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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 7 November 2018 at 6.00pm**

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 – Simon Robinson,

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 3 October 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. PRESENTATIONS

7.1 Andrew Taplin – Taplin Real Estate

*Andrew Taplin, developer will provide an overview of the proposed Taplin developments scheduled over the next 24 months and beyond including impact on retail mix, traffic and pedestrian management, car parking and communications.*

### 8. REPORTS/ITEMS OF BUSINESS

8.1 Monthly Finance Report (Report No: 375/18)

8.2 Marketing Update - (Report No: 376/18)

8.3 Cowper Street Festoon Lighting (Report No: 377/18)

8.4 Events Update (Report No: 378/18)

8.5 JRMC Governance Model (Report No: 379/18)

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

**10. DATE AND TIME OF NEXT MEETING**

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 5 December 2018 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

**11. CLOSURE**

**JUSTIN LYNCH  
CHIEF EXECUTIVE OFFICER**

Item No: **8.1**

Subject: **MONTHLY FINANCE REPORT**

Date: 7 November 2018

Written By: Jetty Road Development Coordinator

General Manager: General Manager Community Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee September 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.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note this report.**

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### **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Making it easier to do business  
Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

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

**REPORT**

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.

## INCOME & EXPENDITURE STATEMENT 30 September 2018

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2017/18 Comparatives</u>	
					Actuals 30 September	Actuals 30 June
<b>Revenue</b>						
General Rates Raised	564,539	564,539	564,513	(26)	564,510	564,510
Other Income	4,200	-	75	75	11,585	2,612
Gift Card Revenue	-	-	3,450	3,450	-	26,059
	<b>568,739</b>	<b>564,539</b>	<b>568,038</b>	<b>3,499</b>	<b>576,095</b>	<b>593,181</b>
<b>Expenses</b>						
Employee Costs	149,371	38,067	37,512	555	48,445	149,323
Sponsorships	12,500	1,168	100	1,068	4,638	9,771
Professional Services	4,500	-	8,058	(8,058)	68	28,416
Event Management	69,388	13,674	5,667	8,007	23,203	41,705
Marketing	129,994	66,988	60,302	6,686	8,818	125,083
Retail Strategy Implementation	40,000	8,333	-	8,333	-	-
Repairs & Maintenance	-	-	-	-	694	994
Food & Drink	3,250	270	500	(230)	272	2,782
Office Expenses	1,750	132	1,456	(1,324)	173	1,315
Directory Board	2,500	268	-	268	133	939
Christmas Decorations	42,515	-	38,000	(38,000)	-	20,064
Operation Shopfront	-	-	-	-	195	195
Gift Card Expenditure	-	-	1,140	(1,140)	-	30,240
Unallocated credit card expenditure	-	-	2,708	(2,708)	9,300	-
<b>Christmas Pageant</b>	<b>35,717</b>	<b>-</b>	<b>5,270</b>	<b>(5,270)</b>	<b>300</b>	<b>30,502</b>
<b>Winter Wonderland</b>	<b>74,421</b>	<b>71,010</b>	<b>40,725</b>	<b>30,285</b>	<b>34,595</b>	<b>34,685</b>
<b>Tour Down Under</b>	<b>50,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>42,100</b>
<b>November Street Party</b>	<b>30,000</b>	<b>-</b>	<b>1,138</b>	<b>(1,138)</b>	<b>-</b>	<b>34,318</b>
<b>Tram Track Marketing</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(2,759)</b>	<b>(2,393)</b>
	<b>645,906</b>	<b>199,910</b>	<b>202,576</b>	<b>(2,666)</b>	<b>128,075</b>	<b>550,039</b>
<b>Net Profit/(Loss)*</b>	<b>(77,167)</b>	<b>364,629</b>	<b>365,462</b>	<b>833</b>	<b>448,020</b>	<b>43,142</b>

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

**Marketing - Breakdown**

	Actual	Budget
Digital Marketing	22,786	
Radio	-	
Television	-	
Outdoor Signage	31,716	
Print Media	5,500	
Promotional Collateral	300	
Contingency Budget		
	<b><u>60,302</u></b>	<b><u>129,994</u></b>

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	126,597	31,649	31,117	532	0	31,117	95,480
249 - Wages - Overtime	4,000	4,000	4,000	4,000	0	0	0	0	0	4,000
250 - Salaries Superannuation	11,871	11,871	11,871	11,871	2,968	2,945	23	0	2,945	8,926
283 - Sponsorships	12,500	12,500	12,500	12,500	1,168	100	1,068	0	100	12,400
300 - Other Contractual Services	0	0	0	0	0	68	(68)	0	68	(68)
301 - Professional Services	4,500	4,500	4,500	4,500	0	7,990	(7,990)	0	7,990	(3,490)
310 - Project/Event Management	69,388	69,388	69,388	69,388	13,674	5,667	8,007	0	5,667	63,721
31D - Retail Strategy Implementation	40,000	40,000	40,000	40,000	8,333	0	8,333	0	0	40,000
401 - Christmas Decorations	42,515	42,515	42,515	42,515	0	38,000	(38,000)	0	38,000	4,515
415 - Food and Drink	1,250	1,250	1,250	1,250	102	412	(311)	0	412	838
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	2,000	2,000	2,000	168	88	80	0	88	1,912
426 - Printing and Stationery - Other	750	750	750	750	0	1,238	(1,238)	0	1,238	(488)
433 - Marketing - Promotion & Familiarisation	122,827	122,827	122,827	122,827	59,821	60,302	(480)	0	60,302	62,525
438 - Directory Board	2,500	2,500	2,500	2,500	268	0	268	0	0	2,500
817 - Insurance - Workers Compensation - Sals	6,903	6,903	6,903	6,903	3,450	3,450	0	0	3,450	3,453
832 - Telecommunications	1,000	1,000	1,000	1,000	132	218	(86)	0	218	782
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	0	2,708	(2,708)	0	2,708	(2,708)
89A - JPMC Carry Forward Budget	(70,000)	7,167	7,167	7,167	7,167	0	7,167	0	0	7,167
8GC - Gift Card Expenditure	0	0	0	0	0	1,140	(1,140)	0	1,140	(1,140)
900 - Miscellaneous Income	0	0	0	0	0	(75)	75	0	(75)	75
910 - Ticket Sales	(4,200)	(4,200)	(4,200)	(4,200)	0	0	0	0	0	(4,200)
966 - General Rates Raised	(564,539)	(564,539)	(564,539)	(564,539)	(564,539)	(564,513)	(26)	0	(564,513)	(26)
968 - Reimbursements - Other	0	0	0	0	0	0	0	0	0	0
9GC - Gift Card Revenue	0	0	0	0	0	(3,450)	3,450	0	(3,450)	3,450
	<b>(190,138)</b>	<b>(112,971)</b>	<b>(112,971)</b>	<b>(435,638)</b>	<b>(412,595)</b>	<b>(23,042)</b>	<b>0</b>	<b>(412,595)</b>	<b>299,624</b>	



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

<b>Activity</b>	<b>Original Budget</b>	<b>Carry Forwards / Budget Reviews</b>	<b>Current Adopted Budget</b>	<b>Current Adopted YTD Budget</b>	<b>YTD Actuals</b>	<b>YTD Variance</b>	<b>Orders</b>	<b>Total Actuals</b>	<b>Balance Available</b>	
249 - Wages - Overtime	7,223	7,223	7,223	7,223	0	0	0	0	7,223	
310 - Project/Event Management	7,000	7,000	7,000	7,000	0	4,500	(4,500)	4,500	2,500	
312 - Hire Companies	9,754	9,754	9,754	9,754	0	0	6,555	6,555	3,199	
423 - Repairs and Maintenance - General Materials	1,200	1,200	1,200	1,200	0	0	0	0	1,200	
433 - Marketing - Promotion & Familiarisation	6,000	6,000	6,000	6,000	0	0	0	0	6,000	
800 - Other Expenditure	2,520	2,520	2,520	2,520	0	770	(770)	770	1,750	
806 - Donations	573	573	573	573	0	0	0	0	573	
835 - Entertainment/Special Occasions	5,447	5,447	5,447	5,447	0	0	0	0	5,447	
944 - Sponsorship Income	(4,000)	(4,000)	(4,000)	(4,000)	0	0	0	0	(4,000)	
	<b>35,717</b>	<b>35,717</b>	<b>35,717</b>	<b>35,717</b>	<b>0</b>	<b>5,270</b>	<b>(5,270)</b>	<b>6,555</b>	<b>11,825</b>	<b>23,892</b>

**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	9,300	7,111	0	9,300	8,700
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
835 - 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)
	<b>74,421</b>	<b>74,421</b>	<b>74,421</b>	<b>71,010</b>	<b>40,725</b>	<b>30,284</b>	<b>0</b>	<b>40,725</b>	<b>33,696</b>



**J04 - November Street Party**

<b>Activity</b>	<b>Original Budget</b>	<b>Carry Forwards / Budget Reviews</b>	<b>Current Adopted Budget</b>	<b>Current Adopted YTD Budget</b>	<b>YTD Actuals</b>	<b>YTD Variance</b>	<b>Orders</b>	<b>Total Actuals</b>	<b>Balance Available</b>
310 - Project/Event Management	30,000	30,000	30,000	0	0	0	0	0	30,000
433 - Marketing - Promotion & Familiarisation	0	0	0	0	1,138	(1,138)	0	1,138	(1,138)
	<b>30,000</b>	<b>30,000</b>	<b>30,000</b>	<b>0</b>	<b>1,138</b>	<b>(1,138)</b>	<b>0</b>	<b>1,138</b>	<b>28,862</b>

Item No: **8.2**  
Subject: **MARKETING UPDATE**  
Date: 7 November 2018  
Written By: Jetty Road Development Coordinator  
General Manager: Ms M Lock, Community Services

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### **SUMMARY**

This report provides a marketing update and work in progress report undertaken by the Jetty Road Development Coordinator (JRDC) for work undertaken in recent months and upcoming marketing initiatives for Summer 2018/19.

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### **RECOMMENDATION**

That the Jetty Road Mainstreet Committee note this report

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### **COMMUNITY PLAN**

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

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

The JRDC is undertaking a variety of marketing initiatives to support the delivery of the Jetty Road Marketing Plan 2018/19, year one of the four year delivery of the draft Jetty Road Glenelg Retail Strategy 2018-2022, event marketing and social media.

### **REPORT**

This report provides a work in progress update on some of the marketing initiatives underway the Jetty Road Development Coordinator and the City of Holdfast Bay's City Activation team.

Marketing Working Group

The Marketing Working Group formed under the Jetty Road Mainstreet Committee in January 2018 met on 4 November to discuss upcoming marketing initiatives. A verbal update will be provided to the Committee at the 7 November meeting.

Jetty Road LOCAL Magazine

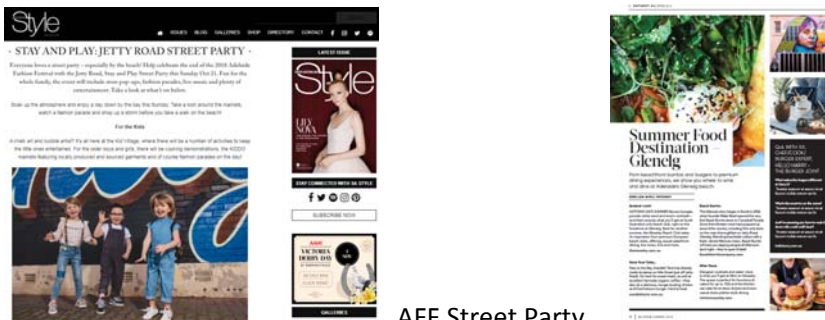
At the 5 September JRMC meeting the JRMC approved a new initiative for Jetty Road under the action plan for the Retail Strategy within the following priority area: *Promote shopping and dining as a key reason to visit*. The magazine will have local content featuring a media personality who is a local Glenelg resident, plus editorial on shopping, dining and advertisements from local businesses. The release date is 15 November and the lifecycle of the Magazine is to the end of February 2019. Due to high demand for advertising the magazine was increased from 16 pages to 24 pages. Distribution of the magazine is within the precinct as well as targeted locations within a 5-10km radius of Jetty Road, Glenelg targeting comparison shoppers plus it will be extensively promoted on digital platforms. The JRDC will present a final draft of the magazine to the JRMC prior to printing occurring on 9 November.

SA STYLE Magazine

The Jetty Road featured in the Spring edition of SA Style Magazine with content to promote the precinct as a wedding destination. In addition to this a blog article on the Stay and Play Street Party featured on the SA Style website. Work is under way for the summer edition to have a food focus, headlining with – Summer Food Destination, Glenelg.



Spring 2018



AFF Street Party

Summer 2018/19

### ADELADY Activation

This financial year the JRMC have engaged ADELADY to provide a takeover of Jetty Road social media channels that has delivered positive results whilst also promoting Jetty Road on their own social channels. During the three quarterly take overs the media personalities have delivered engaging content that has engaged our audience. In addition to this tag and win competitions have proven to be successful in attracting new customers with an overall combined new following of 1,317 followers on Instagram.

Major Posts appearing on ADELADY Channels:

1 x Facebook post: August Tag and Win: 23,268 reach

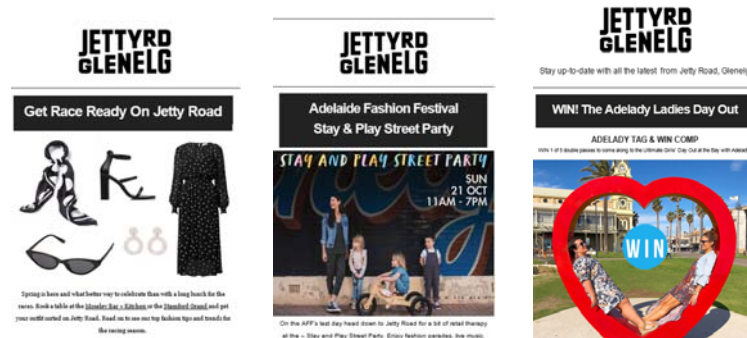
1 x Instagram post: August Tag and Win: 25,941 reach / 25,941 Impressions

1 x Facebook post: October Tag and Win: 18,851 reach

1 x Instagram post: October tag and Win: 27,345 reach

### Consumer Newsletters

This year a new marketing initiative is well underway with consumer newsletters being implemented on a monthly basis. The newsletters are themed according to seasons and milestone events, most recently the November newsletter having a Spring racing and events theme. The newsletters are having an average open rate of 33.2% which is above the industry benchmark of 19.36% for retail and 20.03% for travel/transport sectors.



### Monthly Blogs

Two monthly blogs are uploaded onto the Jetty Road consumer website which are also distributed via the Jetty Road consumer website and social media channels. The blogs are based on a variety of factors including the themes of each consumer newsletter, supporting existing businesses and promoting new businesses that enter the precinct.

- November: Race Ready on Jetty Road and Green Tea House
- October: Swedish Tarts, Extreme Boardriders  
Traders Awards and What's on Spring and Summer in Glenelg

- September: Cardone's Seafood & Grill and The Grand Bar
- August: Silk Laser Clinic and Good Physio
- July: Mamma Carmela's celebrating 40 years and Denim and Cloth
- June: Attitudes, Peter Shearer, Goodlife Modern Organic Pizza

#### Tram Wrap

The 'I Want to Stay' campaign City to Bay tram wrap is still live and will continue to provide strong brand presence throughout the Adelaide market over the busy summer period through to June 2019.

#### Kiddo Mag

The recent Stay and Play Street Party was in the promoted KIDDO Magazine in 15,000 print copies to a readership of 45,000 customers and to their online audience through their digital platforms, website, EDM and social media.

#### **BUDGET**

Initiatives outlined above all fall within budget allocations for the delivery of the Jetty Road Marketing Plan 2018/19, year one of the four year delivery of the draft Jetty Road Glenelg Retail Strategy 2018-2022

#### **LIFE CYCLE COSTS**

The 2018/19 budget includes \$122,827 for marketing and promotions.



Item No: **8.3**

Subject: **COWPER STREET FESTOON LIGHTING**

Date: 7 November 2018

Written By: Jetty Road Development Coordinator

General Manager: General Manager Community Services, Ms M Lock

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### **SUMMARY**

The Cowper Street Festoon Lighting report is prepared by the Jetty Road Development Coordinator and is presented for information to the members of the Jetty Road Mainstreet Committee. Representatives of the JRMC have identified a new initiative that would provide an enhanced sense of arrival at the GU Filmhouse which is a major entertainment draw card for the Jetty Road precinct. The proposed initiative would see the installation of festoon lighting in Cowper Street that would drive economic outcomes for the precinct including creating a new entry statement for the cinema, increase the aesthetics an atmosphere of the laneway, provide enhanced outdoor dining opportunities in the vicinity, create a unique event space and play a significant role in marketing and driving demand to the Jetty Road, Glenelg precinct.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note this report as the Jetty Road Development Coordinator continues to further investigate costing associated with the project.**

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### **COMMUNITY PLAN**

Economy: Supporting and growing local business

Economy: Making it easier to do business

Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

## BACKGROUND

Representatives of the JRMC have identified a new initiative that would provide an enhanced sense of arrival and increase patronage to the GU Filmhouse which is a major entertainment draw card for the eastern end of the Jetty Road precinct. The initiative strongly aligns to the JRMC's terms of reference, in particular its:

### *Objectives*

- 3.1 *Enhancing and promoting the Precinct as a vibrant shopping, leisure and recreational area with year round appeal to residents and visitors.*
- 3.2 *Furthering the economic development of the Precinct an encouraging further retail investment in the Precinct.*

### *Purpose*

- 4.2 *Promote the Precinct and to encourage its use by residents, visitors and the greater community in general;*
- 4.3 *To make recommendations to Council in relation to the maintenance and upgrade of the Precinct's existing infrastructure and physical appearance to ensure it is maintained to a high standard in keeping with a historic seaside village concept.*

The draft Jetty Road Glenelg Retail Strategy 2018-2022 highlights the GU Filmhouse as an important entertainment venue to help extend length of stay within the precinct, in attracting and retaining customers and contributing to the experience of Jetty Road, Glenelg.

## REPORT

The proposed initiative would see the installation of festoon lighting in Cowper Street that would drive economic outcomes for the precinct including the following:

- Create a new entry statement for the cinema
- Increase patronage to the cinema
- Play a significant role in marketing and driving demand to the precinct
- Increase the aesthetics and atmosphere of the laneway
- Provide enhanced outdoor dining opportunities in the vicinity
- Create a unique event space
- Act as a catalyst for further retail investment in within the eastern end of Jetty Road and surrounds
- Enhance the visitor experience in a key area of Jetty Road, Glenelg
- Boost trade for businesses in Cowper Street and surrounds, providing new employment opportunities.

The JRDC has worked with the City of Holdfast Bay's Infrastructure division sought three quotes for the proposed works, in addition to this the JRDC has sought landlord approval for the lighting to be attached to buildings owned by two landlords.

The JRDC has consulted with the City of Holdfast Bay's Team Leader, Strategy regarding the Jetty Road Glenelg Masterplan and this project is viewed as complimenting the delivery of the Masterplan. The JRMC propose to make this a priority as to date no funding has been secured for infrastructure upgrades to implement the Jetty Road Masterplan. This initiative has the potential to enhance Jetty Road trader sentiment in regard to the precinct and innovation during a time where the retail sector is facing significant challenges.

This project will ensure that Jetty Road, Glenelg does not fall behind other retail and leisure precincts in terms of visitor expectations and precinct appeal. Major examples of competing precincts include Henley Square, East End Rundle Street and Rundle Mall all of which have public spaces activated with festoon lighting.

#### **BUDGET**

It is anticipated that approximately a budget of \$25,000 will be required to deliver this initiative from budget savings made from Winter Wonderland.

#### **LIFE CYCLE COSTS**

There are no life cycle costs associated with this report.

Item No: **8.4**

Subject: **EVENTS UPDATE**

Date: 7 November 2018

Written By: Jetty Road Development Coordinator

General Manager: Ms M Lock, Manager Community Services

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### **SUMMARY**

This report provides a work in progress update on the Glenelg Christmas Pageant and the Glenelg Sunset Markets by the Jetty Road Development Coordinator and the City of Holdfast Bay's City Activation team. In addition this report provides a de-brief on the 2018 Jetty Road Awards and the Glenelg Christmas Pageant. These events are jointly funded with Council except for the Glenelg Sunset Markets and Trader Awards. The City Activation and JRMC budgets provide sufficient funds to meet the costs of the events.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note this report.**

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### **COMMUNITY PLAN**

Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

Key upcoming events taking place in Glenelg during November include the following:

- Lifesaving Word Championships from 16 November – 2 December 2018
- The Moseley Beach Club from 16 November 2018 – March 2019
- Glenelg Christmas Pageant on Sunday 25 November 2018

- Glenelg Sunset Markets on Sunday 25 November 2018

Recently the 2018 Jetty Road Awards were held on 5 October at the Glenelg Surf Life Saving Club to celebrate excellence in business in the precinct. In addition to this the Adelaide Fashion Festival Stay and Play Street Party was held on Sunday 21 October. This report provides a debrief on these events.

## **REPORT**

### Glenelg Christmas Pageant 2018 presented by The Beachouse

Taking place on Sunday 25 November with official proceedings commencing from 9:30am the JRDC has secured The Beachouse as presenting partner, with Flight Centre Glenelg and Flinders University as Supporting Partners. The official media partner is NOVA radio and Taplin Real Estate are providing in kind support with opening The Bayside Village early on the pageant morning to provide access to toilets. This year there will be the Christmas installation in Moseley Square that will provide an additional element for visitors to enjoy.

### Glenelg Sunset Markets

The successful Glenelg Sunset Markets will be in their third year with the first market for the season held on the same day as the Glenelg Christmas Pageant on 25 November, from 10am to 8pm. On this day there will be a hub of activity in the precinct with major crowds for the pageant and the Lifesaving World Championships therefore the markets will commence earlier to encourage visitors to stay longer in Glenelg and encourage further retail and dining expenditure.

### The Adelaide Fashion Festival Stay and Play Street Party

Held on Sunday 21 October the event received 20,000 event attendees from 11am – 7pm with Jetty Road traders popping up with food and fashion stalls plus three fashion parades were well attended. The event was designed to provide increased economic opportunities for the retail sector on Jetty Road encourage local and day trip visitors to shop in the precinct and this messaging was promoted through event marketing. Positive feedback has been received from retailers who held special sales for the day/weekend (e.g. 20% off store wide) to capitalize on the event which was promoted through Jetty Road social media channels. A number of Jetty Road trader mentioned that these type of events should be held more often. Fortunately, no incidents were reported and positive feedback has been received on holding the Street Party during the day, making it family friendly event.

The City Activation team have debriefed on the event and some areas to improve including the inclusion of the KIDDO Markets as they looked great on the street and provided a new reason to visit Jetty Road, however this was not well received by one Jetty Road business due to a similar product offering. Other areas for consideration for future events are an improved sense of arrival, structure of liquor license and the event finish time could be brought forward to coincide with the close of retail shops.

From a marketing perspective, the event was promoted on Council owned outdoor signage, Adelaide Fashion Festival website and social media, ADELADY website and social media channels, KIDDO Magazine, KIDDO Magazine website and social media, Play and Go (digital channel) as well as Jetty Road's digital assets. The Stay and Play Street Party event page reached an audience of 123,800 customers, making it the largest online engagement for a Jetty Road Street Party in history with 39% of respondents being woman aged between 35 -44 (77% of overall respondents were women).

#### 2018 Jetty Road Awards

The event was held on 5 October at the Glenelg Surf Lifesaving Club, with approximately 200 Jetty Road traders and staff in attendance. Media personalities ADELADY were the MC's for the evening and also promoted the event on their website and social media channels. There were nine award categories with the most prestigious award for best Customer Experience was awarded to Good Physio. This was the first time the event was held at the Surf Club, and positive feedback was received. Some feedback has been received on the crowd management that this continues to be an ongoing issue and a new format should be considered for future events e.g. hosting the event on a Monday night. The event received promotion for the first time in The Advertiser online (AdelaideNOW) social photos. In addition, the Messenger wrote an article on the winners and featured new business Daisy and Hen as winner of the Best Social Media category.

#### **BUDGET**

Event reconciliation is still underway for the 2018 Jetty Road Awards and the Stay and Play Street Party.

#### **LIFE CYCLE COSTS**

The 2018/19 budget includes \$30,000 for Trader Awards event delivery.

The 2018/19 budget includes \$30,000 for Street Party event delivery.

The 2018/19 budget includes \$35,717 for Glenelg Christmas Pageant event delivery.

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

Item No: **8.5**

Subject: **GOVERNANCE MODEL**

Date: 7 October 2018

Written By: General Manager, Community Services

General Manager: Community Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee (JRMCM) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. The JRMCM 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 JRMCM recommended to Council their preferred governance model of an Incorporated Association established under the Associations Incorporation Act 1985. At the 7 August 2018 Council workshop the Chair of the JRMCM presented to the Elected Members on the preferred model and at the workshop the former Elected Body of Council requested that a survey be conducted to consult with Jetty Road traders on the governance model options.

An online engagement on the JRMCM governance models was distributed to Jetty Road traders on 17 August 2018 and consultation closed on 3 September 2018. The JRMCM has sought information on the operations of other mainstreet associations within South Australia to provide some comparisons to other mainstreets. At the 3 October JRMCM meeting the JRMCM requested the Governance Model Engagement Report be amended and re-submitted as well as new information to be provided on other mainstreets in Australia. The JRMCM agreed to prepare a business case on their preferred model to present to administration.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee note this report.**

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### **COMMUNITY PLAN**

Economy: Supporting and growing local business  
Economy: Harnessing emerging technology  
Economy: Boosting our visitor economy

**COUNCIL POLICY**

Not Applicable.

**STATUTORY PROVISIONS**

Not Applicable.

**BACKGROUND**

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 has been 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 Committee meeting the JRMC recommended to Council their preferred governance model of an Incorporated Association established under the Associations Incorporation Act 1985.

**REPORT**

At the 7 August 2018 Council Workshop the Chair of the JRMC presented to the Elected Members on the preferred model and at the workshop it was agreed that a survey should be conducted to consult with Jetty Road traders on the governance model options. An online engagement on the JRMC governance models was distributed to Jetty Road traders on 17 August and consultation closes on 3 September 2018.

*Refer attachment 1*

JRDC has sought information on the operations of other business associations within South Australia to provide some comparisons to other mainstreets. The following table provide an overview of other Incorporated Associations in South Australia:

Precinct	Business No.	Membership/ Levy	Operating Budget (approx.)	Grants/External funding sources	Budget ratio on Administration
Jetty Road Mainstreet Committee	330	Levy - Rate in the dollar .0012773	\$564,539	Nil	24.5% \$138,313



Semaphore Mainstreet Association	187	Membership fee \$55 per annum	\$120,000	Council + State Government	Administration managed by a volunteer
Goodwood Road	100	Levy - Rate in the dollar Capped at \$2k 0.001361	\$54,000	Association also receive event funding from Council and Cross street banner income \$15,000 events	37% \$19,980
Unley Road	450	Levy Rate in the dollar Capped at \$2k 0.0003622	\$110,000	Associations also receive event funding from Council and Cross street banner income \$15,000 events	33% \$36,300
King William Road	130 (commercial shop only)	Rate in the dollar Capped at \$2k 0.0019603	\$144,000	** Associations also receive event funding from Council and Cross street banner income \$15,000 events	40% \$57,600
Fullarton Road South Traders Association Incorporated	50	Flat rate of \$250 per tenancy Levy 6 additional members outside zone	\$13,250	** Associations also receive event funding from Council and Cross street banner income	49% \$6,492.50
Adelaide West End Association	150	Individual \$33 Small business \$66 Medium business \$137.50 Large business \$302.50	\$75,000 - \$110,000 Dependant on grants	\$20,000 Renewal SA History Festival ACC Mainstreet Advancement Program	50% (contractor salary 8 hrs per week) \$30,875 - \$55,000
Stirling Business Association	150	Membership range from \$250 - \$2,500 calculated by property value	\$85,000 looking to raise to \$95,000 in 2019/20	\$141,350 – Fund my Neighbourhood 2017/18	21% (secretariat, accounting, audit, insurance) \$17,850

Torquay Traders Association	70	Membership fee \$69 per annum	\$6,830	\$2,000 for administration. Previously received event grant support.	Administration managed by a volunteer. 29.28% \$2,000
Bridge Road, Richmond	550	Flat rate – rate structure reviewed and reduced in the last 12 months. Cheapest in Melbourne.  \$300 - Ground floor  \$200 - first floor.  \$100 - anything above first floor and side streets.  2/3 of tenancies are ground floor.	\$217,000	\$60,000 flat rate grant from Yarra City Council.  No further grants.	Coordinator 0.6 FTE 16-20 hours per week  27.64%  \$60,000

When considering the transition to an incorporated association, the JRMC should note the high administration costs (30-50% of overall budget) being reported by other mainstreet associations.

In majority of cases the incorporated association membership fee or levy is administered by the relevant Council (attached to rates notice) which is then paid quarterly to the Incorporated Association by Council. However the West End Association administer their membership program under their constitution bylaw. Membership administration is managed directly through an online application form and payment is made via direct debit, credit card or paypal.

The Chair of the JRMC will provide a verbal update on the progress of the governance model business case.

## **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.



ENGAGEMENT REPORT

# JETTY ROAD MAINSTREET COMMITTEE GOVERNANCE MODEL

17 August – 3 September 2018

Report completed for The Jetty Road Mainstreet Coordinator  
Written by Digital Engagement Partner. October 2018

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## INTRODUCTION

On Friday 17 August 2018, The Jetty Road Mainstreet Coordinator commenced a closed engagement process with the Jetty Road Glenelg, Trader Precinct on the Jetty Road Governance Model. The Engagement was requested by the City of Holdfast Bay Elected Body of Council at a Council workshop on 7 August 2018.

This report provides the engagement methodology and engagement outcomes.

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## BRIEF DESCRIPTION OF ENGAGEMENT METHODOLOGY

This engagement was conducted from 17 August to 3 September 2018, a total of 18 days.

The views of the Jetty Road Glenelg trader community were collected online via:

- Council's Engagement hub - Your View Holdfast

And promoted to Traders and Landlords through:

- Flyer distribution to all trader premises on 21 August 2018.
- Jetty Road Trader newsletter update – distributed 3 times throughout the engagement period to a database of 515 contacts each time.
- Email communication sent to landlords and leasing agents 3 times

## SURVEY FORMAT

Participants were asked to review alternative governance models for the Jetty Road Mainstreet Committee for their comments on their preferred governance model.

## DATA ANALYSIS

All data has been independently reviewed by the Digital Engagement Partner.

## ENGAGEMENT FORMAT

1. I am a Jetty Road, Glenelg trader or landlord
2. I have read the Jetty Road Mainstreet Committee Governance Model Discussion Paper
3. What is your preferred governance model for the Jetty Road Mainstreet Committee?
  - Section 41 Committee - retain as per status quo;
  - Section 41 Committee that enjoys delegated authority to make decisions on behalf of the Council;
  - Incorporated association established under the Associations Incorporation Act 1985 ("the AI Act"); Council subsidiary established pursuant to section 42 of the LG Act
4. Do you think the preferred governance model that you have chosen will provide you with new or increased benefits as a Jetty Road, Glenelg trader?

General feedback *see appendix 1 for all comments*

## SURVEY OUTCOMES

A total of Seventeen (17) submissions were received. 1 participant identified themselves as a landlord.

### 1. I am a Jetty Road, Glenelg trader or landlord

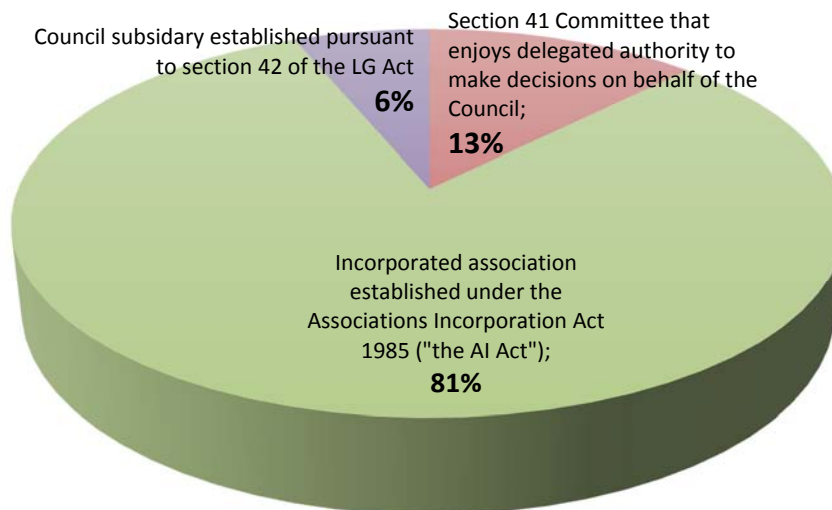
- 17 of participants responded, "yes." (100%)

### 2. I have read the Jetty Road Mainstreet Committee Governance Model Discussion Paper

- 16 participants responded, "yes." (100%) A total of 17 responses were received from 16 participants during the engagement period (one business owner with two locations). *\*NB: One business owner completed the survey twice, under two different business names. For the purposes of this survey, only one entry has been acknowledged.*

### 3. What is your preferred governance model for the Jetty Road Mainstreet Committee?

- 13 participants choose Incorporated Association established under the Associations Incorporation Act 1985 ("the AI Act").\*
- 2 participant selected Section 41 Committee that enjoys delegated authority to make decisions on behalf of the Council.
- 1 participant selected Council subsidiary established pursuant to section 42 of the LG Act.



*\*NB: One business owner completed the survey twice, under two different business names. For the purposes of this survey, only one entry has been acknowledged.*

### 4. Do you think the preferred governance model that you have chosen will provide you with new or increased benefits as a Jetty Road, Glenelg trader?

- 17 participants responded, "yes" (100%).

*See appendix for general comments.*

## OUTCOMES

A total of 17 responses were received from 16 participants during the engagement period (one business owner with two locations).

All participants identified themselves as being either a Jetty Road Glenelg trader or landlord.

## HOW FEEDBACK WAS RECEIVED

- The online survey page attracted 81 page views, with 60 individual visitors viewing details of the engagement.
- The Jetty Road Governance model discussion paper was downloaded a total 9 times.

Low participation levels for this engagement were anticipated due to:

- The high density of reading documents involved and the subject matter.
- It should be noted that unless the subject of engagement appears to have a direct and or immediate impact on individuals and their surrounds participation will be low.

## SUMMARY

A total of 17 responses were received from 16 participants during the engagement period (one business owner with two locations), this is a total of 5.3% of the communities population (300 traders). A valid sample size would be a minimum of 10% of the community to draw results and conclusions.

It is important to note that of the 60 people who viewed the page, 16 went on to complete the survey, indicating that the passive participants are either satisfied with the status quo or do not have an opinion on the matter. Furthermore, of the 16 valid responses received, 30% of respondents identified as being on the JRMC.

The survey was commissioned by the former Elected Body of Council and the intent of the survey and discussion paper was to obtain the *wider views* of the traders.<sup>1</sup>

The low participation rate in the engagement suggests that;

- The survey was not widely publicised or proactively advocated for by the JRMC members to the tenants and landlords; or
- The survey was not available in enough or suitable mediums for the community to participate – however a similar level of communication was used for the, *Jetty Road Trader Awards* which received extremely high levels of engagement from the Jetty Road Glenelg trader community. [Newsletter 1: 205 opens (43.8% open rate) 72 clicks (35.1% participation rate)]

This would further suggest that The Jetty Road Glenelg Trader community were generally disinterested or not engaged in the subject matter.

## Appendix 1 – General Feedback

**Comments received via Your View Holdfast** (all comments are verbatim)

1. this will hopefully speed up the process in getting things done.  
we need to build traders conferece and make this a special destination ,  
for shoppers ,our comunity and tourists.

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<sup>1</sup> Amendment as a result of Motion from Minutes of 03/10/18 7.3 Governance Model (Report No: 332/18)

2. they do a lot of great work for the traders and put them 1st and should be able to what is best for us on our behalf
3. They do great work for the traders
4. A change in governance model will better enable the committee to support Jetty Road retailers.
5. Enable broad consultation with local SMEs





