

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 5 June 2019 at 6.00pm**

**Roberto Bria  
ACTING 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 – Mr Fotopoulous, Councillor Abley

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 1 May 2019 be taken as read and confirmed.

### 5. QUESTIONS BY MEMBERS

5.1 Without Notice: Nil

5.2 With Notice: Nil

### 6. MOTIONS ON NOTICE - Nil

### 7. REPORTS/ITEMS OF BUSINESS

7.1 Items in Brief (Report No: 220/19)

7.2 Monthly Finance Report (Report No: 212/19)

7.3 Marketing Update (Report No: 213/19)

7.4 Winter Wonderland (Report No: 214/19)

7.5 Winter Weekend (Report No: 215/19)

7.6 Partridge Street Car Park (Report No: 216/19)

7.7 March 2020 Events (Report No: 217/19)

### 8. URGENT BUSINESS – Subject to the Leave of the Meeting

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

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 26 June 2019 in the Glenelg Library Meeting Room, Colley Terrace, Glenelg

**10. CLOSURE**



**ROBERTO BRIA**  
**ACTING CHIEF EXECUTIVE OFFICER**

Item No: **7.1**

Subject: **ITEMS IN BRIEF**

Date: 5 June 2019

Written By: Personal Assistant

A/General Manager: Community Services, Mr M Rechner

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### **SUMMARY**

These items are presented for the information of Members.

After noting the report any items of interest can be discussed and, if required, further motions proposed.

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### **RECOMMENDATION**

**That the following items be noted and items of interest discussed:**

1. **Letter from Stephen Patterson MP, in response to Mayor Amanda Wilson's letter to Hon Michelle Lensink, Minister for Human Services regarding Glenelg Lodge**
  2. **Letter from Stephen Patterson MP, and including response from Hon Vicki Chapman MP on behalf of Hon Corey Wingard MP in response to Mayor Amanda Wilson's letter to Hon Michelle Lensink, Minister for Human Services regarding Glenelg Lodge**
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### **COMMUNITY PLAN**

Culture: Supporting excellent, efficient operations

### **COUNCIL POLICY**

Not applicable

### **STATUTORY PROVISIONS**

Not applicable

**REPORT****1. Letter from Stephen Patterson MP, in response to Mayor Amanda Wilson's letter to Hon Michelle Lensink, Minister for Human Services regarding Glenelg Lodge**

A letter to the Hon Michelle Lensink, Minister for Human Services with a cc to Stephen Patterson MP and Hon Corey Wingard MP from Mayor Amanda Wilson was sent on the 8 March 2019 in relation to the Glenelg Lodge situated at 26 Byron Street Glenelg in reference to their perceived anti-social behavior. Stephen Patterson MP responded to Mayor Wilson on the 15 March 2019.

*Refer Attachment 1*

**2. Letter from Stephen Patterson MP, including a response from Hon Vicki Chapman MP on behalf of Hon Corey Wingard MP in response to Mayor Amanda Wilson's letter to Hon Michelle Lensink, Minister for Human Services regarding Glenelg Lodge**

A further letter from Stephen Patterson MP to Mayor Amanda Wilson, including a response letter Hon Vicki Chapman MP on behalf of Hon Corey Wingard MP has been received in relation to the Glenelg Lodge situated at 26 Byron Street Glenelg in reference to perceived anti-social behavior.

*Refer Attachment 2*

# Attachment 1





# STEPHEN PATTERSON MP

MEMBER FOR MORPHETT



15<sup>th</sup> March 2019

Mayor Amanda Wilson  
City of Holdfast Bay  
**Via Email:** [lgallacher@holdfast.sa.gov.au](mailto:lgallacher@holdfast.sa.gov.au)

Dear Mayor Wilson

**Glenelg Lodge – 26 Byron Street, Glenelg**

Thank you for copying me into your letter to the Hon Michelle Lensink in relation to Glenelg Lodge.

I am also in discussion with constituents in relation to supportive care in Glenelg and I am working with the Minister for Human Services.

As you are aware, this Government has increased Police station hours at Glenelg during the peak summer months and I have recently met with Superintendent Anthony Fioravanti and Chief Inspector Ian Browne from the Western District of SA Police who provided operational information that is contrary to your assertion that there is an apparent reduction in Police presence at Glenelg.

They especially highlighted the continuing Operation Safe Shores focusing on coastal suburbs, including Glenelg which I will continue to advocate for.

I have copied both Ministers in to provide a perspective on your assertions conflating your perceived reduction in Police presence and the anti-social behaviour which is the key issue that we would both like to have investigated.

Yours sincerely

**STEPHEN PATTERSON MP**  
**Member for Morphett**

**Copy:** The Hon Michelle Lensink – Via Email: [dhsministerforhumanservices@sa.gov.au](mailto:dhsministerforhumanservices@sa.gov.au)  
The Hon Corey Wingard – Via Email: [MinisterWingard@sa.gov.au](mailto:MinisterWingard@sa.gov.au)

# Attachment 2







# STEPHEN PATTERSON MP

MEMBER FOR MORPHETT

28<sup>th</sup> May 2019

Mayor Amanda Wilson  
City of Holdfast Bay  
Via Email: [lgallacher@holdfast.sa.gov.au](mailto:lgallacher@holdfast.sa.gov.au)

Dear Mayor Wilson

**Re: Homelessness & Anti-social behaviour at Glenelg Lodge & Police presence in Glenelg**

Recently I have received a response from the Hon Corey Wingard MP, regarding reported anti-social behaviour at Glenelg lodge and police presence in Glenelg

Enclosed is a copy of the reply from the Minister for your reference.

The Minister has advised that policing within the Glenelg precinct is reviewed daily by SAPOL's Western District management and strategies based upon demand are planned to ensure Western District provides an ongoing and appropriate high visibility policing response.

The Minister has also referred to our recent meeting on the 16 April where the representative from Housing SA pointed to examples of other councils working closely with community support groups and other government agencies to address matters associated with homelessness. We will discuss this further in our meeting on 31 May.

I trust that the enclosed response provides some further information on this matter, however, please contact me if you have any comments or concerns with regards to the contents of the reply.

You are welcome to contact me with any other matters in the future if I can be of assistance.

Yours sincerely

**STEPHEN PATTERSON MP**  
Member for Morphett

**Att: Letter from Minister for Police.**

10 MAY 2019



Hon Corey Wingard MP

Government  
of South Australia

Minister for Police,  
Emergency Services and  
Correctional Services

Minister for Recreation,  
Sport and Racing

GPO Box 608  
ADELAIDE SA 5001  
DX 450

T (08) 8463 0011  
F (08) 8463 6642

E [MinisterWingard@sa.gov.au](mailto:MinisterWingard@sa.gov.au)

19POL0288

Mr Stephen Patterson MP  
Member for Morphett  
4 Byron Street  
GLENELG SA 5045

Dear Mr Patterson

Thank you for providing me a copy of your correspondence dated 15 March 2019 to Mayor Amanda Wilson, City of Holdfast Bay regarding reported anti-social behaviour at Glenelg Lodge and police presence in Glenelg.

Firstly I wish to assure you that there is absolutely no plan to reduce a visible police presence in the Glenelg area. Policing within the Glenelg precinct is reviewed daily by SAPOL's Western District management and strategies based upon demand are planned to ensure Western District provides an ongoing and appropriate high visibility policing response.

Glenelg Lodge is located within SAPOL's Western District. I am advised that an analysis of SAPOL records for the 12 month period ending 25 March 2019 reveals three calls for assistance in response to reported disturbances at Glenelg Lodge.

As part of the Marshall Government's election commitment the operating hours for Glenelg Police Station were extended for the months of November 2018 through February 2019. The change extended the operating hours of the Glenelg Police Station to 9am – 5pm Monday to Thursday and 9am – 11pm Friday to Sunday.

Staffing was also increased to three police officers and one station support officer. Between March and October the station is staffed by two police officers and one station support officer.

Patrols from SAPOL's Western District and Southern District provide ongoing visible presence on a 24/7 basis in the Glenelg area in response to calls for assistance from the community. Western District also dedicates two uniformed officers to conduct foot and/or bicycle patrols every Monday, Wednesday, Thursday and Friday.

In late 2018, Western District Management attended a meeting with the City of Holdfast Bay Mayor, Ms Amanda Wilson, and Councillors. A presentation was provided regarding policing strategies and the planned extended hours of the Glenelg Station. I am advised the information was well received with general comments that the extended hours were welcomed by Council. An outline of SAPOL's plan to police Glenelg was discussed with an emphasis made on their intention to increase a visible proactive presence in the Glenelg area.

You also recently attended a meeting at my office in relation to crime in the Glenelg area with Mayor Wilson and representatives from SAPOL, St Andrew's by the Sea Uniting Church, Housing SA and Jetty Road traders.

During the meeting Mayor Wilson discussed concerns held in relation to an apparent rise in the number of homeless people in the Jetty Road area. Mayor Wilson also raised the topic of people with mental health and drug or alcohol related issues being housed in supported accommodation in the Glenelg area. SAPOL reiterated that homelessness is not a crime and they should be contacted to respond to any reports of criminal behaviour.

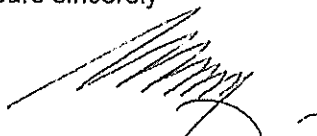
The representative from St Andrew's by the Sea Uniting Church, which provides outreach services for homeless people, presented statistics that show a decrease in the number of homeless people seeking their services over the first quarter of 2019 (510) when compared with the same period in 2018 (677) and 2017 (600). They also reported a corresponding decrease in new client contacts.

The representative from Housing SA pointed to examples of other councils working closely with community support groups and other government agencies to address matters associated with homelessness. The representative from Jetty Road Traders spoke of particular concerns of shop owners in relation to theft offences and their anxieties about the presence of persons who have mental health conditions or are drug/alcohol affected.

SAPOL will continue to monitor the area and I understand that a further meeting will be held between stakeholders in due course.

I trust that this information is of assistance.

Yours sincerely



**Hon Vickie Chapman MP**  
A/Minister for Police, Emergency Services and Correctional Services

715-12019

Item No: **7.2**

Subject: **MONTHLY FINANCE REPORT**

Date: 5 June 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

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### **SUMMARY**

The Jetty Road Mainstreet Committee April 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 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 (JRMCC) 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 lifecycle costs associated with this report.

## INCOME & EXPENDITURE STATEMENT 30 April 2019

	Annual Budget	YTD Budget	YTD Actuals	Variance	<u>2017/18 Comparatives</u>	
					Actuals 30 April	Actuals 30 June
<b>Revenue</b>						
General Rates Raised	564,539	564,539	564,513	(26)	564,510	564,510
Other Income	4,200	3,874	12,675	8,801	972	2,612
Gift Card Revenue	-	-	5,750	5,750	24,229	26,059
	<b>568,739</b>	<b>568,413</b>	<b>582,938</b>	<b>14,525</b>	<b>589,711</b>	<b>593,181</b>
<b>Expenses</b>						
Employee Costs	149,371	125,405	122,636	2,769	124,728	149,625
Sponsorships	12,500	10,571	7,600	2,971	10,000	10,000
Professional Services	4,500	4,500	8,321	(3,821)	22,563	28,416
Event Management	69,388	65,731	37,972	27,759	41,171	41,705
Marketing	129,994	119,638	111,734	7,904	107,170	127,337
Retail Strategy Implementation	40,000	31,667	30,406	1,261	-	-
Repairs & Maintenance	-	-	125	(125)	994	994
Food & Drink	3,250	2,164	1,919	245	1,890	3,084
Office Expenses	1,750	467	1,751	(1,284)	897	1,488
Directory Board	2,500	2,287	135	2,152	939	939
Christmas Decorations	42,515	42,515	39,725	2,790	2,564	20,064
Operation Shopfront	-	-	-	-	195	195
Festoon Lighting	-	-	15,820	(15,820)	-	-
Gift Card Expenditure	-	-	4,896	(4,896)	23,664	30,461
Unallocated credit card expenditure	-	-	4,453	(4,453)	6,143	-
<b>Christmas Pageant</b>	<b>35,717</b>	<b>35,717</b>	<b>30,899</b>	<b>4,818</b>	<b>30,297</b>	<b>30,502</b>
<b>Winter Wonderland</b>	<b>74,421</b>	<b>74,421</b>	<b>41,531</b>	<b>32,890</b>	<b>35,199</b>	<b>35,246</b>
<b>Tour Down Under</b>	<b>50,000</b>	<b>50,000</b>	<b>39,871</b>	<b>10,129</b>	<b>42,100</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>34,318</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>595,083</b>	<b>531,691</b>	<b>63,392</b>	<b>482,439</b>	<b>554,081</b>
<b>Net Profit/(Loss)*</b>	<b>(77,167)</b>	<b>(26,670)</b>	<b>51,247</b>	<b>77,917</b>	<b>107,272</b>	<b>39,100</b>

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

Item No: **7.3**

Subject: **MARKETING UPDATE**

Date: 5 June 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 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: Supporting and growing local business  
Economy: Boosting our visitor economy

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

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

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

## REPORT

The Jetty Road marketing working group is an informal meeting of Jetty Road traders to discuss marketing initiatives and provides more trader involvement in the JRMC's marketing campaigns. The working group is made up of the following representatives:

- Ryan Hill, Anytime Fitness
- Tristan and Natalie Chai, Good Physio
- Gilia Martin, Jetty Road Mainstreet Committee representative
- Elise Fassina, Fassina Family Liquor Stores
- Kate Burgun, Stamford Grand
- Mark Hayes, Jetty Road Dental

The marketing working group met on 30 May to discuss the progress of the Jetty Road LOCAL Magazine (on street 14 June), marketing for Winter Wonderland and the Umbrella Music Festival Winter Weekend, @jettyrdglenelg social media management, retail milestone marketing campaigns brainstorm, Christmas decorations concept brainstorm and 2019/20 blogs. A verbal update will be provided during the meeting on these initiatives.

### ADELADY TV

The Jetty Road Mainstreet Committee and City of Holdfast Bay co-funded a segment on Glenelg on ADELADY TV, the segment aired on 2 June. ADELADY filmed on 1-2 May on Jetty Road, Marina Pier and the Broadway and promoted food, shopping and local services into the Glenelg segment as well as the new Segway tourism experience.

### Mother's Day Competition

A new initiative was raised with the Marketing Working Group to host a Mother's Day competition. The campaign was funded from savings in the Retail Strategy Budget line to the value of \$1,244. The competition was held across fresh produce stores. When customers spend \$20 or more they can enter the competition to win a \$500 Jetty Road Gift Card. The competition was open from 29 April – 7 May, across 11 stores and will be promoted on social media. Data is still being collated from the campaign, results will be shared with the JRMC next month.

### Gift Card Program

Final stages of the Jetty Road Glenelg gift card program upgrade are currently underway with a new system that will create efficiencies for traders and the Jetty Road Development Coordinator. New branded cards will be ordered via UChoose Gift Cards and distributed for sponsorships like sporting events. The JRMC have \$4,570 allocated to implement this project that will be completed in June and communicated to the Jetty Road traders.

### Social Media


The @jettyrdglenelg Instagram had 10,200 followers as at 27 May 2019 compared to 9,978 at 24 April 2019, a growth of over 220 new followers over the last month. From 28 April – 25 May posts on @jettyrdglenelg Facebook have received engagement (likes comments, shares) by 4,341 consumers. Posts reached 22,174 consumers (posts viewed on consumer's screens). The posts which received the strongest engagement are reflected below:



**Facebook**

**Jetty Road, Glenelg**  
Published by Alex Brown 171 · 16 hrs · 🌐

We've found the perfect venue for you to host your next function! We think that Mist On Moseley has one of the best views in Glenelg 🌊 Perfect for birthday's, special events, weddings and corporate functions - this private function room has a large balcony so you and your guests can soak up the ocean views! 🌅🍷



**Performance for your post**  
4,754 People Reached

90 Reactions, comments & shares 🗨️		
61 Like	49 On post	12 On shares
13 Love	8 On post	5 On shares
15 Comments	14 On Post	1 On Shares
1 Shares	1 On Post	0 On Shares

250 Post Clicks  
68 Photo views 0 Link clicks 🗨️ 182 Other Clicks

**NEGATIVE FEEDBACK**  
0 Hide Post 1 Hide All Posts  
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Get more likes, comments and shares  
Boost this post for \$20 to reach up to 4,100 people.


4,754 People reached 340 Engagements [Boost Post](#)

👍👎🗨️📄 9 Comments 1 share

Love Comment Share

**Jetty Road, Glenelg**  
Published by Alex Brown 171 · 24 May at 12:15 · 🌐

Planning your next brunch date on Jetty Road? We've found a new gem called On Jetty #10 🍷🍴 Specialising in modern Australian cuisine they really do have something for everyone from classic breakfasts, to health salads, seafood and pizza 🍕 This cafe is a crowd pleaser!



**Performance for your post**  
4,724 People Reached

63 Reactions, comments & shares 🗨️		
36 Like	36 On post	0 On shares
2 Love	2 On post	0 On shares
25 Comments	24 On Post	1 On Shares
0 Shares	0 On Post	0 On Shares

624 Post Clicks  
323 Photo views 0 Link clicks 🗨️ 301 Other Clicks

**NEGATIVE FEEDBACK**  
0 Hide Post 1 Hide All Posts  
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on post

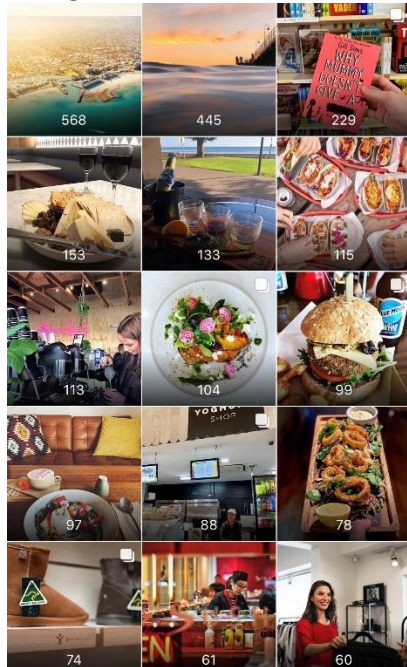
Get more likes, comments and shares  
Boost this post for \$20 to reach up to 4,100 people.

4,724 People reached 687 Engagements [Boost Post](#)

👍👎🗨️📄 16 Comments


Love Comment Share

**Instagram**



**Consumer Newsletter and Blogs**

The Jetty Road Glenelg consumer newsletter “Celebrate Mother’s Day on Jetty Road | Win a Gift Card for Mum” was distributed on 11 April featuring a blog on Mother’s Day at the Bay, Coast yoga’s 25<sup>th</sup> Birthday and a feature promoting the business directory on [www.jettyroadglenelg.com](http://www.jettyroadglenelg.com) to drive traffic to our retailers, restaurants and cafes.




**WIN A \$500 JETTY ROAD GIFT CARD FOR MUM**

Send Mum this Mothers Day with a \$200 Jetty Road Gift Card. To enter spend \$20 across participating fresh produce stores. Prizes for Mum from a winning store on Jetty Road. Give Mum what she really wants! See FR for competition rules.

**WIN**  
A \$500 JETTY ROAD GIFT CARD FOR MUM THIS *Mothers Day*  
TO ENTER SPEND \$20 ACROSS PARTICIPATING FRESH PRODUCE STORES!

Jetty Road Glenele


**BLOG:**  
Mothers Day @ the Bay



We made our way around Jetty Road, Glenele to find some beautiful gift ideas for Mother's Day. Find plenty of inspo in our blog from jewellery, bags, candles, books, wall prints to something that will really spoil her why not treat her to a massage or beauty treatments. You really will find something for every mum on Jetty Road.

[FOR MORE INFO](#)


**WHAT'S ON:**  
Coast Yoga Turns 25



On Saturday 4 May Coast Yoga will be celebrating 25 years in business in Glenele with a day of celebrations. Established in 1994 at Rine Street they now call 1-5 Sussex Street home. Celebrations will be taking place at their studio from 7am with a blessing, chia tea and a practice followed by breakfast. Bookings are essential.

[FIND OUT MORE](#)

**STORE DIRECTORY:**  
BOOK NOW - Mother's brunch at restaurants and cafes



**Need to Park?**

To find a great parking spot next time you visit we have attached a map for you. Find the best free and paid parking spots.

[DOWNLOAD OUR MAP HERE](#)

**Let's get social**

**BUDGET**

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

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

**LIFE CYCLE COSTS**

Not applicable

Item No: **7.4**

Subject: **WINTER WONDERLAND**

Date: 5 June 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 planning for the upcoming Winter Wonderland event that is scheduled to be held from 28 June to 22 July 2019. The Winter Wonderland festival was developed by the Jetty Road Mainstreet Management Committee (JRMC) in 2014 to help stimulate economic development during off peak visitation and to keep Glenelg front of mind as a destination during winter.

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### **RECOMMENDATION**

**That the JRMC note this briefing.**

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### **COMMUNITY PLAN**

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

### **COUNCIL POLICY**

Not Applicable.

### **STATUTORY PROVISIONS**

Not Applicable.

### **BACKGROUND**

The Winter Wonderland festival was developed by the Jetty Road Mainstreet Management Committee (JRMMC) in 2014 to help stimulate economic development during off peak visitation and to keep Glenelg front of mind as a destination during winter.

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

## **REPORT**

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

Planning is well underway for this year's Winter Wonderland event that will take place from 28 June to 22 July. White Marque have delivered new creative for the event which will be launched on 10 June.

To launch the event, a ticketed Opening Night Twilight Disco Party will be held on Friday 28 June from 7-8:30pm with DJ Filip Odzac, face painting and fairy floss by The Beachouse and hot beverages provided by Bracegirdles. A selection on social media influencers will be provided with a family pass to experience this event.

## **BUDGET**

The 2019/20 JRM budget includes \$74,421 for Winter Wonderland. Of this \$43,188 is allocated to Winter Wonderland and \$31,233 is allocated to the Telstra building Winter Lighting Activation and Winter Weekend event.

## **LIFE CYCLE COSTS**

To be determined post 2019 event.

Item No: **7.5**

Subject: **WINTER WEEKEND**

Date: 5 June 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 planning for the upcoming Winter Weekend event taking place from 26 – 28 July 2019. At the 1 May JRMCM meeting, the committee approved \$7,500 funding towards a new Winter activation that will see an event take place in the Winter Wonderland marquee with the ice rink removed.

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## **RECOMMENDATION**

- 1. That the JRMCM 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**

At the 3 April 2019 Jetty Road Mainstreet Committee meeting, the Committee requested that the Jetty Road Development Coordinator investigate additional winter activation options as the last two years the JRMCM have returned around \$30,000 back into their budget from the event. At the 1 May 2019 that JRMCM approved \$7,500 funding to support a winter activation as part of the Umbrella Music Festival on 26-28 July including the Glenelg Sunset markets.

The Umbrella Music Festival is a live music festival and has previously only been held in the city, with last year including a few outer metro locations that were very successful.

## **REPORT**

Following approval from the JRMC on 1 May to proceed with a Winter activation as part of the Umbrella Music Festival the Jetty Road Development Coordinator sought expressions of interest from external parties to activate the Winter Wonderland marquee with the ice rink removed. Expressions of interest were received from Beach Burrito Co, the Glenelg Sunset Markets and the Stamford Grand.

Beach Burrito who will deliver a ticketed event on the Friday evening "One night in Mexico" that will be a long table event, attended by up to 300 people under the glass top marquee. A temporary kitchen and bar will be set up on site. Guests would be treated by Alpha Box & Dice sangrias throughout the evening. Shared starters, a main and desserts. A stage set up on the Jetty side to host performances from a plethora of SA music acts. The marquee will be styled with a Mexican theme in mind but still be complementary to the profile of the space. A photo wall and booth to capture the playful side of the guests.

The Glenelg Sunset Markets will deliver a two day market on Saturday 27 and Sunday 28 July. The event will take place from 11am to 8pm with market stalls, and local live music. The Stamford Grand will provide food and beverages for the event.

An advert was placed in the Umbrella Music Festival printed program with a distribution of 30,000.

The Jetty Road Development Coordinator will continue to work with Council's events and the three external parties on planning for this new event.

## **BUDGET**

\$7,500 is allocated from the Winter Wonderland budget line.

## **LIFE CYCLE COSTS**

To be determined post 2019 event.

Item No: **7.6**

Subject: **PARTRIDGE STREET CAR PARK**

Date: 5 June 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

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### **SUMMARY**

This report provides an overview of the discounted car parking offered by the City of Holdfast Bay to Jetty Road traders and staff to encourage the use of the Partridge Street car park. This incentive is offered to provide customers and the community with easily accessible parking in the Jetty Road Glenelg precinct. Over the last month the parking offer has been promoted to Jetty Road traders and there are now 60 individuals who have registered for the offer.

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### **RECOMMENDATION**

**That the JRMC 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**

Since 2017 the City of Holdfast Bay has offered discounted car parking to Jetty Road traders at the Partridge Street Car Park.

Discounted parking is being provided for traders to provide customers and the community with easily accessible parking.

**REPORT**

At the 1 May JRMC meeting Councillor Miller raised the underutilisation of the Partridge Street car park and how this space could be promoted more to Jetty Road traders to take up the offer.

Since the 1 May JRMC meeting the Jetty Road Development Coordinator promoted the car parking offer in 2 editions of the Jetty Road trader newsletter and flyers were distributed to all traders in the precinct to promote the offer of \$4 parking per day for Jetty Road traders and staff.

The application process has also been improved with traders now being able to contact the City of Holdfast Bay's Regulatory Services team who will provide them with a car parking pass and instructions for use. The former process required traders to complete a form and contact Carepark.

There has now been a lift in the number of traders and staff using the offer, at the time of writing 60 staff and traders had taken up the offer and more enquiries are coming in daily.

**BUDGET**

Not applicable

**LIFE CYCLE COSTS**

Not applicable



Item No: **7.7**

Subject: **MARCH 2020 EVENTS**

Date: 5 June 2019

Written By: Jetty Road Development Coordinator

General Manager: Community Services, Ms M Lock

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### **SUMMARY**

This report provides information on events that have previously been held in Glenelg during March to activate the precinct during the Fringe period. It also provides an update on the opportunity to once again host the Open Air Cinema on the Glenelg foreshore during March 2020.

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### **RECOMMENDATION**

**That the JRMC 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**

At the 1 May JRMC meeting a discussion took place about opportunities to activate the Jetty Road precinct during the Fringe period. In 2014 the City of Holdfast Bay in partnership with the Jetty Road Mainstreet Committee developed a program of activities for the Fringe from mid-February to mid-March. Anecdotal feedback from administration indicates that attendance figures at events were low.

During 2016, 2017 and 2018 Glenelg hosted the Fairfax Open Air Cinema that was well attended, and in 2019 Fairfax decided to trial the Adelaide Riverbank as a new location. During May 2019

Fairfax Media have approached the City of Holdfast Bay to discuss their return to the Glenelg foreshore in March 2020.

During February and March 2018 and 2019 The Moseley Beach Club has also been in place on Glenelg Beach that is well attended by locals, domestic and international visitors including many Fringe artists.

It is also known that many Fringe artists stay in accommodation in Glenelg during the Fringe period.

## REPORT

Glenelg hosts a significant number of events over the Summer period to capitalise on the good weather and the beachside location, and administration carefully consider the Summer events calendar to ensure that it is not over saturated and that existing events are successful. It should be noted that extending the events season by another 6 weeks would put strain on the City Activation division, in particular the events team.

SpendMap data indicates that March is a strong performing month for Glenelg.



Source: SpendMap January – December 2018 Tourism, Retail and Allied Industries expenditure

Before the JRMC consider further events or activations in Glenelg it should be noted that it is exceptionally difficult to compete against city-based activities during the Fringe period due to the

sheer volume of events, activations and popularity of destination hubs like the Garden of Unearthly Delights.

Stirling in the Adelaide Hills host a Fringe Hub which requires a participation fee of \$25,000 plus all costs associated with infrastructure and road closures (this could be up to the value of \$50,000).

In 2018 the Jetty Road Mainstreet Committee hosted a workshop and the Adelaide Fringe presented to traders about getting involved in the event as a Fringe venue. Unfortunately, there is a lack of interest from Jetty Road traders to participate in events for instance registering as a Fringe venue, SALA venue or as a venue for the Umbrella Music Festival, despite numerous communications in traders newsletters and information being hand delivered to traders. The JRMC also offered during March 2019 to cover the registration cost for venues to register with the Umbrella Music Festival.

It is suggested that the JRMC invite the Adelaide Fringe to once again present to Jetty Road traders to generate interest in getting involved in the event.

In addition to this the City of Holdfast Bay's Arts and Culture Strategy is about to be launched and will drive new arts and culture outcomes for the precinct. It is suggested that this could be tabled at an upcoming JRMC meeting.

The City of Holdfast Bay will continue discussions with the Fairfax Open Air Cinema for an upcoming March 2020 season.

#### **BUDGET**

Not applicable

#### **LIFE CYCLE COSTS**

Not applicable