Shopping and Boxing Day Sales on Jetty Road.

Nova Radio competition – circulation 170,000 listeners

Value \$6,820

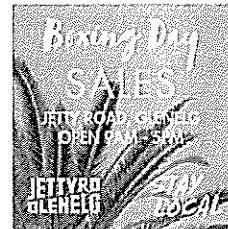
Investment: \$1,300

Digital Media

For the first time the www.jettyroadglenelg.com.au website featured a banner and this creative was also used on @jettyrdglenelg to promote Boxing Day sales.



Web Banner



Social media tile

As a result of social media posts on @nova919 Facebook and Instagram and sponsored posts @jettyrdglenelg Facebook and Instagram Jetty Road Glenelg Boxing Day received a reach of over 26,882 people.

Business Performance

The Jetty Road Development Coordinator sought information from a variety of retail and hospitality businesses in the precinct, many reporting down turn in sales. Varying figures were being reported as much a 20% - 60% down in sales compared to Boxing Day 2017. Anecdotal feedback also received was that trade picked up more from midday and that many stores in the

eastern end of Jetty Road were not open so for those store that did open this created a lack of vibrancy in the eastern end of the street.

A few stores reported increases in sales, predominantly stores that sell premium or unique products, indicating strong consumer demand for unique products and brands our high yielding target audience. This supports the Jetty Road Glenelg Retail Strategy 2018-2022 that highlights to need to position the destination with unique products as follows:

Priority area 1: Promote shopping and dining as a key reason to visit

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.

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

Promote the unique brands, products and services and convenient parking available on Jetty Road.

BUDGET

\$1,400 was invested towards Boxing Day marketing initiatives.

LIFE CYCLE COSTS

Nil

Item No: 8.4
Subject: GOVERNANCE MODEL
Date: 6 February 2019
Written By: Jetty Road Development Coordinator
General Manager: Community Services

SUMMARY

The Jetty Road Mainstreet Committee (JRMC) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. The JRMC conducted a Special Meeting on 20 June 2018 to workshop alternative governance models with a facilitator and external subject matter experts. At its 4 July 2018 meeting the JRMC recommended to Council their preferred governance model of an Incorporated Association established under the Associations Incorporation Act 1985. At the 7 November JRMC meeting the JRMC appointed Premier Retail Marketing and Peter McNabb and Associates to prepare a business case that was endorsed by the JRMC at their 5 December 2018 meeting. The Incorporated Association Business Case will be presented by the Chair and David West of Premier Retail Marketing at a 26 February Council Workshop and the report will be prepared for endorsement at the 12 March Council meeting.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Mainstreet Committee (JRMC) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*.

The JRMC conducted a Special Meeting on 20 June 2018 to workshop alternative governance models with a facilitator and external subject matter experts. A discussion paper on the alternative models was provided to the Committee that provides an overview of the options:

- a. Section 41 Committee – retain as per status quo;
- b. Section 41 Committee that enjoys delegated authority to make decisions on behalf of the Council;
- c. Incorporated association established under the *Associations Incorporation Act 1985* (“the AI Act”);
- d. Council subsidiary established pursuant to section 42 of the LG Act

At its 4 July 2018 meeting the JRMC recommended to Council their preferred governance model of an Incorporated Association established under the Associations Incorporation Act 1985.

At the 7 November 2018 JRMC meeting the JRMC appointed Premier Retail Marketing and Peter McNabb and Associates to prepare a business case that was endorsed by the JRMC at their 5 December 2018 meeting.

REPORT

The Incorporated Association Business Case will be presented by the Chair and David West of Premier Retail Marketing at a 26 February Council Workshop and the report will be prepared for endorsement at the 12 March Council meeting.

BUDGET

The JRMC 2018/19 budget has been approved by Council without consideration of the proposed changes for a new governance model.

LIFE CYCLE COSTS

The JRMC need to consider budget implications associated with establishing a new governance model.

Item No: 8.5
Subject: JETTY ROAD MAINSTREET COMMITTEE NOMINATIONS
Date: 6 February 2019
Written By: Jetty Road Development Coordinator
General Manager: Community Services

SUMMARY

The Jetty Road Mainstreet Committee (JRMC) comprises of 11 members who are a mix of the Glenelg Tourism Precinct (Jetty Road, Glenelg) business owners, commercial property owners and Elected Members of Council. Business owners and owners of commercial property within the boundaries of the Jetty Road Glenelg precinct who contribute to the separate rate levy are invited to nominate for a position on the Jetty Road Mainstreet Committee. There are nine positions available for those people who are either a landlord or trader and nominations are open from 21 January to 8 February 2019. In mid-February the selection panel will then make recommendations to Council as to the appointment of the committee members for consideration and appointment by the Council at their 12 March meeting.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The Jetty Road Mainstreet Committee (JRMC) comprises of 11 members who are a mix of the Glenelg Tourism Precinct (Jetty Road, Glenelg) business owners, commercial property owners and Elected Members of Council.

The Jetty Road Mainstreet Committee is established to advise Council on:

- Enhancing and promoting 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 and 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.

Current Members to 31 March 2019:

- Mr Mark Faulkner, Fawkes and Co - Chairperson
- Mr Con Maios, Maios Group Investments – Deputy Chair
- Mr Adoni Fotopoulos, Ikos Holdings Trust
- Ms Eve Leenearts, Elite Choice Home Improvements
- Ms Elise Fassina, Fassina SA Family Liquor Stores
- Mr Tony Beatrice, Cibo Espresso
- Mr Rocco Caruso, Caruso Fruit and Veg
- Mr Simon Robinson, GU Film House
- Mr Angus Warren, Beach Burrito
- Councillor Rebecca Abley
- Councillor William Miller

REPORT

Business owners and owners of commercial property within the boundaries of the Jetty Road Glenelg precinct who contribute to the separate rate levy are invited to nominate for a position on the Jetty Road Mainstreet Committee. There are 9 positions available for those people who are either a landlord or trader.

The term of appointment of all members of the JRMC will be subject to Section 41 of the Local Government Act 1999, coincide with the term of the Council, and

(a) be for a period not exceeding two years.

Open positions 1 April 2019 – 31 March 2021:

- Open
- Open

- Open
- Open
- Open
- Open
- Open
- Open
- Open
- Open
- Councillor Rebecca Abley
- Councillor William Miller

Nominations are open from 21 January to 8 February 2019 and has been promoted in the Jetty Road Trader Newsletter, hand delivered to traders and via @jettyrdglenelg Twitter page.

A Perpetual Member of the Board, the Mayor and the Chief Executive Officer of Council will make an assessment of nominations in terms of the following criteria:

- Retail Business Experience
- Marketing and/or advertising experience
- Retail property management experience
- Experience as a member of board/s of management or mainstreet committee
- Availability to attend committee meetings

In mid-February the selection panel will then make recommendations to Council as to the appointment of the committee members for consideration and appointment by the Council at their 12 March meeting.

The Jetty Road Mainstreet Committee meets at least once every calendar month, on the first Wednesday of the month.

BUDGET

Not applicable

LIFE CYCLE COSTS

Not applicable

Item No: 8.6
Subject: 2018/19 SUMMER EVENTS SEASON WRAP UP
Date: 6 February 2019
Written By: Jetty Road Development Coordinator
General Manager: Community Services

SUMMARY

This report provides an overview on the major 2018/19 events season since the JRMC met on 5 December 2018.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this report.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

This report provides an overview of some key events in the precinct including:

- New Year's Eve
- Giant Ferris Wheel
- Glenelg Sunset Markets (Funded by the JRMC)
- SummerSalt Beach Concert
- Beachlife
- Glenelg Street Party
- Stage 5 Start – Tour Down Under

- Glenelg Beach Polo

REPORT

New Year's Eve – 31 December 2018

The event was well attended with record crowds in the vicinity of 40,000 event specific visitors. The City of Holdfast Bay continue to position this as a family friendly event by hosting a 9:30pm concert with crowds doubled for this concert compared to the previous year.

Mix 102.3 Giant Ferris Wheel - 3 January – 24 February 2019

The City of Holdfast Bay were approach by Skyline Attractions in 2018 for the installation of the Giant Ferris Wheel on the Glenelg Foreshore. The Ferris Wheel has received a strong welcome by traders, visitors and the community since being open from 3 January. The City of Holdfast Bay has been in negotiations with Skyline Attraction to see the extension of its season in Glenelg until. 24 February 2019 and negotiations are also underway for the 2019/20 season.

Glenelg Sunset Markets – various dates

Successful market season is underway with good weather for the 25 November, 9 December and 13 January events, all of which have been well attended. Markets have had 60-70 stalls participate at the pop up market. Upcoming market dates are 10 February and 10 March. This event encourage visitors to stay longer in Glenelg and encourage further retail and dining expenditure.

SummerSalt Beach Concert – 8 December 2018

The concert with headline act Angus and Julia Stone was well attended with 3,571 tickets sold. Weather and sunset was perfect. Event times scheduled to maximise expenditure in the precinct. Accommodation providers in the precinct anecdotally reported strong occupancy for this event.

Beachlife – 28 December 2018

This concert with headline act The Kooks was well attended with 4,000 event attendees. Weather and sunset was perfect. Event times scheduled to maximise expenditure in the precinct. Accommodation providers in the precinct anecdotally reported strong occupancy for this event.

Glenelg Street Party – 18 January 2019

The street party attracted 40,000 event specific attendees making this the biggest ever street party. There was participation from 43 traders across the following categories:

13 Food venues

10 licensed venues

14 involved in fashion parade

17 pop up stalls e.g. health hub, side walk sales.

Feedback has been overwhelmingly positive and there was some cooler weather after a heat wave during the week leading up to the event. Feedback for improvement was in regards to some additional pop up food vendors on the street as many of the restaurants were at capacity.

Stage 5 Start Tour Down Under – 19 January 2019

The Challenge Tour public ride and the Stage 5 of the Tour Down Under Starts were held in Glenelg and feedback from event organisers was this was the biggest event stage start for Glenelg in terms of event spectators.

Glenelg Beach Polo – 2 February 2019

The JRMC have provided sponsorship to the value of \$7,500 towards a team for the Glenelg Beach Polo. This is a flagship event for Glenelg, positioning the precinct as a premium destination and aligns to the City of Holdfast's Bays research for attracting events that take advantage of the seaside setting. A verbal update will be provided on the night.

Australian Beach Handball Championships – 21-24 February 2019

Last year this event attracted 33 teams from 3 countries (Australia NZ and Samoa) with over 250 athletes and officials and this is expected again for the 2019 event. The JRMC supports this event and the Mid-Season Handball with \$2,500 in Jetty Road Gift Cards.

BUDGET

Event reconciliation is still underway for the Glenelg Street Party, however the event budget provides sufficient funds to meet the costs of the event.

LIFE CYCLE COSTS

The 2018/19 budget includes \$4,000 for the Glenelg Sunset Markets event delivery

The 2018/19 budget includes \$30,000 for the Glenelg Street Party from carry forward from the 2017/18 budget.