

Agenda

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

Mayor's Parlour - Glenelg Town Hall
Moseley Square Glenelg

1 October 2025 at 6pm



Pamela Jackson
Chief Executive Officer



1. Opening

The Chairperson, G Martin will declare the meeting open at 6.00pm.

2. Kaurna Acknowledgement

We acknowledge Kaurna people as the traditional owners and custodians of this land.

We respect their spiritual relationship with country that has developed over thousands of years, and the cultural heritage and beliefs that remain important to Kaurna People today.

3. Apologies

3.1 Apologies received

3.2 Absent

4. Declaration Of Interest

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

5. Confirmation Of Minutes

Motion

That the minutes of the Jetty Road Mainstreet Committee held on 3 September 2025 be taken as read and confirmed.

6. Presentations

6.1 Society Marketing Update

Ms D Vassallo and Ms M Killeen of Society Marketing to provide an update on the Jetty Road Mainstreet Committee's marketing plan.

Pursuant to Section 87(10) of the *Local Government Act 1999* the following presentation and the accompanying documentation is delivered to the Jetty Road Mainstreet Committee upon the basis that the Jetty Road Mainstreet Committee considers the presentation and the documents in confidence under Part 3 of the Act, specifically on the basis that Jetty Road Mainstreet Committee will receive, discuss or consider:

- d. commercial information of a confidential nature (not being a trade secret) the disclosure of which –
 - i. could reasonably be expected to prejudice the commercial position of



the person who supplied the information, or to confer a commercial advantage on a third party; and

ii. would, on balance, be contrary to the public interest.

7. Questions by Members

7.1 Without Notice

8. Reports By Officers

- 8.1 Action List Update (Report No: 329/25)
- 8.2 Jetty Road Events Update (Report No: 331/25)
- 8.3 Monthly Finance Update (Report No: 332/25)
- 8.4 Marketing Report (Report No: 333/25)
- 8.5 Request for Sponsorship (Report No: 334/25)
- 8.6 Marketing and Communications Service Agreement (Report No: 330/25)
- 8.7 Adoption of Jetty Road Mainstreet Committee Terms of Reference (Report No: 336/25)

9. Urgent Business – Subject to the Leave of the Meeting

10. Date and time of next meeting

The next meeting of the Jetty Road Mainstreet Committee will be held on Wednesday 5 November 2025 in the Mayor's Parlour – Glenelg Town Hall, Moseley Square, Glenelg.

11. Confidential Items

11.1 Society Marketing Communications – Marketing Plan 2025-26 (Report No: 337)

Pursuant to Section 87(10) of the *Local Government Act 1999* the Report attached to this agenda and the accompanying documentation is delivered to the Jetty Road Mainstreet Committee upon the basis that the Jetty Road Mainstreet Committee considers the Report and the documents in confidence under Part 3 of the Act, specifically on the basis that Jetty Road Mainstreet Committee will receive, discuss or consider:

- d. commercial information of a confidential nature (not being a trade secret) the disclosure of which –
 - i. could reasonably be expected to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party; and
 - ii. would, on balance, be contrary to the public interest;



12. Closure

A handwritten signature in blue ink, appearing to read "P. Jackson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Pamela Jackson
Chief Executive Officer

Item No: 8.1

Subject: ACTION LIST UPDATE

Summary

This report is to document questions and actions raised in previous meetings and advise the Jetty Road Mainstreet Committee (JRMCC) Administration's progress updates and outcomes.

Recommendation

That the Jetty Road Mainstreet Committee receives this report and items of interest discussed.

Background

This report is a new initiative to keep the Jetty Road Mainstreet Committee (JRMCC) informed of Administration's progress and outcomes from matters raised from previous meetings.

Report

The attached document states the meeting date, question raised, the responsible person for returning information to the JRMCC, each item's status and information gathered at the date of this report.

Refer Attachment 1

Budget

Not applicable

Life Cycle Costs

Not applicable

Strategic Plan

Not applicable

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Executive Assistant, General Manager Community and Business

General Manager: Community and Business, Ms M Lock

Attachment 1

**Jetty Road Mainstreet Committee - Action Items
as 16 September 2025**

Meeting	Agenda Item	Action Required	Responsibility	Estimated Completion Date	Current Status
2 July 2025	9.3 Motion on Notice – Letter to Australia Post	Administration to write a support letter, signed by the Chair of the JRMC to Australia Post for the reinstatement of a post box on Jetty Road Glenelg	Business Development Partner	July 2025	Letter drafted and with Chair for approval to send. COMPLETED 3-9-2025
13 August 2025	7.2.2 Jetty Road Precinct Signage	Request to expand messaging past Augusta St and around bus replacement services and ascertain whether DIT can provide usage figures on bus replacement services	GM Community and Business	September 2025	
13 August 2025	8.3 Jetty Road Events update	Sea to Shore program update to be provided for review	Manager City Activation	JRMC Oct 2025 meeting	In progress, update provided in Events Report
3 September 2025	6.2 Member Training	Presentation from Activate Your Place workshop to be shared with Committee members.	A Warren		COMPLETED
3 September 2025	8.2 Items in Brief	That Administration prepares a checklist for applicants on the Grants portal to explain submission requirements.	Business Development Partner	01/10/2025	There is a step by step 'Before you begin' guide that appears in the first link that helps applicants through the process, followed by an online preview form of guidelines and eligibility.
3 September 2025	8.3 Jetty Road Events Update	That Administration investigates trader engagement for the Glenelg Good Times Sessions Expression of Interest process and reports back to the Committee.	Manager City Activation	01/10/2025	Specific traders being targeted to get involved in 14/09 activation by Business Development Partner. Soal Street traders engaged with low participation for 3 rd GGTS Traders for the final three activations are still being sought.

**Jetty Road Mainstreet Committee - Action Items
as 16 September 2025**

Meeting	Agenda Item	Action Required	Responsibility	Estimated Completion Date	Current Status
3 September 2025	8.5 Marketing Report	Social media footage filmed in stores to be provided to store trader on request.	GM Community and Business	05/09/2025	Say Cheese to provide a rate for businesses for access to footage. Communications team notified to provide any footage upon request from a trader. Traders to request via hello@jettyroad.com
3 September 2025	8.5 Marketing Report	Email blocking on account hello@jettyroad.com.au to be investigated.	Business Development Partner	05/09/2025	COMPLETED Confusion between .com and .com.au due to email being .com while website is .com.au IT has coordinated the acceptance of email addresses ending .com and com.au in future to prevent confusion. Ryan Shipway notified 05/09/2025
3 September 2025	8.5 Marketing Report	That Administration seeks feedback from participating traders on the uptake of the Celebrate Local campaign.	Business Development Partner	01/10/2025	Feedback sought. Anecdotal information included in marketing report with further detail anticipated in November.
3 September 2025	8.5 Marketing Report	That Administration reinstates web traffic into the monthly Marketing Report.	Business Development Partner	JRMC Oct 2025 meeting report	COMPLETED
3 September 2025	8.5 Marketing Report	That Administration includes reporting on the click rate on specific articles on the Consumer Newsletter.	Business Development Partner	JRMC Oct 2025 meeting report	Will be included in the November report as consumer newsletter statistics unavailable in time for October reporting
3 September 2025	8.6 Commercial Tenancy Useable Space	That the Committee authorises S Smith, A Warren and B Millard to investigate under-utilised properties in the Jetty Road	S Smith, A Warren, B Millard	JRMC Oct 2025 meeting	

**Jetty Road Mainstreet Committee - Action Items
as 16 September 2025**

Meeting	Agenda Item	Action Required	Responsibility	Estimated Completion Date	Current Status
		Precinct and report back to the Committee to the October meeting.			

Item No: 8.2

Subject: JETTY ROAD EVENTS UPDATE

Summary

The Jetty Road Mainstreet Committee (JRMCC), in partnership with the City of Holdfast Bay, is 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 overview of Council's endorsed events program and budget, along with information about upcoming events.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

The Jetty Road Mainstreet Committee (JRMCC), in partnership with the City of Holdfast Bay, is responsible for allocating funds for a variety of events to support economic stimulus in the precinct in accordance with the annual marketing and business plan.

The 2025-26 events program and budget were approved by Council on 10 June 2025, noting Council's Annual Business Plan and associated 2025-2026 budget was endorsed on 23 July 2025.

Report

Council's Events team is currently undertaking the detailed design and planning of events scheduled through May 2026. A summary of the upcoming program is outlined below.

Glenelg Good Times Sessions

Glenelg Good Times Sessions, a micro street party activation series, launched on Sunday, 31 August in Milton Street. The first event attracted over 750 attendees who enjoyed live local music, fire pits, additional street furniture, and food and beverages from Beach Burrito and Dante's.

The second activation, held on 14 September in Chapel Plaza, welcomed more than 550 guests, with food and drink provided by Bullet Bar and Glenelg Pizza House. The third event is scheduled for 28 September in Soal Street, featuring Beach Burrito and Yo-Chi.

Following a review of the Chapel Plaza activation, JRMCC is exploring an alternative location for the 5 October event. A road closure is being considered, subject to operational feasibility and

budget constraints. The preference is to activate side streets with existing traders, which are seen as offering greater potential for trader involvement and stronger visitor engagement.

Sussex Street has been confirmed as the venue for the fifth activation on 12 October. The series will conclude on Saturday, 18 October in Moseley Square. A final overview of the Glenelg Good Times Sessions will be presented at the November JRMCM meeting.

Christmas at the Bay

Christmas at the Bay will be held in place of the traditional pageant in 2025, due to the Transforming Jetty Road Project. This festive community celebration is scheduled for Saturday, 6 December 2025, across Moseley Square and Jimmy Melrose Park.

The event will feature a vibrant mix of children's activities, market stalls, photo opportunities with Santa, and twilight carols and stage performances showcasing local community groups. Trader and community participation is currently being sought, particularly for food vendor involvement.

In addition, a Jetty Road Glenelg Christmas window display competition will run throughout the season. Visitors will be invited to vote for their favourite festive window, encouraging foot traffic along the full length of Jetty Road.

Glenelg Ice Cream Festival

Planning is underway for the fourth annual Glenelg Ice Cream Festival, with proposed dates of either Friday, 6 February or Saturday, 7 February 2026. The early February timing has been selected to align with favourable weather conditions, the completion schedule of the Transforming Jetty Road project, the anticipated reopening of the tram in late January, and other key events across Glenelg and greater Adelaide.

The 2026 program will build on the success of previous years while introducing new elements where feasible, all within the co-funded budget of \$90,000. The event will once again feature a road closure along Jetty Road, from Colley Terrace to Gordon/Partridge Streets, transforming the precinct into a vibrant celebration of summer treats and community spirit.

Highlights of the festival include:

- Ice Cream Village: A curated selection of ice cream and dessert pop-ups from Jetty Road traders and invited external vendors, offering a diverse and delicious experience.
- Kids' Activity Zone: Engaging entertainment and hands-on fun for children of all ages.
- Dog-Friendly Area: Featuring 'ice cream' pup cups and pet-friendly amenities.
- Live Music: Performances from local artists to create a lively atmosphere.
- Sensory-Friendly Space: A calm and inclusive environment designed for attendees with sensory sensitivities.

Sea to Shore

Council and the Jetty Road Mainstreet Committee (JRMCM) have jointly committed \$150,000 (\$75,000 each) to deliver *Sea to Shore*—Adelaide's only dedicated seafood festival. Traditionally held in October, the event has been rescheduled to May 2026 to mitigate the

impact of the recent harmful algal bloom, accommodate major precinct works, and maximise return on investment by aligning with *Tasting Australia 2026*.

Proposed Festival Dates:

- **Saturday, 16 May** 11:00 AM – 9:00 PM
- **Sunday, 17 May** 11:00 AM – 8:00 PM

These dates fall within the *Tasting Australia* program (8–17 May 2026) and have been selected based on talent availability, resource planning, and alignment with other key events across Glenelg and greater Adelaide.

The 2026 event program is being shaped by the proven success of the 2024 format and the available budget. This approach ensures continued economic benefit to the precinct, avoids disruption from the Transforming Jetty Road project, and allows for flexible expansion of the event footprint without requiring significant additional funding.

Building on the success of previous ambassador-led promotions, key figures from the seafood industry will be invited to support and lend authenticity to the festival. Notably, local business owner and respected seafood professional Amanda Prance is being engaged to curate a unique, ticketed seafood experience as part of the *Tasting Australia* associated event program. This exclusive offering will complement the free-entry festival and broaden its appeal to new audiences.

An Expression of Interest (EOI) for trader participation will be released later this year.

Upcoming events

The following events are in Council's forward calendar for the Glenelg area in the coming months based on information provided by the organisers:

- MIX102.3 Giant Wheel – 24 October 2025
- The Local – 8 November 2025
- Moseley Beach Club – 1 December 2025
- Bay Sheffield – 27-28 December 2025
- New Year's Eve fireworks – 31 December 2025

Budget

Allocations for identified events are included in the 2025-26 JRMC budget

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism for lifelong growth, economic and social vibrancy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Event Lead

General Manager: Community and Business, Ms M Lock

Item No: 8.3

Subject: MONTHLY FINANCE REPORT

Summary

This report provides an update on the Jetty Road Mainstreet income and expenditure as of 31 August 2025.

Recommendation

That the Jetty Road Mainstreet Committee notes this report

Background

The Jetty Road Mainstreet Committee (JRMCC) has been established to undertake work to benefit the businesses 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 the budget each month to ensure that all expenditure and income is within approved parameters.

Report

To support effective financial management and address budget variances, expenditure will be phased across the financial year. Budget allocations will be reviewed and adjusted in alignment with the endorsed Jetty Road Mainstreet Marketing Strategy, following consideration and input from the Jetty Road Mainstreet Committee (JRMCC) upon presentation by the appointed marketing consultancy.

Please note that the previous breakdown of individual budget lines will no longer be reported. Instead, the delivery of marketing consultancy services will be captured under the Professional Services budget line and reflected in both the finance and marketing reports.

Budget

Not applicable

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism

Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By:

Business Development Partner

General Manager:

Community and Business, Ms M Lock

Item No: 8.4

Subject: **MARKETING REPORT**

Summary

This report provides an update on the marketing initiatives undertaken by the Jetty Road Mainstreet Committee (JRMCC) aligned with the interim marketing projects implemented prior to the adoption of a marketing strategy and calendar of initiatives to be presented to the JRMCC by the marketing consultancy in October 2025.

Recommendation

That the Jetty Road Mainstreet Committee notes this report.

Background

Administration oversees the implementation of marketing initiatives on behalf of the Jetty Road Mainstreet Committee (JRMCC).

Report

Ahead of the approval and subsequent implementation of the marketing plan developed by consultancy, Society Marketing and Communications, the JRMCC has continued to support projects identified as interim initiatives to continue to promote and stimulate activation within the Jetty Road, Glenelg precinct.

Social Media

In August, Jetty Road's Instagram showed strong increase across key metrics. There was a 13.4% increase in new followers, taking the total amount to 23,096. Organic reach hit 29.8k, marking a 61% increase and indicating an increased level of exposure.

These results indicate an outstanding increase in growth for the Jetty Road Instagram account, with purely organic engagement contributing to increased visibility and audience interaction.

Instagram performance across all metrics has resulted in the following:

Follower growth:	Total followers 23,096, 220 new followers (+13.4%)
Total views:	332.1k (+59%)
Content interactions:	3.1k (+74%)
Total 'organic' reach:	29.8k (+61%)

Last month Ghanda Clothing's new store reached 4,150 accounts and gained 10,073 views. In comparison, this month's top-performing Instagram post reached 8,261 accounts relating to Transforming Jetty Road Project.

Facebook maintained strong performance bringing the total community to 37,923 with an increase of 119 new followers. Organic reach experienced a growth of 120.4%, reaching 112.8k accounts, demonstrating that content continues to resonate with audiences without relying on paid promotions.

Refer Attachment 1

Elysian Fields installation

Preliminary social media results for the Elysian Fields installation are provided in the attached report which offers a snapshot of activity over the initial thirteen-day period following the campaign launch.

The campaign went live on 12 September 2025 and has already generated strong engagement across platforms. At the time of writing, the Instagram post received:

- 1,511 likes
- 194 comments
- 234 shares
- 26 saves
- 9 reshares
- 16,479 views

This equates to a reach of 33.3% existing followers and 66.7% non-followers, with 887 interactions recorded in the first 13 days. Notably, 72.8% of engagement came from existing followers 27.2% from new audiences.

Facebook mirrored this success, with:

- 47,807 views
- 1,100 likes
- 138 comments
- 59 shares

In addition to these metrics, there has been a notable increase in organic content creation by visitors, including user-generated reels, photographs, and store tags referencing Jetty Road. This type of organic engagement is highly valuable and contributes meaningfully to Jetty Road's brand visibility and growth.

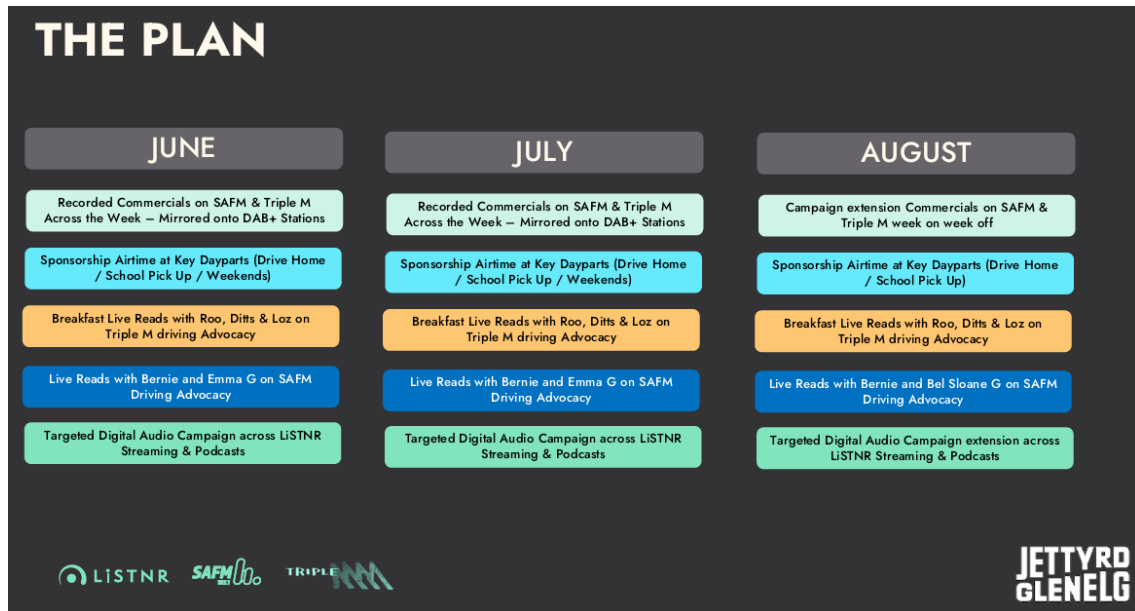
Anecdotally, *What's on in Adelaide* experienced 0.5 million views across their social media handles.

Refer Attachment 2

Radio Media

The radio campaign delivered via SAFM, Triple M and Listnr throughout June to August, has been extended to the end of October. The campaign was extended for an additional two months, pending outcomes of the marketing consultancy's recommendations for future media campaigns. The key messaging of the campaign focused on '*Jetty Road, Glenelg is open, vibrant, and welcoming all year round – come for a day or stay for the weekend*'.

It is estimated 715,600 people in Adelaide across the SAFM and Triple M networks will hear the Jetty Road, Glenelg messaging on average 11.5 times across the campaign period. In addition, there will be 120,000 targeted digital audio impressions. The projections indicate that 65.2% of all 25–54-year-olds in Adelaide will hear the campaign. The current plan will continue to follow the programming set out for, June to August:



Consumer Newsletter

At the time of this report being written, there was no available information for the September consumer e-newsletter due to the newsletter being sent to consumers on 24 September. An update on the success of the September consumer e-newsletter will be provided in the November marketing report.

Celebrate Local

On Monday 4 August 2025, Council launched a six-month pilot of its new Shop Local program, centred on the Jetty Road, Glenelg precinct.

This initiative aims to highlight the value of supporting local businesses by offering personalised, community-first incentives that benefit both residents and retailers. Participation is simple; residents need only provide proof of residence in Holdfast Bay.

The campaign features exclusive rewards, bundled deals, and in-store experiences such as VIP events and discounts. It encourages locals to use the Holdfast Bay and Jetty Road business directories as their go-to resource for shopping, dining, and services.

To date, nearly 60 businesses have joined the program, with more considering their involvement. Promotion is underway across Jetty Road and City of Holdfast Bay social media channels, print media, digital screens, and flyers. In October, a flyer will be included with Council rates notices to further raise awareness.

During the week of 22 September, participating businesses received additional flyers to share with customers. While some retailers have opted not to display counter cards or window stickers due to store policies, feedback has been largely positive. Businesses report customer interest in the program, though uptake of specific offers varies.

Further promotional efforts include an advertisement in the City of Holdfast Bay's *Our Place* publication which will be distributed accompanying the rates notices in October.

Junior Tradies

As part of Council's commitment to supporting local economic development and enhancing community engagement during Transforming Jetty Road, a second school holiday initiative of SA Junior Tradies is being delivered following the success of the winter program.

Running daily, from 27 September to 12 October 2025 at 2 Byron Street, Glenelg, this construction-themed activation is designed specifically for children aged 1–6 years. The event simulates the real-life redevelopment of Jetty Road through imaginative play, sensory exploration, and hands-on activities, offering families a unique opportunity to "stay and play" while connecting with the precinct.

The experience is a pram-friendly, family focused set up with a chill-out zone for carers and features:

- ride-on mini diggers and trucks, foam bricks, cones, and dress-up hard hats.
- sensory play stations including playdough and colour-in walls; and
- a small jumping castle.

Children will be encouraged to dig, build, stack, and create in a safe and engaging environment, fostering early learning around construction, teamwork, and community development.

This Council-led initiative has been promoted via social media, e-newsletters, and local business partnerships and as of 25 September, over 1,600 children are booked into the program which has a capacity of 1,970.

Notifications went to Jetty Road businesses to participate in family meal deal or retail offers and 11 hospitality businesses have provided offers. These will be distributed to participants at the event. Children will also receive a complimentary hard hat and hi-vis vest for attending the program which will also provide a visual measure of movement of attendees in and around the precinct following their attendance.

Jetty Road Website data

In August 2025, the Jetty Road Glenelg website recorded approximately 13,364 page views, with the site remaining a key digital platform for promoting the precinct's businesses, events, redevelopment updates and new initiatives. Visitors spent an average of 15 seconds per session, with 1.67 pages per session. The website attracted 6,762 new users during August.

Refer Attachment 3

Budget

The JRMC will determine the budget allocation for 2025-26 pending the marketing consultancy presenting a marketing strategy and calendar of initiatives in October 2025.

Life Cycle Costs

No applicable

Strategic Plan

Innovation: entrepreneurialism

Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Business Development Partner

General Manager: Community and Business, Ms M Lock

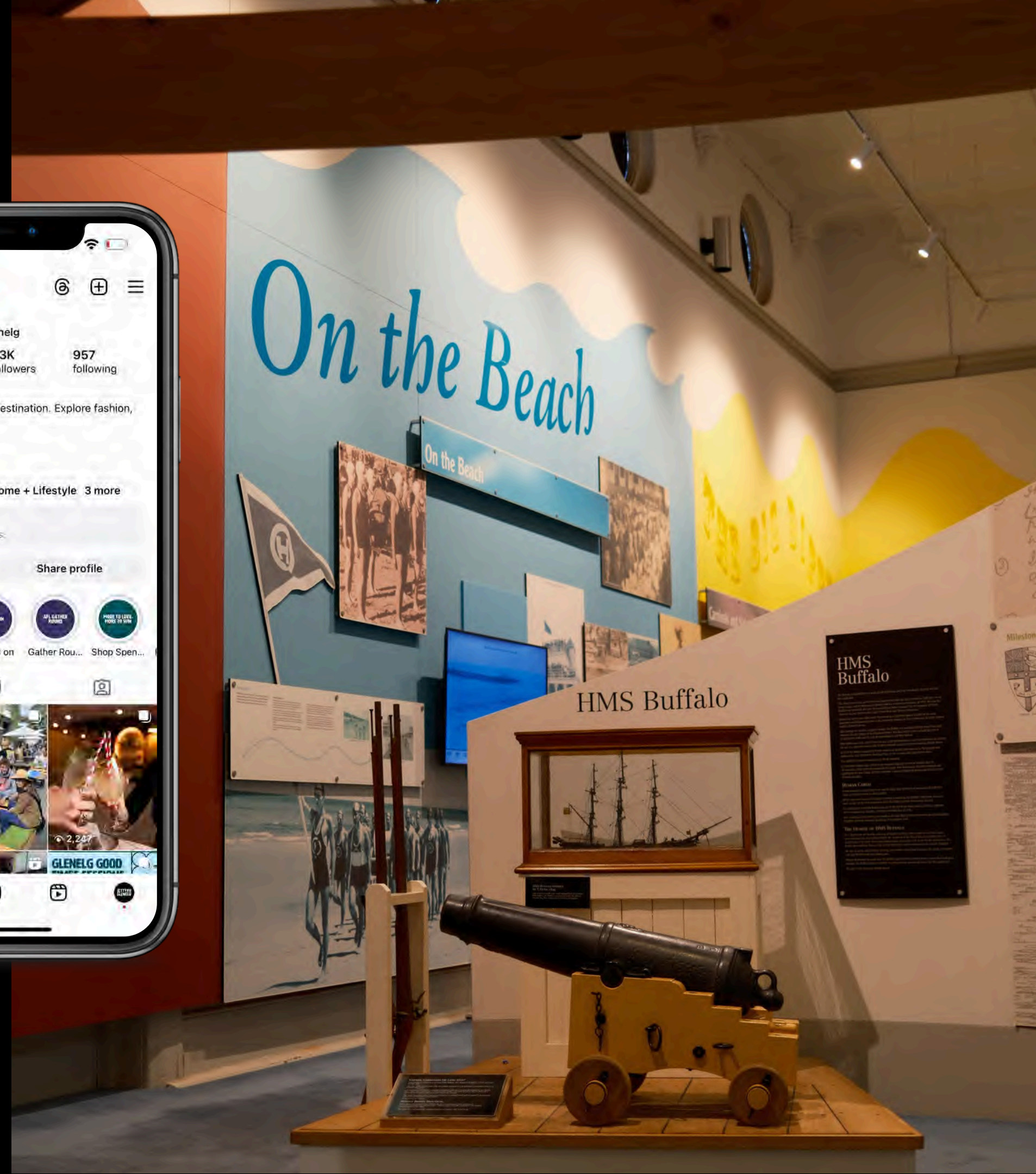
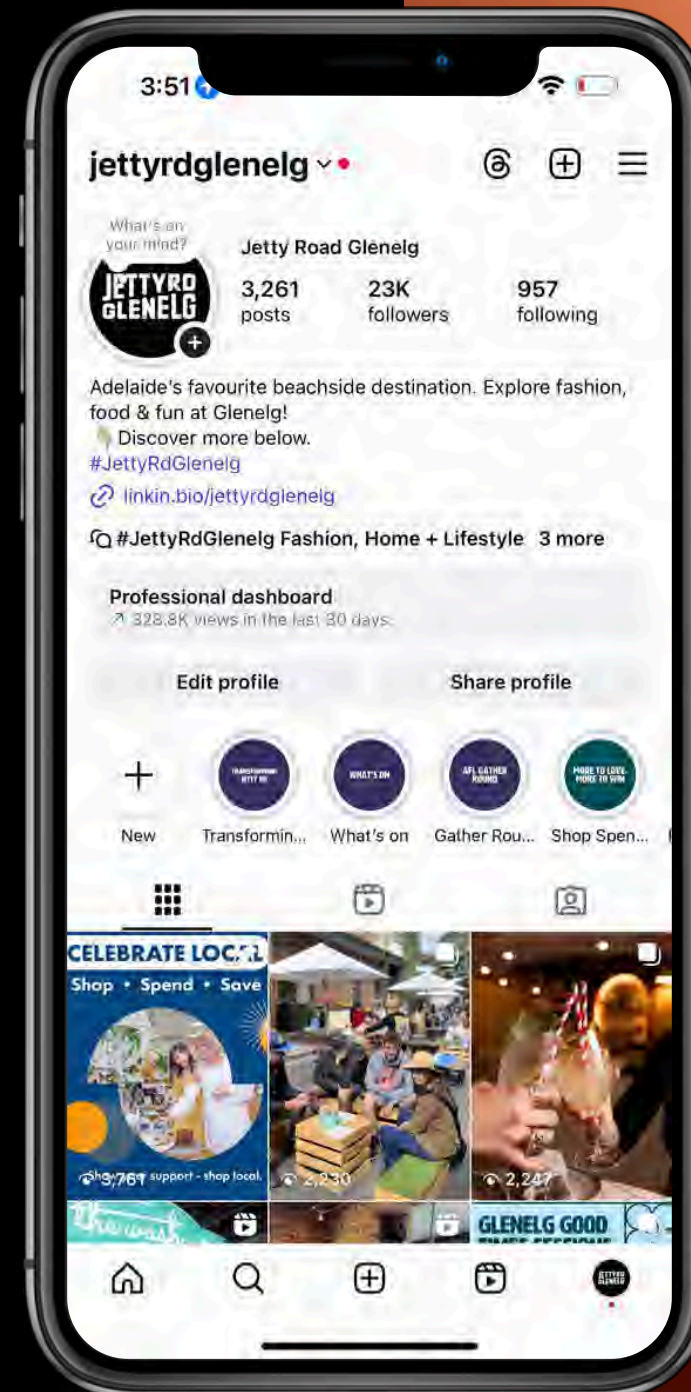
Attachment 1

SOCIAL MEDIA REPORT

Jetty Rd x Say Cheese Social

Social Media Management
Report August '25

PREPARED BY SAY CHEESE SOCIAL



Instagram Performance

Total Followers

23,096K

New Followers

+220 [+13.4%]

Total Views

332.1K [+59%]

Total 'organic' Reach

29.8K [+61%]

Content Interactions

3.1K [+74%]

Profile Visits

1,947K [+64.7%]



In August, Jetty Road’s Instagram performance showed a fantastic increase across all key metrics!

Total followers increased to 23,096, with 220 new followers [with +13.4% increase.] Total views saw a notable rise of 59%, reaching 332.1K, while total organic reach hit a fantastic 29.8K, marking a +61% increase and indicating an increased level of exposure.

Content interactions saw a surge with a strong with a +74% increase, reflecting increased engagement from the audience. Profile visits also experienced a 64.7% uplift, increasing to 1,947K.

These results indicate an outstanding increase in growth for the Jetty Road Instagram account, with purely organic engagement contributing to increased visibility and audience interaction, meaning the content performed well organically without relying on any paid promotions. Overall, August marked a fantastic step forward in strengthening Jetty Road’s social media presence.

It’s worth noting that last month’s top-performing post - a reel featuring the new Ghanda store - reached 4,150 accounts. In comparison, this month’s top-performing Instagram post reached 8,261 accounts, highlighting how a single standout post can significantly influence overall monthly performance metrics.

Top performing posts – Instagram

Post	Engagement Rate	Engagements	Followers	Views	Reach	Likes	Comments	Saves	Shares	Linkin.bio
 AUG 19, 2025 3:05 PM As you may have noticed, roadworks are happening along the Jetty Road...	3.68%	304	23,054	20,604	8,261	266	6	9	23	1
 AUG 13, 2025 9:31 AM Discover a slice of Italy right here on Jetty Road [just down Milton St] at...	4.68%	369	23,030	12,153	7,912	263	12	16	58	N/A
 AUG 28, 2025 11:30 AM Glenelg Good Times Sessions are here! This Sunday, spend the afternoo...	4.06%	282	23,072	23,764	5,954	189	-	16	77	2
 AUG 26, 2025 12:15 PM Heading to Glenelg? While the Glenelg tram line is on pause, you can still...	3.08%	183	23,065	13,354	5,942	171	-	3	9	0
 AUG 22, 2025 11:01 AM Something exciting is coming to Jetty Road... ** Glenelg's very first rooftop...	10.47%	171	23,061	18,981	5,454	392	20	12	147	0
 AUG 15, 2025 1:00 PM Jetty Road isn't just about great food and gorgeous beaches – it's also...	4.31%	138	23,036	9,453	3,201	122	10	2	4	0
 AUG 20, 2025 4:58 PM Father's Day is just around the corner, and if you're stuck on what to get Da...	1.89%	50	23,053	6,710	2,648	46	1	-	3	0
 AUG 29, 2025 12:04 PM Still searching for the perfect Father's Day gift? Give Dad an experience he...	3.13%	77	23,072	3,397	2,464	46	11	1	19	N/A

In August, the top-performing post in terms of reach was the August 19th update on the Jetty Road roadworks, which reached 8,261 accounts and recorded 20,604 views. It also delivered strong engagement, generating 304 total interactions [266 likes, 6 comments, and 23 shares.] Its success can likely be attributed to the high level of community interest and differing opinions surrounding the roadworks, with both locals and retailers actively joining the conversation.

Another standout post was the August 13th Dante's Deli reel, which reached 7,912 accounts and drove an impressive 58 shares and 16 saves, reflecting strong community support for local business content.

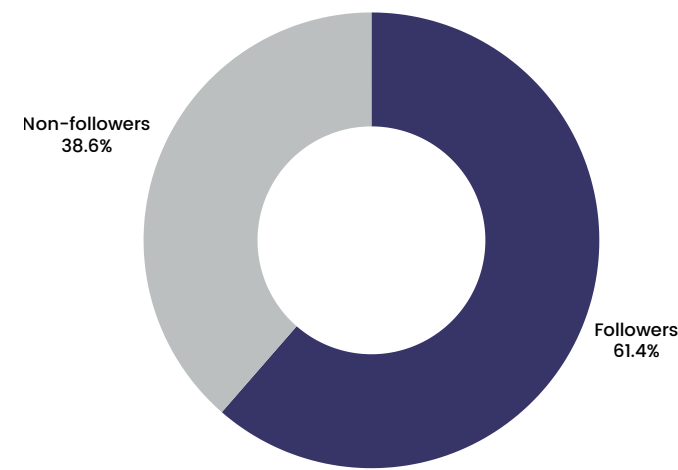
In terms of engagement rate, the August 22nd announcement of the new rooftop bar was the strongest performer. This post received an incredible 147 shares, 20 comments, and 392 likes, highlighting that announcements of new and upcoming businesses along Jetty Road tend to generate significant excitement and interaction.

It's also worth noting the August 28th post promoting the Glenelg Good Times Sessions, which drove 2 link-in-bio clicks - a valuable indicator that event-focused content can encourage direct action beyond engagement.

Overall, these results reinforce the importance of a balanced content mix, combining community updates, local business highlights, and event-driven stories to maximise both engagement and measurable outcomes.

Instagram Performance

Views



This month, Jetty Rd's Instagram performance reflects increased interest to learn more from your audience:

- 332,140 profile views **[+123,212]**
- **+60.5%** profile activity
- **+61%** accounts reached
- 56% of content is viewed from posts, 36.7% from stories
- **+64.7%** profile visits
- 26 external link taps

These insights highlight increased audience interest and strong organic performance.

Accounts Reached
29,788K **[+61%]**

Profile activity ⓘ

vs 1 Jul-30 Jul

Profile visits

External link taps

1,973

+60.5%

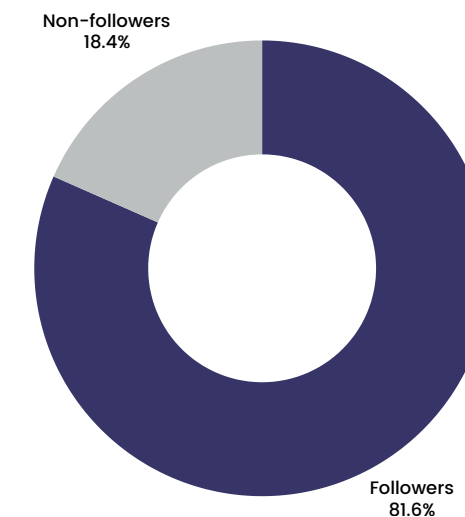
1,947

+64.7%

26

-14.7%

Interactions

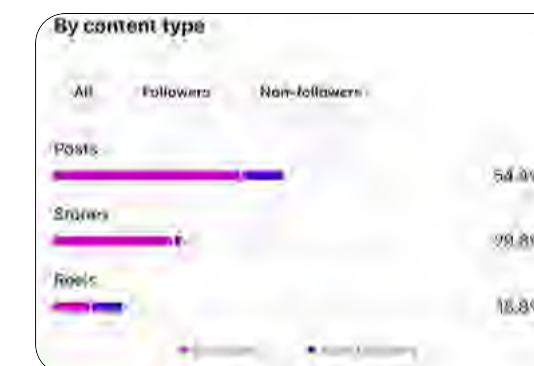


The results reflect positive momentum, showcasing strong engagement:

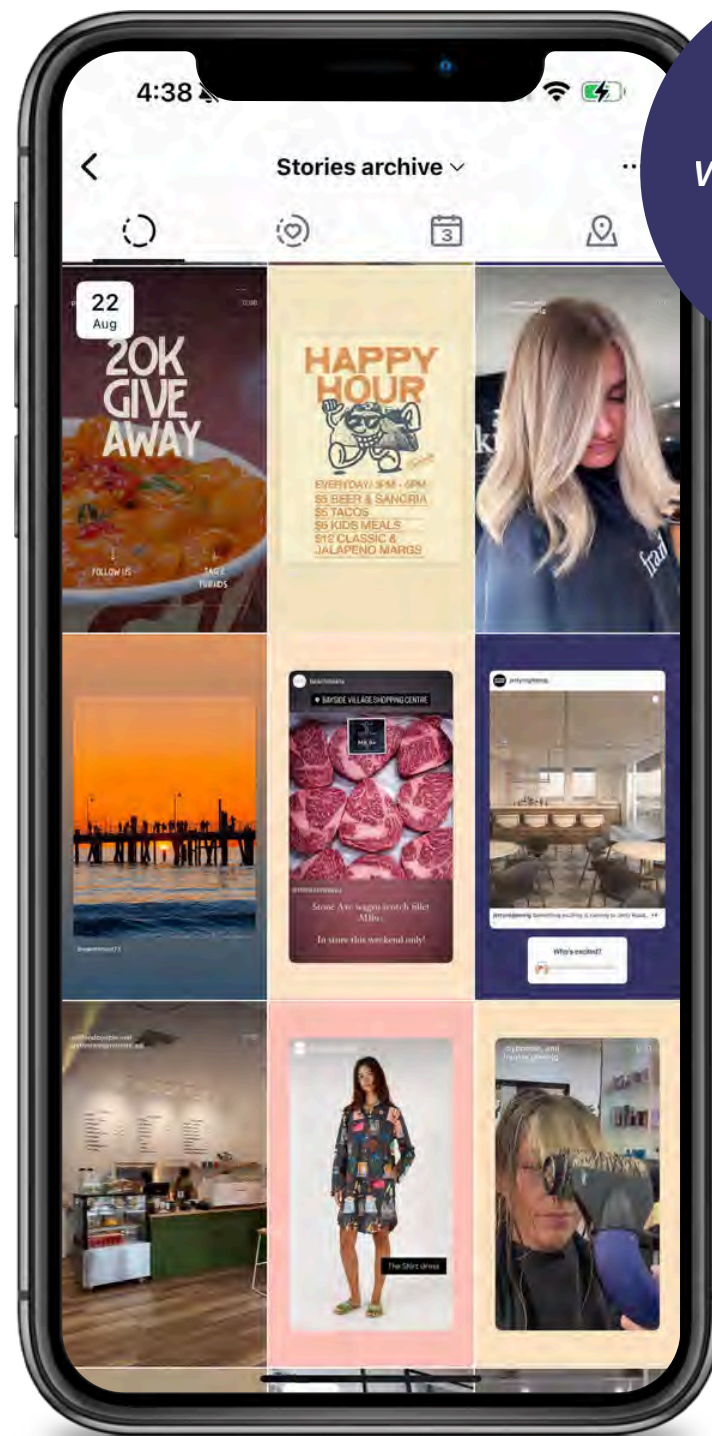
- 1,623 accounts engaged **[+667]**
- 3,102 interactions **[+1,318]**
- 394 **[+204]** shares across all content
- 87 **[+22]** saves across all content
- Posts had the highest engagement [54.4%]

These numbers highlight the effectiveness of our content in reaching and resonating with both followers and new audiences.

Accounts Engaged
1,623 **[+667]**



Instagram Stories



314 stories
were shared
in August.

We shared 314 stories in August.

We re-share all relevant posts & tagged content to assist in driving engagement and retailer awareness.

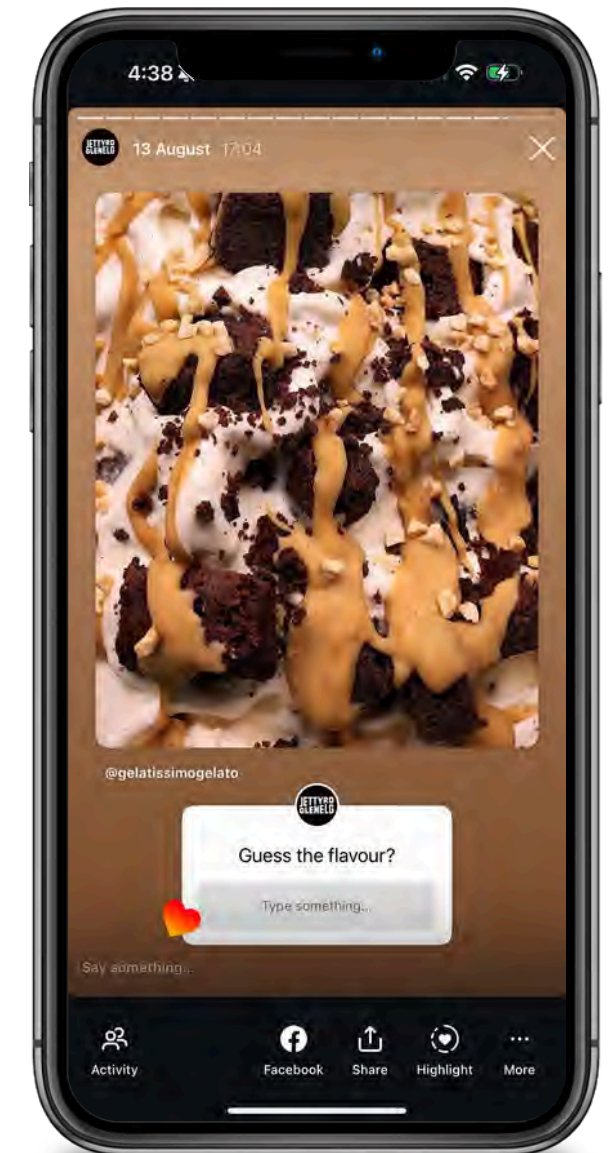
Customised stories



Post reshare with live link directing users to our link in bio.



Slider to encourage user engagement and interaction



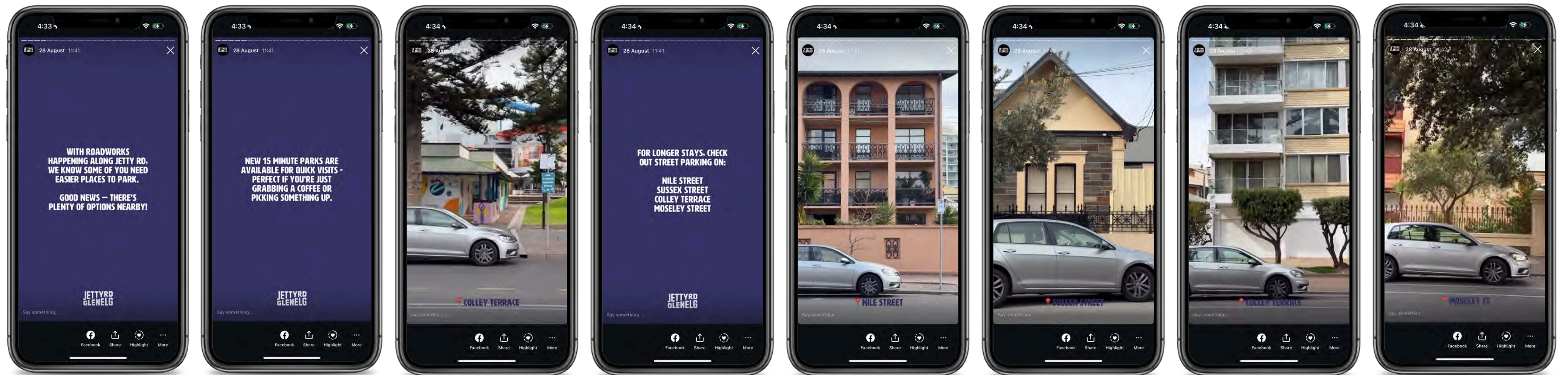
Question box to encourage user engagement and interaction

Story Series



What's On In August – Story Series

Story Series



Parking Spaces during road works- Story Series

Story Series



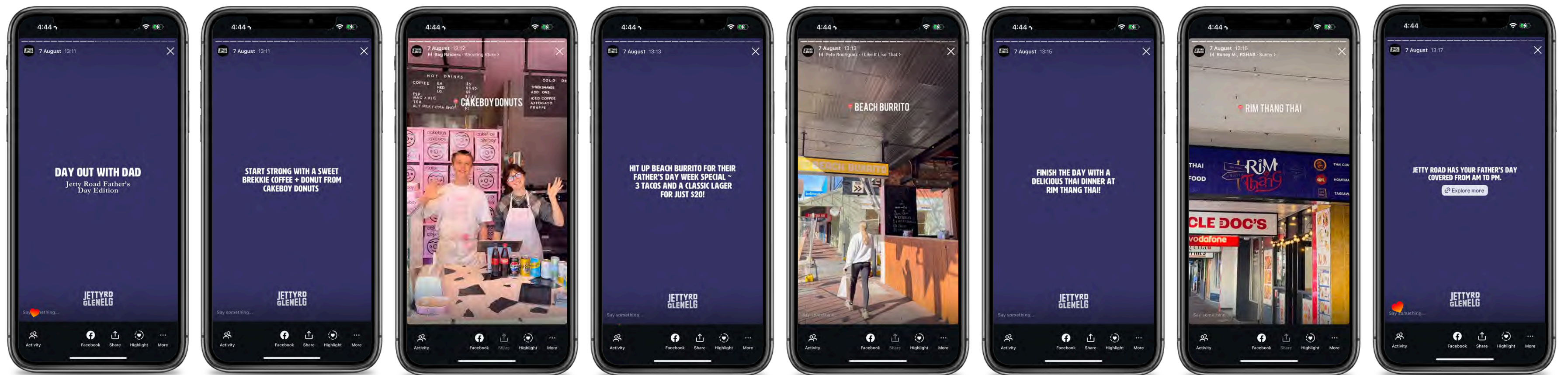
Parking Spaces during road works- Story Series [continued]

Story Series



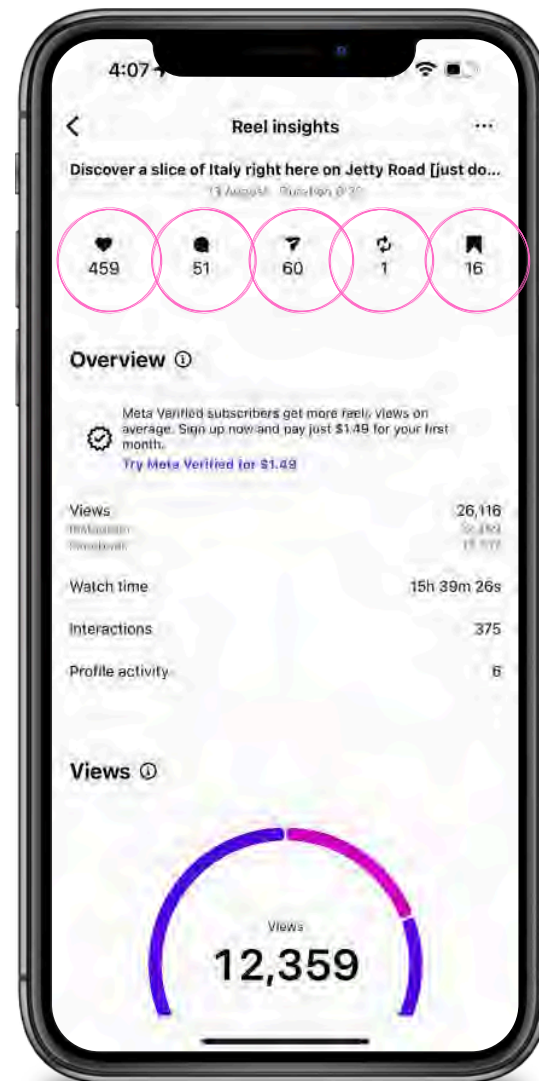
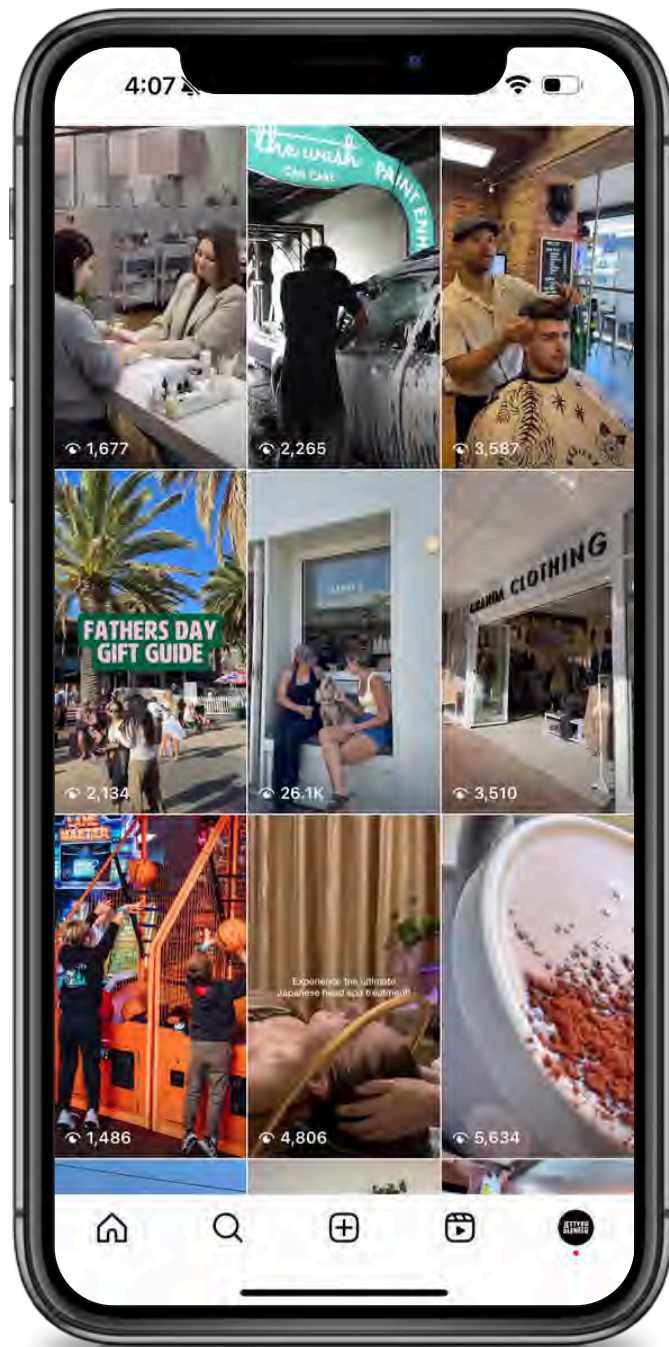
Showcasing new 15 minute parking spaces – story series

Story Series

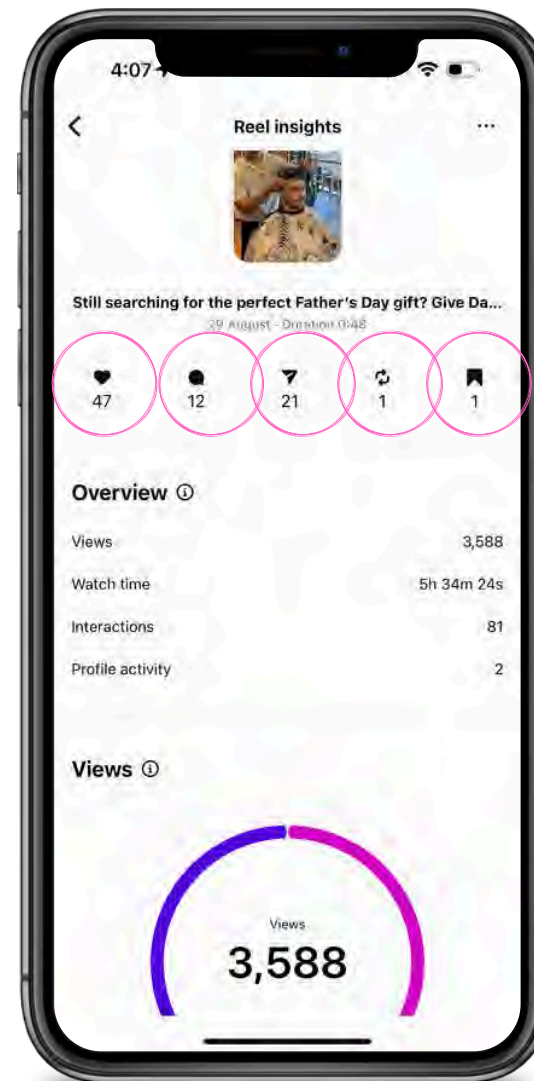


Day Out With Dad – Jetty Road Father's Day Edition – precinct visits

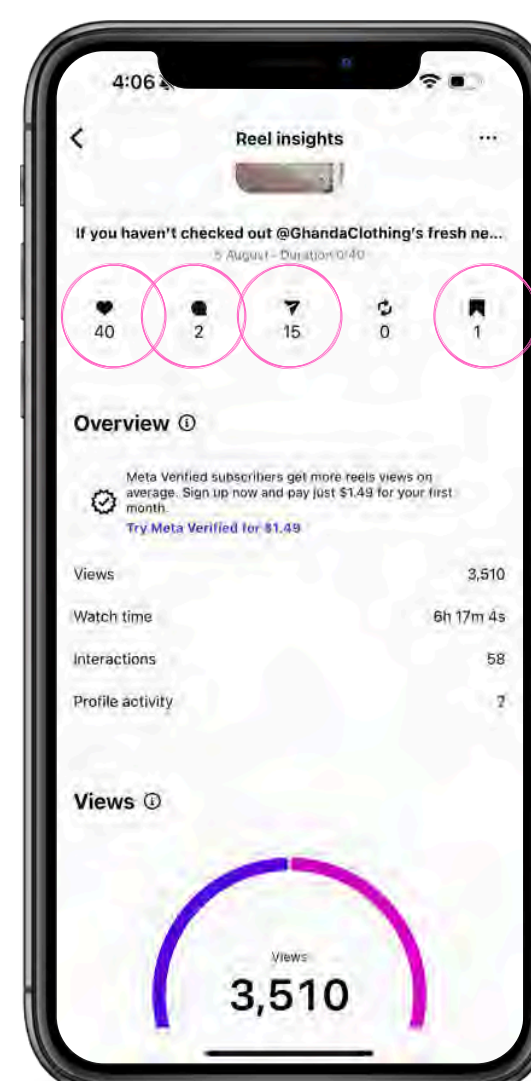
Instagram Reels



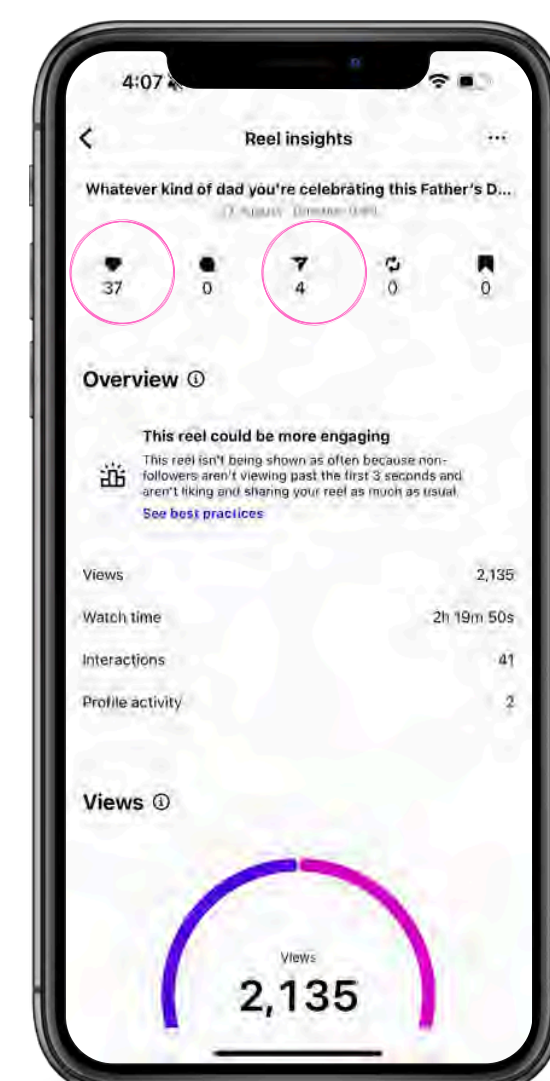
Dante's Deli



Cut Snake Barber



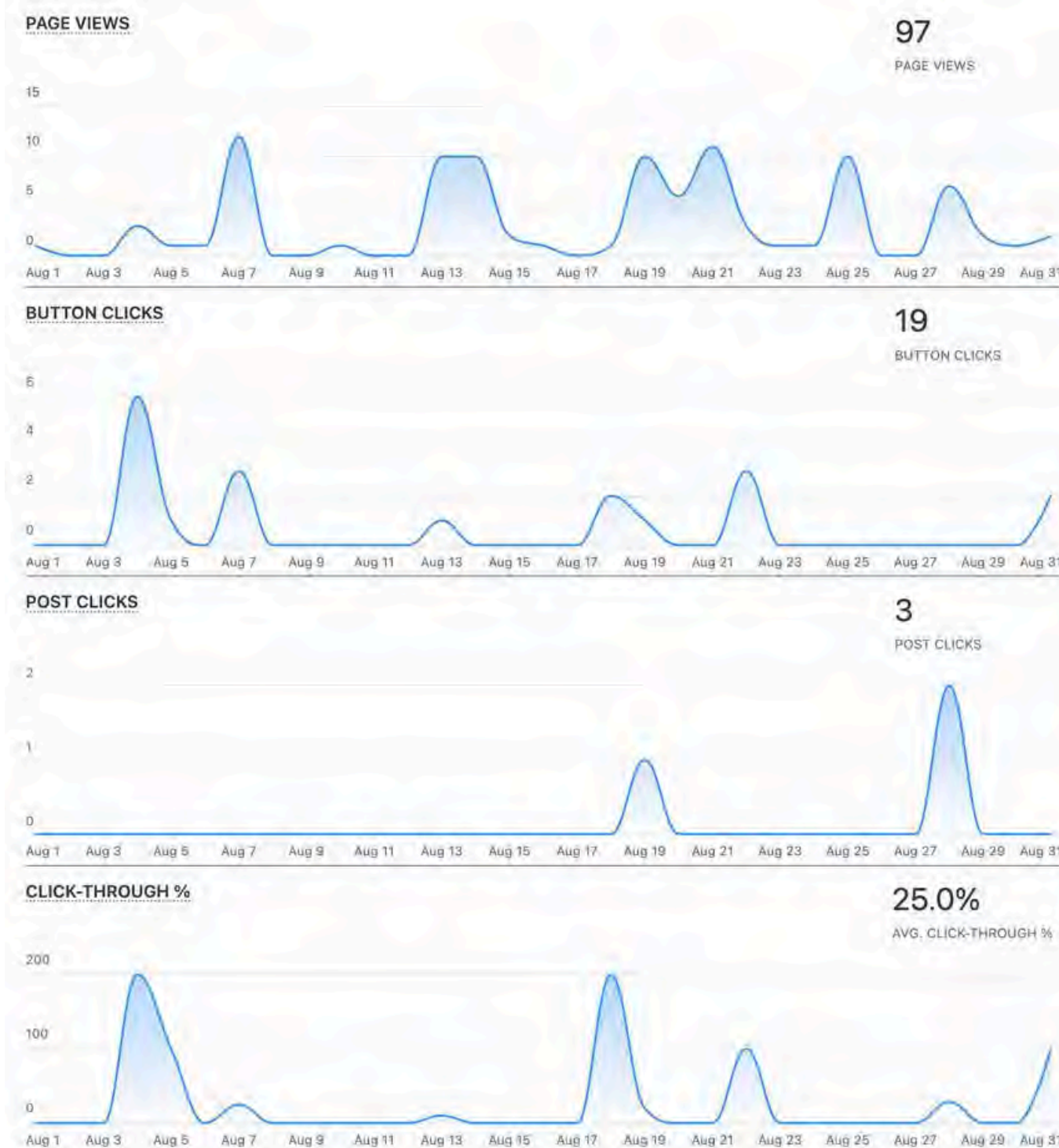
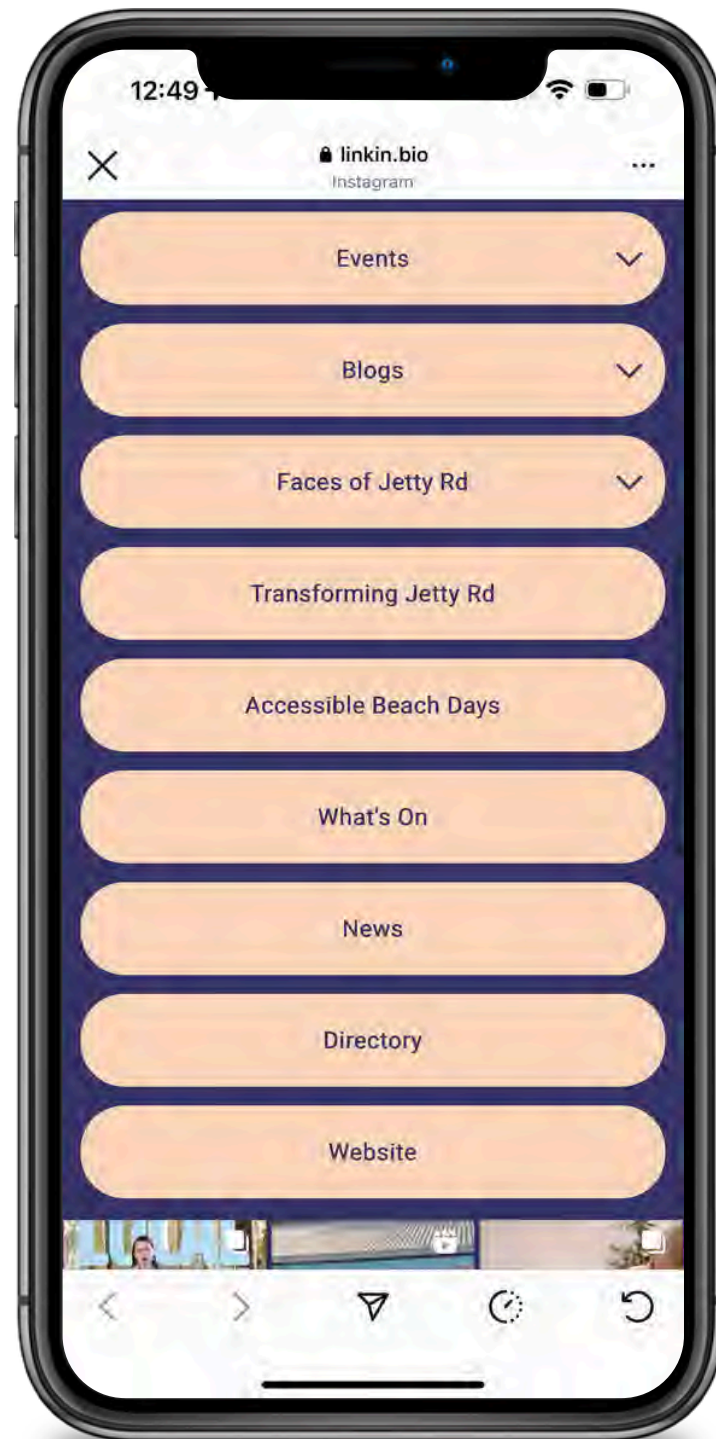
Ghanda Clothing



Father's Day

We shared 4 reels in August. Collectively they were viewed 21,592 times!

Link in bio



This month, Jetty Rd's link in bio recorded 97 page views demonstrating strong interest in the content we're sharing. Additionally, we saw 19 button clicks, showing that users are engaging well with our calls to action.

Link in Bio CLICKS - August

Events: +4 clicks [170 total clicks]

Blogs: +2 clicks [30 total clicks]

Faces of Jetty Rd: +8 clicks [43 total clicks]

What's On: +9 [64 total clicks]

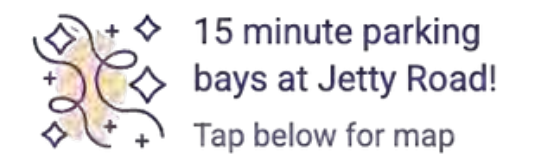
Directory: +1 [25 total clicks]

Website: +3 clicks [26 total clicks]

Banners:

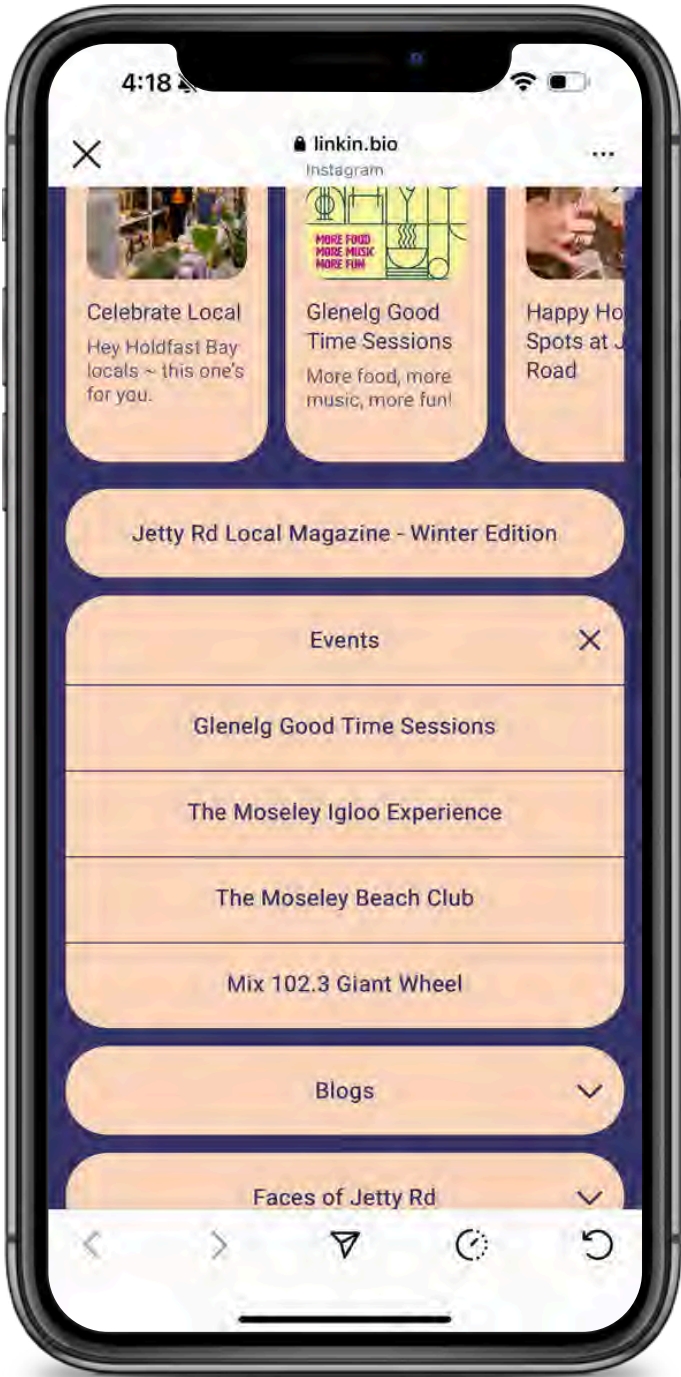


Featured Banner - 25 clicks

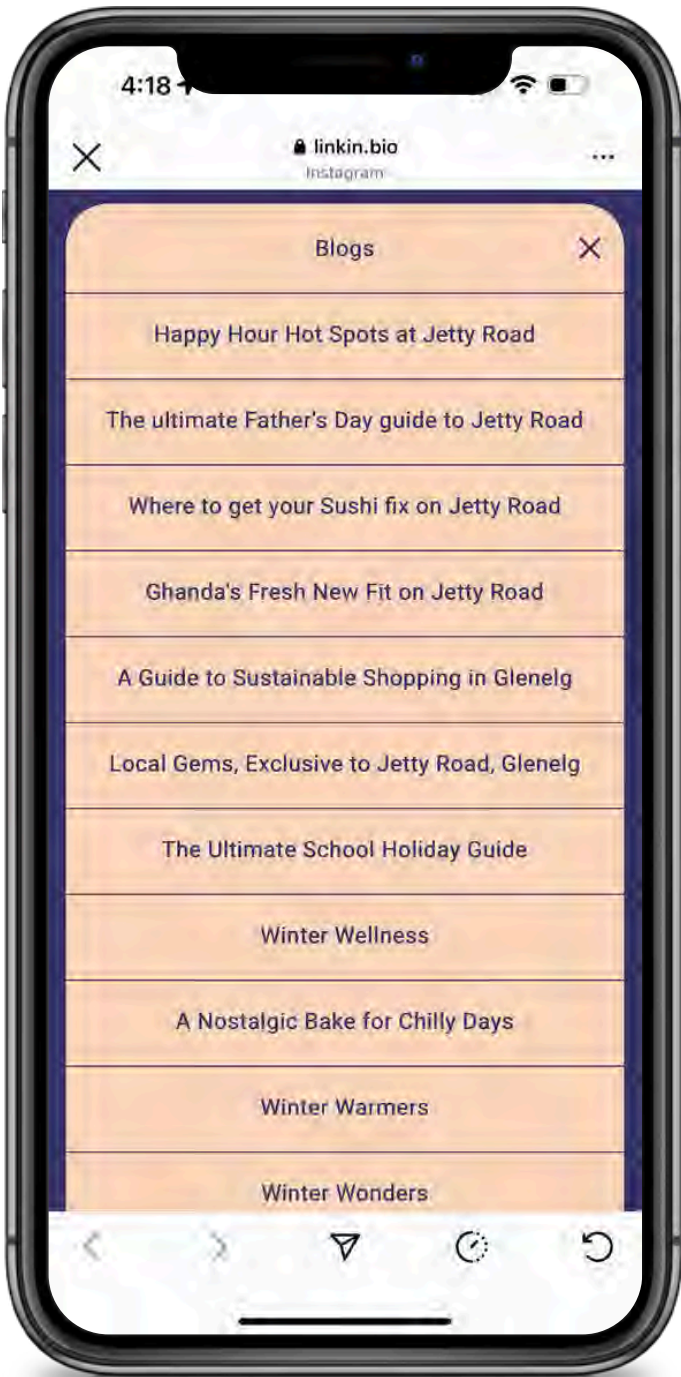


Tap here

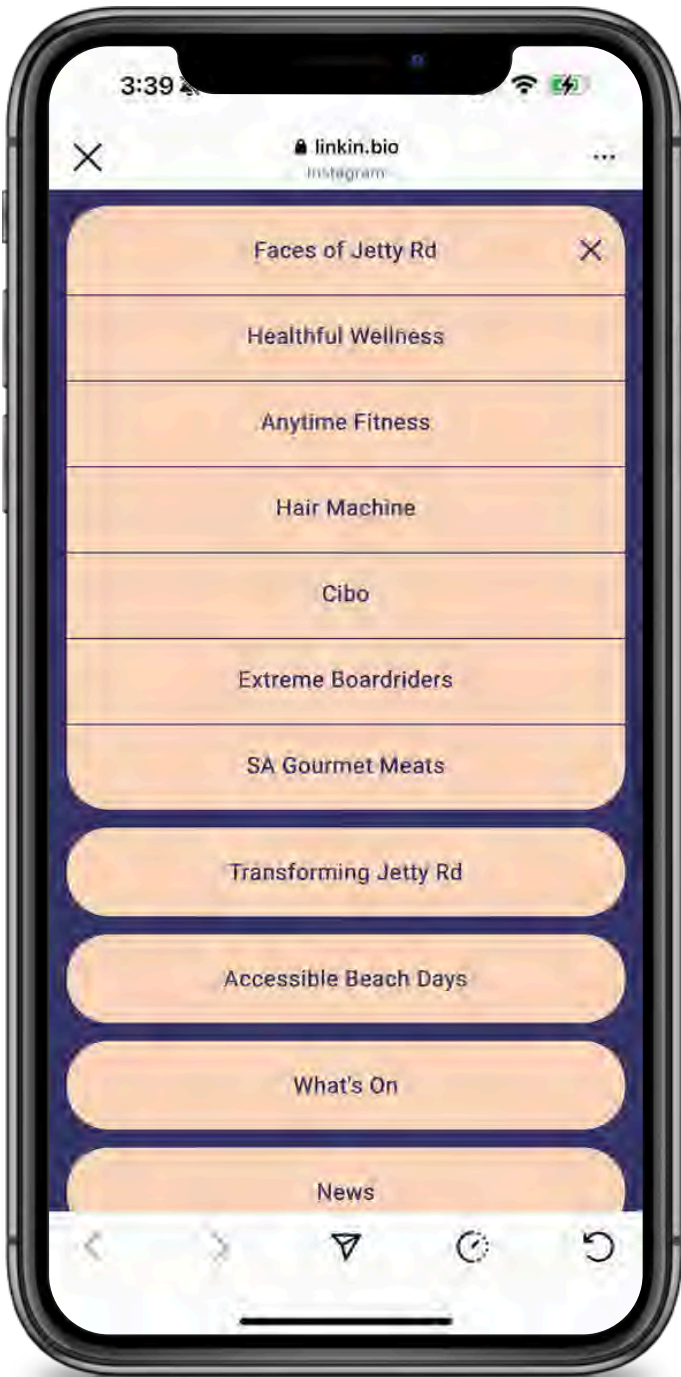
Link in bio – drop down menus



Upcoming events



New blogs



Faces of Jetty Rd Campaign

Facebook Performance

Total Page Followers

37,932K

New Followers

+119 [+108.8%]

Total 'organic' Reach

112.8K [+120.4%]

Total Visits

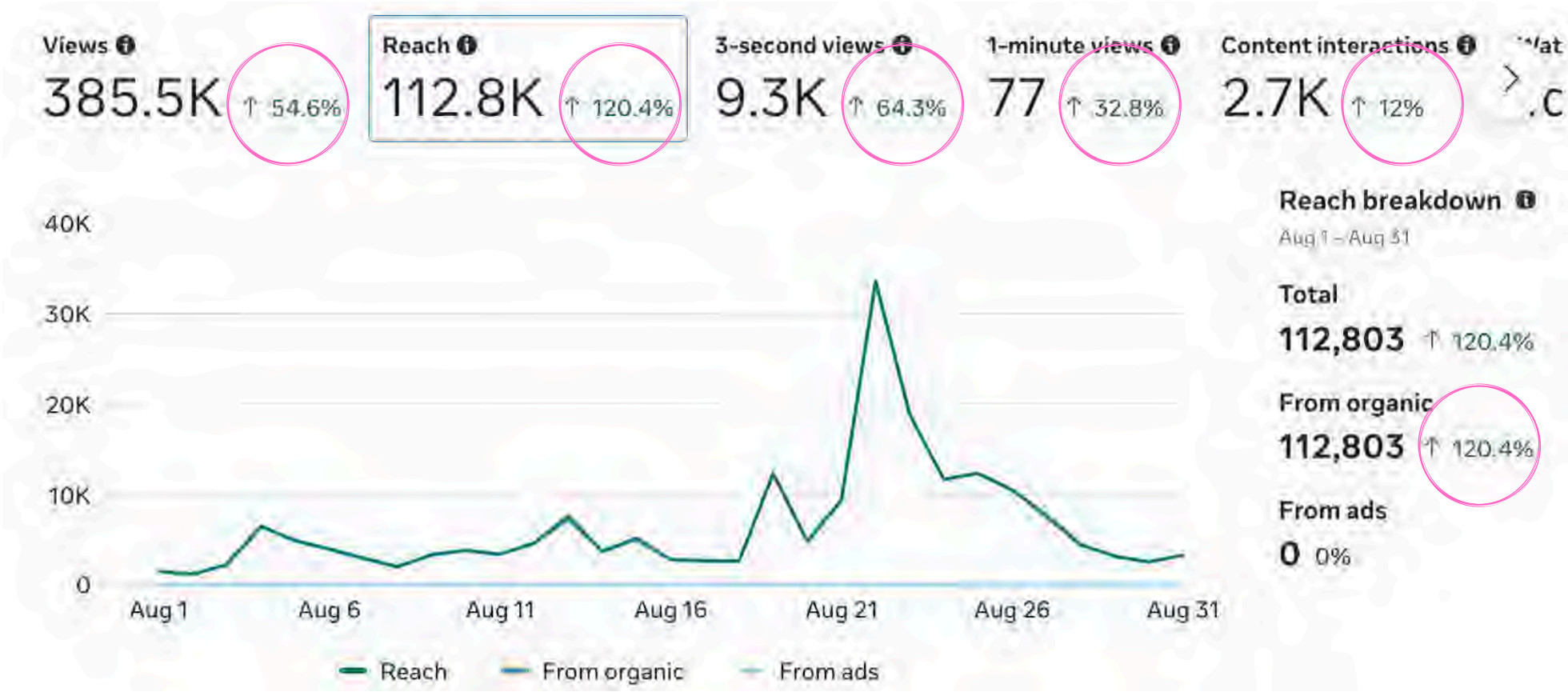
3,459K [+40.3%]

Views

385.5K [+54.6%]

Link Clicks

286



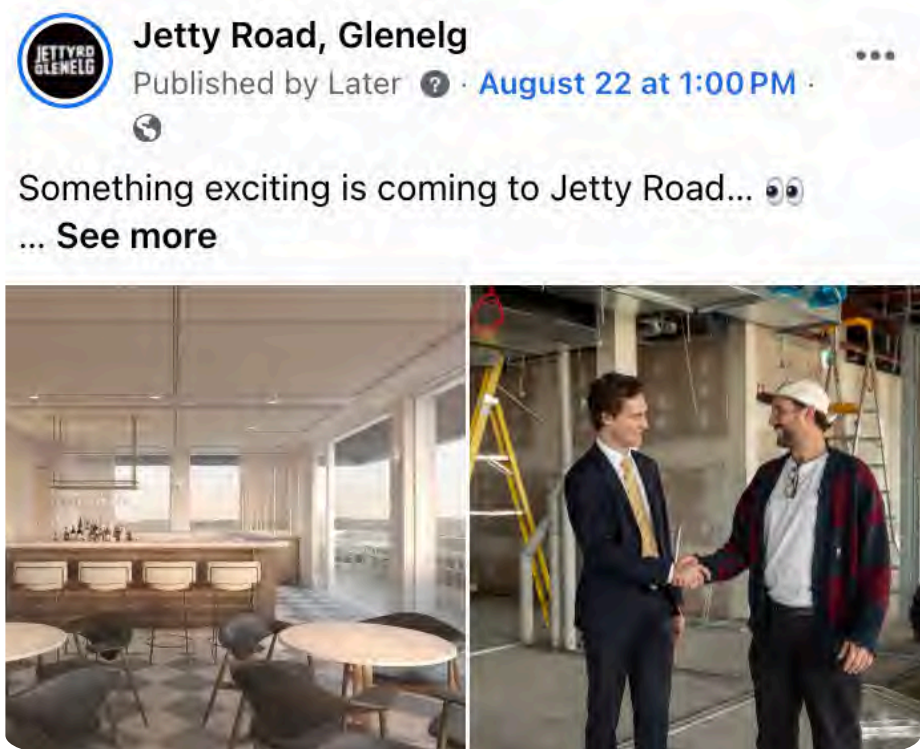
In August, Jetty Road’s Facebook page recorded strong performance across key metrics. The page welcomed 119 new followers [+108.8%,] bringing the total community to 37,923. Organic reach experienced a remarkable +120.4% growth, reaching 112.8K accounts, demonstrating that our content continues to resonate with audiences without relying on paid promotions!

Views also increased by +54.6% compared to the previous month, reflecting sustained and increased audience interest and engagement. Overall content interactions grew by +12%, totalling 2.7K engagements, indicating that our community is actively connecting with the content we share.

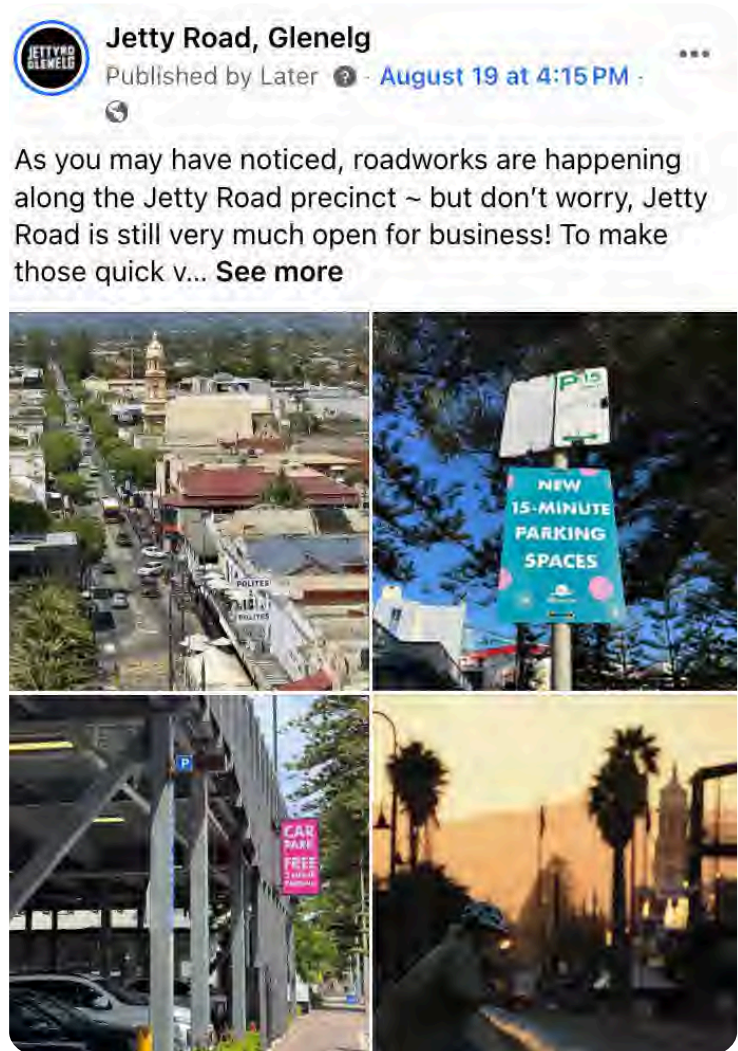
It’s worth noting that this month’s exceptional growth was largely driven by the top-performing Facebook post, which showcased the new rooftop bar coming to Jetty Road. This post reached 78,892 accounts, compared to last month’s top post, which reached 14,431 accounts, demonstrating how a single high-performing post can significantly influence overall monthly analytics.

Overall, these insights reinforce the strength of the Jetty Road brand online and highlight opportunities for continued audience growth, higher engagement, and deeper community connection in the coming months.

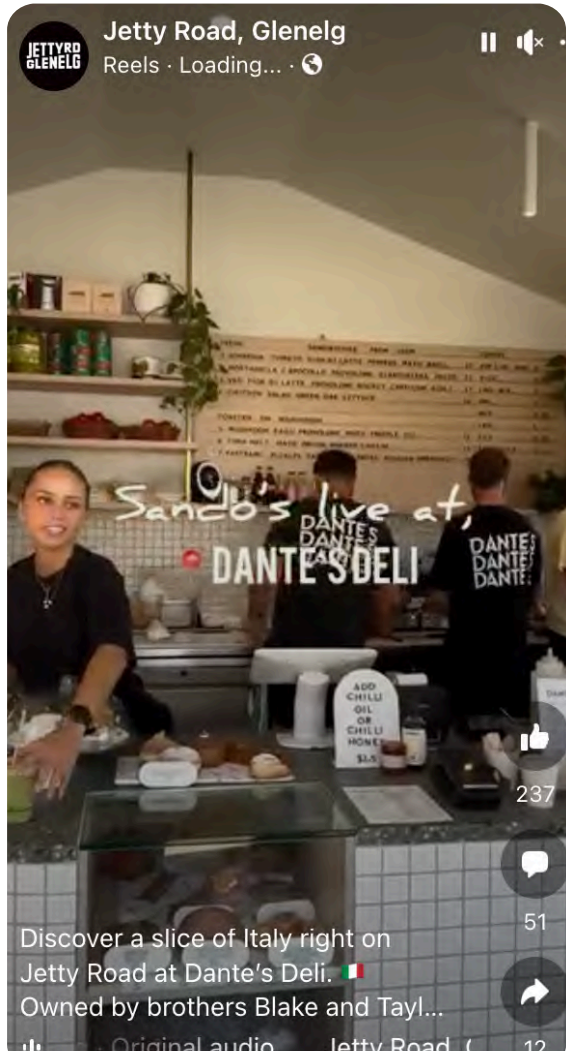
Top performing posts – Facebook



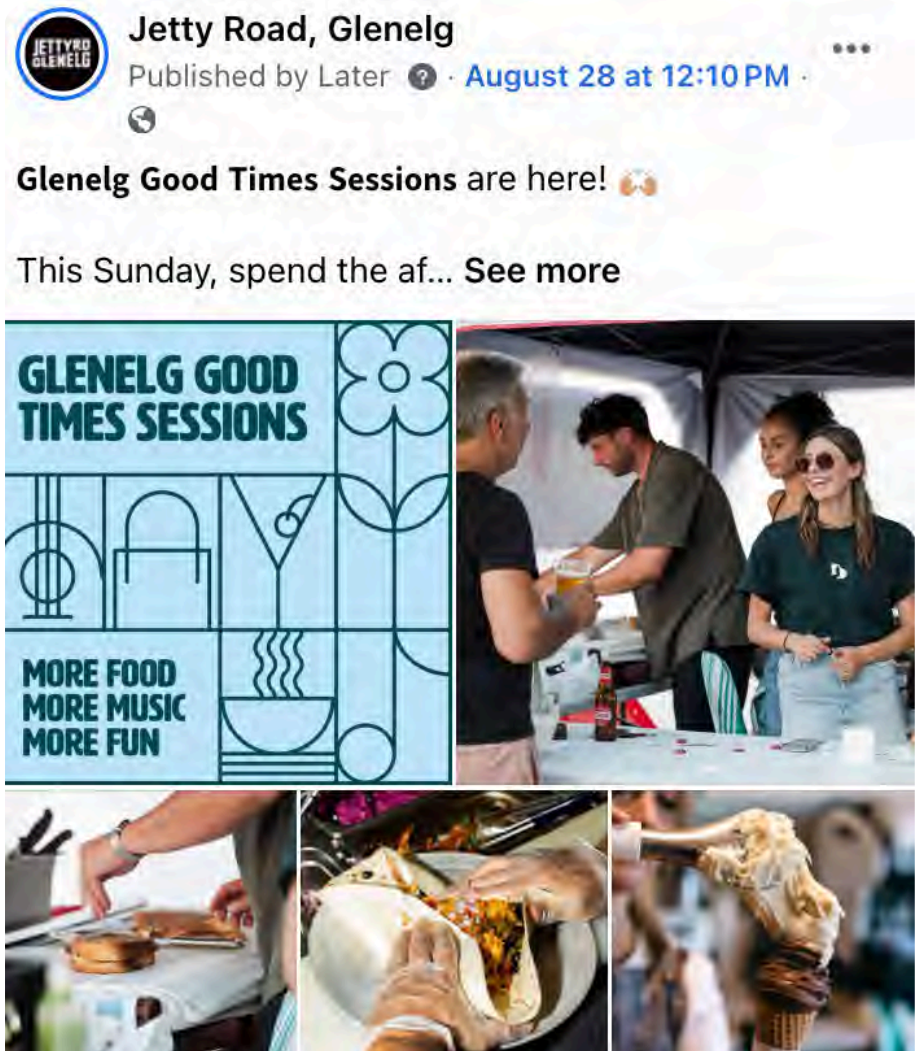
VIEWS	REACH	INTERACTION
131,712	78,892	587



VIEWS	REACH	INTERACTION
23,770	12,984	209



VIEWS	REACH	INTERACTION
13,757	11,114	300



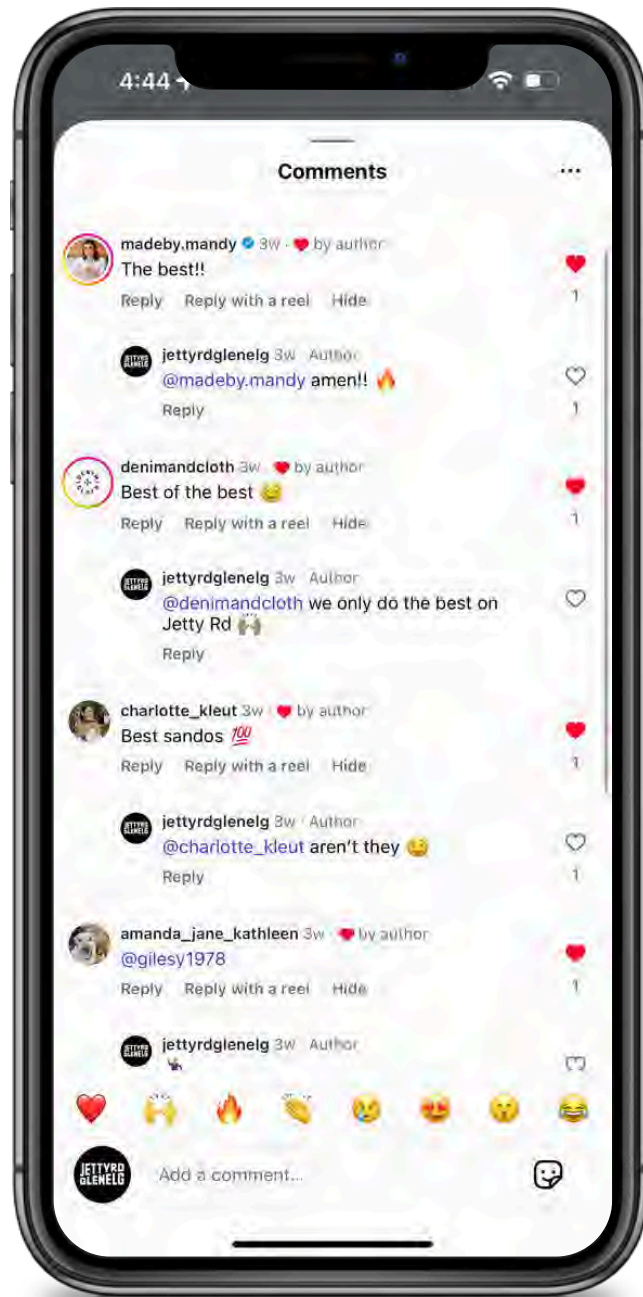
VIEWS	REACH	INTERACTION
13,545	7,690	103

This month, your top-performing Facebook post was a carousel post announcing the new rooftop bar coming to Jetty Road. This post reached 78,892 accounts and was viewed 131,712 times, highlighting that announcements of new and upcoming businesses along Jetty Road tend to generate significant excitement and interaction.

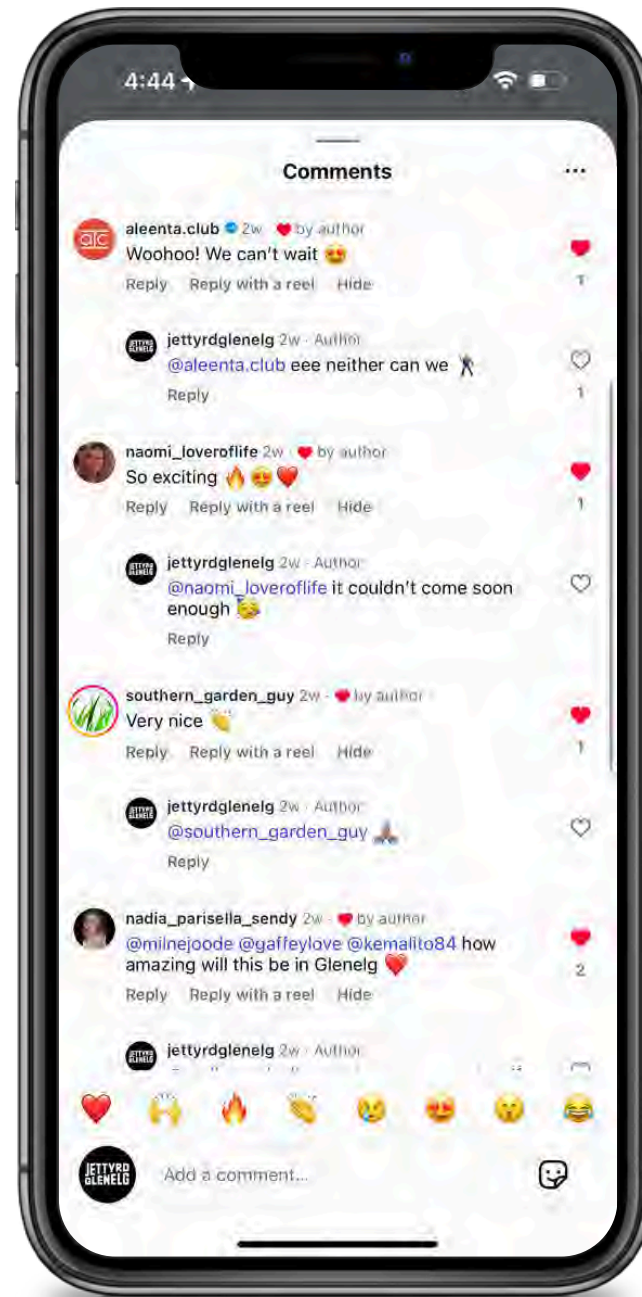
The second top-performing post was a 4-post carousel discussing the Jetty Road roadworks, which reached 12,984 accounts and recorded 23,770 views. Its success can likely be due to the high level of community interest and differing opinions surrounding the roadworks.

These results highlight the impact of timely, relevant content on audience engagement, showing that posts featuring new developments or topics of high local interest can drive both reach and interaction. Leveraging this insight can help inform future content strategies to continue growing community engagement and strengthening the Jetty Road brand online.

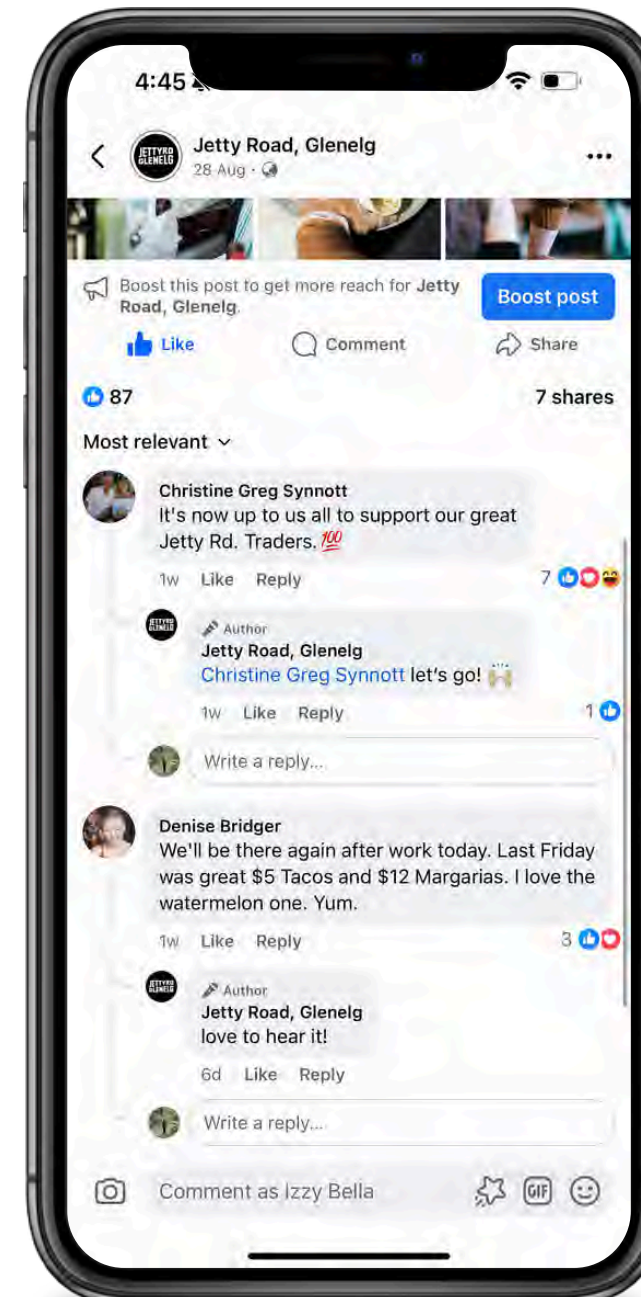
Community Engagement



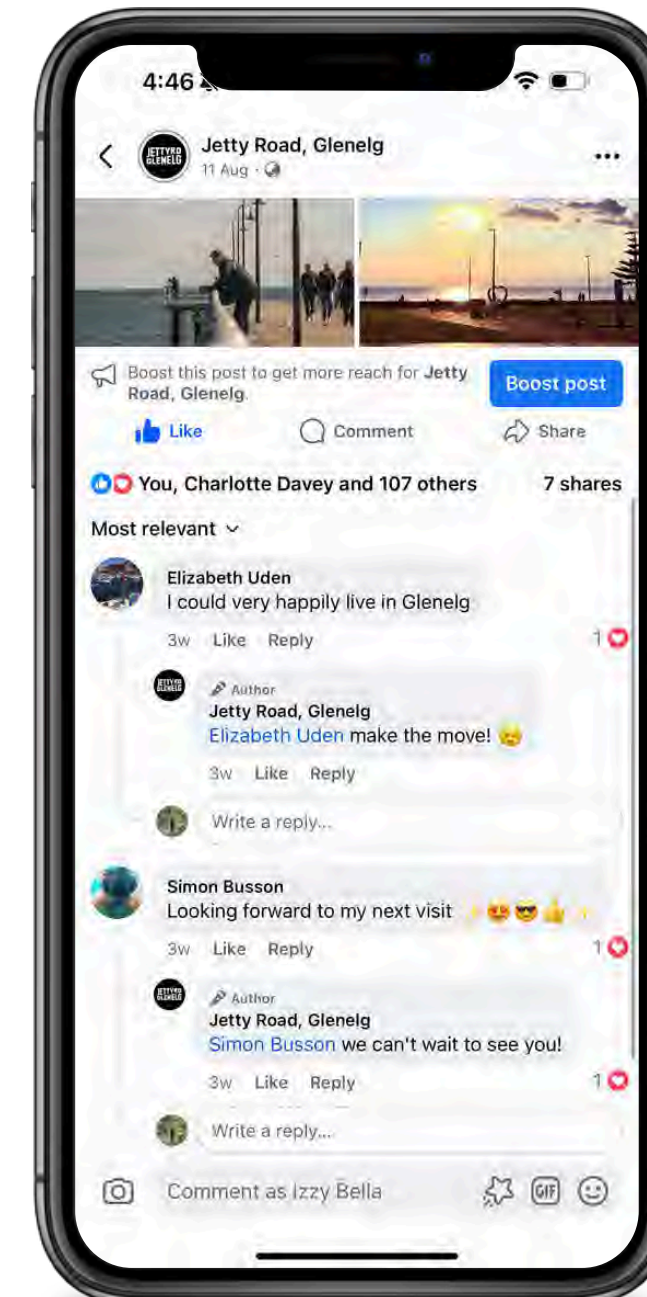
INSTAGRAM



INSTAGRAM



FACEBOOK



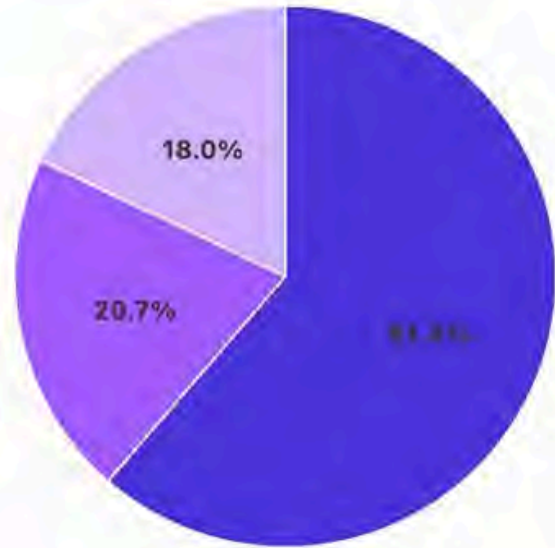
FACEBOOK

We engage with each and every comment, DM and story, as a way to build and maintain a strong online community.

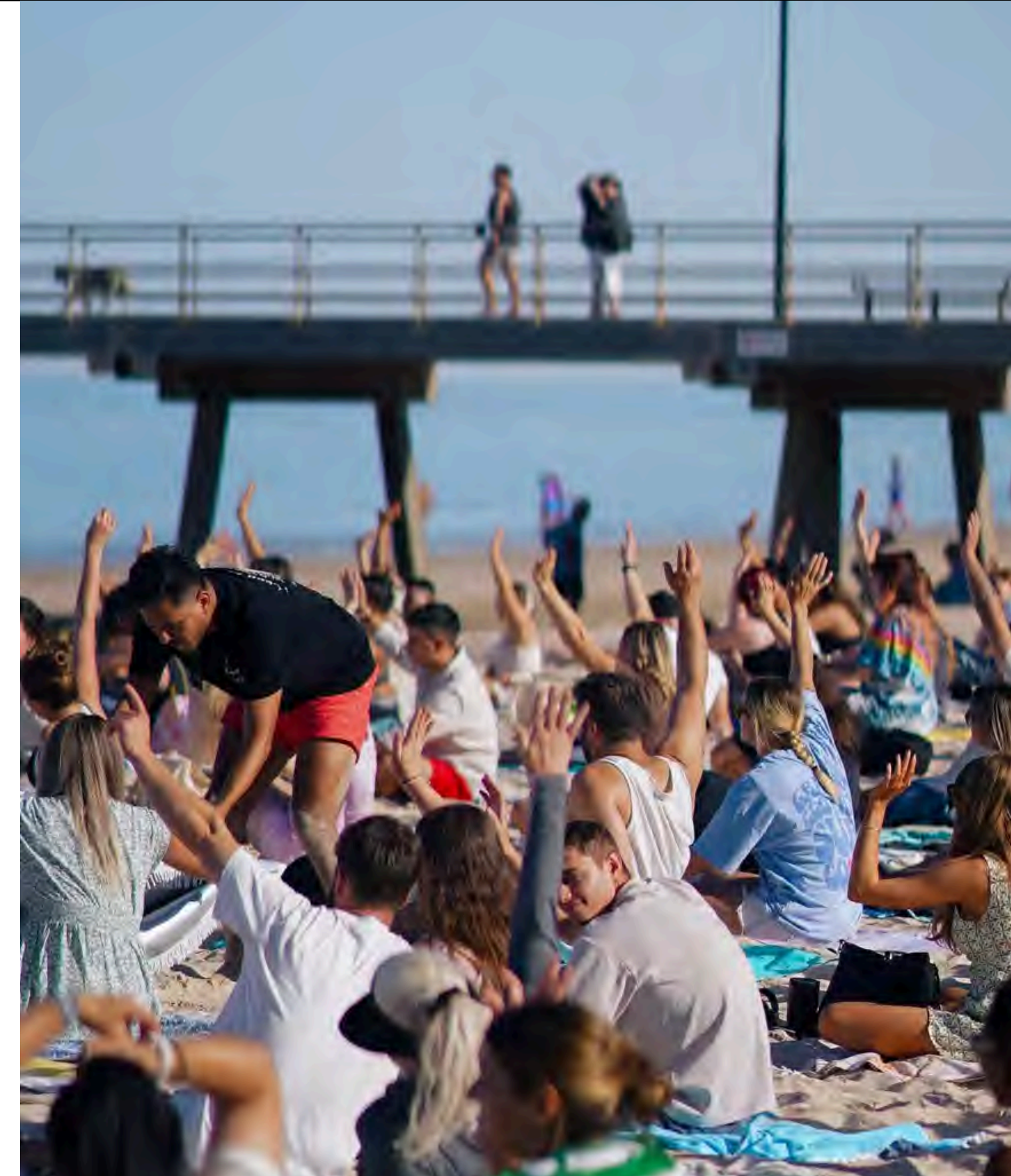
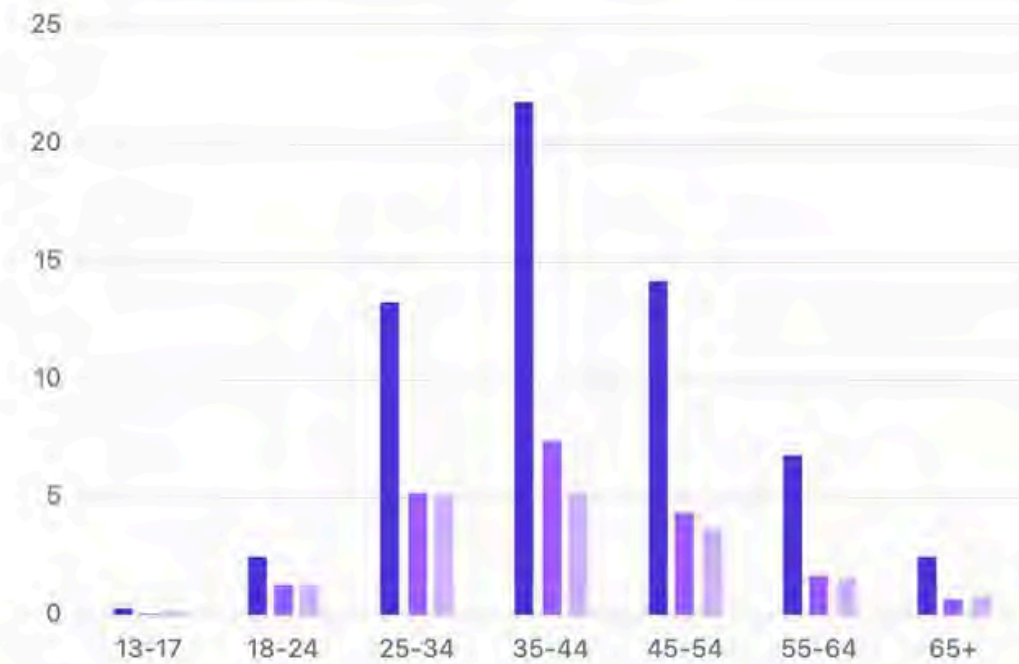
Demographics

AUDIENCE BY GENDER

Female Male Prefer Not To Say



Female Male Prefer Not To Say



SAY CHEESE
S O C I A L

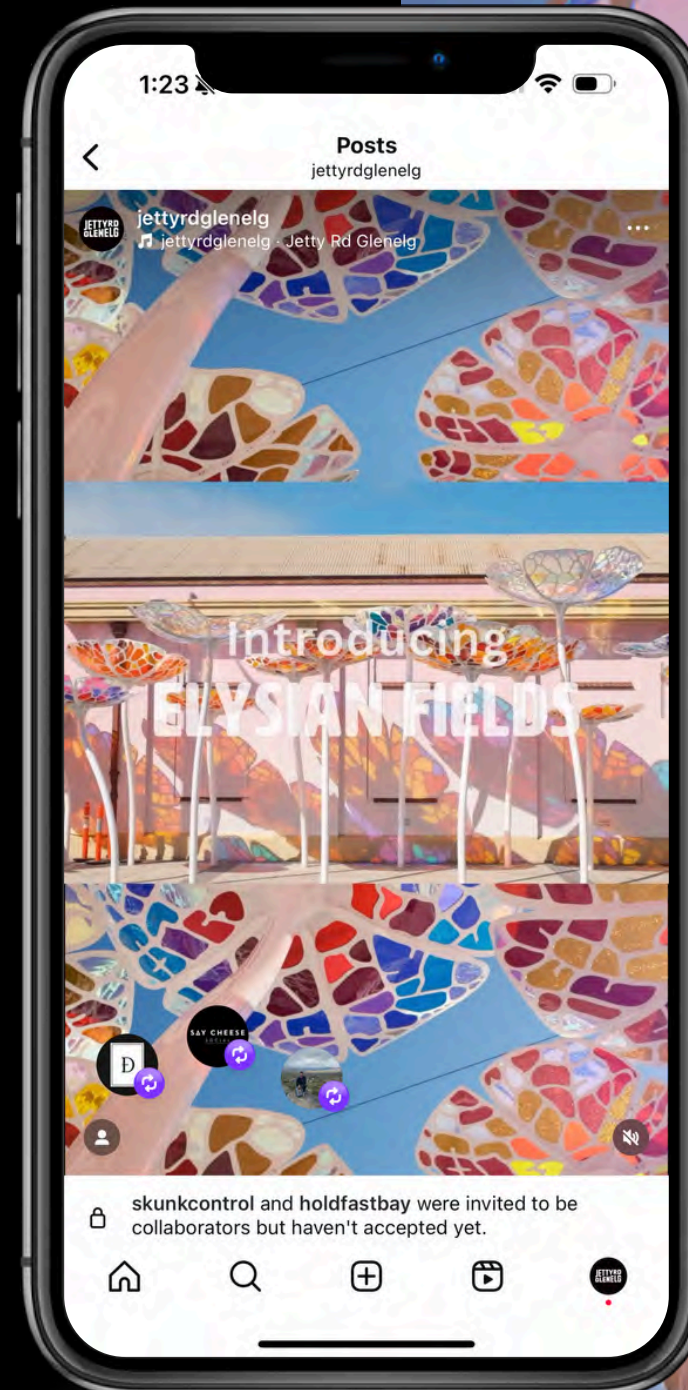
Attachment 2

SOCIAL MEDIA REPORT

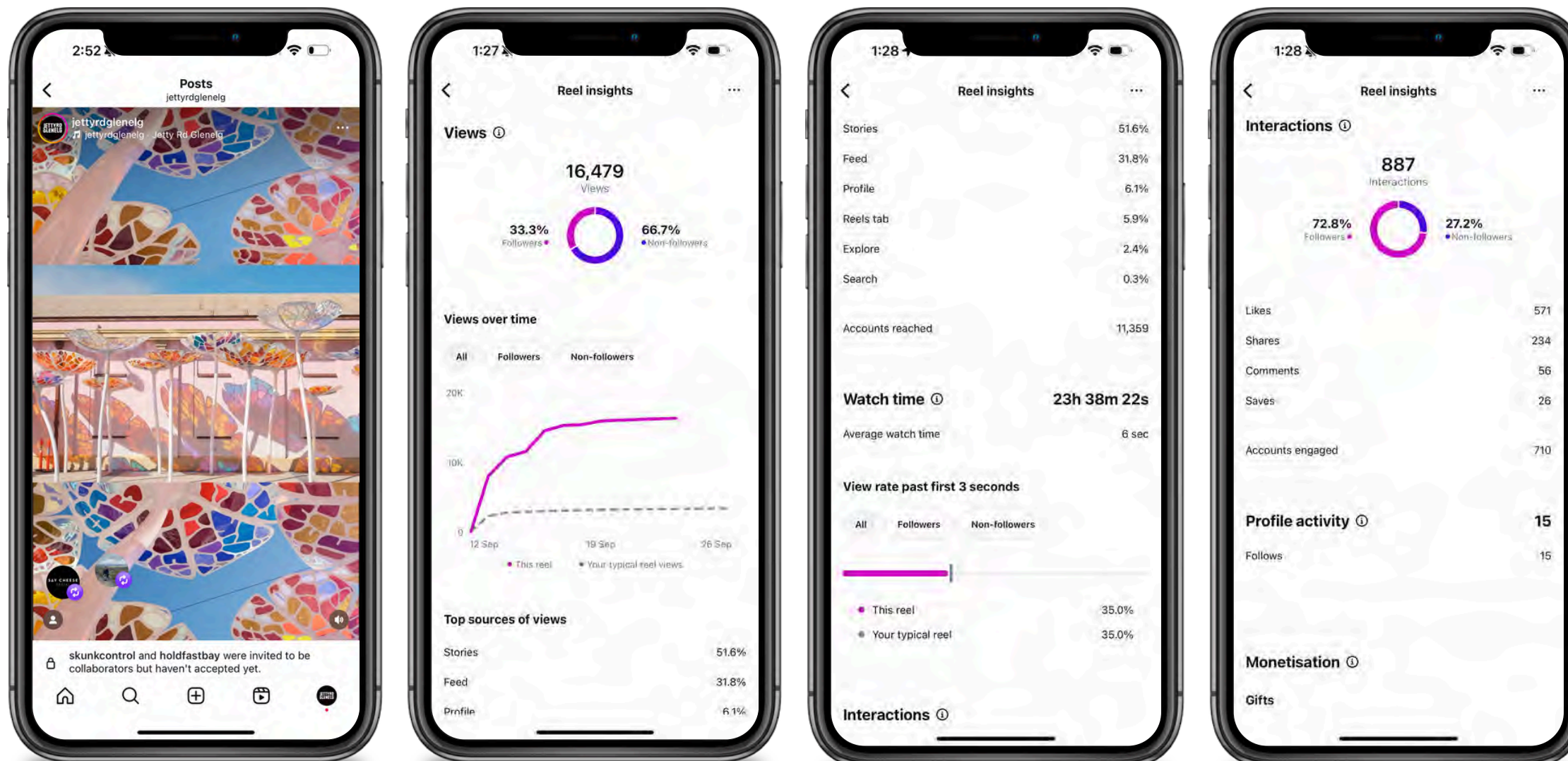
Jetty Rd x Say Cheese Social

Elysian Fields -
Report - 24th Sept 25'

PREPARED BY SAY CHEESE SOCIAL



Instagram – Reel



The reel showcasing the new Jetty Road Glenelg artwork, produced by our content team at Say Cheese Social, has been live on Instagram for 13 days [since 12 September] and is performing strongly.

So far, it has achieved 1.511K likes, 194 comments, 234 shares, 26 saves, and 9 reshares, with a total of 16,479 views!

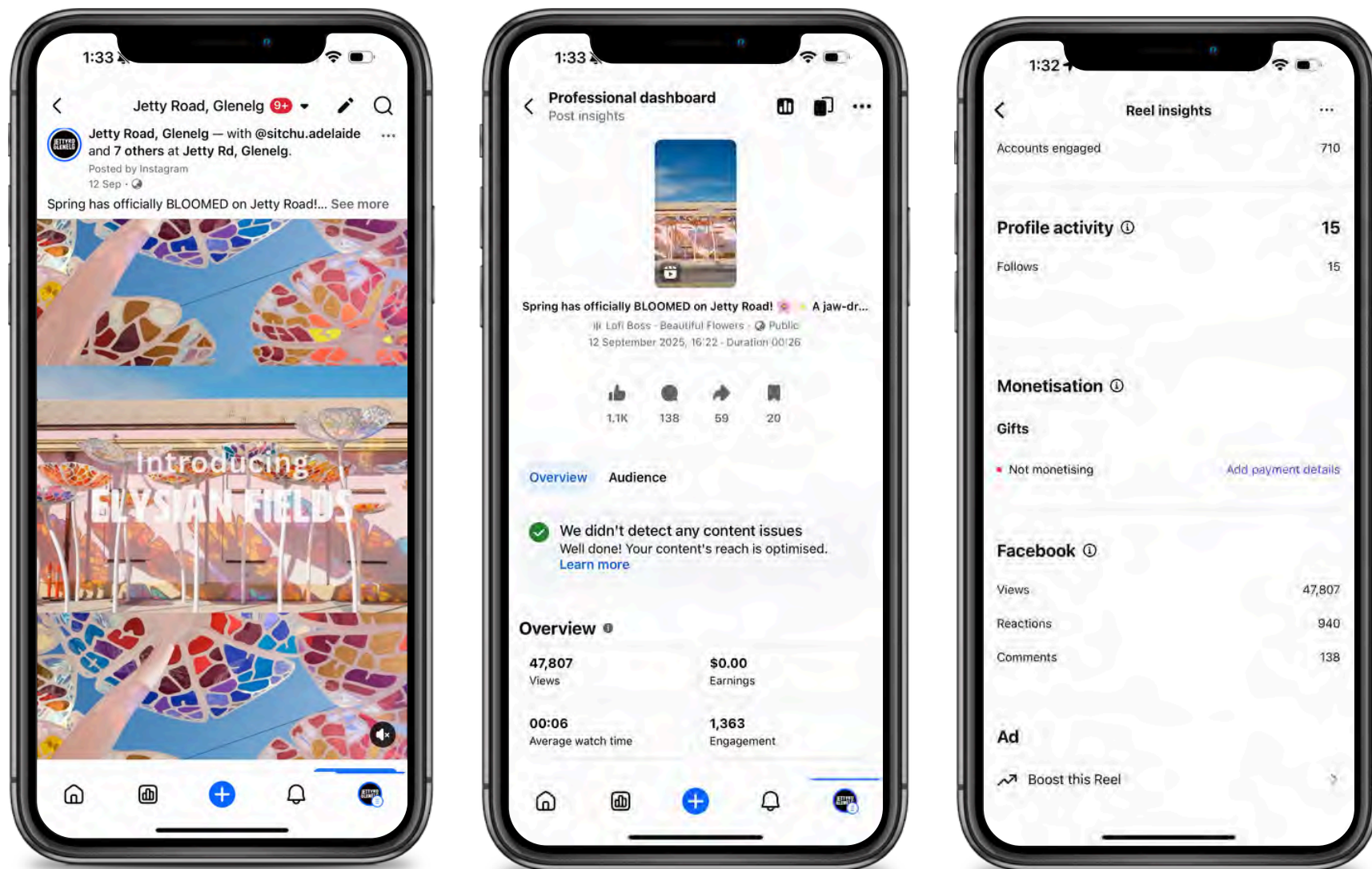
This represents a reach of 33.3% existing followers and 66.7% non-followers, highlighting that the content is effectively engaging a broader audience beyond the current follower base.

The reel has also generated 887 interactions to date, with 72.8% of engagement from followers and 27.2% from new audiences.

It's important to note these results reflect only the first 13 days since launch, and we anticipate further growth in reach and engagement as the reel continues to circulate.

Elysian Fields – Skunk Control Reel – Reel Insights on Instagram – posted 12th September

Facebook – Reel

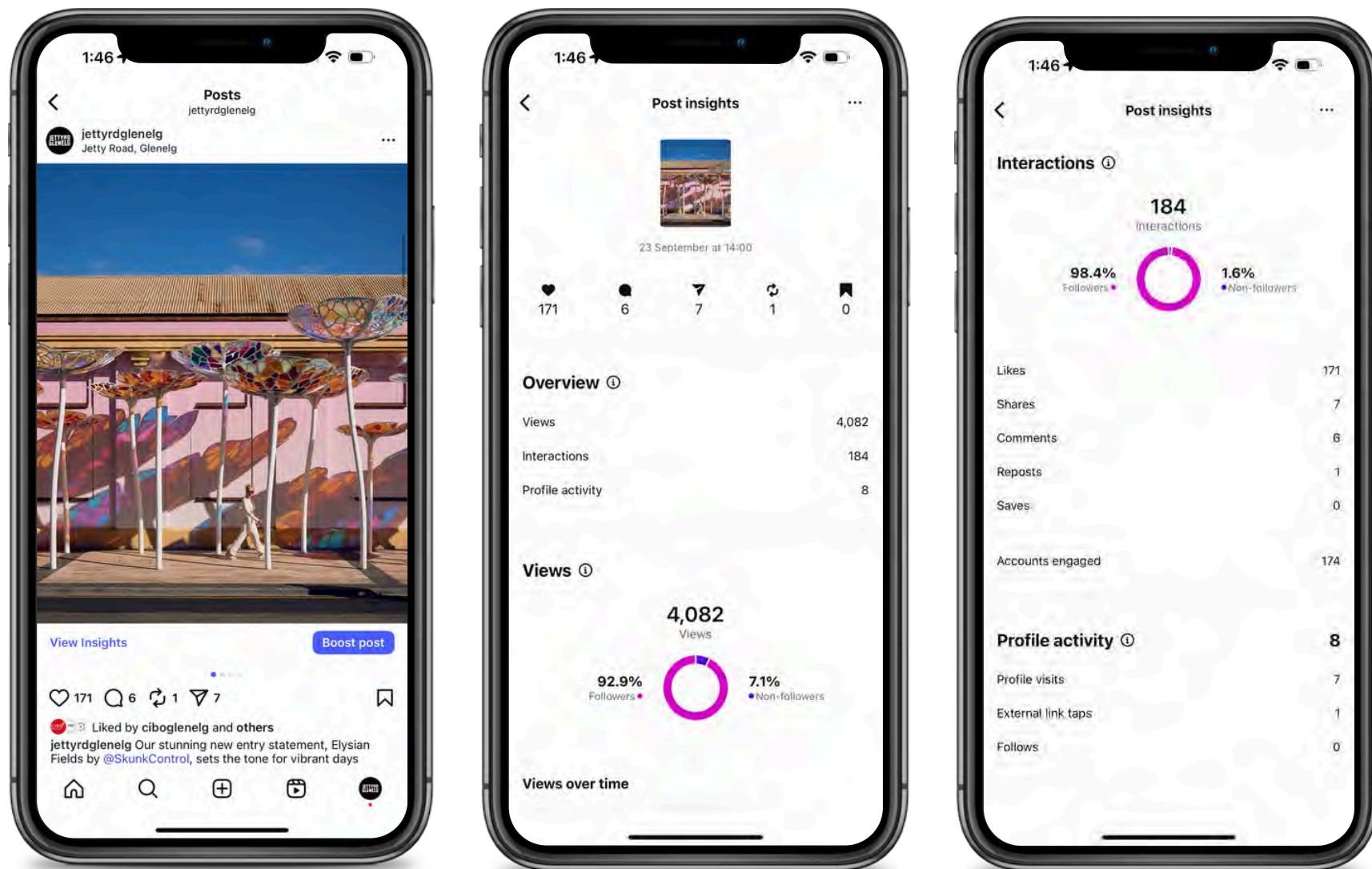


The same reel has also been live on Facebook since 12 September and has performed strongly, generating 1.1K likes, 138 comments, 59 shares, 20 saves and 47,807 views within its first 13 days.

As with Instagram, these results reflect only the initial launch period, and we expect continued growth in both reach and engagement as the reel gains further traction.

Elysian Fields – Skunk Control Reel – Reel Insights on Facebook – posted 12th September

Instagram – Elysian Fields Carousel Post



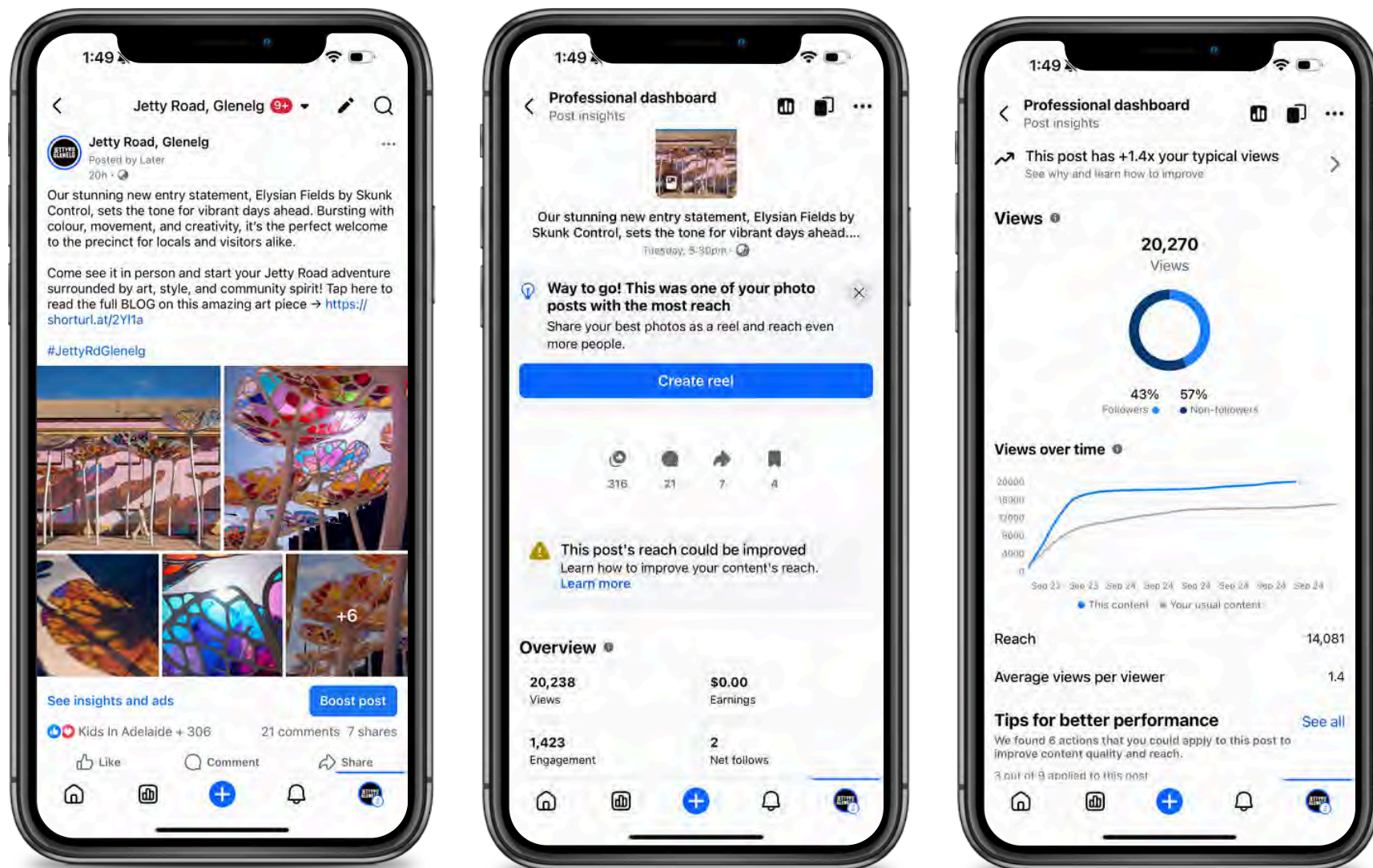
Jetty Road's post featuring the professionally taken photos of the Elysian Artwork has been live on Instagram since the 23rd September and is already gaining fantastic traction.

In less than 24 hours, it's been viewed 4,082 times and has received 171 likes, 6 comments, 7 shares, and 1 repost – totalling 184 interactions!

These results come from just one day of being live, and we expect reach and engagement to continue growing as the post gains further traction.

Elysian Fields – Skunk Control – Professional Photos – posted 23rd September

Facebook – Elysian Fields Carousel Post



Jetty Road's post featuring the professionally taken photos of the Elysian Artwork has been live since 23rd September on Facebook.

In less than 24 hours, it's been viewed 20,238 times and has received 307 likes, 21 comments, 7 shares, and 4 saves!

These results come from just one day of being live, and we expect reach and engagement to continue growing as the post gains further traction.

Elysian Fields – Skunk Control – Professional Photos – posted 23rd September

Instagram – General profile growth

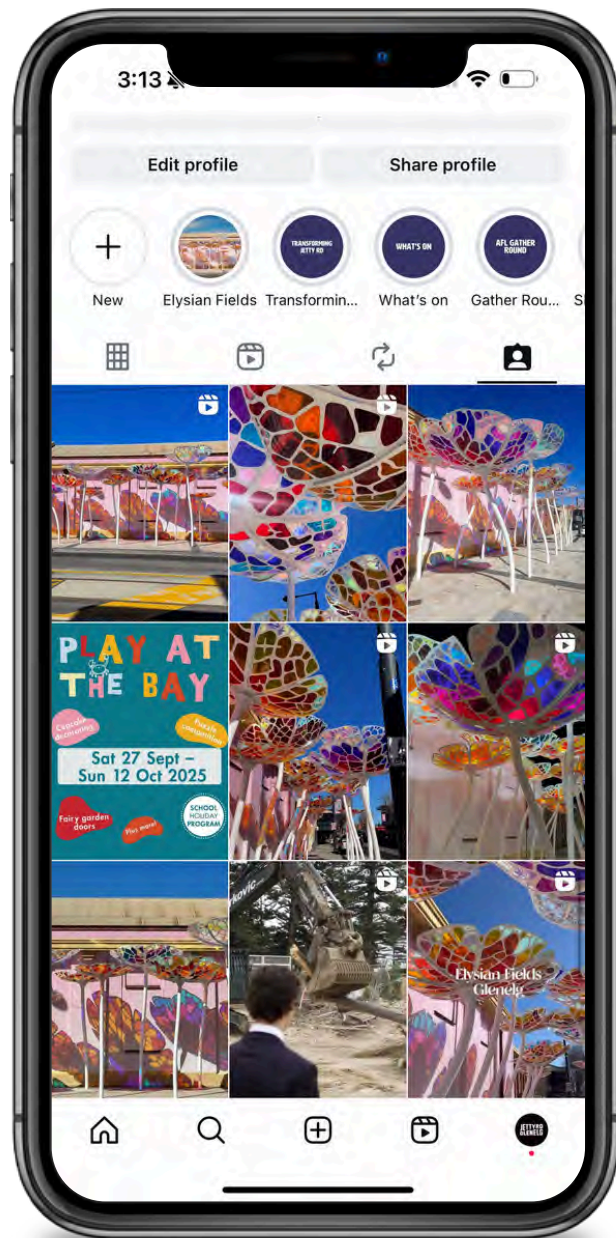
In just 13 days, the general profile activity has grown immensely, as highlighted in the chart below.

This impressive growth reflects the traction gained by the Elysian Fields artwork, driving increased engagement, views, and interactions across the profile!

1-11th Sept	12-22nd Sept	DATE
128,052	204,991	VIEWS
943	2,068	INTERACTIONS
122	198	NEW FOLLOWERS



User Generated Content



In addition to the strong performance of the official reel and static carousel post, the new artwork has sparked a significant amount of user-generated content across social media.

Visitors are creating their own reels, sharing photographs, and tagging Jetty Road in stories, which not only extends the artwork's visibility but also amplifies community engagement.

This organic activity is highly valuable for Jetty Road's growth, as it broadens reach beyond owned channels, builds authenticity, and encourages further interaction with the precinct.

User Generated content on Elysian Fields – Skunk Control

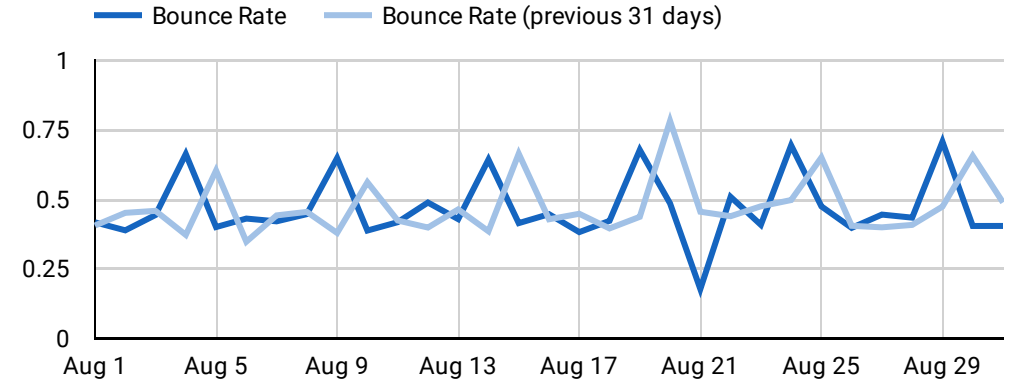
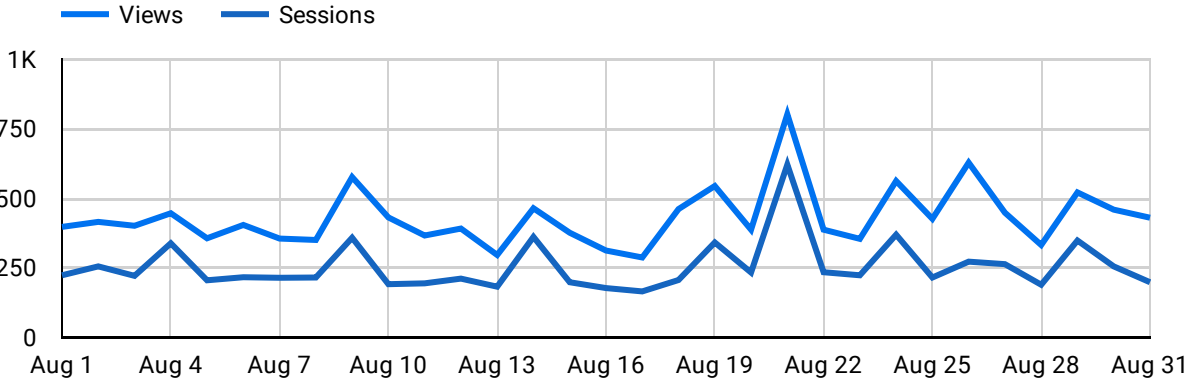
SAY CHEESE
S O C I A L

Attachment 3

Aug 1, 2025 - Aug 31, 2025

Total users
6,987

Overview of your customers behaviors



Pageviews
13,364

Sessions
7,994

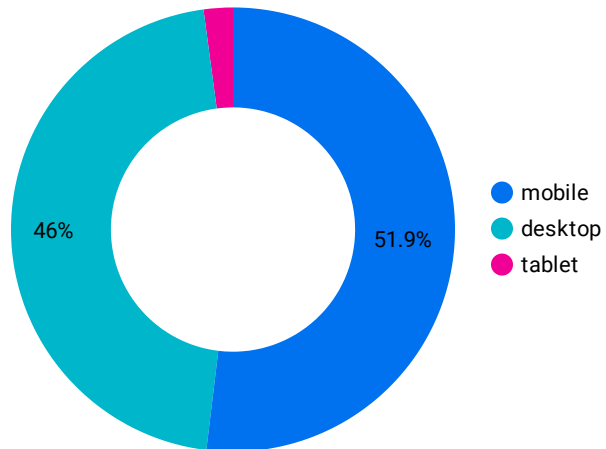
New users
6,763

Event count
42,577

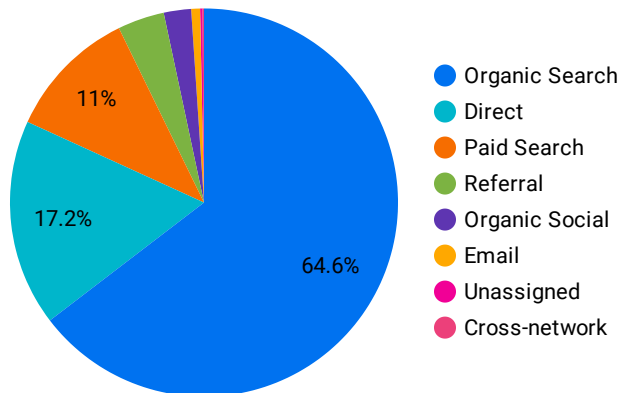
Pages Per Sessions
1.67

Avg. Time on Page
00:00:15

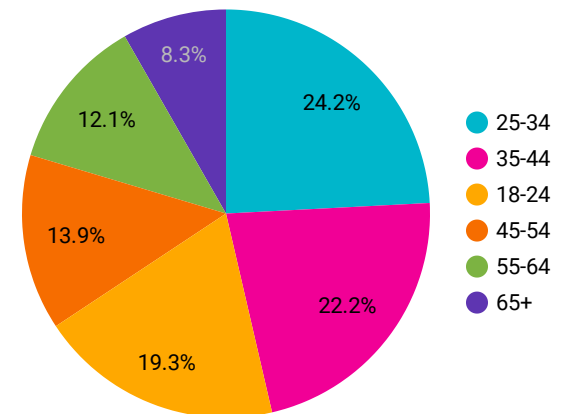
Device Type



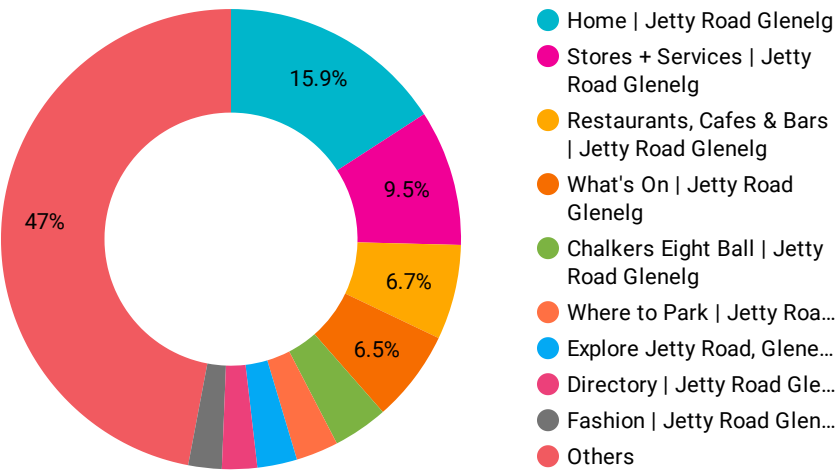
Website Traffic Source



Who is visiting your site?

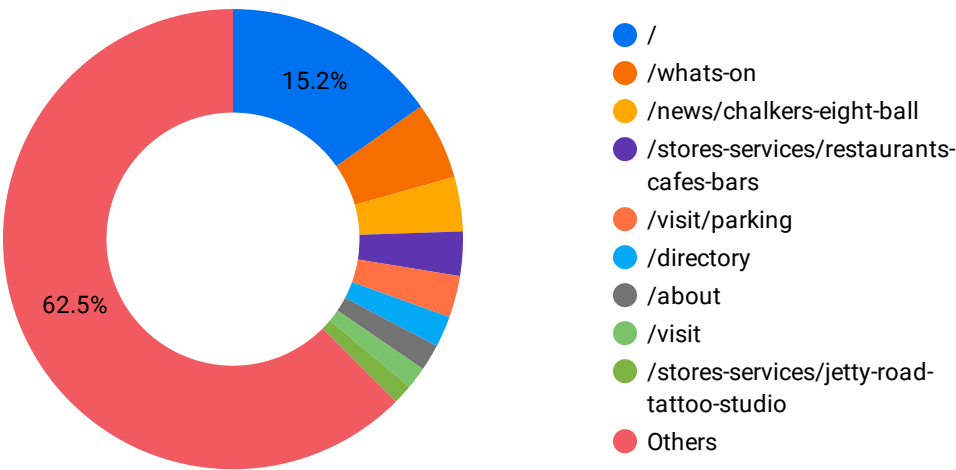


Most popular pages with title breakdown



Page title	Pageviews
Home Jetty Road Glenelg	1,871
Stores + Services Jetty Road Glenelg	1,126
Restaurants, Cafes & Bars Jetty Road Glenelg	787
What's On Jetty Road Glenelg	761
Chalkers Eight Ball Jetty Road Glenelg	456
Where to Park Jetty Road Glenelg	352
Explore Jetty Road, Glenelg Jetty Road Glenelg	330
Directory Jetty Road Glenelg	291
Fashion Jetty Road Glenelg	277
About Jetty Road Glenelg	219

Which page is the most popular?



Page path + query string	Pageviews
/	1,796
/whats-on	638
/news/chalkers-eight-ball	452
/stores-services/restaurants-cafes-bars	367
/visit/parking	346
/directory	257
/about	219
/visit	184
/stores-services/jetty-road-tattoo-studio	163
/stores-services/fashion	157

Item No: 8.5

Subject: REQUEST FOR SPONSORSHIP

Summary

A request for sponsorship has been received for an event to be held in November 2026.

In previous years the Jetty Road Mainstreet Committee has approved sponsorship for Volleyball South Australia and the Bay Discovery Centre gallery exhibition where the focus has been on summer activation.

Recommendation

That the Jetty Road Mainstreet Committee:

1. declines the proposal.

OR

2. approves the proposal and the allocation of \$7,500 in sponsorship funding to Volleyball SA, subject to final approval.

Background

Each year Volleyball South Australia conducts the South Australian Beach Volleyball Series (SABVS) at Glenelg beach throughout summer. Funding has been provided by the Jetty Road Mainstreet Committee (JRMCM) in 2006 (\$5,000) and 2021 (\$1,000), to support activation on the beach, delivering a vibrant community-focused competition that showcases the very best of beach volleyball along our coastline.

Report

Volleyball South Australia is seeking sponsorship of \$7,500 for the upcoming World Volleyball Championships Adelaide 2025, 14-23 November. Additionally, the SA Open is being held in January 2026.

The attached proposal outlines a partnership between Volleyball SA and Jetty Road Mainstreet Committee (JRMCM), to support the upcoming Beach Volleyball World Championships in Adelaide. The proposal outlines a range of sponsorship packages, both cash and in-kind, with flexibility to tailor opportunities that align with the Jetty Road, Glenelg brand and objectives. Whether through signage, marketing exposure, or activations, the partnership proposes to deliver value to Jetty Road traders while supporting a highly anticipated international sporting event coming to South Australia.

Refer Attachment 1

The event is expected to attract approximately 11,000 interstate spectators and 6,000 internationally. The event is to be held at The Drive, War Memorial Drive, North Adelaide, with Glenelg Beach activated from 3-30 November 2025 for the Volleyball South Australia regular program.

Previously the JRMCM has supported Volleyball South Australia with sponsorship in 2006 (\$5,000) and 2021 (\$1,000).

Budget

A total of \$7,500 has been requested.

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism
Sustainability: resilience in our economy

Council Policy

Not applicable

Statutory Provisions

Not applicable

Written By: Business Development Partner

General Manager: Community and Business, Ms M Lock

Attachment 1



Volleyball
South Australia



**JETTYRD
GLENELG**

PARTNERSHIP PROPOSAL

TWO SPORTS DOUBLE THE EYES

Those who play for fun and those who play for gold.

We're here to build confidence, to forge friendships, to grow personal skills.

We're here for the invigorating buzz of competition, the teams, the crowds, the music, the celebrations.

We're here to move, to sweat, to run and jump, to breathe deeper.

We're here to push this great game further,
so more people can feel the excitement and joy of the sport we love.

GRASSROOTS SOCIAL YEAR ROUND ELITE





VOLLEYBALL BY THE NUMBERS

👤 35,000+ players in South Australia

🌐 #2 most played sport worldwide

📱 #1 most followed Olympic sport on social media

Most Gender Equal sport in the World!

BEACH

The Australian Men's Beach Volleyball Team is proudly based in Adelaide.

🏖️ Competitions are held on SA's most iconic beaches – Glenelg, Henley Beach, and Port Noarlunga – plus our dedicated beach venue at Mawson Lakes.

South Australia is the true home of Australian beach volleyball.

INDOOR

🏐 Only state in Australia with a home & away league structure

💛 24 affiliated clubs – with a growing focus on regional expansion
South Australia leads the way in innovation and community engagement for volleyball.

PROJECTS

🏖️ Following the closure of City Beach in 2022, VSA is close to securing a multi-use, inclusive Beach Hub at Bonython Park.

🏟️ We are also a major stakeholder in the \$92M Netball SA Stadium redevelopment – the future home of volleyball in South Australia.

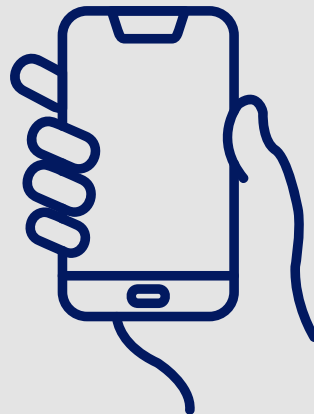
VSA AUDIENCE REACH

A SNAPSHOT OF OUR COMMUNITY



15,000+

VSA Members



1,800,000 +

Views in FY24 on our
TIKTOK channel



24

Clubs & Affiliates



35,000 +

Active participants
yearly

MEMBER DEMOGRAPHIC

A BREAKDOWN OF VSA MEMBERS

15,000+
VSA Members

% **46.4%** **53.5%** **0.1%**
WOMEN MEN NON BINARY



WORKING TOGETHER



COLLABORATION

Bringing everyone along the journey
and working together

COMMUNITY FOCUS

We value our partners and
members and strive to brighten
their lives through Volleyball.

EMBRACE CHALLENGES

We challenge ourselves to
ensure we are offering the best
products and services for our
customers



THE WORLD'S LARGEST BEACH VOLLEYBALL EVENT – COMING TO AUSTRALIA FOR THE FIRST TIME.

📍 Adelaide, 14–23 November 2025 – at The Drive, in the heart of the city.

🏐 192 elite athletes (men & women) from 50+ nations competing.

👥 75,000+ fans from around the world.



🎉 A true beach festival – global-class sport, fan activations, and entertainment.

Adelaide will take centre stage as the world watches.



BEACH VOLLEYBALL SA OPEN + SABVS




SA Open – Australia's Longest Running Beach Volleyball Event

-  Held every January on iconic Glenelg Beach
-  3 days of world-class beach volleyball
-  ~10,000 spectators across the weekend

The SA Open brings the best of the best – Olympians, Commonwealth Games medalists, and national athletes – in a festival of sport and entertainment.

With DJ sets, beach activations, and a laid-back summer vibe, it's the ultimate blend of elite competition and lifestyle experience.

SA Beach Volleyball Series

-  South Australia's local beach volleyball competition
-  Primarily at Glenelg Beach, with select events in regional SA
-  Multiple divisions – from U15 juniors through to elite athletes

The Series is the pathway for players of all ages and abilities, building community participation while showcasing SA's best beach volleyball talent.

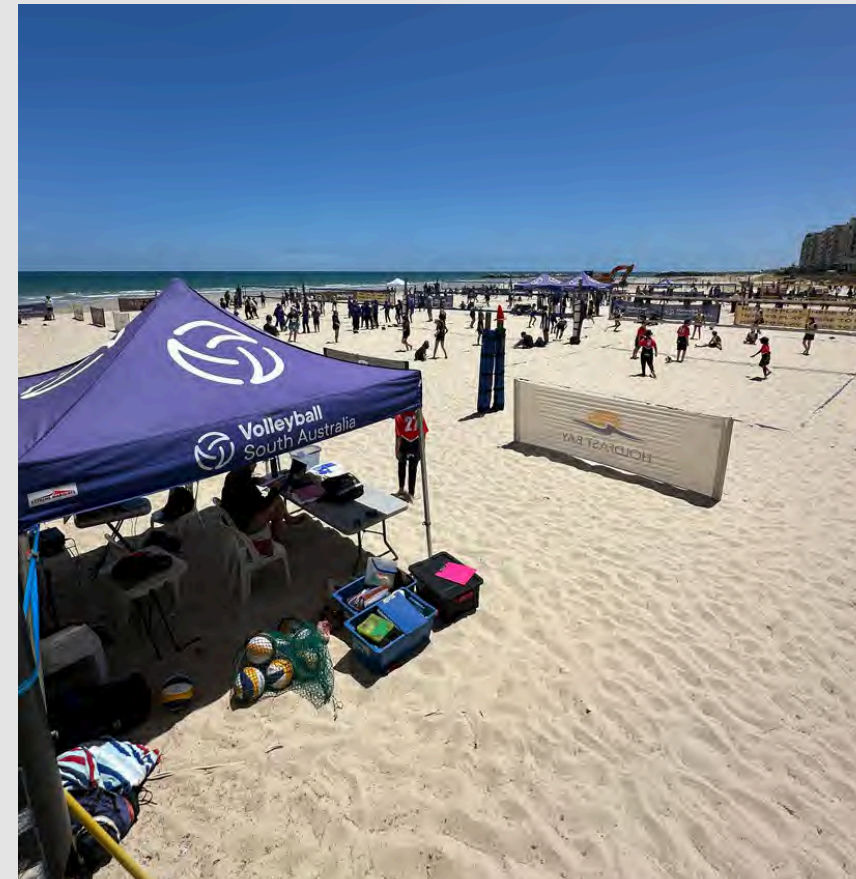


GLENELG BEACH TAKE OVER NOVEMBER 2025

From the 3rd of November til the 30th of November, Glenelg Beach will be the heart of the action as Volleyball South Australia transforms the foreshore into a month-long celebration of sport, culture, and community —opportunity to connect with thousands of locals, interstate visitors, and international guests in one of South Australia's most iconic locations. WITH A TOTAL OF APPROXIMATELY 10,000 PARTICIPANTS OVER THIS PERIOD.

Across the month, Glenelg will come alive with:

- Family-friendly Come & Try sessions (Kids, Juniors, Adults, Families)
- Corporate Cup Challenge
- Elite competition through the SA Beach Volleyball Series
- Multicultural 4-aside Competition
- Social Competitions showcasing inclusivity and community spirit
- School programs inspiring the next generation of athletes



PACKAGE \$7500

\$5,000 – One Year (Cash Contribution)

\$2,500 – One Year (In-Kind Contribution)

- **In-Kind Support**

- Contribution in the form of gift cards to be promoted throughout November.

- **Signage**

- Prominent signage during Volleyball SA's Glenelg Beach November Takeover.
- Signage placement on the beach for all SA Beach Volleyball Series (SABVS) rounds.

- **Marketing**

- Brand inclusion in targeted EDM campaigns distributed to Volleyball SA members, players, and supporters, providing consistent exposure throughout the partnership.
- Regular social media promotion across Volleyball SA's official channels, reaching a highly engaged and expanding audience.

- **Activations**

- Opportunity to activate on-site during the SABVS season and Glenelg Beach, supported by Volleyball SA.

- **Events**

- Two (2) exclusive invitations to the SA Open Function in January.

We have outlined sponsorship packages at both cash and in-kind levels; however, we are open to tailoring opportunities to best align with your organisation's objectives. Whether through signage, marketing, activations, or hospitality, our aim is to create a partnership that is mutually beneficial and delivers genuine value for your brand.



CONTACT & QUESTIONS

**INTERESTED IN SPONSORING
VOLLEYBALL SOUTH
AUSTRALIA?**

SEVANAH.W@VOLLEYBALLSA.COM.AU

0424 412 622

Item No: 8.6

Subject: **MARKETING AND COMMUNICATIONS SERVICE AGREEMENT**

Summary

This report highlights the necessity of establishing a service agreement between the Jetty Road Mainstreet Committee (JRMC) and Council to support the delivery of marketing and communications services. The proposed agreement will enable council to provide critical services that fall outside the scope of the marketing consultancy contract, to be finalised following council endorsement.

Recommendation

That the Jetty Road Mainstreet Committee:

- 1. endorses the service agreement between the Committee and Council for the provision of marketing and communications services; and**
 - 2. recommends that Ms M Lock, General Manager, Community and Business sign the agreement as delegated under section 36 of the *Local Government Act 1999*.**
-

Background

Following a competitive selection process, Society Marketing Communications has been appointed to develop a one-year marketing strategy and an 18-month forward plan for the Jetty Road, Glenelg precinct.

During the strategy development phase, it has been identified that several key services cannot be delivered by the marketing consultancy within the 2025-26 budget. These services will therefore be provided by council's Communications and Engagement team under a fee-for-service arrangement.

Report

The proposed service agreement as attached outlines the scope of marketing and communications services to be delivered by council to support JRMC initiatives. These services are essential to maintain momentum in precinct activation and stakeholder engagement during the transition period prior to the finalisation of the marketing strategy (August to end October 2025) and deliver services not included within the scope of the marketing consultancy.

Refer Attachment 1

Services to be provided include:

- Coordination with Society Marketing Communications
- Oversight and coordination of the contracted social media agency, Say Cheese
- Development and delivery of fortnightly Trader e-newsletters
- Development and delivery of monthly consumer e-newsletters
- Management of the Trader Facebook page
- Produce a monthly JRMCM update video for the Trader Facebook page
- Website content management
- Marketing and communications support for co-funded events
- Delivery of integrated marketing campaigns (radio, bus back, and bus shelter advertising) between 18 August 2025 and 31 October 2025
- Coordination of summer edition of The Local magazine, to be delivered by December 2025

These services also incorporate gaps previously filled by the Jetty Road Coordinator role, a position the Committee supported not replacing.

Council will document hours worked and charge JRMCM at a rate of \$88 + GST per hour.

In accordance with section 36(1) of the *Local Government Act 1999*, the JRMCM does not have delegation to enter contracts where the common seal of Council is not required. As Ms Marnie Lock, General Manager Community and Business, holds the relevant delegation under section 36(1), it is recommended by council's Strategy and Governance team that she sign the agreement.

Budget

The services outlined in the agreement will be delivered within JRMCM's existing marketing budget allocation for 2025–2026. Council will invoice JRMCM monthly for services provided, based on documented hours. The estimated annual cost of these services is \$91,520, based on an average of 20 hours per week.

In accordance with the Council-endorsed 2025–2026 budget, JRMCM has allocated a total of \$125,000 to support Administration in delivering these essential services. The remaining funds are recommended to be retained as a contingency, to accommodate any potential increase in resource requirements for JRMCM activities.

Life Cycle Costs

Not applicable

Strategic Plan

Innovation: entrepreneurialism

Sustainability: resilience in our economy

Council Policy

Not Applicable

Statutory Provisions

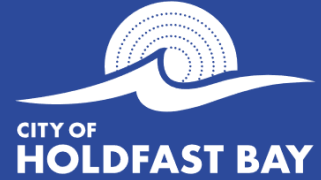
Local Government Act 1999, sections 36 and 41

Written By: Manager Communication and Engagement

General Manager: Community and Business, Ms M Lock

Attachment 1

SERVICE AGREEMENT



PARTIES:

This Service Agreement is made between:

- Client: Jetty Road Mainstreet Committee (Section 41 Committee).
- Service Provider: City of Holdfast Bay Council (Communications & Engagement).

1. Purpose

This Agreement establishes the terms under which the Service Provider will deliver communications and marketing coordination services to the Client on a fee-for-service basis. The objective is to ensure the effective promotion of Jetty Road precinct initiatives, events, and campaigns in line with agreed marketing strategies.

2. Scope of Services

The Service Provider will provide the following communications and marketing services:

- Coordination with the contracted marketing agency, Society
- Oversight and coordination of the contracted social media agency, Say Cheese
- Development and delivery of a fortnightly Trader e-newsletter
- Development and delivery of a monthly consumer e-newsletter
- Trader Facebook page coordination and moderation
- Produce a monthly JRMC update video for the Trader Facebook page
- Website content management
- Marketing/design/communications services for events co-funded by JRMC and Council (with services provided on a cost-share basis with Council)
- Development, planning, and delivery of integrated marketing campaigns (including radio, bus back, and bus shelter advertising) between 18 August 2025 and 30 October 2025 (prior to the formal appointment of marketing services from Society)
- Outsourcing, management, and coordination of summer edition of The Local magazine, to be delivered by December 2025.

Any additional services outside this scope must be agreed to in writing by both parties.

3. Service Hours and Availability

- The Service Provider will deliver services between 18 August 2025 and 30 June 2026.
- Services will generally be performed during normal business hours (Monday–Friday, 9:00am–5:00pm), unless otherwise agreed in writing.

- The Service Provider will allocate approximately 20 hours per week to deliver the agreed services, with flexibility based on project and campaign needs.
- Hours worked will be collated by the Service Provider and reported monthly.

4. Fees and Payment

- The Client will pay the Service Provider \$88 + GST per hour for services rendered.
- The Service Provider will maintain accurate records of hours worked. Timesheets and a summary of services provided will be submitted with monthly invoices.
- Any variation to fees or hours must be agreed in writing by both parties before additional costs are incurred.

5. Term and Termination

- This Agreement will commence on 18 August 2025 and will continue until 30 June 2026, unless terminated earlier.
- Either party may terminate this Agreement by providing 30 days' written notice. The Client may terminate immediately in the event of a material breach, misconduct, or failure to perform.
- Upon termination, the Service Provider will provide all completed and partially completed work, along with any project-related materials, to the Client.

6. Confidentiality

Both parties agree to maintain the confidentiality of all information that is commercially sensitive, personal, or otherwise classified, whether received verbally, electronically, or in writing. This obligation will survive the expiry or termination of this Agreement.

7. Insurance and Compliance

The Service Provider warrants that they:

- Hold and will maintain appropriate public liability and professional indemnity insurance for the duration of this Agreement.
- Will comply with all applicable laws and regulations, including but not limited to privacy, workplace health and safety, and equal opportunity legislation.
- Will ensure that any subcontractors or third parties engaged by the Service Provider also comply with these obligations.

8. Dispute Resolution

- In the event of a dispute, both parties will make genuine efforts to resolve the matter through negotiation.
- If the matter cannot be resolved within a reasonable timeframe, either party may refer it to mediation, with costs shared equally.
- Formal legal proceedings may only be initiated once mediation has been attempted, except where urgent injunctive or equitable relief is required.

9. Reporting and Accountability

- The Service Provider will provide the Client with monthly progress reports summarising hours worked, services delivered, campaign performance, and any recommendations.
- The Service Provider will attend meetings with the Client as reasonably required to report on progress and align deliverables.

10. Entire Agreement

This Agreement represents the entire understanding between the parties. No prior discussions, representations, or understandings have effect unless expressly included herein. Any amendment or variation must be made in writing and signed by both parties.

Executed as an Agreement:

Signed for and on behalf of the Client:	Signed for and on behalf of the Service Provider:
Name: Position: Date:	Name: Position: Date:
Signature:	Signature:

Item No: 8.7

Subject: **ADOPTION OF JETTY ROAD MAINSTREET COMMITTEE TERMS OF REFERENCE**

Summary

Following the report tabled at the 12 February 2025 meeting, titled Jetty Road Mainstreet Committee Terms of Reference (Report No. 29/25), the revised Terms of Reference (ToR) for the Jetty Road Mainstreet Committee (JRMCC) are presented to the Committee.

This report seeks the Committee's endorsement and recommendation of the ToR to Council for adoption.

Recommendation

That the Jetty Road Mainstreet Committee recommends that Council adopts the revised Terms of Reference.

Background

The Jetty Road Mainstreet Committee (JRMCC) has been established under section 41 of the *Local Government Act 1999*, to promote the precinct and attract visitation.

Following the presentation of the report titled 'Jetty Road Mainstreet Committee Terms of Reference' (Report No. 29/25) to the Committee on 12 February 2025, Administration now provides an updated Terms of Reference (ToR) for the Committee's consideration. The revised ToR aims to enhance guidance on meeting procedures, behavioural management, and good governance, thereby promoting transparency and accountability.

Report

The Terms of Reference, provided in Attachment 1, have been reviewed and updated to simplify the content, by using clearer, plain English text, ensuring clarity on the Committee's purpose, principles and objectives.

Refer Attachment 1

This table below provides a side-by-side comparison between the Jetty Road Mainstreet Committee Terms of Reference endorsed in February 2022, provided in Attachment 2, attached, and the new draft prepared in 2025.

Refer Attachment 2

Section	2022 Terms of Reference	2025 Draft Terms of Reference
1. Purpose & Objectives	<p>Emphasis on enhancing/promoting the precinct, economic development, branding, and stakeholder communication.</p> <p>Strategic and financial plan required for at least 4 years. Infrastructure upgrades explicitly included.</p>	<p>Focus on promotion, retail strategy, tenancy mix, economic stimulus, and marketing.</p> <p>Strategic and financial plan for minimum 2 years.</p> <p>Infrastructure/appearance upgrades not mentioned.</p>
2. Membership	Up to 9 traders/landlords, up to 2 Independents, 2 Elected Members, Mayor quarterly (non-voting).	8 traders/landlords, up to 3 Independents, 2 Elected Members, Mayor quarterly (non-voting). Council may fill vacancies.
3. Appointments & Term	<p>Two-year terms, may be reappointed. Detailed rules for removal/reappointment.</p> <p>Selection panel includes 1 JRMC member, Mayor, 1 Elected Member, CEO.</p>	<p>Two-year terms, maximum 2 consecutive terms (aligned with Council's 4-year cycle).</p> <p>Selection Panel: 2 JRMC members + possibly Mayor, Elected Member or CEO (more flexible).</p>
4. Presiding Member	<p>Elected every second financial year. Cannot be Elected/Independent.</p> <p>Presiding Member has deliberative + casting vote.</p>	<p>Still elected every two years from non-Elected, non-Independent members.</p> <p>Voting provisions removed.</p>
5. Meeting Procedures	Very detailed procedures (notice, agenda, quorum, voting, teleconference, presiding member's discretion, minutes).	Simplified (bi-monthly after 5:00pm, special meetings allowed, agendas online, public access). Less procedural detail.
6. Reporting	<p>Quarterly reports (strategy, promotion, Master Plan, financials).</p> <p>Annual self-review of TOR and membership. Annual report to Council.</p>	<p>Quarterly reports (strategy, promotions, Master Plan input, financials).</p> <p>Annual review included in Council Annual Report. No requirement to self-review TOR/membership.</p>
7. Behavioural Standards	Members act honestly, diligently, avoid conflicts, respect others, follow Code of Conduct and Local Government Act duties.	<p>Expanded standards referencing 2022 SA Government Gazette and Behavioural Support Policy.</p> <p>Explicit on bullying, harassment, respectful behaviour.</p>
8. Roles & Responsibilities	Detailed roles for Chair, Deputy, Members, Administration.	These detailed role descriptions removed; replaced with broad governance/behavioural standards.
9. Governance & Support	Secretariat funded by separate rate, specific admin responsibilities.	<p>Similar but simplified. Council provides administration support, facilities and training.</p> <p>Adds references to strategic alignment, risk, and 3-year review cycle.</p>

A summary of the revised Terms of Reference are below.

Purpose

The JRMC promotes the Jetty Road Precinct as a year-round destination for shopping, leisure, and recreation. It develops strategic and financial plans (minimum two-year scope) and recommends annual budgets to Council to support economic growth, retail strategy, marketing, and events.

Objectives

- Advise Council on retail mix, economic development, and investment opportunities.
- Support business growth and community vibrancy through marketing, branding, and activation.
- Operate as an advisory body under section 41 of the *Local Government Act 1999*.

Membership

- Up to 13 members, appointed by Council:
 - 8 local landlords/businesses paying the separate rate.
 - Up to 3 independent members with relevant expertise.
 - 2 Elected Members from Somerton or Glenelg wards.
- The Mayor attends quarterly (non-voting).
- Council may fill vacancies.
- Presiding and Deputy Presiding Members (drawn from non-Elected, non-Independent members) are appointed every two years.

Meetings & Procedures

- Held at least every two months (after 5:00 PM).
- Conducted under the *Local Government Act 1999*, meeting regulations, and Council's Code of Practice – Meeting Procedures.
- Quorum: half the members plus one.
- Open to the public unless confidentiality provisions apply.

Reporting

- Quarterly reports to Council by the Chair/Deputy/Independent Chair (if appointed).
- Annual performance report included in Council's Annual Report.
- Annual budget submission for Council consideration and adoption.

Authority

- The JRMC has no delegated powers—its role is advisory only.
- Only the Mayor or CEO (or their delegates) may speak on behalf of Council.

Terms & Appointments

- Members serve a two-year term, with a maximum of two consecutive terms.
- Appointment is via an open expression of interest process, assessed by a Selection Panel.

Behavioural Standards (formerly referred to as the Code of Conduct)

Members must:

- Act respectfully, responsibly, and in the community's best interests.
- Comply with Council policies, codes, and procedures.
- Maintain respectful relationships with Council members, staff, and the community.
- Avoid bullying, harassment, or misconduct.

Support & Governance

- Council provides administrative support, facilities, and member training.
- Governed by the *Local Government Act 1999*, Council meeting regulations, and behavioural policies.
- Terms of Reference reviewed every three years.

Budget

Not applicable

Life Cycle Costs

Not applicable

Strategic Plan

Building an economy and community that is inclusive, diverse, sustainable and resilient

Council Policy

- Council's Code of Practice - Meeting Procedures
- Council's Behavioural Management Policy

Statutory Provisions

Local Government Act 1999, sections 41 and 90

Local Government (Procedures at Meetings) Regulations 2013

Written By: General Manager, Community and Business

General Manager: Community and Business, Ms M Lock

Attachment 1

Jetty Road Mainstreet Committee – Terms of Reference

Council Policy

1. Purpose of the JRMC

The JRMC exists to:

- Promote the Precinct to attract residents, visitors, and the wider community, positioning it as a vibrant destination for shopping, leisure, and recreation all year round.
- Develop and recommend to Council a strategic and financial plan for the Precinct (minimum two-year scope), including:
 - Retail strategy.
 - Tenancy mix.
 - Economic stimulus initiatives.
 - Marketing, promotion, and event activation.
- Recommend to Council an annual budget to support JRMC activities, and monitor its performance through regular reporting to ensure alignment with strategic goals.

2. Objectives

As an Advisory Committee to Council, the JRMC advises on:

- Retail strategy and tenancy mix: Creating a diverse and community-focused business environment for at least two years.
- Economic development: Supporting existing businesses and attracting new investment through programs that stimulate local economic growth.
- Marketing and branding: Establishing a consistent strategy to promote the Precinct as a year-round destination for shopping, leisure, and recreation.

The JRMC is an Advisory Committee to Council under Section 41 of the *Local Government Act 1999*.

3. Meeting Procedures

- Meetings of the JRMC will be conducted in accordance with the *Local Government Act 1999*, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000, these Terms of Reference and any applicable Code of Practice adopted by the Council.

4. Membership

- Every two years, the JRMC appoints a Presiding Member and Deputy from non-Elected, non-independent members. The Presiding Member is the Committee's spokesperson. The Deputy acts if the Presiding Member is absent. If both are absent, members present choose an Acting Presiding Member (who is not an Elected Member).

The JRMC has up to 13 members, appointed by Council:

- 8 local landlords or business owners paying the separate rate.
- Up to 3 independent members with relevant skills.
- 2 Elected Members from Somerton or Glenelg wards.
- The Mayor attends quarterly (non-voting).
- Recruitment of members will be undertaken by Administration in accordance with approved recruitment best practice and relevant policies and procedures. Once completed, a recommendation(s) for appointment will be put to Council for decision.

5. Leadership and Speaking Conditions

- JRMC members cannot speak on behalf of Council unless Council has specifically given them that authority.
- Normally, only the Mayor (as Principal Member) or the CEO (or staff they delegate).
- JRMC members can talk informally about the committee's work (general updates), but they cannot claim to be speaking for Council or as the committee's official voice.

6. Term

- The Committee operates on a two-year term, with members able to serve a maximum of two consecutive terms, aligned with Council's four-year term.

7. Appointment Process

Council advertises vacancies and assesses nominations based on:

- Business, marketing, property, or governance experience.
- Availability to attend meetings.
- Independent members may be appointed for specialist skills (e.g., tourism, events, urban planning).
- A Selection Panel (*must* include 2 members of the JRMC and *may also* include an Elected Member, Mayor or CEO) recommends appointments.

8. Authority

- The JRMC has no delegated powers—it makes recommendations to Council only.

9. Meetings

- Held at least every two months, usually after 5:00 PM.
- Special meetings can be called for urgent matters.
- Attendance can be held virtually.
- Agendas and reports are published online.
- Members of the public are able to attend all meetings of the Committee, unless prohibited by resolution of the Committee under the confidentiality provisions of section 90 of the *Local Government Act 1999*.
- Minutes of the JRMC meetings will be presented to the next meeting of the Council for their information and endorsement.

10. Quorum

- A meeting is not able to conduct any business until a quorum is present.
- The quorum for a meeting is ascertained by dividing the total number of members by two, ignoring any fraction resulting from the division, and adding one.

11. Reporting

- The JRMC Chair or Deputy Chair (or Independent Chair, if appointed) will provide quarterly reports to Council on strategy, promotions, master plan input, and financial performance.
- An annual performance review and report will be included in Council's Annual Report.
- Each year, the JRMC will submit a proposed budget for its activities to Council, for consideration and adoption, within Council's budget preparation timelines.
- The financial year runs from 1 July to 30 June.

12. Behavioural Standards for JRMC Members (Extract from the [SA Government Gazette notice](#))

JRMC members must:

General behaviour

- Show commitment and discharge duties conscientiously.
- Act in a way that generates community trust and confidence in the Council.
- Act in a manner that is consistent with the Council's role as a representative, informed and responsible decision maker, in the interests of its community.
- Act in a reasonable, just, respectful and non-discriminatory way.

Responsibilities as a Committee Member

- Comply with all applicable Council policies, codes, procedures, guidelines and resolutions.
- Take all reasonable steps to provide accurate information to the community and the Council.
- Take all reasonable steps to ensure that the community and the Council are not knowingly misled.
- Take all reasonable and appropriate steps to correct the public record in circumstances where the Member becomes aware that they have unintentionally misled the community or the Council.
- Act in a manner consistent with their roles, as defined in section 59 of the Act.
- In the case of the Principal Member of a Council, act in a manner consistent with their additional roles, as defined in section 58 of the Act.
- Use the processes and resources of Council appropriately and in the public interest.

Relationship with fellow Council Members

- Establish and maintain relationships of respect, trust, collaboration, and cooperation with all Council members.
- Not bully other Council members.
- Not sexually harass other Council members.

Relationship with Council employees

- Establish and maintain relationships of respect, trust, collaboration, and cooperation with all Council employees.
- Not bully Council employees.
- Not sexually harass Council employees.

Further requirements (in terms of reporting complaints) can be found in [Council's Behavioural Support Policy](#).

13. Secretariat and Support

- The Council will employ and manage appropriate administrative staff to assist the Committee to meet its objectives.

- All workplace equipment and facilities are provided by the Council.
- The members of the JRMC will be provided with appropriate and timely training, both in the form of an induction program for new members and on an ongoing basis for all members.

14. Governance

- Guided by relevant legislation and Council policies, including:
 - *Local Government Act 1999.*
 - Council's Meeting Procedures Regulations.
 - Council's Behavioural Management Policy.

15. For Administration Use Only

Reference Number:		
Strategic Alignment:		
Strategic Risk:		
Responsible Officer(s):	General Manager, Community & Business	
Approval Date and Council Resolution Number:	TBA	
Approval History (Council), including GM approval:	<u>Council</u> N/A	<u>General Manager</u> 25/09/25
Review Cycle:	Three years.	
Applicable Legislation:	<i>Local Government Act 1999.</i>	
Related Policies:	<i>Local Government Act 1999.</i> Council's Meeting Procedures Regulations. Council's Behavioural Management Policy.	
Other Reference Documents:	https://www.governmentgazette.sa.gov.au/2022/November/2022_079.pdf	

Attachment 2



Jetty Road Mainstreet Committee Terms of Reference

Endorsed by Council at its meeting held 8 February 2022 minute reference C080222/2543

1. Background/Preamble

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) and later, to the Jetty Road Mainstreet Committee (JRMCM).

2. Establishment

The Jetty Road Mainstreet Committee (JRMCM) is an advisory committee of the City of Holdfast Bay formed under Section 41 of the *Local Government Act 1999*.

3. Objectives

The JRMCM is established to advise Council on:

- 3.1 Enhancing and promoting the Precinct as a vibrant shopping, leisure and recreational area with year round appeal to residents and visitors.
- 3.2 Furthering the economic development of the Precinct and encouraging further retail investment in the Precinct.
- 3.3 A consistent marketing and brand strategy for the Precinct.
- 3.4 Initiatives required to operate the Precinct in accordance with the Council’s Strategic Management Plans.
- 3.5 The Committee will also maintain communication between the Council, traders, landlords, tourism providers, consumers and residents in the Precinct.

4. Purpose

The purpose of the JRMCM is to:

- 4.1 Recommend a strategic management and financial plan for the Precinct for a period of at least four years for consideration and adoption by Council;
- 4.2 Promote the Precinct and to encourage its use by residents, visitors and the

Jetty Road Mainstreet Committee Terms of Reference

greater community in general;

- 4.3 To make recommendations to Council in relation to the maintenance and upgrade of the Precinct's existing infrastructure and physical appearance to ensure it is maintained to a high standard in keeping with a historic seaside village concept;
- 4.4 To recommend annually to Council a budget to support the performance of its activities and functions. Through regular reporting to Council on the JRMC's financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.

5. Code of Conduct

- 5.1 All members of the Jetty Road Mainstreet Committee are required to operate in accordance with Part 4 of the *Local Government Act 1999*, in that they are required at all times to:
 - 5.1.1 act honestly in the performance and discharge of official functions and duties;
 - 5.1.2 act with reasonable care and diligence;
 - 5.1.3 not make improper use of information or his or her position; and
 - 5.1.4 abide by the Elected Member Code of Conduct.
- 5.2 All members of the Committee will support as one the recommendations of the Committee and Council and will work with other members of the Committee and with employees of the City of Holdfast Bay in a respectful and professional manner at all times.
- 5.3 The JRMC is subject to compliance with all City of Holdfast Bay policies, plans and procedures.
- 5.4 The Conflict of Interest Provisions under the *Local Government Act 1999* shall apply to all members of the JRMC as if members of the JRMC were Members of Council.
- 5.5 The general duties contained in Section 62 of the *Local Government Act 1999* apply to all members of the JRMC as if members of the JRMC were members of Council.

6. Meetings

- 6.1 Meetings will be held at least once every 2 months.
- 6.2 All meetings of the JRMC shall held in a place open to the public except in special circumstances as defined by section 90 of the *Local Government Act 1999*.
- 6.3 A Notice of Meetings showing the meeting dates, times and locations will be prepared every 12 months and published on Council's web-site, and be displayed in a place or places determined by the CEO.
- 6.4 Meetings will not be held before 5:00pm unless the Committee resolves otherwise by a resolution supported by a two-thirds majority of members of the Committee.

Jetty Road Mainstreet Committee Terms of Reference

- 6.5 A special meeting can be called by the Chief Executive Officer of the Council at the request of the Presiding Member or at least two members of the JRMCM to deal with urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting.
- 6.6 Each notice of meeting, agenda and reports for each JRMCM meeting shall be placed on the Council's website.
- 6.7 Members of the public have access to all documents relating to the JRMCM unless prohibited by resolution of the Committee under the confidentiality provisions of section 91 of the *Local Government Act 1999*.

7. Membership

- 7.1 The Jetty Road Mainstreet Committee (JRMCM) will consist of up to 13 persons with a maximum of 9 persons who are either landlords or traders in the precinct and are contributing to the separate rate.
- 7.2 The Jetty Road Mainstreet Committee may, if it wishes to do so, appoint up to 2 independent members, in addition to the 9 representatives from landlords and traders, who have relevant skills and experience which will benefit the committee without the requirement to be either landlords or traders in the precinct contributing to the separate rate.
- 7.3 The membership of the Committee will consist of two (2) Elected Members being Council members who are from either the Somerton or Glenelg wards. The Mayor shall attend one meeting of the Committee per quarter with no voting rights.
- 7.4 Members of the JRMCM are appointed by the Council.
- 7.5 Elected Members and committee members are appointed for a term not exceeding 2 years. On expiry of their term, a member may be re-appointed by Council for a further two year term.
- 7.6 The JRMCM may make recommendations to the Council regarding the reappointment of any member, at the expiration of the member's term of office and the reappointment is entirely at the discretion of council.
- 7.7 A JRMCM Committee Member's office will become vacant if:
- 7.7.1 In the case of the Elected Members of the Council, appointed by the Council to the JRMCM, the Elected Member ceasing to hold office as an Elected Member of the Council; and
 - 7.7.2 In the case of the other Management Committee Members appointed in accordance with Clause 7.1:
 - upon the Council removing that person from office; or
 - the member resigning their position from the JRMCM.
 - upon the member no longer either landlords or traders in the precinct and are contributing to the separate rate.
- 7.8 If Council proposes to remove a Committee Member from the Committee, it must

Jetty Road Mainstreet Committee Terms of Reference

give written notice to the Committee Member of its intention to do so and provide that Member with the opportunity to be heard at an Executive Committee meeting, if that Committee Member so requests.

- 7.9 If any Committee Member is absent for three consecutive meetings of the JRMC without leave of the JRMC, the JRMC may recommend to the Council that it remove that Member from office and appoint another person as a Committee Member for the unexpired term.
- 7.10 The removal of a Committee Member and appointment of another Committee Member pursuant to this Clause shall be entirely at the Council's discretion.
- 7.11 In the event of a vacancy in the office of a Committee Member, the Council shall, if it deems fit, appoint another person as a Committee Member on such terms and conditions as it thinks fit.
- 7.12 Each Committee Member must participate in the Council orientation and induction program for Committee Members and must attend all education and training programs as required by the Council from time to time.

8. Method of Appointment of Committee Members

- 8.1 The method of appointment of the Committee Members will be as follows:
 - 8.1.1 At the expiry of each committee member's term, if not eligible for reappointment, the Council will advertise the vacancies and seek nominations for the positions of the committee members of the JRMC.
 - 8.1.2 The Council will call for nominations from either landlords or traders in the precinct and are contributing to the separate rate and will assess these nominations against the following criteria:
 - Retail business experience
 - Marketing and/or advertising experience
 - Retail property management experience
 - Experience as a member of a Board of Management or similar governing body
 - Availability to attend meetings
 - 8.1.3 If the committee recommends to Council that it believes that the committee would benefit from independent members appointed to the committee with specialist skills the Council would advertise for up to 2 independent members who had skills/experience in the following areas:
 - Tourism
 - Events
 - Marketing
 - Food and Dining
 - Economic Development
 - Property Development
 - Investment Attraction
 - Urban Planning and Design

Jetty Road Mainstreet Committee Terms of Reference

- 8.2 The selection panel will comprise of a member of the JRM C, the Mayor, one elected member appointed to the committee and the Chief Executive Officer of the Council. Which elected member will be mutually agreed by the two Elected Members on the committee. In the event that the two members cannot agree, the Mayor will decide.
- 8.3 The selection panel will make a recommendation to Council as to the appointment of the committee members for consideration and appointment by the Council.

9. Office Bearers

- 9.1 At the first meeting of the JRM C in every second financial year, the JRM C shall appoint, for a bi-annual term, a Presiding Member and a Deputy Presiding Member from amongst the Committee Members. The Presiding Member of the Committee is the committee's official spokesperson.
- 9.2 The Presiding Member and Deputy Presiding Member are to be appointed from those members who are not Elected or Independent Members of the City of Holdfast Bay.
- 9.3 The Deputy Presiding Member will act in the absence of the Presiding Member and if both are absent from a meeting of the JRM C, the Committee members will choose a Committee Member from those present, who are not Elected Members of the City of Holdfast Bay, to preside at the meeting as the Acting Presiding Member.

10. Voting Rights

- 10.1 All members have equal voting rights.
- 10.2 All decisions of the JRM C shall be made on the basis of a majority decision of the JRM C members present.
- 10.3 Unless required by legislation not to vote, each member must vote on every matter which is before the JRM C for decision.
- 10.4 The Presiding Member has a deliberative vote, and in the event of an equality of votes has a casting vote.

11. Meeting Procedures

- 11.1 Meetings of the JRM C will be conducted in accordance with the *Local Government Act 1999, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000*, these Terms of Reference and any applicable Code of Practice adopted by the Council.
- 11.2 In so far as *the Local Government Act 1999, Part 3 of the Local Government (Procedures at Meetings) Regulations 2000*, the Council's Code of Practice – Procedures at Meetings as applicable to the JRM C and the Terms of Reference does not specify a procedure to be observed in relation to the conduct of a meeting of the JRM C, then the JRM C may determine its own procedure.
- 11.3 If a member of the JRM C is unable to attend a meeting, they may participate in the meeting by telephone or video conference, in accordance with any procedures prescribed by the regulation or determined by the council under section 89 LG Act and

Jetty Road Mainstreet Committee Terms of Reference

provided that any members of the public attending the meeting can hear the discussion between all committee members.

- 11.4 The decision of the person presiding at the meeting of the Committee in relation to the interpretation and application of meeting procedures is final and binding on the Committee.
- 11.5 A special meeting can be called by the Chief Executive Officer of the Council at the request of the Chair or at least two members of the JRMCM to deal with urgent business at any time. A request for a special meeting must include details of the time, place and purpose of the meeting which will be included in the notice of the special meeting. All Members must be given at least four hours' notice of a special meeting.
- 11.6 All decisions of the JRMCM shall be made on the basis of a majority of the members present in person or via provisions in 11.3.
- 11.7 The presiding member has the right to refuse a motion without notice if he/she thinks that the matter should be considered by way of a written notice of motion, or if he/she believes the motion is vexatious, frivolous or outside of the scope of the Committee.
- 11.8 The presiding member has the right to end debate if he/she believes that the matter has been canvassed sufficiently, taking into account the Guiding Principles of the *Local Government (Procedures at Meetings Regulations) 1999*.

12. Quorum

- 12.1 A quorum will be half of the Committee plus one, ignoring any fractions. No business can be transacted at a meeting of the JRMCM unless a quorum is present

13. Minutes of Meetings

- 13.1 Minutes of the JRMCM meetings will be placed on Council's website and a copy provided to all Council and JRMCM members within 5 days of a meeting of the JRMCM.
- 13.2 Minutes of the JRMCM meetings will be presented to the next meeting of the Council for their information and endorsement.
- 13.3 Where necessary the minutes of JRMCM will include commentary relevant to the decisions made by the committee. This is not a verbatim record of the meeting.

14. Financial Management

- 14.1 The JRMCM financial records will be maintained by the council.
- 14.2 The JRMCM will present to the Council for its consideration and adoption, a proposed annual budget for its activities for the ensuing financial year within the timeframes established by Council for its annual budget preparation cycle.
- 14.3 The financial year shall be from 1 July to 30 June in the following year.

15. Reporting Requirements

Jetty Road Mainstreet Committee Terms of Reference

- 15.1 The JRMC will prepare a quarterly report to Council on the activities of the Committee reporting on in particular:
- Strategy – the adopted strategic management and financial plan for the Precinct including stakeholder engagement and resources
 - Promotion – promotional activities undertaken to promote their precinct, attendances of residents and visitors
 - Jetty Road Master Plan – provide recommendations to Council in relation to the upgrade of the Precinct’s existing infrastructure and physical appearance aligned with the Jetty Road Master Plan.
 - Financial Performance - financial and general performance, monitor the aspects of the budget approved by Council relating to the JRMC and the Precinct.
- 15.2 The JRMC shall at least once per year, review its own performance, terms of reference and membership and provide a report to council including any recommended changes.
- 15.3 The JRMC presiding member will report to council annually summarizing the activities of the JRMC during the previous financial year.
- 15.4 The JRMC will provide a report for inclusion in the Council’s Annual Report on the outcomes of the annual performance review.

16. Secretariat and Support

- 16.1 The Council will employ and manage appropriate Administrative staff¹ to assist the Committee to meet its objectives.
- 16.2 The Chief Executive Officer will ensure that the JRMC has access to reasonable administrative resources in order to carry out its duties.
- 16.3 All workplace equipment and facilities are provided by the Council.
- 16.4 The members of the JRMC will be provided with appropriate and timely training, both in the form of an induction program for new members and on an ongoing basis for all members.

17. Roles and Responsibilities

- 17.1 Chair
- To provide leadership to the Committee.
 - To act as the presiding member at all meetings of the Committee, ensuring that the meeting is conducted in a proper and orderly manner, complying with the requirements of the Local Government Act 1999 and the Local Government (Procedures at Meetings Regulations) 1999.
 - To act as the principal spokesperson of the Committee in accordance with Council’s media policy.
 - To act as the Committee’s primary contact with the Administrative staff.

¹ Funded from the separate rate

Jetty Road Mainstreet Committee Terms of Reference

- To regularly liaise with Council Administrative staff in relation to the work of the Committee.
- To provide feedback on Council Administrative staff performance, as required. (The Committee will have the opportunity to provide comment and feedback on staff performance as part of the six monthly City of Holdfast Bay Performance Development Review process. However, any feedback from individual Committee members regarding staff performance must be provided through the Chair).

17.2 Deputy Chair

In the absence of the Chair, to fulfil the role of the Chair.

17.3 Committee Members

- To attend all meetings of the Committee as practical.
- To make recommendations to Council in a fair and impartial manner, and which are within the scope of the Committee.
- To declare any conflict of interest and act appropriately in respect of that conflict.
- To listen to alternate views and act respectfully to other Committee Members.
- Committee Members have no role in directing Administrative staff of the Council.

17.4 Administration

- To refer recommendations of the Committee to Council.
- To provide secretariat and administrative support to the functions of the Committee.
- To ensure that meetings of the Committee occur as scheduled and that members are provided with information in a timely manner.
- To liaise between the Committee and the Jetty Road Traders on matters relevant to the Committee.
- The Coordinator, Jetty Road Development is the principal point of contact between the Committee, through the Chair, and Administration.