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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 1 May 2019 at 6.00pm

Robert Bria
ACTING CHIEF EXECUTIVE OFFICER



Jetty Road Mainstreet Committee Agenda

1. OPENING

The Chairman, Con Maios will declare the meeting open at 6pm.

2. APOLOGIES

2.1 Apologies received

2.2 Absent

3. APPOINTMENT OF CHAIRPERSON

4. DECLARATION OF INTEREST

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

5. CONFIRMATION OF MINUTES

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 3 April 2019 be taken as read and confirmed.

6. PRESENTATION

Ms Mardi Foweraker, Western Districts Operations Coordinator from the South Australian Police will present information on community safety and wellbeing including Business security audits, retail theft, personal safety and business watch programs.

7. QUESTIONS BY MEMBERS

7.1 **Without Notice**

7.2 **With Notice - Nil**

8. MOTIONS ON NOTICE - Nil

9. ADJOURNED ITEMS - Nil

10. REPORTS/ITEMS OF BUSINESS

10.1 Community Safety and Wellbeing (Report No: 163/19)

10.2 Winter Wonderland and Winter Activations (Report No: 164/19)

- 10.3 Venue for Jetty Road Traders Awards (Report No: 165/19)
- 10.4 Monthly Finance Report (Report No: 166/19)
- 10.5 Cruise Ships (Report No: 167/19)
- 10.6 Marketing update (Report No: 168/19)

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

12. DATE AND TIME OF NEXT MEETING

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 5 June 2019 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

13. CLOSURE

**ROBERTO BRIA
ACTING CHIEF EXECUTIVE OFFICER**

Item No: **10.1**

Subject: **COMMUNITY WELLBEING AND SAFETY**

Date: 1 May 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The trader community have reported increased levels of disruptive behaviour, people visibly begging and petty theft from some shops on Jetty Road. In addition to this complaints have been received regarding the response times from the Glenelg Police Station. Mayor Wilson and Mr Fotopoulos attended a meeting with relevant Government Ministers to seek support and a coordinated approach on the matter and this report provides an update from the meeting and next steps.

RECOMMENDATION

That the Jetty Road Mainstreet Committee note this briefing.

COMMUNITY PLAN

Community: Providing welcoming and accessible facilities
Economy: Boosting our visitor economy

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

The trader community have reported increased levels of disruptive behaviour, people visibly begging and petty theft from some shops on Jetty Road. In addition to this complaints have been received regarding the response times from the Glenelg Police Station. St Andrew's by the Sea have also reported an increase in new comers to the church which is putting a strain on their resources and safety of their volunteers.

Mayor Wilson and Mr Fotopoulos attended a meeting with relevant Government Ministers to seek support and a coordinated approach on the matter and this report provides an update from the meeting and next steps.

REPORT

On 16 April 201 Mayor Amanda Wilson met with the Hon Corey Wingard, Minister for Police, the Hon Stephen Patterson, Member for Morphett, Paul Dickson, Assistant Police Commissioner, Keryn Howie, Port Adelaide/Western Regional Police Superintendent, representatives from the office of Michelle Lensink, Minister for Human Services, Adoni Fotopoulos from the Jetty Road Mainstreet Committee and Rev Christine Gilbert from St Andrews by the Sea Uniting Church.

Three matters were raised for discussion including the increase in the number of homeless around Jetty Road (and Glenelg in general), the change over the last 5 years of residents at the supported residential facilities in Glenelg and the resultant issues, and the Glenelg Police Station opening hours.

The Police, traders, church and politicians agreed that the numbers in homeless had increased. The housing and community services people did not seem to realise the issue that had been developing over the last few years and the Department for Human Services are now aware.

It was suggested by the police that the way forward is to adopt a model of community engagement. This involves having high level meetings between all churches, all members present at the meeting (except the Minister), the City of Holdfast Bay, service providers and traders. Community officers will go to Bayside Village to discuss how to respond to homeless / theft in that centre.

It was highlighted that Glenelg is Adelaide's premier tourist beach destination and that it cannot become a place where people felt intimidated to shop and affect Jetty Road's reputation.

In relation to the Police station, the Police advised of an increase in foot patrols, have raised visibility and have coordinated resources, however they advised that the station hours will not be extended. Discussion also centred around the need for a police presence during the day on Jetty Road as well as night.

Stephen Patterson is in charge of convening the new committee to tackle the matter and commence the community engagement process.

BUDGET

Not applicable

LIFE CYCLE COSTS

Not applicable

Item No: **10.2**

Subject: **WINTER WONDERLAND AND WINTER ACTIVATION**

Date: 1 May 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

This report provides an update on planning for the upcoming Winter Wonderland event that is scheduled to be held from 28 June to 22 July 2019. The Winter Wonderland festival was developed by the Jetty Road Mainstreet Management Committee (JRMC) in 2014 to help stimulate economic development during off peak visitation and to keep Glenelg front of mind as a destination during winter. This report also presents options for activations around the event.

RECOMMENDATION

- 1. That the JRMC note this briefing**
 - 2. That the JRMC make a decision on whether to fund winter activation initiatives for 2019.**
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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 Winter Wonderland festival was developed by the Jetty Road Mainstreet Management Committee (JRMMC) in 2014 to help stimulate economic development during off peak visitation and to keep Glenelg front of mind as a destination during winter.

Over the four years that the event has been delivered operations and marketing have been refined to a point where Jetty Road Mainstreet Committee and Council can be assured of a successful event.

REPORT

Winter Wonderland is SA's first clear domed marquee on Moseley Square and this year the event will be in its fifth year. Annually, the Jetty Road Mainstreet Management Committee invests up to \$74,421 towards Winter Wonderland, which provides positive economic return to the community. The event is jointly funded with Council.

Winter Wonderland aligns with four tourism focus areas in the City of Holdfast Bay's Tourism Plan 2020 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.

Council has commenced planning for the 2019 Winter Wonderland event that will take place from 28 June to 22 July.

In terms of marketing new creative is being developed for the event to give it a fresh look and feel for its fifth year and this new creative will be implemented across all print, digital and outdoor marketing mediums. The Jetty Road Development Coordinator is currently seeking sponsors for ice rink signage.

Ticket pricing was slightly increased in 2018, therefore this year it is proposed to keep ticket pricing as last year to keep it as an affordable and accessible family friendly experience, prices are as follows:

- Adult (15 and above) \$16.50
- Child (2 to 14) \$11.00
- Family (2 adults and 2 children or 1 Adult and 3 Children \$38.50
- *Skating aid (penguins) \$5.00

At the 3 April 2019 Jetty Road Mainstreet Committee meeting the Committee requested that the Jetty Road Development Coordinator investigate additional winter activation options as the last two years the JRMC have returned around \$30,000 back into their budget from the event. The JRMC will make a decision on whether to fund any of the following initiatives to support winter activation in the precinct. A verbal update will be provided on the night:

- Host pop up markets at Winter Wonderland for the opening weekend
- Hosting an event in the marquee at part of the Umbrella Music Festival 26-28 July
- Telstra building lighting projection – more detail below
- Additional Winter lighting projections along Jetty Road

- Festoon lighting outside Winter Wonderland Marquee

Telstra Building Lighting Activation

For the first time in 2018 the Jetty Road Mainstreet Committee implemented the Telstra Building Lighting activation which was live for four weeks from 25 June to 16 July. The activation received positive feedback and supported vibrancy of the precinct at the eastern end during Winter Wonderland. Total cost to deliver this four week project was \$17,000. The Jetty Road and Brighton Road intersection receives 43,000 two-way traffic during a 24 hour period. (Source: *Department for Planning Transport and Infrastructure Annual Average Daily Traffic Estimates 24 hour two-way traffic flows: Road Assessment Management 1 March 2015.*) It is estimated that around 6,250 vehicles view the projection per day (175,000 vehicles during activation).



BUDGET

The 2019/20 JRMC budget includes \$74,421 for Winter Wonderland event delivery and Winter Activation.

LIFE CYCLE COSTS

To be determined post 2019 event.

Item No: **10.3**

Subject: **VENUE FOR JETTY ROAD TRADER AWARDS**

Date: 1 May 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The report provides an overview of venue options to host the Jetty Road Trader Awards for the Committee's consideration. The Traders Awards celebrate excellence in business and the awards night is hosted in early October.

RECOMMENDATION

That the Jetty Road Mainstreet Committee endorse the preferred venue to host the Jetty Road Trader Awards.

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 Traders Awards celebrate excellence in business and the awards night is hosted during the first week of October. In 2018 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 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 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.

In previous years the event has been hosted at The Function Room at the Beachouse and the Stamford Grand. A venue to host the awards is to be selected at this meeting so a booking can be made.

REPORT

At the Jetty Road Mainstreet Committee meeting on 3 April 2019 JRMC the Committee requested that the Jetty Road Development Coordinator investigate costs associated with four venue options. A verbal update will be provided on the night for the following venues:

- The Glenelg Surf Lifesaving Club
- The Function Room at The Beachouse
- Stamford Grand
- GU Filmhouse

BUDGET

The 2019/20 budget provides sufficient funds of \$30,000 towards the delivery of the Jetty Road Trader awards.

LIFE CYCLE COSTS

Not applicable

Item No: **10.4**

Subject: **MONTHLY FINANCE REPORT**

Date: 1 May 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

The Jetty Road Mainstreet Committee March 2019 finance 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 (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 31 March 2019

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2017/18 Comparatives</u>	
					Actuals 31 March	Actuals 30 June
Revenue						
General Rates Raised	564,539	564,539	564,513	(26)	564,510	564,510
Other Income	4,200	3,874	12,222	8,348	1,093	2,612
Gift Card Revenue	-	-	5,710	5,710	19,295	26,059
	568,739	568,413	582,445	14,032	584,898	593,181
Expenses						
Employee Costs	149,371	114,754	112,141	2,613	110,695	149,323
Sponsorships	12,500	10,021	7,600	2,421	10,000	9,771
Professional Services	4,500	4,500	8,321	(3,821)	19,421	28,416
Event Management	69,388	61,777	36,273	25,504	41,121	41,705
Marketing	129,994	104,198	95,453	8,745	96,775	125,083
Retail Strategy Implementation	40,000	28,333	30,406	(2,073)	-	-
Repairs & Maintenance	-	-	125	(125)	994	994
Food & Drink	3,250	1,502	1,756	(254)	1,890	2,782
Office Expenses	1,750	364	1,764	(1,400)	813	1,315
Directory Board	2,500	2,019	135	1,884	535	939
Christmas Decorations	42,515	42,515	39,725	2,790	2,564	20,064
Operation Shopfront	-	-	-	-	195	195
Festoon Lighting	-	-	15,852	(15,852)	-	-
Gift Card Expenditure	-	-	3,686	(3,686)	22,121	30,240
Unallocated credit card expenditure	-	-	5,827	(5,827)	4,216	-
Christmas Pageant	35,717	35,717	30,899	4,818	30,146	30,502
Winter Wonderland	74,421	74,421	41,156	33,265	35,199	34,685
Tour Down Under	50,000	50,000	39,221	10,779	41,956	42,100
October Street Party	30,000	30,000	31,897	(1,897)	34,127	34,318
Tram Track Marketing	-	-	-	-	(2,393)	(2,393)
	645,906	560,121	502,237	57,884	450,375	550,039
Net Profit/(Loss)*	(77,167)	8,292	80,208	71,916	134,523	43,142

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

Marketing - Breakdown

	Actual	Budget
Digital Marketing	30,140	37,400
Radio	-	-
Television	-	10,000
Outdoor Signage	41,448	47,000
Print Media	20,250	9,005
Promotional Collateral	3,615	2,300
Contingency Budget		24,289
	<u>95,453</u>	<u>129,994</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	126,597	94,948	92,815	2,133	0	92,815	33,782
249 - Wages - Overtime	4,000	4,000	4,000	4,000	4,000	3,674	326	0	3,674	326
250 - Salaries Superannuation	11,871	11,871	11,871	11,871	8,903	8,752	151	0	8,752	3,119
283 - Sponsorships	12,500	12,500	12,500	12,500	10,021	7,600	2,421	0	7,600	4,900
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	4,500	8,253	(3,753)	0	8,253	(3,753)
310 - Project/Event Management	69,388	69,388	69,388	69,388	61,777	36,273	25,504	0	36,273	33,115
31D - Retail Strategy Implementation	40,000	40,000	40,000	40,000	28,333	30,406	(2,073)	16,840	47,246	(7,246)
401 - Christmas Decorations	42,515	42,515	42,515	42,515	39,725	2,790	0	0	39,725	2,790
415 - Food and Drink	1,250	1,250	1,250	1,250	676	703	(27)	0	703	547
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	2,000	2,000	2,000	827	1,053	(227)	0	1,053	947
423 - Repairs and Maintenance - General Materials	0	0	0	0	0	125	(125)	0	125	(125)
426 - Printing and Stationery - Other	750	750	750	750	0	1,444	(1,444)	0	1,444	(694)
433 - Marketing - Promotion & Familiarisation	122,827	122,827	122,827	122,827	97,031	93,971	3,060	0	93,971	28,856
438 - Directory Board	2,500	2,500	2,500	2,500	2,019	135	1,885	0	135	2,365
800 - Other Expenditure	0	0	0	0	0	17,334	(17,307)	0	17,307	(17,307)
817 - Insurance - Workers Compensation - Sals	6,903	6,903	6,903	6,903	6,903	6,900	3	0	6,900	3
832 - Telecommunications	1,000	1,000	1,000	1,000	364	319	44	0	319	681
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	0	5,827	(5,827)	0	5,827	(5,827)
89A - JRMC 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	3,686	(3,686)	0	3,686	(3,686)
900 - Miscellaneous Income	0	0	0	0	0	(5,852)	5,852	0	(5,852)	5,852
910 - Ticket Sales	(4,200)	(4,200)	(4,200)	(4,200)	(3,874)	(2,520)	(1,353)	0	(2,520)	(1,680)
966 - General Rates Raised	(564,539)	(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	0	(3,850)	3,850	0	(3,850)	3,850
9GC - Gift Card Revenue	0	0	0	0	0	(5,710)	5,710	0	(5,710)	5,710
	(190,138)	(112,971)	(112,971)	(198,430)	(223,382)	24,980	24,980	16,840	(206,569)	93,598

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
249 - Wages - Overtime	7,223	7,223	7,223	7,223	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	9,754	9,754	9,754	9,754	10,560	(806)	0	10,560	(806)
423 - Repairs and Maintenance - General Materials	1,200	1,200	1,200	1,200	496	704	0	496	704
433 - Marketing - Promotion & Familiarisation	6,000	6,000	6,000	6,000	527	5,255	0	527	5,473
800 - Other Expenditure	2,520	2,520	2,520	2,520	6,455	(5,392)	0	6,455	(3,935)
806 - Donations	573	573	573	573	755	(419)	0	755	(182)
835 - Entertainment/Special Occasions	5,447	5,447	5,447	5,447	4,934	513	0	4,934	513
944 - Sponsorship Income	(4,000)	(4,000)	(4,000)	(4,000)	(4,500)	(2,500)	0	(4,500)	500
	35,717	35,717	35,717	35,717	30,899	(7,318)	3,000	33,899	1,818

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	18,000	9,731	6,681	0	9,731	8,269
492 - Web Sites Updates	170	170	170	170	34	(34)	0	34	136
800 - Other Expenditure	4,677	4,677	4,677	4,677	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)
	74,421	74,421	74,421	74,421	41,156	29,854	0	41,156	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	1,400	616	784	0	616	784
249 - Wages - Overtime	2,750	2,750	2,750	2,750	5,293	(2,543)	0	5,293	(2,543)
310 - Project/Event Management	35,000	35,000	35,000	35,000	7,726	22,421	0	7,726	27,274
312 - Hire Companies	10,100	10,100	10,100	10,100	13,859	(8,090)	2,008	15,867	(5,767)
423 - Repairs and Maintenance - General Materials	750	750	750	750	0	750	0	0	750
433 - Marketing - Promotion & Familiarisation	0	0	0	0	6,754	(6,754)	0	6,754	(6,754)
800 - Other Expenditure	0	0	0	0	1,557	(1,557)	0	1,557	(1,557)
835 - Entertainment/Special Occasions	0	0	0	0	3,416	(3,416)	0	3,416	(3,416)
	50,000	50,000	50,000	50,000	39,221	1,595	2,008	41,229	8,771

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
249 - 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	21,759	(21,759)	0	21,759	8,241
433 - Marketing - Promotion & Familiarisation	0	0	0	0	6,957	(6,957)	0	6,957	(6,957)
801 - Advertisements	0	0	0	0	403	(403)	0	403	(403)
	30,000	30,000	30,000	30,000	31,897	(31,897)	0	31,897	(1,897)

Item No: **10.5**

Subject: **CRUISE SHIPS**

Date: 1 May 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

SUMMARY

A Jetty Road trader wrote to Mayor Wilson in regards to cruise ship visitation to Glenelg, hoping to secure cruise ship passengers into their shop.

The Tourism Development Coordinator for the City of Holdfast Bay has developed and maintains strong relationships with the Inbound Tour Operators (ITO's) who organise the on ground day tours experiences for the cruise liners. For the last two cruise ship seasons Glenelg has featured in the shore excursion program and the Glenelg Visitor Guide is distributed at the Visitor Information Desk at the Port Adelaide Passenger Terminal at Outer Harbour.

In 2019/2020 Glenelg is scheduled to receive passengers on shore excursions from 13 cruise ships.

RECOMMENDATION

That the JRMC note this briefing.

COMMUNITY PLAN

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

COUNCIL POLICY

Not Applicable.

STATUTORY PROVISIONS

Not Applicable.

BACKGROUND

A Jetty Road trader wrote to Mayor Wilson in regards to cruise ship visitation to Glenelg, hoping to secure cruise ship passengers into their shop. This has prompted a briefing on the topic of cruise ships and the work undertaken by the City of Holdfast Bay to attract visitation to Glenelg from cruise ship passengers.

REPORT

The Tourism Development Coordinator at the City of Holdfast Bay is responsible for the business development and marketing of Glenelg as a destination for cruise ship passengers. For the past three years the Tourism Development Coordinator has been working to secure shore excursion content for the City of Holdfast Bay as part of the actions outlined within the Tourism 2020 Plan to showcase our precinct's history to a new audience.

The following provides information in regards to visitation to Glenelg from cruise ship passengers on shore excursions:

- In 2017/18 Glenelg received passengers on shore excursions from 10 cruise ships.
- In 2018/19 Glenelg received passengers on shore excursions from 11 cruise ships.
- In 2019/2020 Glenelg is scheduled to receive passengers on shore excursions from 13 cruise ships.

The Tourism Development Coordinator has developed and maintains strong relationships with Inbound Tour Operators (ITO's) who organise the on ground day tours and pitch these to the cruise liners who decide what tours they will contract for the season. The ITO's are looking for unique tours, attractions and experiences and fortunately the persistence has paid off with Glenelg securing a shore excursion showcasing the Historic Glenelg walking tour that commenced October 2018.

Bob Wood Cruise Group has been confirmed as the ITO during 2020 – 2021 for the Carnival Corporation suite cruise ship visits to in Adelaide and we are aware that City of Holdfast Bay tourism product has been selected in the shore excursion program.

In regards to the Port Adelaide Passenger Terminal in Outer Harbour, there are agreements in place for what is provided to visitors when they arrive at the Visitor Information Desk. The Glenelg Visitor Guide is distributed to cruise visitors when they arrive at the cruise terminal.

Cruise ship passengers that do not book a shore excursion they are provided with a map and a metro day ticket to catch the train from Outer Harbour into the city and passengers then have the option to take the tram to Glenelg.

Traders are notified in the Jetty Road trader newsletter when cruise ships are in Adelaide and the Tourism Development Coordinator remains in contact with the South Australian Tourism Commission to monitor passenger numbers and leverage their time in Glenelg.

The Tourism Development Coordinator works with tourism operators to develop new saleable tourism experiences to pitch to ITO's.

BUDGET

Not applicable

LIFE CYCLE COSTS

Not applicable

Item No: **10.6**
Subject: **MARKETING UPDATE**
Date: 1 May 2019
Written By: Jetty Road Development Coordinator
General Manager: Community Services, Ms M Lock

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 JRMC 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

During April 2019 the Jetty Road Development Coordinator met with representatives of the Marketing Working Group to discuss key marketing initiatives include a Mother's Day Competition, ADELADY TV, Jetty Road LOCAL Magazine, Winter Wonderland advertising opportunities and Winter Activations.

Jetty Road LOCAL Magazine

Advertising sales are going well, as well as Winter Warmer vouchers. Local personalities have been secured for editorial content and advertising space has been secured on INDAILY to assist with digital launch of the magazine from 13 June.

Mother's Day Competition

A new initiative was raised with the Marketing Working Group to host a Mother's Day competition. The campaign is being funded from savings in the Retail Strategy Budget line to the value of \$1,244. Last year a 'tag and win' competition was held on social media to gain new online followers, however this year a new approach has been implemented to capture to customer data for our consumer newsletters. The competition will be held across fresh produce stores. When customers spend \$20 or more they can enter the competition to win a \$500 Jetty Road Gift Card. The competition is open from 29 April – 7 May, across 11 stores and will be promoted on social media.



ATTACH RECEIPT/S HERE

WIN A \$500 JETTY ROAD GIFT CARD FOR MUM THIS MOTHER'S DAY

TO ENTER SPEND \$20 ACROSS PARTICIPATING FRESH PRODUCE STORES

ATTACH RECEIPT/S, FILL OUT YOUR DETAILS BELOW AND PLACE IN THE ENTRY BOX FOR YOUR CHANCE TO WIN!

FIRST NAME _____ LAST NAME _____

EMAIL ADDRESS _____

MOBILE NUMBER _____

MONTH/YEAR OF BIRTH ____ / ____

SUBURB _____ POSTCODE _____

This promotion is run by the City of Holdfast Bay on behalf of the Jetty Road Management Committee. By ticking here, I acknowledge that I have read and accepted the promotion terms and conditions and the City of Holdfast Bay privacy policy. By ticking here, I acknowledge that I wish to receive monthly Jetty Road/Glenelg newsletters featuring updates news and what's on.

T&C 18+ Only Ends 7/5/19 5:00pm. Minimum \$20 spend must be made in one day at participating retailers, multiple receipts allowed. One entry per person, per day. The winner will be determined by random draw at 10am on 8/5/19.

Visit jettyroaddlenelg.com/mothersdaycompetition to view promotion T&C's and the City of Holdfast Bay Privacy Policy

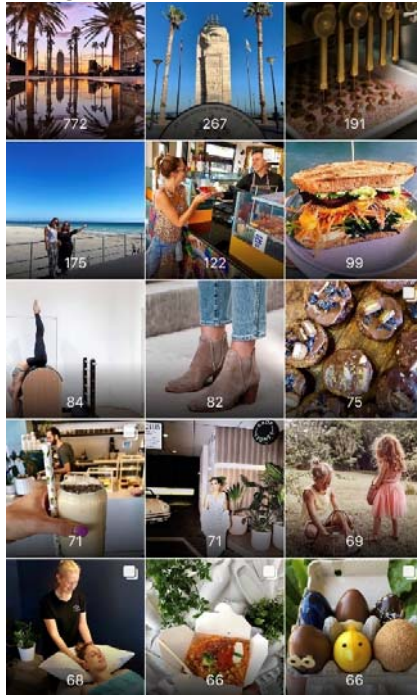
GLENELG TOWN HALL | 8179 9505

**JETTYRD
GLENELG**

Social Media

The @jettyrdglenelg Instagram had 9,978 followers as at 24 April 2019 compared to 9,574 at 27 March 2019, a growth of 404 new followers over the last month. From 26 March – 22 April posts on @jettyrdglenelg Facebook have received engagement by 7,522 consumers. The posts that have received the most engagement are below:

Instagram:



Facebook:

Jetty Road, Glenelg
Published by Alex Brown [?]: 18 April at 17:23

We are open this EASTER 🐣 Celebrate Easter beachside with sunshine, walks on the beach and plenty of cafes, restaurants, boutique shops and services will be open! 🍷 Check individual stores for opening hours. Two hours FREE parking 🅇 at GU Filmhouse and Partridge Street car parks.

Performance for your post

8,517 People Reached

71 Reactions, comments & shares

60 Like	56 On post	4 On
4 Love	3 On post	1 On
3 Comments	3 On Post	0 On
4 Shares	4 On Post	0 On

852 Post Clicks

725 Photo views	0 Link clicks	12 Other
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone reported in the time zone of your ad account.

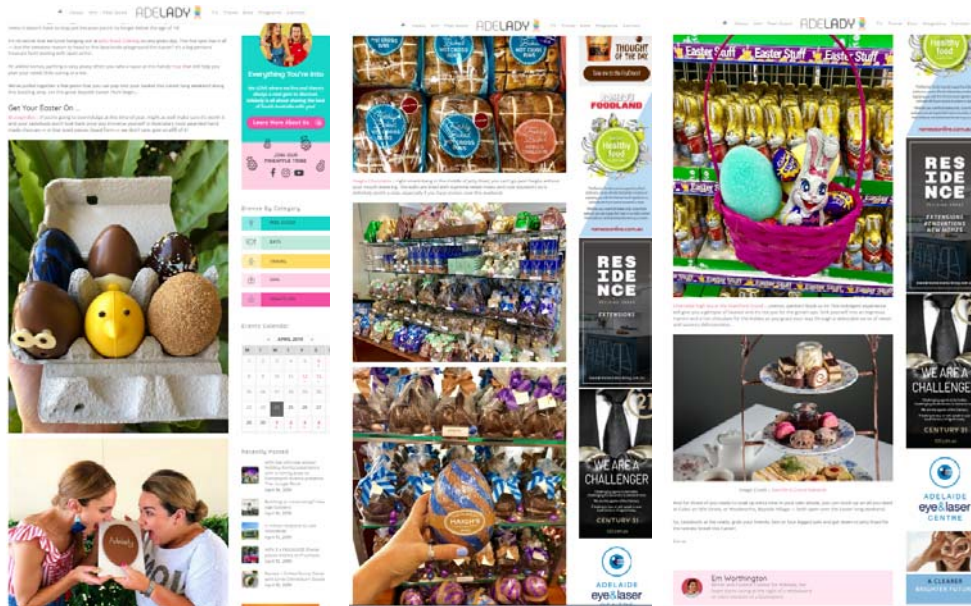
8,517 People reached | 923 Engagements | Boost again

Boosted on 18 Apr 2019 By Alex Brown | Completed

People reached	5.1K	Post engagement	563
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ADELADY

Media personalities ADELADY undertook a social media take over during April in the lead up to Easter and during the school holidays. Adelady wrote an Easter blog which featured on their social media channels (results below) and website (223 visits) titled “You’re Invited To The Sweetest Easter Hunt On Jetty Road”.



ADELADY FACEBOOK AND INSTAGRAM POSTS: 7 April 2019

Adelady
Published by Millie Looker · 7 April at 10:16 · 🌐

Eaaaaaster! It's egg hunts, excitement, and everything you need is found on Jetty Road, Glenelg 📍 check out our must-dos for Easter this year!
<https://adelady.com.au/youre-invited-to-the-sweetest-easte-/> love this photo Ben Heide 🍷

Posted on 07/04/2019, 19:17

514 Likes · 5 Comments · 3 Shares · 5 Saves

Performance for your post

7,768 People Reached

51 Reactions, comments & shares 🗨️

45 Like	45 On post	0 On shares
6 Love	6 On post	0 On shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

105 Post Clicks

27 Photo views	65 Link clicks	13 Other Clicks 🗨️
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Interactions 114
Actions taken from this post

Profile visits	85
Website clicks	29

Discovery 15,184
Accounts reached
1% weren't following you

Follows	0
Reach	15,184
Impressions	19,852
From home	19,496
From profile	155

The Jetty Road Mainstreet Committee and City of Holdfast Bay are co-funding a segment on Glenelg on ADELADY TV which is their fourth season. ADELADY are filming from 1-2 May on Jetty Road, Marina Pier and the Broadway and packaging up food, shopping and local services into the Glenelg segment as well as the new Segway tourism experience. The segment will air on 2 June.

Consumer Newsletter and Blogs

The Jetty Road Glenelg consumer newsletter “Get Easter Ready Beachside” was distributed on 11 April featuring blogs on Shop Easter Beachside, Bracegirdles and Ghanda Clothing.

Blog- EASTER ENTERTAINING
We went on a Jetty Road Easter Hunt

We stopped Jetty Road to find all those Easter essentials to make this Easter something special. While the shop to find all those amazing Easter bunnies. From fresh food, chocolate, gifts and decorations, shop everything you need all in one place.

Blog – BRACEGIRDLES: House Of Fine Chocolates

This Jetty Road boutique is known for its delectably decadent desserts and high quality chocolates. Sue and Garry Strangman opened their first Brangaroo's store in Glenelg in 2010.

Blog- SURF CULTURE : Ghanda Clothing

Selling beach inspired clothing out the back of his car, Josh Pludd started his successful brand Ghanda Clothing in Torquay in 2002. Jetty Road, Glenelg welcomed the first store in South Australia, now the brand has over 50 stores across Australia. This Aussie Surf culture brand is the go-to for colourful screen printed tees, hoodies, and everyday essentials for kids, teens and the young at heart.

SHOP: Hot Cross Buns @ Bakers Delight

Everyone loves a Hot Cross Bun at Easter! Bakers Delight Jetty Road has a selection of premium flavoured options. Try traditional, fruitless, apple & cinnamon or our favourite Calferry Dairy Milk.

[chocolate.bkg.7eev.3](#)

WHAT'S ON: Stamford Grand Chocolate High Tea

Enjoy afternoon of chocolate delight this April at Stamford Grand. Indulge the Chocolate High Tea – just in time for Easter! Featuring heavenly chocolate croissants, macarons, petit four sandwiches and a selection of delicious, yet creamy chocolate treats. This is the perfect afternoon treat for any chocolate.

[BOOK HERE](#)

The Jetty Road Development Coordinator is currently seeking quotes for the contract for social media management for the @jettyrdglenelg social media accounts to take affect from early July 2019.

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

Not applicable.