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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 3 April 2019 at 6.00pm**

Roberto Bria  
ACTING CHIEF EXECUTIVE OFFICER

## Jetty Road Mainstreet Committee Agenda

### 1. OPENING

The Jetty Road Development Coordinator, Alex Brown will declare the meeting open at 6pm.

### 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 6 March 2019 be taken as read and confirmed.**

### 5. PRESENTATIONS

5.1 Jetty Road Master Plan Update

*Emily Ketchington, Strategic Planner at the City of Holdfast Bay will provide an update on the detailed designs for the Colley Terrace/Moseley Square options for the Jetty Road Glenelg Masterplan.*

### 6. QUESTIONS BY MEMBERS

6.1 **Without Notice** - Nil

6.2 **With Notice** - Nil

### 7. MOTIONS ON NOTICE

7.1 **Grant for Milton Street Sessions Beach Burrito Event**

At the 6 March 2019 the JRMCM meeting A Warren advised that the second street festival event featuring local bands will be held on 23 March 2019. Mr Warren is seeking \$2,000 financial support from the Committee to assist with the stage set up, bunting and road closure costs.

**8. ADJOURNED ITEMS – Nil**

**9. REPORTS/ITEMS OF BUSINESS**

9.1 New Committee Welcome, Amanda Wilson, Mayor (Report No: 122/19)

9.2 Monthly Finance Report (Report No: 117/19)

9.3 Property Council Update (Report No: 118/19)

9.4 Marketing Update (Report No: 119/19)

9.5 Events Update (Report No: 120/19)

9.6 JRMC Governance Model – Council Workshop (Report No: 121/19)

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

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

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 1 May 2019 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg.

**8. CLOSURE**

**ROBERTO BRIA  
ACTING CHIEF EXECUTIVE OFFICER**

Item No: **9.1**

Subject: **NEW COMMITTEE WELCOME**

Date: 3 April 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

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### **SUMMARY**

Mayor Amanda Wilson will address the Jetty Road Mainstreet Committee at the meeting and welcome its new members.

This report provides information for the committee to note in regards to operating as the Jetty Road Mainstreet Committee (JRMC). The 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. The JRMC is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*. The committee is established to advise Council on enhancing and promoting the Precinct as a vibrant shopping, leisure and recreation area with year round appeal to residents and visitors. A copy of the JRMC Terms of Reference and City of Holdfast Bay Code of Practice Meeting Procedures has been provided to new committee members.

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### **RECOMMENDATION**

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

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### **COMMUNITY PLAN**

Placemaking: Creating lively and safe places

Economy: Making it easier to do business

Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

## BACKGROUND

The Jetty Road Glenelg Precinct (“the Precinct”) is recognised throughout South Australia and beyond as one of the best examples of a thriving traditional retail, hospitality and business district, servicing the needs of the community and around two million visitors each year. In 1994, the former City of Glenelg established the Jetty Road Mainstreet Board (“the Board”) with the aim of supporting the Precinct to flourish and expand, to strengthen partnerships between businesses, the Council and local community. In 2007, the name was changed to the Jetty Road Mainstreet Management Committee (JRMMC), followed by a further name change in 2016 to the Jetty Road Mainstreet Committee (JRMC).

The 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 promoting the Precinct as a vibrant shopping, leisure and recreational area with year round appeal and furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.

## REPORT

Mayor Amanda Wilson will address the Jetty Road Mainstreet Committee at the meeting and welcome its new members.

At the 12 March Council Meeting Council endorsed the selection panel’s recommendation and endorsed the new Jetty Road Mainstreet Committee effective from 1 April 2019 as follows:

Simon Robinson, GU Filmhouse  
Con Maios, Maios Investments  
Eve Leenearts, Elite Choice Home Improvements  
Lee Boys, Skin Things – *New Committee Member*  
Gilia Martin, Attitudes Boutique and Lightbox Gift and Home – *New Committee Member*  
Angus Warren, Beach Burrito  
Tony Beatrice, Cibo Espresso  
Nathan Hughes, Short Order Diner – *New Committee Member*  
Adoni Fotopoulos, Ikos Holdings Trust  
Councillor William Miller  
Councillor Rebecca Abley

A copy of the Jetty Road Mainstreet Committee Terms of Reference and the City of Holdfast Bay Code of Practice Meeting Procedures has been provided to the new committee members.

The committee will also appoint a new chairperson at this meeting.

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**

Not applicable

Item No: **9.2**  
Subject: **MONTHLY FINANCE REPORT**  
Date: 3 April 2019  
Written By: Jetty Road Development Coordinator  
General Manager: Community Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee February 2018 finance 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: 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 28 February 2019

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2017/18 Comparatives</u>	
					Actuals 28 February	Actuals 30 June
<b>Revenue</b>						
General Rates Raised	564,539	564,539	564,513	(26)	564,510	564,510
Other Income	4,200	2,465	12,209	9,744	972	2,612
Gift Card Revenue	-	-	4,560	4,560	19,412	26,059
	<b>568,739</b>	<b>567,004</b>	<b>581,282</b>	<b>14,278</b>	<b>584,894</b>	<b>593,181</b>
<b>Expenses</b>						
Employee Costs	149,371	95,689	93,872	1,817	92,112	149,323
Sponsorships	12,500	7,388	7,600	(212)	25,554	9,771
Professional Services	4,500	4,500	8,321	(3,821)	19,398	28,416
Event Management	69,388	55,451	35,635	19,816	27,939	41,705
Marketing	129,994	98,943	85,014	13,929	87,462	125,083
Retail Strategy Implementation	40,000	25,000	29,881	(4,881)	-	-
Repairs & Maintenance	-	-	125	(125)	994	994
Food & Drink	3,250	1,502	1,747	(245)	986	2,782
Office Expenses	1,750	364	1,444	(1,080)	665	1,315
Directory Board	2,500	1,805	135	1,670	535	939
Christmas Decorations	42,515	42,515	39,725	2,790	2,564	20,064
Operation Shopfront	-	-	-	-	195	195
Festoon Lighting	-	-	15,825	(15,825)	-	-
Gift Card Expenditure	-	-	2,796	(2,796)	-	30,240
Unallocated credit card expenditure	-	-	5,980	(5,980)	12,856	-
<b>Christmas Pageant</b>	<b>35,717</b>	<b>27,762</b>	<b>30,058</b>	<b>(2,296)</b>	<b>30,047</b>	<b>30,502</b>
<b>Winter Wonderland</b>	<b>74,421</b>	<b>71,010</b>	<b>41,156</b>	<b>29,854</b>	<b>34,613</b>	<b>34,685</b>
<b>Tour Down Under</b>	<b>50,000</b>	<b>39,437</b>	<b>38,383</b>	<b>1,054</b>	<b>40,489</b>	<b>42,100</b>
<b>October Street Party</b>	<b>30,000</b>	<b>30,000</b>	<b>31,897</b>	<b>(1,897)</b>	<b>31,669</b>	<b>34,318</b>
<b>Tram Track Marketing</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(2,393)</b>	<b>(2,393)</b>
	<b>645,906</b>	<b>501,366</b>	<b>469,594</b>	<b>31,772</b>	<b>405,685</b>	<b>550,039</b>
<b>Net Profit/(Loss)*</b>	<b>(77,167)</b>	<b>65,638</b>	<b>111,688</b>	<b>46,050</b>	<b>179,209</b>	<b>43,142</b>

\*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	41,448	47,000
Print Media	12,250	9,005
Promotional Collateral	2,133	2,300
Contingency Budget		24,289
	<b><u>85,014</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	80,340	78,479	1,862	0	78,479	48,118
249 - Wages - Overtime	4,000	4,000	4,000	4,000	2,639	2,828	(189)	0	2,828	1,172
250 - Salaries Superannuation	11,871	11,871	11,871	11,871	7,534	7,391	143	0	7,391	4,480
283 - Sponsorships	12,500	12,500	12,500	12,500	7,388	7,600	(212)	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	55,451	35,635	19,816	0	35,635	33,753
31D - Retail Strategy Implementation	40,000	40,000	40,000	40,000	25,000	29,881	(4,881)	16,840	46,721	(6,721)
401 - Christmas Decorations	42,515	42,515	42,515	42,515	42,515	39,725	2,790	0	39,725	2,790
415 - Food and Drink	1,250	1,250	1,250	1,250	676	700	(24)	0	700	550
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	2,000	2,000	2,000	827	1,047	(221)	0	1,047	953
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	91,776	85,014	6,762	0	85,014	37,813
438 - Directory Board	2,500	2,500	2,500	2,500	1,805	135	1,670	0	135	2,365
800 - Other Expenditure	0	0	0	0	0	15,825	(15,825)	0	15,825	(15,825)
817 - Insurance - Workers Compensation - Sals	6,903	6,903	6,903	6,903	5,176	5,175	1	0	5,175	1,728
832 - Telecommunications	1,000	1,000	1,000	1,000	364	0	364	0	0	1,000
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	0	5,980	(5,980)	0	5,980	(5,980)
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	2,796	(2,796)	0	2,796	(2,796)
900 - Miscellaneous Income	0	0	0	0	0	(5,838)	5,838	0	(5,838)	5,838
910 - Ticket Sales	(4,200)	(4,200)	(4,200)	(4,200)	(2,465)	(2,520)	56	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	(4,560)	4,560	0	(4,560)	4,560
	<b>(190,138)</b>	<b>(112,971)</b>	<b>(112,971)</b>	<b>(233,848)</b>	<b>(253,182)</b>	<b>19,334</b>	<b>16,840</b>	<b>(236,342)</b>	<b>123,371</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	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	5,782	419	5,362	0	419	5,581	
800 - Other Expenditure	2,520	2,520	2,520	1,062	6,393	(5,331)	0	6,393	(3,873)	
806 - Donations	573	573	573	336	755	(419)	0	755	(182)	
835 - Entertainment/Special Occasions	5,447	5,447	5,447	5,128	4,261	867	1,905	6,166	(719)	
944 - Sponsorship Income	(4,000)	(4,000)	(4,000)	(2,500)	(4,500)	2,000	0	(4,500)	500	
	<b>35,717</b>	<b>35,717</b>	<b>35,717</b>	<b>27,762</b>	<b>30,058</b>	<b>(2,296)</b>	<b>4,905</b>	<b>34,963</b>	<b>754</b>	

**J02 - Winter Wonderland - 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>
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
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>41,156</b>	<b>29,854</b>	<b>0</b>	<b>41,156</b>	<b>33,265</b>

**J03 - Tour Down Under - Jetty Road Contribution**

<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>
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	28,768	7,100	21,668	0	7,100	27,900
312 - Hire Companies	10,100	10,100	10,100	5,769	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	6,579	(6,579)	0	6,579	(6,579)
800 - Other Expenditure	0	0	0	0	1,557	(1,557)	0	1,557	(1,557)
835 - Entertainment/Special Occasions	0	0	0	0	3,378	(3,378)	0	3,378	(3,378)
	<b>50,000</b>	<b>50,000</b>	<b>50,000</b>	<b>39,437</b>	<b>38,383</b>	<b>1,055</b>	<b>2,008</b>	<b>40,391</b>	<b>9,609</b>

**J04 - October 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>
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	0	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)
	<b>30,000</b>	<b>30,000</b>	<b>30,000</b>	<b>0</b>	<b>31,897</b>	<b>(31,897)</b>	<b>0</b>	<b>31,897</b>	<b>(1,897)</b>

Item No: **9.3**

Subject: **PROPERTY COUNCIL UPDATE**

Date: 3 April 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

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### **SUMMARY**

Last month representatives of the Jetty Road Mainstreet Committee attended two events hosted by the Property Council of South Australia including the 2019 Annual Retail Lunch - The Future of Placemaking as well as the launch of the Property Council Mainstreets of the Future Paper. The Property Council of Australia is the leading advocate for Australia's property industry. Committee members will provide a verbal update on these events at the meeting.

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### **RECOMMENDATION**

**That the JRMC note this report.**

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### **COMMUNITY PLAN**

Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

The Property Council of Australia is the leading advocate for Australia's biggest industry and biggest employer – property. The Property Council champions the interests of more than 2200 member companies that represent the full spectrum of the industry, including those who invest, own, manage and develop in all sectors of property, creating landmark projects and environments where people, live, work, shop and play.



**REPORT**

Last month representatives of the Jetty Road Mainstreet Committee attended two events hosted by the Property Council of South Australia including the 2019 Annual Retail Lunch - The Future of Placemaking as well as the launch of the Property Council Mainstreets of the Future Paper.

A copy of the Mainstreets of the Future Paper is now available, and highlights the opportunities for landlords, tenants and councils to work together to build more prosperous mainstreets.

The paper reports findings from a survey undertaken across metropolitan and regional South Australian mainstreets regarding three core issues including Mainstreet Health Check, Organisational Maturity and Future Plans and Smart Cities.

**Mainstreet Health Check:** The data displays an opportunity for the Mainstreet community to better collaborate, revitalize, invigorate and future proof these important corridors. The data indicates a need for greater communication between Mainstreet Committees and Local Government.

**Organisational Maturity:** the data collected highlighted that organisations have varying levels of sophistication, but also pointed towards a growing awareness of the need to generate innovative thinking.

**Future Plans and Smart Cities:** One of the most pressing issues facing cities today is how to collect data for civic good, not only driving efficiency and sustainability but, more importantly facilitating personal experiences that reinforce the character of the place. It is imperative for mainstreet organisations to consider planning for the physical, governance and social change set in motion by a more digitally connected world. High speed internet, smart parking systems, smart lighting and electric vehicle charging points are just some of the initiatives being implemented by mainstreets.

Committee members will provide a verbal update on these events at the meeting and a copy of the report is attached.

*Refer attachment 1*

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**

Not applicable

# MAINSTREETS OF THE FUTURE

Opportunities for landlords, tenants and  
councils to work together to build more  
prosperous Mainstreets.





# INTRODUCTION

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To better understand the health, function, and future of Mainstreets organisations in South Australia, the Property Council of Australia's SA Mainstreets Advocacy Committee collaborated with various Mainstreets organisations, landlords and tenants in their own landscapes.

The Committee measured the successes and knowledge gaps in existing Mainstreets organisations in South Australia and the results are published within this brief paper, summarising results of polling, exploring local organisations attitudes to the health, the organisational maturity and the future of Mainstreets.

A number of Mainstreets organisations participated in a short survey from both metropolitan and regional South Australia and are noted as follows:

- Barossa Mainstreet
- Chinatown
- East End Precinct
- Fullarton Road
- Goodwood Road
- Grote Street
- Hutt Street
- King William Road
- King William Street
- Mount Pleasant Mainstreet
- Prospect Road
- Prospect Road
- Semaphore Road
- Southern Business Connections
- Sturt Street
- Unley Road

A series of questions were put to these organisations regarding three core issues:

- Mainstreets Health Check
- Organisational Maturity
- Future Plans and Smart Cities

The findings and commentary are contained in the following pages.





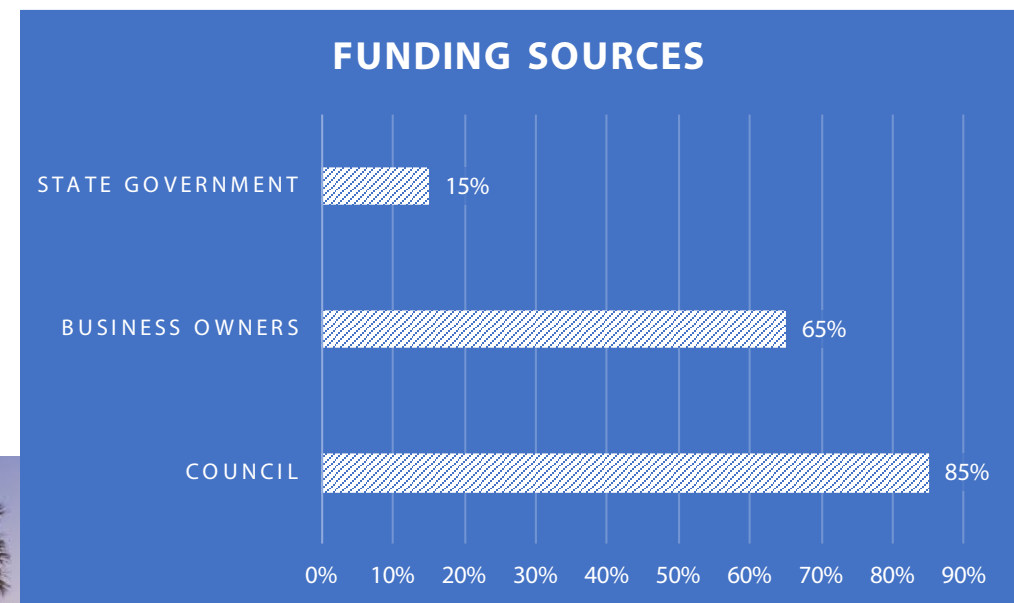
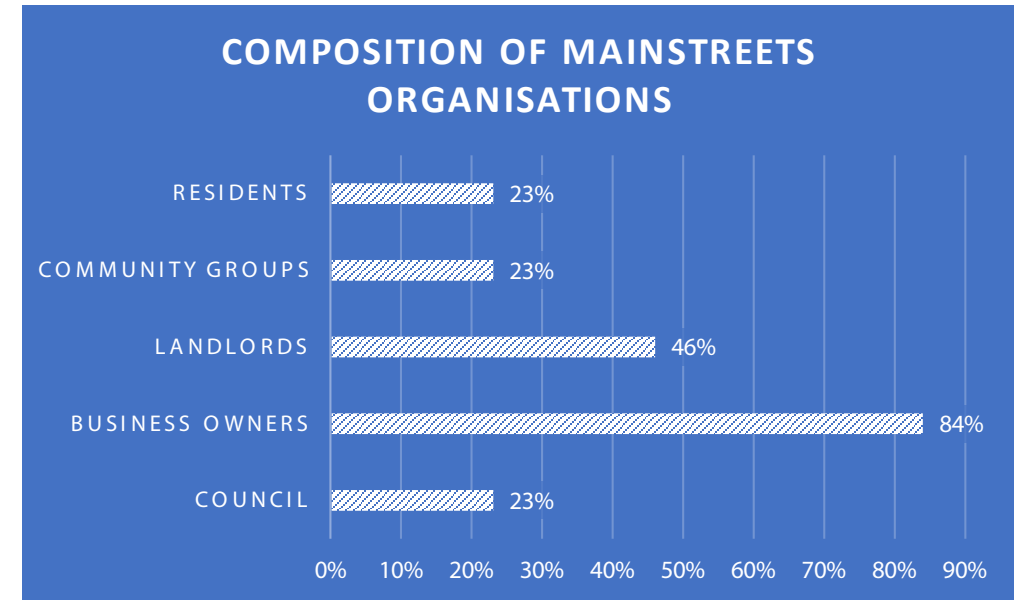
# MAINSTREETS HEALTH CHECK

The response to data collected focused on the health of main streets, the capacity to grow and evolve main streets with strategic planning, collaboration, and focus to realise the full potential for Mainstreets.

A standout issue in the data collection is that a major funding source for Mainstreet organisations is Local Government (85%), yet Local Government have limited involvement (only 23%) with Mainstreet committees. We believe that engagement strategies are required to close this gap. Greater representation by Local Government has the potential to further enable better communication, unlocking smoother funding streams and better understanding of Local Government strategic planning.

Our research found that the Mainstreet community is diverse and includes not only landlords but also property managers representing landlords, tenants, residents, retail groups, community groups as well as local government. The data displays an opportunity for the Mainstreets community to better collaborate, revitalise, invigorate and future proof these important corridors. The data indicates a need for greater communication between Mainstreet committees and Local Government. With further investigation there might be merit for a dedicated coordinator from each council entity to engage directly with their Mainstreet community.

Greater collaboration will see smarter and more efficient utilisation of financial investment by Local Government.





# ORGANISATIONAL MATURITY

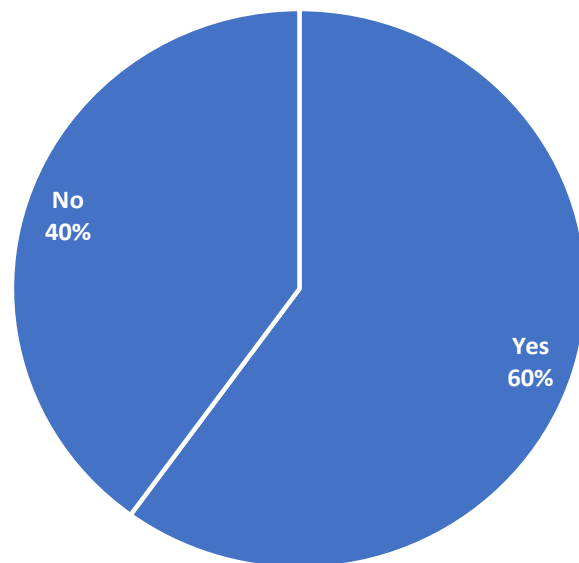
The measurement of organisational maturity is a gauge of the sophistication and the level of thinking going into creating an environment that has the best chance of commercial success and to capture the uniqueness of their precincts offering.

In general, the data collected within this set pointed towards organisations of varying sophistication, but also pointed towards a growing awareness of the need to generate innovative thinking:

- Although a majority of Mainstreet organisations have created future plans (studies, designs, strategic plans) approximately 40% that had not. This indicates that greater awareness of the benefits of planning (through benchmarking) would create greater organisational maturity, by sharing and exchanging of ideas.
- The participation in development plan amendments and design reviews, shows that Mainstreets organisations can improve their communication conduits with Local Government. There needs to be greater awareness by Mainstreet organisations to know that they can and should participate in the formation of development policy and design that will affect their Mainstreet.
- The standard reaction regarding amenity and provision of public offerings in Mainstreet areas indicates that there is still work to be done in this space. Sharing best practice from other jurisdictions would raise awareness of the increasing standard of amenity being offered by the successful Mainstreets.

Organisational maturity in Mainstreets is an essential metric to increase, moving to greater awareness, benchmarking and collegiate knowledge sharing which would create better results for all.

## DOES YOUR MAINSTREET ORGANISATION HAVE A STRATEGIC PLAN?



## IF YES, DOES IT IDENTIFY TARGET MARKETS FOR YOUR MAINSTREET?

No 47%

Yes 53%

## HAVE YOU UNDERTAKEN RESEARCH?

No 43%

Yes 57%

## DO YOU HAVE A CLEAR AND AGREED VISION FOR THE FUTURE OF THE MAINSTREET?

No 35%

Yes 65%

**Whilst 60% of Mainstreet organisations had a strategic plan, just over 50% of those that did had identified target markets or undertaken research.**



# THE ROLE OF GOVERNMENT

Whether at a local, state or federal level, Government has a significant role in the creation of a successful Mainstreet and can assist in unlocking further potential. Interestingly, only 23% of the Mainstreet organisations surveyed had a Government representative as part of their composition.

The committee considers the following areas can be most effectively influenced by Government to contribute to the ongoing success of Mainstreets:

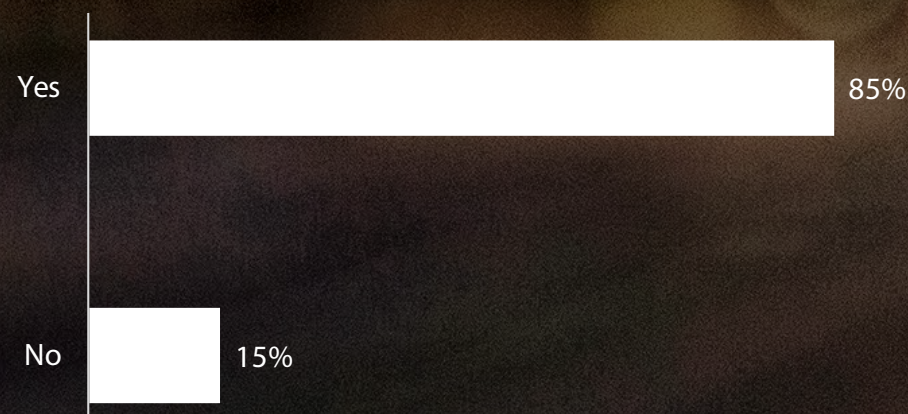
## Legislative

- Heritage constraints;
- Planning assessment fees and requirements such as the provision of car parking, activation at ground level and noise mitigation that can be more challenging to overcome in heritage buildings;
- More flexibility with regards to building legislation requirements – fire safety, seismic performance, disability access, lifts and egress, light and ventilation, acoustic requirements and energy efficiency;
- Liquor licensing;
- Concessions for start-up business.

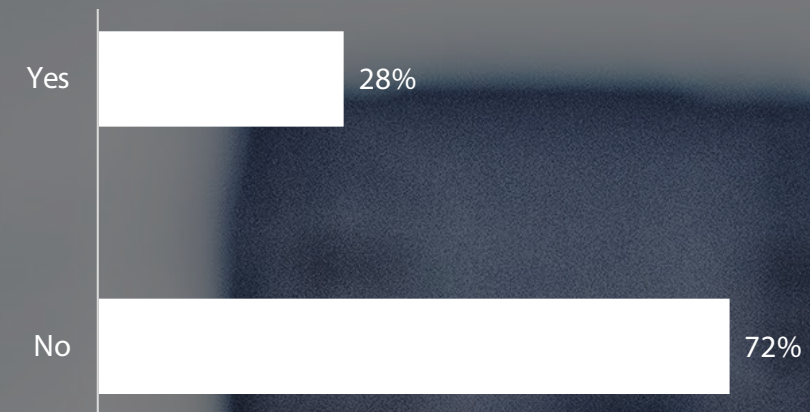
## Event/Activation

- Events stimulate increased visitation to a precinct, often leading to an increase in the utilisation of tenancies within nearby buildings. 85% of respondents maintain a calendar of events, whilst two-thirds identified a dedicated event space within the Mainstreet;
- Events can create a sense of identity for a Mainstreet; and
- Events can create a basis to attend – a reason to visit the space.

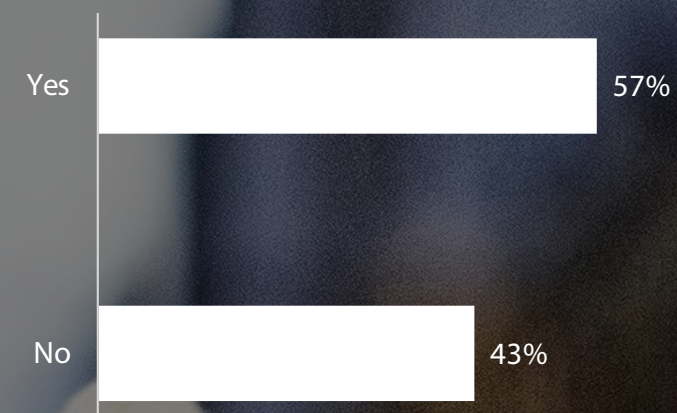
## DOES YOUR MAINSTREET HAVE AN EVENTS CALENDAR?



## HAVE YOU CONDUCTED MOVEMENT STUDIES (INCLUDING BIKE LANES, PARKING AND PEDESTRIAN MOVEMENT)?



## HAS YOUR ORGANISATION HAD INPUT INTO DEVELOPMENT PLAN DESIGN REVIEWS?



## Public Realm

Government is largely responsible for funding the redevelopment, maintenance and curation of the public space within the Mainstreet. If redeveloping a Mainstreet, key areas of consideration include:

### Accessibility/Connectivity

- Improve connectivity to and within the Mainstreet;
- Creation of basis to attend – a reason to visit the space;
- Improve public transport to and from main street;
- Create easy access to cultural icons and entertainment; and
- Ensure Cross street connectivity.

### Street Environment

- Invest in trees, lighting, shade, shelter and street furniture;
- Create places to 'linger';
- Remove high traffic speed and volume; and
- Provide car parking availability.

### Backbone infrastructure

- Ensure the services (electricity, gas, water, sewer) within the Mainstreet are adequately sized to cater for future development and events;
- Provide public amenities including change areas, toilets, information centres;
- Provide adequate way finding so that locals and tourists can navigate the street; and
- Ensure roads and footpaths are as flat as possible to promote walking.

### Maintenance and Curation

- Ensure that the street clean of rubbish, bins are emptied regularly particularly after events; and
- Ensure that landscaping is curated including appropriate watering and fertilisation.



# THE IMPORTANCE OF A STRONG OWNER RELATIONSHIP

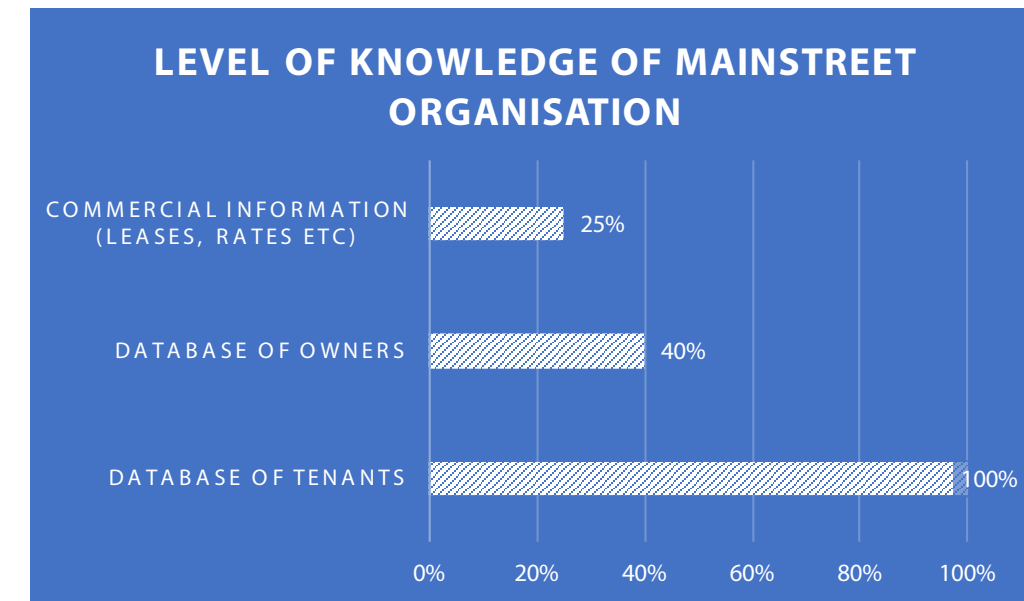
A good Mainstreet is a destination which is desirable to visit. The greater the visitation, the greater likelihood of spend, which results in a better outcome for tenants, landlords and the wider community.



The Property Council of Australia's SA Mainstreets Advocacy Committee has developed a strong dialogue with many local landlords to identify common desired outcomes, challenges/issues and opportunities for improved Mainstreets.

A large majority of South Australian commercial property is privately owned which is at odds with many other cities around the world where ownership of commercial assets is via institutional property investment funds. This amplifies the fact that the decision on where and how to spend money on an asset is a careful one.

Our research indicates that there is a need to open the lines of communication between Local Government, landlords and Mainstreet organisations. Less than half (46%) of the Mainstreets organisations surveyed had landlords as part of their committee composition and even less (41%) had a database of the landlords on their Mainstreet.



**On average, Mainstreet organisations rated the relationship between their Local Government and stakeholders 7/10 which is at great odds with feedback from landlords.**

It's clear that Mainstreets or precincts where landlords collaborate with one another and Local Government is of benefit to all other stakeholders including the broader general public. When this occurs the whole precinct and destination has the opportunity to blossom which in turn creates an environment where patrons and customers want to meet. This creates a much better vibrancy for the local council and tenants, creating an environment where each tenant benefits from the success of the surrounding tenants. Taking this one step further it means the local council prospers and both capital value and rental values increase from the success of all stakeholders.

Looking ahead the SA Mainstreets Advocacy Committee, plans to further enforce the point of collaboration and to showcase and promote local success stories as they evolve. By promoting this success and highlighting how such outcomes are achieved, will not only show other main street precincts how improvements can be made, but it will also provide the motivation and encouragement for others to follow suit.



# FUTURE AND SMART CITIES

In general, the data collected suggests that Mainstreet organisations are at the very beginning of developing Smart City thinking.

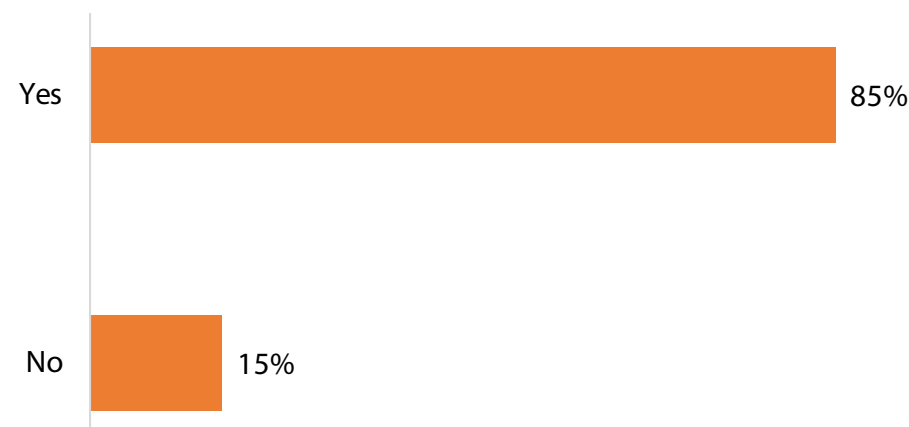
The information collected in this category evaluates how Mainstreet organisations are developing strategies in response to their digital presence and smart city thinking.

One of the most pressing issues facing cities today is how to collect and use data for civic good; not only driving efficiency and sustainability but, more importantly, facilitating personal experiences that reinforce the character of the place. It is imperative for Mainstreet organisations to consider planning for the physical, governance and social change set in motion by a more digitally connected world.

- Our feedback illustrates that 85% of respondents have an online presence that incorporates social media, but none make use of an e-commerce umbrella to assist local traders.
- Similarly, 78% have digital autonomy from the council that might provide the necessary agility to develop a commercial presence without any administrative restrictions of local government.
- The survey indicates an absence of consideration of a strategy to evolve Mainstreets into smart cities. Whilst 60% of respondents are developing high speed broadband internet and Wi-Fi, these are only the foundation of smart infrastructure. The ability to count and cater for a population that expects an experience tailored to themselves is enabled by processes engaged by fewer than 20% of Mainstreet organisations.
- Infrastructure led developments such as smart lighting, parking and ELV charge points are key considerations.

Implementing a smart city approach that engages with the community begins with a strategy that understands what data to collect to unlock the challenges of visitation, car-parking and a day-night economy to address the safety, livability, and amenity of Mainstreets. The survey results suggest that leadership and assistance to help Mainstreets determine an effective smart city strategy is an unfulfilled concern.

## DOES YOUR MAINSTREET HAVE AN ONLINE PRESENCE?



## Technological change drivers

In this section, we will touch on a number of the technologies that are currently and further set to disrupt our lived experience in Mainstreets. These disruptors effect a rapidly evolving environment based on leveraging data, the development of autonomous systems, transport and smart networks.

### Autonomous vehicles

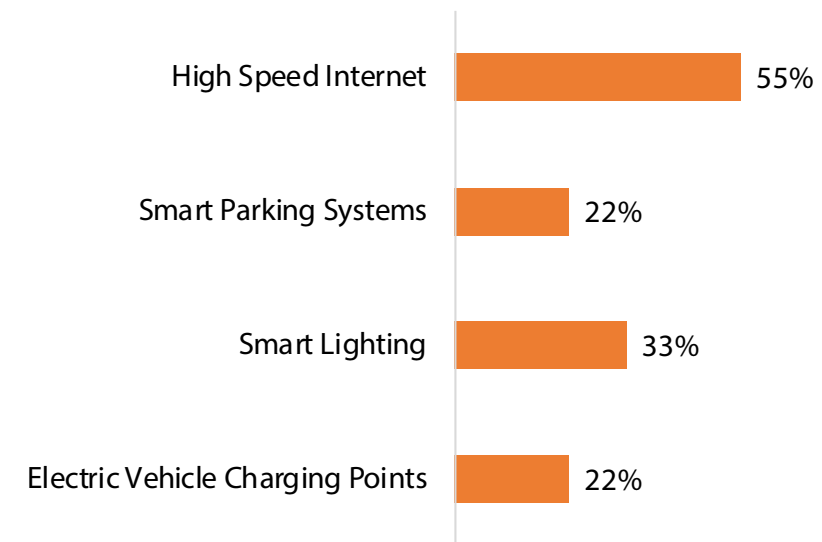
The movement of people is evolving rapidly with the uptake of ridesharing, electric, plus autonomous vehicles and new modes of transport including drones and motorized recreational devices.

The increase in ridesharing already affects Mainstreets through disruption of on street parking, improved accessibility to those with reduced mobility, reduced taxi ranking and reliance on public transport networks.

As electric vehicles (EV) become more prevalent, we expect an increase in the requisite provision of charge points with associated electrical infrastructure and parking considerations.

Our survey suggests that whilst medium and larger shopping centres are installing EV charging stations, smart parking and rideshare meeting points, less than a quarter of local Mainstreets have made plans to integrate this technology.

## HAS YOUR ORGANISATION (OR COUNCIL) SOUGHT FUNDING/SUPPORT AND/OR PLANNED FOR ANY OF THE FOLLOWING?



## Artificial Intelligence (AI), Automation and Internet of Things (IoT)

Artificial Intelligence (AI) is defined as the “capability of a machine to imitate intelligent human behaviour”. As AI becomes more mainstream it will transform the nature of work and the workplace itself. How will the ability of machines to carry out more of the routine tasks currently carried out by humans affect the Mainstreets of the Future? We expect that some occupations will decline, others will grow and many more will change.

What impacts are we already seeing on the retail mix in Mainstreets as a result of the boom in online shopping? We expect that our online shopping experience is supported by real people at the other end of the internet connection. But is this really the case? How much of this process can be automated, considering that the shopper has already carried out the data entry function for the purchase to be processed. As we move forward, which uses and typologies will disappear, and what, if any, are replacing them?

What “experience” will visitors to the Mainstreet be looking for? A retail experience with a personal touch that comes at a premium price? Or something else? Will your local barista be replaced by a machine that can not only produce the perfect cappuccino every time, but also call you by name and engage in conversation with you?



## Data Collection

### Commercial data collection

The collection of data from various sources is already being commercialised to inform better decision making in Mainstreets. Providers such as Geotech's "Precinct Scout" can provide comprehensive data, that is mapped to provide profiles of some 5,000 precincts around Australia.

Some of the data collected includes:

- Credit Card transactions to measure retail spend;
- demographic attributes of surrounding areas; and
- competitor analysis

Retail precincts are ranked for key metrics including:

- Transactional Volume
- Average Spend per Transaction
- Average Sales
- Sales Change (compared to 12 months prior)

### Other data collection

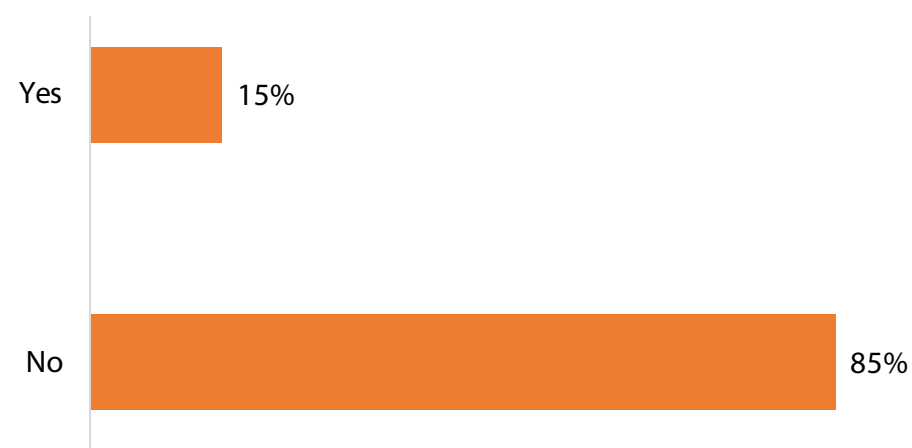
Other forms of data collection are possible by the tracking of smartphone devices in a precinct or Mainstreet. Logging into free local wi-fi and accepting conditions that allow the wi-fi provider to collect specific data about what the user is doing while in the precinct, provides other multiple sources of data to better understand demographics and customer behaviours, amongst other things.

Acoustic and environmental sensors will also add other data sets for further analysis.



**Although most Mainstreets had an online presence, this was largely led by their Local Government and none had e-commerce capability.**

### DOES YOUR MAINSTREET HAVE A SMART CITY PLAN?



### Summary

Technological drivers are but one of the agents of change that are shaping smarter Mainstreets precincts. The traditional challenge has been the interplay between Councils, Landlords, Proprietors and other stakeholders in driving a coordinated approach to get better outcomes.

Mainstreets that leverage the ability to analyse disparate data sources will reap the benefits of this technology. Data will be collected and analysed which will be pivotal in creating more human-centred Mainstreets, optimised as a result of the analysis of multiple and disparate data sources. The result will be enhanced liveability, workability and sustainability of Mainstreet precincts.

Investment is required in order to reap the rewards that technology can bring to smart precincts. This has traditionally been a challenge to reap the Return On Investment (ROI).

Will Councils see benefit in investing in smart infrastructure to gather the data required to inform better decision making? Will landlords see benefit in investing in technological advances to attract higher rates of rental return – or will the drive be led by the progressive tenants who are prepared to invest in order to get an edge on their competition?

Or, will the ultimate solution be a collaboration and combined investment between all parties to deliver exemplar Mainstreet outcomes?

Perhaps a new deal needs to be struck to ensure all parties benefit from the flow of data in the technological innovation testbed of the new Smart Mainstreet?



# CASE STUDY: NORTH TERRACE

North Terrace is unique on a global scale in that it is home to many significant cultural and other public institutions.

## Overview

The activation of North Terrace is an integral part of the State Government's Vibrant City agenda and the widely acknowledged view that Adelaide is the heart of the vibrant state.

As the city's cultural boulevard, North Terrace is at the heart of the CBD and adjacent waterway and Riverbank Precinct.

The shared objectives for North Terrace from State and Local Government is about building upon these existing qualities of North Terrace to activate some of the currently vacant and underutilised buildings located on the southern side of North Terrace between King William Street and Pulteney Street.

An opportunity exists to maximise North Terrace's potential by creating a grand boulevard with high quality public realm that enhances the existing cultural precinct along the northern side of North Terrace.

## Critical role of North Terrace

The role of North Terrace, as Adelaide's cultural boulevard, is critical to the success of South Australia and the CBD. In accommodating the South Australian Museum, Art Gallery, State Library, three university campuses, Parliament House, Adelaide Casino, Adelaide Railway Station, Adelaide Convention Centre, major hotels, high end retail, offices and a host of other landmarks, North Terrace is a potential beacon for investors, tourists and visitors to the state.

In the past few years the street has attracted substantial investment into residential land uses, including student accommodation, as well as health and medical facilities associated with the new Royal Adelaide Hospital, South Australian Health and Medical Research Institute and two University research buildings.

These developments, and those envisaged in the future (particularly the Riverbank Precinct redevelopment and transformation of the old Royal Adelaide Hospital site, now known as Lot Fourteen) is likely to lead to a substantial increase in the number of people accessing and using North Terrace for a diverse range of social, educational, entertainment, commercial and government activities.

## HOW IS THE MAINSTREET BOUNDARY PRESCRIBED?



## Observations: There are opportunities for adaptive re-use

Despite the generally high numbers of pedestrians travelling along North Terrace and the impression of vibrancy this can create, there are a number of buildings that remain vacant and/or under-utilised on the southern side of Central North Terrace (CNT), they are of particular interest to this case study.

Setting a target of getting every building open for business on North Terrace will require consideration of a range of interventions in order to kick-start the local economy in ways that generate sufficient demand for spaces in these buildings.

The number of cultural destinations along North Terrace, together with its role as a major public transport hub, provides opportunities for the activation of ground-level street spaces along its southern side.

To make the most of these opportunities, it is important to prevent what is a wide street from continuing to be dominated by fast-moving vehicular traffic. Through careful design, incorporating safe and permeable connections between the northern and southern sides of North Terrace, the streetscape could be further developed to facilitate easy and convenient movement of people across and around the street. That would subsequently enhance the attraction of building spaces on the southern side. The right mix of land use activities attached to these buildings will be a critical factor in their activation. Land uses that encourage people to linger and use the space should be promoted, with these spaces then providing good connections to other destinations nearby, accommodating activities that complement and add value to the array of cultural activities.

## Demonstration projects may be the ideal 'light touch'

The key advantage of using a light touch is that it can build on the creative energy of local communities to generate new activities and revenue from places undergoing transition. The success of pop-up food vans and laneway bars in the Adelaide context attests to the merit of starting small when seeking to activate places, especially where resources are limited. Creating small demonstration projects that draw on local people and local assets can transform under-utilised spaces into vibrant 'laboratories' that can boost economic and social activity in urban spaces.

In this way good placemaking need not rely exclusively on 'top-down' government funding. A combination of approaches involving both 'top-down' government interventions to facilitate economic activity and 'bottom-up' community-based ventures that generate further activity and add value to the activities already in the locality is needed to capitalise on the economic and business potential of urban spaces and streetscapes such as North Terrace.

Projects to engage with Adelaide City Council on:

- Identify a section of CNT that would suit two or three pedestrian friendly connections between North and South CNT; and
- Identify a number of buildings/spaces to conduct demonstration projects.

## Small but positive changes

The development of vibrant public spaces is a complex process involving many stakeholders who often have very different interests. Good places tend to evolve by experimenting with small, short-term improvements that can be tested and refined over a longer period. Providing places for people to sit, a pop-up café, a sidewalk garden, a quirky space and public art installations that attract and interest people are all examples of small but positive changes that can greatly enhance the attractiveness and activation of a place.

**Only 28% of Mainstreet organisations have a developed plan of placemaking to guide future development.**



## SUMMARY

Following analysis of the data collected, the SA Mainstreets Advocacy Committee believe that the following conclusions are most prominent in relation to the health and future of Mainstreets:

The sharing of best practice is required

- Mainstreets need greater knowledge of best practice and what is possible to enhance the function of their Mainstreet.
- The establishment and following through of strategic plans will assist decision making to improve the overall focus and ultimately the public experience of the Mainstreet.

Engagement strategies

- Local government should be encouraged to nominate the personnel required to interact with the individual committees.
- Committees need to be encouraged to welcome local government representatives onto their committees. This would assist in creating smoother and stronger cohesion, communication and ultimately funding relationships.

Smart City thinking

- The data collected from this survey suggests that Mainstreet organisations are at the very beginning of developing Smart City thinking.
- Mainstreet organisations need to start planning for the physical, governance and social change set in motion by a more digitally connected world.

What has become clear from the survey is that there is wide diversity in the successful operation of Mainstreets organisations across the State. Certainly, some are well organised and effective, while others are yet to realise their full potential. This can be attributed to the fact that they are largely volunteer led with limited access to consistent and ongoing funding. With this in mind, it is imperative that Mainstreets organisation establish clear strategic directions that are followed through.

Sharpening the focus of Mainstreets could be greatly assisted by more engagement with and by councils. Some councils have already employed Mainstreets personnel who actively engage with Mainstreet organisations to great effect. Access to such a person could open doors to better funding and the utilisation of knowledge and expertise from those council officers.

The engagement and participation in Smart Cities innovations could create significant opportunities for the Mainstreets organisations of the future.

## COMMITTEE 17/18

- **Daniel Dello Iacovo (Chair)** - Trice - Project + Development Managers
- **Ralph Belperio** - Aurecon
- **Greg Georgopoulos** - Kangaroo Island Council
- **Chris Greening** - Matthews Architects
- **Ben Heritage** - Broadway Property Advisory
- **Con Maios** - Jetty Road Mainstreet Committee
- **Caderyn McEwen** - Eckermann Lawyers
- **Felicity Niemann** - Wallmans Lawyers
- **Luke Rogers** - Mott MacDonald
- **Simon Tothill** - Woods Bagot
- **Georgina Vasilevski** - RenewalSA
- **Milly Vorasi** - HAYS Recruitment





Item No: **9.4**  
Subject: **MARKETING UPDATE**  
Date: 3 April 2019  
Written By: Jetty Road Development Coordinator  
General Manager: Community Services, Ms M Lock

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### **SUMMARY**

The 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.

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### **RECOMMENDATION**

**That the JRMC note this report.**

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### **COMMUNITY PLAN**

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

### **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

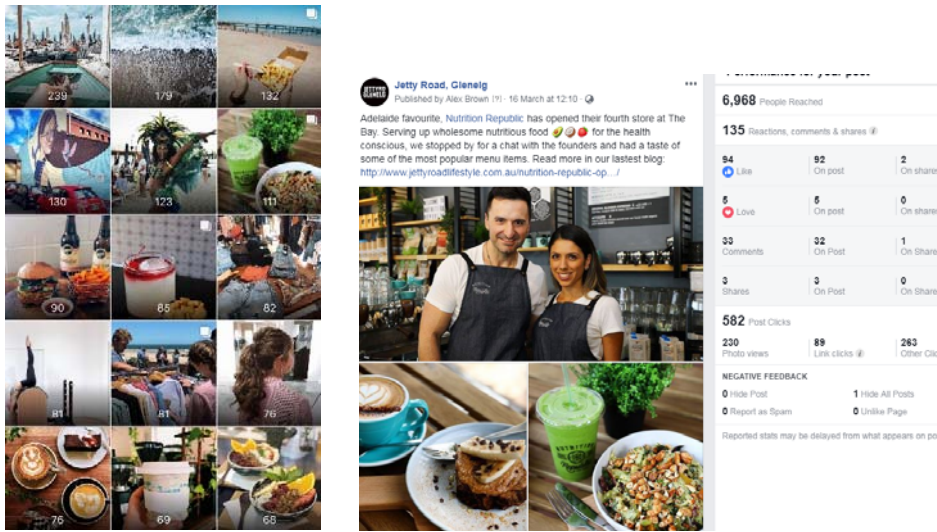
Jetty Road Glenelg fashion features in the Autumn edition of South Australian Style magazine, released late March. This was a special edition as the magazine has rebranded for the first time in 9 years, offering a simplified premium look and feel and the content and photography was curated to align to the new direction of the brand. Jetty Road Glenelg fashion features on an 8 page spread shot on location at The Wash Glenelg with influencer and entrepreneur Pippa Wanganeen as the talent. Jetty Road also was showcased with a one page destination advertisement. Jetty Road Glenelg has also featured on one of 4 of the covers and HWR Media have advised that Pippa Wanganeen has been their most popular cover. The free magazine targets women aged 20-50 years of age with a distribution of 130,000 print and online with 20,000 copies and 50,000 distributed to online subscribers via eMag.



The Jetty Road Development Coordinator has commenced editorial, content planning and sales for the Winter edition of Jetty Road LOCAL Magazine. A new feature will be the addition of the Winter Warmer vouchers into the magazine. The publication is scheduled to be released from mid June and form basis of the Jetty Road Glenelg winter campaign through to the end of August.

The @jettyrdglenelg Instagram has 9,812 followers as at 27 March 2019 compared to 9,574 followers at 27 February 2019, growth of 238 followers over the last month. From 26 February to 25 March 2019 posts on @jettyrdglenelg Facebook have received engagement by 10,363 consumers compared to 32,412 consumers the previous month. The decrease would be due to the major events season wrapping up and the Giant Ferris Wheel also driving strong consumer engagement the previous month. The Facebook page has received 57 new followers over the last month. The posts that have received the most engagement are below for Instagram and Facebook respectively:





The Jetty Road Glenelg consumer newsletter “WIN! Beach Burrito Co Laneway Festival” was distributed on 14 March 2019 featuring a competition for the Milton Street Sessions event, blogs on Nutrition Republic and Mama Low’s cafes.

**WIN! Beach Burrito Co. Laneway Festival**

WIN tickets to Beach Burrito Milton Street Sessions on Saturday 20 March. We want you to get amongst some amazing local artists and interstate acts right here in Glenelg. All while enjoying some good vibes, sanga and tasty Mexican bites at Beach Burrito.

We've got 2 double passes to give away valued at \$150!

To enter all you have to do is post on Facebook or Instagram, make sure you're following both Beach Burrito and @beachburrito on Facebook or Instagram and tag a friend you want to party with. It's that simple! Competition ends on 22 March at 5pm. T&Cs apply.

**Blog- NEW CAFE: Nutrition Republic**

Adelaide favourite, Nutrition Republic has opened their fourth store at The Bay. Serving up wholesome nutritious food for the health conscious, we stopped by for a chat.

**Blog- FIT FOOD: Mama Low's**

Seeing a gap in the market for healthy and fast fresh food, Mama Low's opened 3 shops in Glenelg & now catered some of the best fresh meals that can be personalised and tailored to your nutritional needs.

**AUTUMN SALE: 50% off at Kathmandu**

**BAMBOO ECO WEAR: Glenelg 7 Day Pharmacy**

Glenelg 7 Day Pharmacy is a boutique pharmacy situated in the heart of Jetty Road. We have the range of Body Eco Wear. Shop everyday essential products, organically grown bamboo, bedding, underwear, nightwear and more. Plus their extensive collection of baby clothing essentials.

**What's On**

Corona Sunsets Presents The Jezabels The Grand Bar - 22 March 2019

Making from Sydney, these indie rock legends have had a long parade of hits and tours since their first release in 2007. The Jezabels at the new venue has been here and played including Chelsea's, Grandstand, Laneway and Scotchies. It'll be the first time the band has toured Australia for a while, and it'll be lucky of the good weather and endless summer vibes at the sunset.

[BOOK TICKETS NOW](#)

**ADELADY**

Planning is underway for the ADELADY TV episode that will air during May 2019. In addition to this the last quarterly social media activation is scheduled to take place on ADELADY and @jettyrdglenelg channels from 8-21 April 2019 in the lead up to Easter and School Holidays.

Youtube advertising commenced late February to drive demand during the Fringe period. The 17 second video promoted shopping and dining in the Jetty Road, Glenelg with the call to action being www.jettyroadglenelg.com. Campaign results are below:

- 98.3% of People viewed the entire 17 second video
- 18.2% click through rate (this is high)
- 4.4k unique views
- 4.9k views



The next burst of Youtube advertising will be scheduled around Mother’s Day.

Results from Google Adwords (11 March – 25 March):

- 3,786 impressions
- 82% new visits (new people)
- The majority of views to the website are coming from Google Adwords.



**BUDGET**

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

The JRMCM has \$27,672 allocated towards Retail Strategy Implementation for 2018/19 marketing initiatives.

**LIFE CYCLE COSTS**

Not applicable

Item No: **9.5**  
Subject: **EVENTS UPDATE**  
Date: 3 April 2019  
Written By: Jetty Road Development Coordinator  
General Manager: Community Services, Ms M Lock

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### **SUMMARY**

This report provides an update on upcoming events including Play at the Bay, Winter Wonderland and the Jetty Road Trader Awards.

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### **RECOMMENDATION**

**That the Jetty Road Mainstreet Committee:**

- 1. Note this report;**
  - 2. Endorse funding the Winter Wonderland lighting projection on the Telstra building; and**
  - 3. Endorse the preferred venue to host the Jetty Road Trader Awards**
- 

### **COMMUNITY PLAN**

Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

This report provides an update of some upcoming events in the precinct.

## REPORT

### Play at the Bay

Play at the Bay is the Autumn school holiday program that will be held from 15 – 29 April 2019 that encourages children to play, explore and experience a range of workshops for different ages. Jetty Road traders including Goodlife Pizza, Bracegirdles, Boomers, Stamford Grand and The Moseley. Bookings will be live from 1 April.

### Winter Wonderland

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. This event is jointly funded with Council. Council has commenced planning for the 2019 Winter Wonderland event. A verbal update will be provided during the meeting regarding event delivery, marketing and the lighting activation.

### 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).



### Jetty Road Trader Awards

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'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.

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.

### **BUDGET**

The 2019/20 budget provides sufficient funds of \$74,421 towards the delivery of Winter Wonderland.

The 2018/19 budget provides sufficient funds of \$9,000 towards the delivery of Play at the Bay.

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: **9.6**

Subject: **GOVERNANCE MODEL**

Date: 3 April 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee is an advisory committee of the City of Holdfast Bay formed under Section 41 of the Local Government Act 1999. Since June 2018 the JRMC have investigate alternative governance model options. The JRMC prepared a business case to Council on the Incorporated Association model that was endorsed at their 5 December 2018 meeting. The business case was presented at a Council Workshop on 26 February 2019 by David West of Premier Retail Marketing. At the 12 March 2019 Council meeting Council adjourned the motion for 6 months from 12 March 2019, to allow the newly appointed committee to review the recommendation of their predecessors and obtain their own guidance, particularly concerning future financial arrangements, before returning to Council with either affirmation of the current proposal, or their own recommendations.

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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 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.

The Incorporated Association Business Case was presented by the David West of Premier Retail Marketing at a 26 February Council Workshop and a report was prepared for endorsement at the 12 March 2019 Council meeting.

## REPORT

At the 12 March 2019 Council meeting the following was the outcome from item:

### 14.2 *Jetty Road Mainstreet Committee Governance Model Business Case (Report No: 85/19)*

*That Council agrees to initiate a process of implementing:*

1. *That the JRMC become an Incorporated Association; OR*
2. *That the JRMC become a Council subsidiary established pursuant to section 42 of the LG Act; or*
3. *That the JRMC Section 41 Committee – retain as per status quo.*

*Adjournment*

*C120319/1400*

*That the motion be adjourned for 6 months from 12 March 2019, to allow the newly appointed committee to review the recommendation of their predecessors and obtain their own guidance, particularly concerning future financial arrangements, before returning to Council with either affirmation of the current proposal, or their own recommendations.*

*Moved Councillor Miller, Seconded Councillor Abley Carried*

## **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.