

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 4 September 2019 at 6.00pm**

**Roberto Bria  
CHIEF EXECUTIVE OFFICER**

AGENDA

## Jetty Road Mainstreet Committee Agenda

### 1. OPENING

The Chairman, Con Maios will declare the meeting open at 6:00 pm.

### 2. APOLOGIES

2.1 Apologies received – Councillor Miller. Mr A Fotopoulous. Ms M Lock

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 14 August 2019 be taken as read and confirmed.**

### 5. QUESTIONS BY MEMBERS

5.1 Without Notice

5.2 With Notice

### 6. MOTIONS ON NOTICE

### 7. ADJOURNED ITEMS – Nil

### 8. National Broadband Network (NBN) Presentation

Kym Morgan, NBN Local Manager SA and NT have approached the City of Holdfast Bay to present to the Jetty Road Mainstreet Committee on the NBN's new program called 'NBN Select' and engaging landlords in regards to future proofing the street.

### 9. REPORTS/ITEMS OF BUSINESS

9.1 Monthly Finance Report (Report No: 327/19)

9.2 Marketing Update (Report No: 328/19)

9.3 Glenelg Rejuvenation Project (Report No: 329/19)

9.4 Events Update (Report No: 331/19)

9.5 2019 Christmas Decorations (Report No: 332/19)

9.6 Mainstreet SA Conference (Report No: 333/19)

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

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

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 2 October 2019 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg

**8. CLOSURE**



**ROBERTO BRIA  
CHIEF EXECUTIVE OFFICER**

Item No: 9.1  
Subject: **MONTHLY FINANCE REPORT**  
Date: 4 September 2019  
Written By: Jetty Road Development Coordinator  
General Manager: Community Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee July 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.

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### **RECOMMENDATION**

**That the JRMCM note this briefing**

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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 (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 2019/20 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 July 2019

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2018/19 Comparatives</u>	
					Actuals 31 July	Actuals 30 June
<b>Revenue</b>						
General Rates Raised	578,088	578,088	578,076	(12)	564,513	564,513
Other Income	4,200	-	150	150	53	24,349
Gift Card Revenue	-	-	-	-	350	6,130
	<b>582,288</b>	<b>578,088</b>	<b>578,226</b>	<b>138</b>	<b>564,916</b>	<b>594,992</b>
<b>Expenses</b>						
Employee Costs	149,889	9,217	7,962	1,255	9,536	146,198
Sponsorships	12,500	111	-	111	-	7,600
Professional Services	6,500	-	-	-	23	12,472
Event Management	81,105	5,056	9,922	(4,866)	3,681	39,346
Marketing	148,299	-	7,310	(7,310)	29,681	153,999
Retail Strategy Implementation	15,000	-	680	(680)	-	43,232
Repairs & Maintenance	1,500	-	-	-	-	205
Food & Drink	3,250	-	-	-	-	3,025
Office Expenses	-	-	-	-	101	1,684
Directory Board	2,500	-	-	-	-	135
Christmas Decorations	42,515	-	-	-	-	42,225
Festoon Lighting	-	-	-	-	-	15,820
Gift Card Expenditure	-	-	645	(645)	-	8,289
Unallocated credit card expenditure	-	-	2,080	(2,080)	-	-
<b>Christmas Pageant</b>	<b>20,000</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>31,099</b>
<b>Winter Wonderland</b>	<b>43,188</b>	<b>10,970</b>	<b>(2,589)</b>	<b>13,559</b>	<b>(87,247)</b>	<b>41,866</b>
<b>Tour Down Under</b>	<b>50,000</b>	<b>-</b>	<b>548</b>	<b>(548)</b>	<b>-</b>	<b>40,467</b>
<b>October Street Party</b>	<b>30,000</b>	<b>-</b>	<b>500</b>	<b>(500)</b>	<b>-</b>	<b>31,897</b>
<b>Winter Activation</b>	<b>31,233</b>	<b>-</b>	<b>22,034</b>	<b>(22,034)</b>	<b>-</b>	<b>-</b>
	<b>637,479</b>	<b>25,354</b>	<b>49,092</b>	<b>(23,738)</b>	<b>(44,225)</b>	<b>619,559</b>
<b>Net Profit/(Loss)*</b>	<b>(55,191)</b>	<b>552,734</b>	<b>529,134</b>	<b>(23,600)</b>	<b>609,141</b>	<b>(24,567)</b>

\*Annual Budget includes carry forward amount from 2018/19 of \$55,191

**Marketing - Breakdown**

	Actual	Budget
Digital Marketing	7,175	
Radio	-	
Television	-	
Outdoor Signage	-	
Print Media	-	
Promotional Collateral	135	
Contingency Budget		
	<u><u>7,310</u></u>	<u><u>148,299</u></u>

**226 - Glenelg Mainstreet**

<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>
200 - Salaries	128,361	0	128,361	7,405	7,272	134	0	7,272	121,089
249 - Wages - Overtime	4,000	0	4,000	0	0	0	0	0	4,000
250 - Salaries Superannuation	12,073	0	12,073	697	690	7	0	690	11,383
283 - Sponsorships	12,500	0	12,500	111	0	111	0	0	12,500
301 - Professional Services	6,500	0	6,500	0	0	0	0	0	6,500
310 - Project/Event Management	81,105	0	81,105	5,056	9,922	(4,865)	0	9,922	71,183
31D - Retail Strategy Implementation	15,000	0	15,000	0	680	(680)	0	680	14,320
401 - Christmas Decorations	42,515	0	42,515	0	0	0	0	0	42,515
415 - Food and Drink	1,250	0	1,250	0	0	0	0	0	1,250
41F - Food, Drink, Entertainment (FBT Applicable)	2,000	0	2,000	0	0	0	0	0	2,000
423 - Repairs and Maintenance - General Materials	1,500	0	1,500	0	0	0	0	0	1,500
433 - Marketing - Promotion & Familiarisation	138,108	0	138,108	0	7,310	(7,310)	(1,972)	5,338	132,770
438 - Directory Board	2,500	0	2,500	0	0	0	0	0	2,500
817 - Insurance - Workers Compensation - Sals	5,455	0	5,455	1,115	0	1,115	0	0	5,455
898 - Credit Card Expenditure yet to be Allocated	0	0	0	0	2,080	(2,080)	0	2,080	(2,080)
89A - Carry Forward Budget	(45,000)	55,191	10,191	0	0	0	0	0	10,191
8GC - Gift Card Expenditure	0	0	0	0	645	(645)	0	645	(645)
910 - Ticket Sales	(4,200)	0	(4,200)	0	0	0	0	0	(4,200)
966 - General Rates Raised	(578,088)	0	(578,088)	(578,088)	(578,076)	(12)	0	(578,076)	(12)
974 - Sales - Other and Promotional Items	0	0	0	0	(150)	150	0	(150)	150
	<b>(174,421)</b>	<b>55,191</b>	<b>(119,230)</b>	<b>(563,704)</b>	<b>(549,629)</b>	<b>(14,075)</b>	<b>(1,972)</b>	<b>(551,601)</b>	<b>432,371</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	74	(74)	0	74	(74)
249 - Wages - Overtime	541	0	541	0	66	(66)	0	66	475
301 - Professional Services	100,000	(31,233)	68,767	40,000	39,631	369	0	39,631	29,136
310 - Project/Event Management	2,207	0	2,207	0	0	0	0	0	2,207
326 - Security Services - General	12,000	0	12,000	6,393	5,095	1,298	0	5,095	6,905
433 - Marketing - Promotion & Familiarisation	18,000	0	18,000	18,800	9,752	9,048	0	9,752	8,248
492 - Web Sites Updates	170	0	170	0	0	0	0	0	170
800 - Other Expenditure	4,677	0	4,677	776	0	776	0	0	4,677
801 - Advertisements	15,485	0	15,485	0	375	(375)	0	375	15,110
835 - Entertainment/Special Occasions	6,356	0	6,356	0	38	(38)	0	38	6,318
910 - Ticket Sales	(81,720)	0	(81,720)	(55,000)	(54,632)	(368)	0	(54,632)	(27,088)
944 - Sponsorship Income	(3,295)	0	(3,295)	0	(2,990)	2,990	0	(2,990)	(305)
	<b>74,421</b>	<b>(31,233)</b>	<b>43,188</b>	<b>10,970</b>	<b>(2,589)</b>	<b>13,559</b>	<b>0</b>	<b>(2,589)</b>	<b>45,777</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	0	1,400	0	0	0	0	0	1,400
249 - Wages - Overtime	2,750	0	2,750	0	0	0	0	0	2,750
310 - Project/Event Management	35,000	0	35,000	0	0	0	0	0	35,000
312 - Hire Companies	10,100	0	10,100	0	0	0	2,008	2,008	8,092
423 - Repairs and Maintenance - General Materials	750	0	750	0	0	0	0	0	750
433 - Marketing - Promotion & Familiarisation	0	0	0	0	548	(548)	0	548	(548)
	<b>50,000</b>	<b>0</b>	<b>50,000</b>	<b>0</b>	<b>548</b>	<b>(548)</b>	<b>2,008</b>	<b>2,556</b>	<b>47,444</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>
310 - Project/Event Management	30,000	0	30,000	0	0	0	0	0	30,000
433 - Marketing - Promotion & Familiarisation	0	0	0	0	500	(500)	0	500	(500)
	<b>30,000</b>	<b>0</b>	<b>30,000</b>	<b>0</b>	<b>500</b>	<b>(500)</b>	<b>0</b>	<b>500</b>	<b>29,500</b>

**J05 - Winter Activation**

<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>
301 - Professional Services	0	31,233	31,233	0	22,034	(22,034)	0	22,034	9,199
	<b>0</b>	<b>31,233</b>	<b>31,233</b>	<b>0</b>	<b>22,034</b>	<b>(22,034)</b>	<b>0</b>	<b>22,034</b>	<b>9,199</b>

Item No: 9.2  
Subject: **MARKETING UPDATE**  
Date: 4 September 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 marketing initiatives being undertaken from the Jetty Road Mainstreet Committee 2019/20 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 briefing.**

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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 Development Coordinator is responsible for implementing initiatives on behalf of the Jetty Road Mainstreet Committee in alignment with the 2019/20 Jetty Road Marketing Plan.

## REPORT

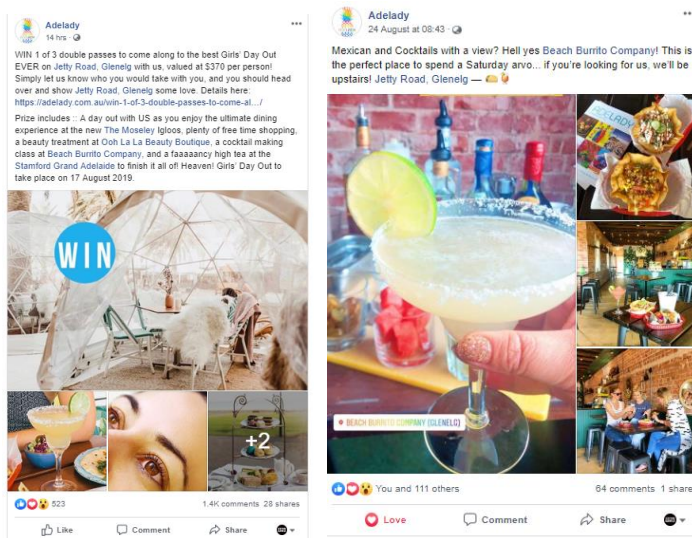
The Jetty Road Marketing Working Group is made up of the following representatives; Good Physio, Attitudes Boutique, Anytime Fitness, Fassina Liquor and the Stamford Grand, who met on 29 August to discuss the following items:

In accordance with the 2019/20 Jetty Road Marketing Plan to engage a marketing agency to review and refresh the Jetty Road Glenelg and 'I Want to Stay' brand to align with future needs. Style Media Co are currently working on creative concepts to be presented for the tram wrap as a priority. Upcoming brand re-refresh elements will include a style guide, colour re-refresh align to style guide, new imagery and video.

In accordance with the 2019/20 Jetty Road Marketing Plan media personalities ADELADY were engaged for social media promotions and to host a 'Ladies Day Out' with 6 competition winners. Positive results were achieved pre and post the event. Adelady competition post result – Facebook and Instagram combined:

- Reach of 73,109 consumers (number of unique accounts that have seen the post)
- Impressions 44,787 consumers (The total number of times the post was seen)
- Comments: 4,400 consumers

A full campaign report will be provided at the next meeting.



In accordance with the 2019/20 Jetty Road Marketing Plan the JRMC has \$500 budgeted for placement of targeted digital advertising to occur quarterly during off peak times with Google Adwords to drive traffic to jettyroadglenelg.com. From 1 – 28 August \$104 was spend and the campaign delivered 245 clicks of the 2,600 website users that month who had 3,100 sessions on the site, with the average session time of 1.06 minutes. Top pages visited were Jetty Road Awards (426 views), home page (249 views), Mugen House blog (81 views), business directory (69 views), Jetty Road LOCAL magazine (54 views), parking (44 views), business directory / fashion (37 views), Chalkers Eight Ball blog (32 views) and business directory / cafes and takeaway (23 views).

Content planning has commenced for the third edition of Jetty Road LOCAL Magazine, for Summer 2019/20. Advertising sales are scheduled to commence late September.

At the 14 August JPMC meeting the JPMC approved up to \$5,000 towards TV and digital content with SA Weekender on Channel 7, the Jetty Road Development Coordinator is currently in discussions with SA Weekender on the theme of the episode.

Social Media

As of 26 August 2019, the @jettyrdglenelg Instagram account had 11.8k followers; garnering a total of 363 new followers. Meanwhile, Jetty Road Glenelg’s Facebook account accumulated 651 new followers. This was attributed to the Adelady tag and win competition. Although Facebook accounted for the most audience growth, with 651 new friends added, Instagram was the fastest-growing channel, with 3.17% follower growth. Comparing Facebook page growth over the last three months, from June until now; June had 25,253 followers; July had 25,458 followers; August saw a leap to 26,080 followers.

In terms of engagement, Facebook accounted for the most engagement growth, with 7204 new actions. 66% of interactions are clicks (5231 total). We had also garnered 551 comments and 94 post shares. Posts reached a total of 81,775 users (approximately 2,921 per day). There was a total of 7887 interactions. This was due to the Adelady tag and win competition and the Winter Warmer promotions. For this period, the Jetty Road Facebook page accumulated a total of 159,780 post impressions (5,706 per day). On average, 5% of post impressions resulted in engagement.

The posts that accumulated the most engagement are reflected below:

Instagram

Showing All posted in the past 30 days sorted by Engagement

Facebook

Jetty Road, Glenelg  
Published by Alex Brown 17: - 5 August at 15:03

Have you seen our competition with Adelady? 🍷 Don't miss out! WIN 1 of 3 double passes to come along to the best Girls' Day Out EVER on Jetty Road, Glenelg with ADELADY, valued at \$370 per person! Simply let them know who you'd like to take with you. Jump onto their page 📌 Adelady to enter. Details here: <https://adelady.com.au/win-1-of-3-double-passes-to-come-a...>

Get more likes, comments and shares  
When you boost this post, you'll show it to more people.

5,634 People reached      401 Engagements      Boost Post

71      26 Comments 2 shares

Performance for your post		
5,634 People Reached		
102 Reactions, comments & shares		
61 Like	59 On post	2 On shares
12 Love	12 On post	0 On shares
27 Comments	26 On Post	1 On Shares
2 Shares	2 On Post	0 On Shares
299 Post Clicks		
41 Photo views	93 Link clicks	165 Other Clicks
NEGATIVE FEEDBACK		
1 Hide post	1 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on post		



The Jetty Road Glenelg consumer newsletters were distributed:

- Win a \$1,000 Jetty Road Gift Voucher sent 20 August – open rate 28.7%
- Love Chloe Jane @ The Moseley Igloos sent 2 August – open rate 24.4%



**BUDGET**

The JRMCA has \$138,625 allocated towards implementing the 2019/20 marketing plan.

**LIFE CYCLE COSTS**

Not applicable

Item No: 9.3  
Subject: **GLENELG REJUVENATION PROJECT**  
Date: 4 September 2019  
Written By: Jetty Road Development Coordinator  
General Manager: Community Services, Ms M Lock

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### **SUMMARY**

On 26 June the JRMC held a strategic planning workshop. An outcome was for the JRMC to redefine the scope of the Glenelg Jetty Project and incorporate a vision for Glenelg including the Jetty Road Masterplan and Glenelg Town Hall Redevelopment. The JRMC discussed the refined vision for Glenelg incorporating the above mentioned projects at the 14 August JRMC meeting. The draft vision was discussed at the 20 August Council Workshop on the Glenelg Rejuvenation Project. The final vision will be endorsed at the 4 September JRMC meeting and then be presented to the Elected Members at a Council meeting in October.

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### **RECOMMENDATION**

**That the JRMC:**

- 1. Note this briefing.**
  - 2. Endorse the refined vision for Glenelg outlined in this report.**
  - 3. Seek a response from Council on the JRMC's refined vision for the Glenelg Rejuvenation Project.**
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### **COMMUNITY PLAN**

Community: Providing welcoming and accessible facilities  
Economy: Supporting and growing local business  
Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

## **BACKGROUND**

Early in 2014 the JRMC developed conceptual ideas to facilitate economic stimulus and engaged Mott MacDonald consultancy to develop concept plans in conjunction with Woods Bagot.

The Glenelg Jetty Rejuvenation Project centres on the development of an iconic tourist destination in the form of a re-developed and repurposed jetty. The concept included; public spaces, an enclosed pavilion, boutique hotel, a centre for marine excellence/aquarium, sea baths and a terminal for ferries and sea planes to dock.

The success of the project is dependent on funding from both State and Federal Governments and the private sector. The total project value is estimated at \$260 - \$280 million.

In April 2016 Premier Stephen Marshall (at the time Leader of the Opposition) pledged \$20 million towards reinvigorating Glenelg – Jetty and Foreshore redevelopment. Timing is critical to ensure the City of Holdfast Bay continue the momentum on this project to ensure the opportunity is not lost to capture the current Liberal Governments financial commitment to this project.

On 26 June the JRMC held a strategic planning workshop. An outcome was for the JRMC to redefine the scope of the Glenelg Jetty Project and incorporate a vision for Glenelg including the Jetty Road Masterplan and Glenelg Town Hall Redevelopment.

Two brainstorming sessions were held with representatives of the JRMC on 16 and 17 July at the GU Filmhouse facilitated by the Jetty Road Development Coordinator to commence work on a vision for Glenelg incorporating the above mentioned major projects. Robust discussion took place in regards to scaling back elements of the jetty project to a concept that is more achievable and how the Jetty Road Masterplan will integrate with the project.

The JRMC discussed the refined vision for Glenelg incorporating the above mentioned projects at the 14 August JRMC meeting. The draft vision was discussed at the 20 August Council Workshop on the Glenelg Rejuvenation Project.

## **REPORT**

Following the brainstorming sessions and the 14 August JRMC meeting the JRMC agree the following in regards to the Glenelg Jetty Project:

- The Public Sea Baths are a key element of the jetty as a community asset and a drawcard for visitors.
- The marine research centre is to be removed from the concept plans due to cost, however elements of this or marine information could be incorporated into the Glenelg Town Hall redevelopment to drive visitor demand.
- The cost for doubling the jetty is too great, therefore an upgraded jetty with a shorter extension is preferred to include suitable mooring infrastructure to cater for a ferry or cruise ship tender vessels to pull alongside and for use by commercial marine tourism experiences.

Presented to the JRMC is the agreed vision:

The Glenelg rejuvenation project is our plan to revitalise the Glenelg Tourist Precinct as a vibrant coastal destination of international significance. The project creates a dynamic new entertainment, cultural and leisure precinct underpinned by our rich history.

The vision for Glenelg's future includes:

- Glenelg Jetty redevelopment
  - Foreshore outdoor event space and jetty integration
  - Public sea baths
  - Mooring infrastructure to support commercial transport links and tourism experiences
  - Commercial opportunities for the private sector e.g. dining, leisure, events, sport and recreation, all-weather, year-round
  - Jetty upgrade and shorter extension to depth suitable for mooring vessels (e.g. ferries, cruise ship tender vessels, commercial marine tourism experiences)
- Integration with Jetty Road Mainstreet Upgrade (Jetty Road Masterplan)
- Moseley Square – community meeting place and dining destination
- Glenelg Town Hall redevelopment – world class museum and art gallery

The JRMC acknowledges that the vision requires a coordinated approach from all levels of Government to develop an iconic destination of international significance. Public sector funding must be secured to finance the public infrastructure that will then act as a catalyst for private sector investment.

The JRMC recommend the above mention vision be endorsed by council. Thereafter to then be incorporated into project briefing updates to State and Federal Government including government departments/agencies with a vested interest in the project.

#### **BUDGET**

Not applicable

#### **LIFE CYCLE COSTS**

Not applicable

Item No: 9.4  
Subject: **EVENTS UPDATE**  
Date: 4 September 2019  
Written By: Jetty Road Development Coordinator  
General Manager: Community Services, Ms M Lock

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### **SUMMARY**

JRMC in partnership with the City of Holdfast Bay are responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan. This report provides an events debrief and a work in progress report on a variety of events.

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### **RECOMMENDATION**

**That the JRMC note this briefing**

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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 JRMC in partnership with the City of Holdfast Bay are responsible for implementing and managing a variety of major events to support economic stimulus in the precinct in accordance with the annual marketing and business plan.

**REPORT**

The Sunday Mail City to Bay Fun Run is taking place on Sunday 15 September and is expected to attract over 20,000 event attendees, events registrations are tracking well for the event.

The Glenelg Street Party will take place on Sunday 6 October and will be included as part of the official program of the Australian Masters Games. There has been a strong take up of participation with 43 Jetty Road traders registered to take part, plus the Morphettville Racecourse will have an activation. Administration are well underway with marketing, planning, event design and finalising entertainment.

The Jetty Road Business Awards (formerly known as the Jetty Road Trader Awards) will take place on Friday 11 October. Online voting took place from 20 August to 2 September. At the time of writing the awards website had received 9,240 views and 2,890 votes. The Awards night will take place at The Function room at The Beachouse.

**BUDGET**

The 2019/20 budget provide sufficient funds to deliver the above mentioned events

**LIFE CYCLE COSTS**

Not applicable

Item No: 9.5  
Subject: **2019 CHRISITMAS DECORATIONS**  
Date: 4 September 2019  
Written By: Jetty Road Development Coordinator  
General Manager: Community Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Development Coordinator (JRDC) has commenced planning for Jetty Road Christmas decorations and activations with an external event and brand activation company agreed upon at the 14 August JRMC meeting. The JRDC will present a progress report.

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### **RECOMMENDATION**

**That the JRMC note this report**

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### **COMMUNITY PLAN**

Placemaking: Creating lively and safe places  
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) are responsible for the purchase and maintenance of Christmas decorations to be installed along Jetty Road and Moseley Square in November annually.

Christmas wreaths are kept at the Council depot and are installed in November. Last year for the first time the JRMC hired Christmas themed items including an illuminated bauble that provided great opportunities for social media.

The JRDC has commenced planning for 2019 Jetty Road Christmas decorations and activations with an external event and brand activation company agreed upon at the 14 August JRMC meeting.

#### **REPORT**

At the 14 August JRMC meeting the committee approved a Christmas activation concept that covers the entire stretch of Jetty Road that will include, update of Christmas wreaths, interactive laneway art, footpath decals and bin corflutes and festive shop window displays.

A progress report will be provided at the meeting.

#### **BUDGET**

The 2019/20 has \$42,515 allocated to Christmas Decorations and at the 14 August JRMC meeting the JRMC endorsed \$7,485 to be allocated to Christmas Decorations from 2018/19 carry forward.

#### **LIFE CYCLE COSTS**

Not applicable



Item No: 9.6  
Subject: **MAINSTREET SA CONFERENCE**  
Date: 4 September 2019  
Written By: Jetty Road Development Coordinator  
General Manager: Community Services, Ms M Lock

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### **SUMMARY**

Mainstreet SA is a membership-based not-for-profit organisation that delivers a range of events and activities to build relationships, activate education and celebrate leadership in mainstreet creation. The Mainstreet SA Conference will be held from 10 - 11 October 2019 at Lot Fourteen, Adelaide. This year the Mainstreet SA Awards Dinner will be held in conjunction with the event on Thursday 10 October. The JRMCM will nominate committee members to attend this event.

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### **RECOMMENDATION**

#### **That the JRMCM**

- 1. note this briefing.**
  - 2. nominate which of the committee members to attend the Mainstreet SA Conference and Awards Dinner.**
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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

Mainstreet SA is a membership-based not-for-profit organisation that delivers a range of events and activities to build relationships, activate education and celebrate leadership in mainstreet creation. Their vision is that every South Australian Mainstreet community has a thriving mainstreet. To achieve this they work with government, Councils, the planning sector and community groups to support the economic, social and placemaking objectives of mainstreets, precincts and town centres.

## REPORT

The Mainstreet SA Conference will be held from Thursday 10 and Friday 11 October 2019 at Lot Fourteen, Adelaide. This year the Mainstreet SA Awards Dinner will be held in conjunction with the event on Thursday 10 October.

Program at a glance:

### Thursday 10 October 2019

2:00pm – 5pm	East meets West Walking Tour and Panel Discussion session
6:00pm – 9:30pm	Mainstreet SA Awards Dinner at Publisher ArtHouse

### Friday 11 October 2019

8:30am – 4:30pm	Mains Conference Program at Lot Fourteen
4:30pm – 5:30pm	Post Conference Drinks

Attendance options:

- Full conference package – all sessions including the Mainstreet SA Awards Dinner \$400+GST
- Friday conference sessions only - \$300 + GST
- Thursday walking tour and panel discussion only - \$100 + GST
- Mainstreet SA Awards Dinner only \$140 + GST

The JRMC have placed 4 submissions in the Mainstreet SA Awards for marketing, people's choice, events with expenses over \$50,000 and best markets.

It is recommended that the JRMC nominate committee members to attend the conference and awards dinner.

## BUDGET

The 2019/20 budget line as \$15,000 allocated to Retail Strategy.

## LIFE CYCLE COSTS

Not applicable